

**Maddie's[®] Pet Rescue Project
in
Tuscaloosa County**



The Pet Rescue Foundation

**Strategic Plan
Years 5 - 10**

I. Our Mission Statement

To create a no-kill community in Tuscaloosa County in ten years (April 1, 2015) by providing an adoption guarantee for all healthy and treatable shelter dogs and cats and promoting honesty, integrity and mutual respect among collaboration members and with the veterinary community.

We intend to accomplish our mission by:

- 1) Increasing Adoptions
- 2) Reducing Shelter Euthanasia
- 3) Raising additional money to support the project beyond the MF grant (sustainability)

II. Coalition Demographics

Background

Maddie's[®] Pet Rescue Project in Tuscaloosa County, AL is a coalition of humane organizations, supported by Maddie's Fund[®], working to end the euthanasia of healthy and treatable dogs and cats in the Tuscaloosa Metro Animal Shelter by April 1, 2015. The coalition consists of three adoption guarantee organizations (AG) – T-Town PAWS (PAWS), Alabamians Defending Animal Rights (ADAR) and the Humane Society of West Alabama (HSWA) – and one municipal/county animal control agency – Tuscaloosa Metro Animal Shelter (Metro).

Geographic Area

Tuscaloosa is located in west central Alabama and is the largest county in the state covering 2,000 square miles. The county is named after a Choctaw Creek Indian Chief whose name, Tuskaloosa, means Black Warrior. The Black Warrior River runs through the county and divides the City of Tuscaloosa and the City of Northport. The county is bordered by seven other counties: Walker, Fayette, Jefferson, Bibb, Hale, Green, and Pickens counties. Tuscaloosa is home to the University of Alabama and Stillman College.

Human Population

171,159 (State of AL 2006 estimate)

Coalition Members:

T-Town PAWS

The mission of T-Town PAWS is to make Tuscaloosa County a no-kill community through spay/neuter programs, adoption activities and education. The education component includes both in-school activities and community relations. PAWS is the lead agency of Maddie's Pet Rescue Project in Tuscaloosa County, and is active in adopting dogs and cats from Metro Animal Shelter into new, loving homes through a variety of events and programs. PAWS manages its own adoption facility in Northport, as well as the Maddie's Adoption Room in Tuscaloosa's Pet Supplies Plus. Founded in 1997 by a small group of concerned citizens, PAWS has never lost sight of its original goal of ending the euthanasia of all healthy and treatable animals at the Tuscaloosa Metro Animal Shelter.

HSWA

The Humane Society of West Alabama was founded in 1971 and is an all-volunteer nonprofit organization dedicated to rescuing and finding homes for dogs and cats in need and stopping animal abuse. Most of our funds are spent on direct aid for the dogs and cats in our care. We are an information-and-referral service and have an extensive file of contact names and numbers. We maintain lists of lost and found animals, and lists of pets needing new homes along with people seeking pets. We document calls concerning animal cruelty and route these cases to the proper authorities. But our main mission is to find loving adopters for homeless, neglected, and/or abused dogs and cats. The Humane Society Adoption Center is at 1515 Veterans Memorial Parkway, Tuscaloosa, AL. Cats available for adoption are housed at the adoption center; the rest are in foster care. Some of the dogs waiting for adoption are in foster care, while the remainder of the dogs are in the Humane Society adoption center off Watermelon Road just outside Northport City limits.

ADAR

Alabamians Defending Animal Rights is a small "grass roots" group dedicated to saving stray, abandoned, and abused animals. We also "pull" animals from the local Metro Animal Shelter, take care of all of their medical needs, have them spayed/neutered, and find loving new homes for them. We have an all volunteer organization, with our animals housed in our growing foster community. ADAR incorporated in 2005, and has acquired an IRS tax exempt status.

Metro

Opened in July of 1994, Tuscaloosa Metro Animal Shelter has taken in thousands of homeless and unwanted animals in Tuscaloosa County. We are funded by the City of Tuscaloosa, City of Northport and the Tuscaloosa County Commission. We have 108 dog kennels, 72 cat cages, and 15 isolation cages. We take in over 7,000 animals a year. Our shelter uses the SAFER test that helps us identify dogs that will make wonderful pets, dogs that need a small amount of behavior modification, and dogs that will not make appropriate pets. Ultimately, this means better placements, safer in-shelter interactions, and fewer returns. From the inception of our shelter, we have seen ourselves as a dedicated group of professionals working together to do an excellent job for the citizens, the animals, and the profession. We attribute our success to our fine staff and the services we offer. One of the strong points of our philosophy is our teamwork attitude and our emphasis on communication. We believe in the delivery of up-to-date services to the animals in the most compassionate and humane manner that we can carry out as well as being caring and sensitive with the citizens.

III. Maddie's[®] Pet Rescue Project

Maddie's[®] Project is a ten-year community collaborative project. Maddie's Fund provides support for seven of the ten years. And in return, our Coalition is expected to meet annual goals to increase adoptions and reduce shelter euthanasia (total, healthy, and

treatable) and to raise extra funding to cover any shortfalls and to sustain the project in future years. T-Town PAWS submits an annual application and an updated sustainability plan which are reviewed by the Maddie’s Fund team and the Board of Directors. Continued funding for our project is dependent upon meeting the goals of the project and at the discretion of the Maddie’s Fund Board.

Project Goals

Annual goals are set for the project which Coalition members are expected to meet. These goals are based on the coalition’s performance during the baseline year (calendar year 2004). Each year Metro needs to at least maintain their baseline year adoption performance, while participating adoption guarantee Coalition members must exceed their baseline year adoption performance, reduce euthanasia of healthy shelter pets, reduce euthanasia of treatable shelter pets (starting in Year 6), reduce total shelter euthanasia and raise additional funding for the future years of the project.

Baseline Year Performance

2004	ADAR	HSWA	T-Town PAWS	Metro Animal Shelter	TOTAL
Public Intake	0	121	0	7,702	7,823
Adoptions	0	73	0	950	1,023
Euthanasia					
Healthy	0	0	0	1,952	1,952
Treatable	0	0	0	2,525	2,525
Total	0	1	0	5,832	5,833

Grant Funds

Grant funds are used to pay the adoption guarantee organizations to perform above baseline (AB) adoptions and to help them raise money for future years of the project. In addition, T-Town PAWS receives funding to administer the project – hiring staff, bookkeeping, organizing coalition-wide events, meeting reporting requirements and ensuring that the project goals are met. Metro Animal Shelter is required to collect and report shelter statistics, maintain their adoption baseline, and to make available to the adoption guarantee organizations any healthy or treatable shelter dog or cat that they can’t place.

Functions of the Lead Agency

- Provide leadership to coalition partners
- Oversee distribution and use of grant funds
- Ensure that annual project goals are met
- Hire and supervise staff for project
- Hold monthly coalition meetings
- Collect and monitor monthly shelter statistics from animal control and adoption guarantee organizations
- Staff and oversee all bookkeeping
- Submit monthly, quarterly, semiannual and annual reports to Maddie’s Fund
- Organize and coordinate coalition events

- Serve as Maddie’s Pet Rescue Project spokesperson
- Coordinate speaking engagements for public and private organizations
- Coordinate all project media
- Produce and distribute all Maddie recognition materials for coalition members
- Annually revise and update our Strategic Plan

Functions of the Coalition Members

- Achieve project goals
- Report shelter statistics to lead agency monthly
- Supply adoption documentation for each adoption
- Report successes and challenges at monthly coalition meetings
- Support and actively participate in coalition events
- Continue to develop fundraising programs
- Build up reserves to support future years of the project
- Continue to develop and implement new adoption strategies
- Participate in strategic planning meetings for the project
- Promote and recognize Maddie and Maddie’s Fund during and after the life of the grant

We expect that the roles of the coalition members will remain the same throughout the grant and into the future. The lead agency, however, will take on the responsibility of running the project through PAWS staff.

IV. Objectives – *How We Intend to Achieve Our Mission*

Objective 1: Increasing Adoptions

The Tuscaloosa project members will increase adoptions through a variety of events and programs. As adoption goals are reached, euthanasia at Metro will also continue to decline. One key element is that Metro will be involved in all coalition events and programs, thereby increasing public awareness of shelter animals and also increasing their adoptions and reducing shelter deaths.

Adoption Goals

	Yr 1 (Act)	Yr 2 (Act)	Yr 3 (Act)	Yr 4 (Est)	Yr 5 (Proj)	Yr 6 (Proj)	Yr 7 (Proj)	Yr 8 (Proj)	Yr 9 (Proj)	Yr 10 (Proj)	Yr 11 (Proj)
Increase AG Adoptions (AB)	518	740	1,148	1,598	1,952	2,204	2,457	2,836	3,341	3,846	4,477
Total AG Adoptions	821	993	1,221	1,852	2,025	2,277	2,530	2,909	3,414	3,919	4,550
Increase All Adoptions (AB)	247	469	841	1,152	1,952	2,204	2,457	2,836	3,341	3,846	4,477
Total Adoptions (All Groups)	1,500	1,672	1,864	2,135	2,975	3,227	3,480	3,859	4,364	4,869	5,500

Metro Animal Shelter is responsible for maintaining their adoptions at the baseline level, totaling 950 adoptions. Each AG organization is responsible for achieving their baseline adoptions. Above baseline adoption goals are divided among the adoption guarantee

organizations based upon participation levels determined annually. In Year Five, ADAR and PAWS will each be responsible for 44.5%, and HSWA will be responsible for 11% of the above baseline adoption goals, minus the Adoption Room adoptions (144 each).

Strategies for Increasing Adoptions

All adoptions are above baseline:

	COALITION ADOPTION EVENTS/ PROGRAMS	Year 5	Year 6	Year 7
Oct	Maddie's Hot Dogs and Cool Cats	69	80	85
Dec	Maddie's Home for the Holidays	68	80	85
Feb	Valentine "Speed Dating for Pets"	72	80	85
	Maddie's Adoption Room	432	440	460
	Cage Cart in Pet Supplies Plus	95	110	120
	Subtotal	736	790	835
	INDIVIDUAL EVENTS AND PROGRAMS	Year 5	Year 6	Year 7
ADAR	Howla'Paw'Loosa & Black Cats & Broom Sticks	35	45	50
	Mini Adoption Events	15	27	36
	Offsite adoptions at stores & vet clinics	215	223	245
	On Site Adoptions	10	25	30
	Petfinder.com	175	194	210
	Pet Supplies Plus (Birmingham)	113	132	150
	Subtotal	563	646	721
HSWA	Canine Classic	15	20	45
	Howla'Paw'Loosa & Black Cats & Broom Sticks	5	8	13
	Offsite Adoptions	10	15	20
	Onsite Adoptions	24	29	35
	Pet of the week in Tuscaloosa News and ClassiTides	20	25	30
	Petfinder.com	23	28	37
	Subtotal	97	125	180
PAWS	Discounted adoption fees - Specials	65	70	80
	Howla'Paw'Loosa & Black Cats & Broom Sticks	34	41	50
	Mini Adoption Events	35	42	50
	Offsite Adoptions	45	60	70
	Onsite Adoptions	123	138	144
	Pet of the Week - Newspapers	42	54	62
	Pet of the Week on TV	62	75	80
	Petfinder.com	135	138	146
	PAWS HairBall	15	25	39
	Subtotal	556	643	721
Total		1,952	2,204	2,457

Joint Adoption Programs & Events

Coalition events have proven to be successful, both for increasing adoptions as well as increasing the visibility of the project. We are looking to expand these events each year, based on prior years’ experience. Maddie’s Adoption Room (MAR) was so successful in Years One and Two, that another adoption center was opened in Year Three. Maddie’s Adoption Center (MAC) opened in July 2007 enhancing the visibility of the Project and Maddie, while offering an additional venue for placing pets from Metro. The location of the Center however proved to be a handicap. By midyear of Year Four, it became apparent that the Center was not producing as many adoptions as expected, and a search began to seek a new location. That search was fruitless for several reasons: no pets allowed; rent surpassed budget; poor location with no green areas to walk the dogs. Ultimately, a decision was made to move the Maddie’s Adoption Center into the offices with T-Town PAWS.

At the end of November in Year Four, all pets handled by MAC were transferred to PAWS and MAC closed. It became too difficult to keep MAC and PAWS animals separated under one roof, and MAC was competing with PAWS for adoptions. PAWS continues to take dogs and cats from Metro, quarantines them for 7 to 10 days and transfers them to Maddie’s Adoption Room inside Pet Supplies Plus.

Offsite Adoption Events

Mini offsite adoption events are held by all partners at various locations throughout Tuscaloosa County. These events will be expanded over the years through added days, locations, and hours.

Advertising

To increase adoptions for coalition events and programs, the Project will set into motion a comprehensive advertising and PR campaign. Advertising funds will allow the Project to promote the great animals available for adoption through the coalition partners, including Metro Animal Shelter. We will stretch our advertising dollars through paid advertising, and with this paid advertising we will negotiate for matching free advertising from radio, print and the electronic media.

Expanding Operations

Each group will be evaluating their operations. Increasing foster homes, volunteers, staff, hours, etc. are all items each organization will be looking into based on their needs.

Objective 2: Reducing Shelter Euthanasia

Reductions in Euthanasia Goals

	Yr 1 (Act)	Yr 2 (Act)	Yr 3 (Act)	Yr 4 (Est)	Yr 5 (Proj)	Yr 6 (Proj)	Yr 7 (Proj)	Yr 8 (Proj)	Yr 9 (Proj)	Yr 10 (Proj)	Yr 11 (Proj)
Reduce Healthy Euthanasia	-1,006	-436	-532	-1,207	-1,952	-1,952	-1,952	-1,952	-1,952	-1,952	-1,952
Healthy Euthanasia	946	1,516	1,420	745	0	0	0	0	0	0	0
Reduce Treatable Euthanasia	N/A	N/A	N/A	N/A	N/A	-252	-505	-884	-1,389	-1,894	-2,525
Treatable Euthanasia	2,343	1,958	1,974	2,525	2,525	2,273	2,020	1,641	1,136	631	0

Reduce Total Euthanasia	-853	-522	-297	-350	-1,952	-2,204	-2,457	-2,836	-3,341	-3,846	-4,477
Total Euthanasia	4,982	5,313	5,535	5,483	3,881	3,629	3,376	2,997	2,492	1,987	1,356

In addition to meeting the goals listed above, our Coalition must:

- Achieve an Adoption Guarantee Month for all healthy shelter dogs and cats in Year Three – This goal was successfully achieved in February 2008.
- Achieve three consecutive months of an adoption guarantee for all healthy shelter dogs and cats in Project Year 4 (December 2008, and January and February 2009). This goal was also achieved.
- Provide an adoption guarantee for all healthy shelter pets starting April 1, 2009 (Project Year 5) and maintain it throughout the remaining 6 years of the project and beyond.
- Achieve one month of an adoption guarantee for all treatable shelter pets and maintain the adoption guarantee for all healthy shelter pets in Project Year 6.
- Achieve two months of an adoption guarantee for all treatable shelter pets and maintain the adoption guarantee for all healthy shelter pets in Project Year 7.
- Achieve three months of an adoption guarantee for all treatable shelter pets and maintain the adoption guarantee for all healthy shelter pets in Project Year 8.
- Achieve three consecutive months of an adoption guarantee for all treatable shelter pets and maintain the adoption guarantee for all healthy shelter pets in Project Year 9.
- Achieve four consecutive months of an adoption guarantee for all treatable shelter pets and maintain the adoption guarantee for all healthy shelter pets in Project Year 10.
- Provide an adoption guarantee for all healthy and treatable shelter dogs and cats starting April 1, 2015.

Strategies for Reducing Shelter Euthanasia

Keep the Focus on Metro Animal Shelter

Increase transfers from Metro to all Coalition members.

Maintain at least a 5-1 adoption subsidy differential for above baseline adoptions involving animals taken from animal control as opposed to the public.

Maintain open lines of communication with the animal control director and key staff members at Metro Animal Shelter.

Institutionalize the Adoption Guarantee

A Pet Evaluation Matrix was developed that establishes a community standard of care and shows how Maddie’s Fund definitions (healthy, treatable, and unhealthy & untreatable) are being applied. The coalition partners also developed a set of procedures to ensure that no healthy shelter animals will be euthanized during the designated adoption guarantee periods.

Reduce Shelter Intake

- provide identification system to reunite lost pets with guardians (microchips, identification tags). Ensure all pets are scanned for microchips.

- develop post-adoption behavior counseling and training to prevent owner surrenders and keep pets in their home. Provide handouts addressing specific behavioral issues.
- promote Maddie’s[®] S/N Project and other low income spay/neuter programs through free and paid advertising (flyers, PSAs, newspapers, door hangers).

Objective 3: Raising Additional Money to Support the Project Beyond the MF Grant (Sustainability).

Estimating Cost of Project

The lead agency estimates that the cost of above baseline adoptions is \$80 for each healthy adoption. That assumption is based on the cost of the spay/neuter surgery and vaccinations. Furthermore, the cost to bring sick pets to a healthy status is estimated to be \$120. Of course, some animals may cost more than this to become healthy, but the average for treatable pets with conditions that only require minimal veterinary care and perhaps a round of antibiotics (and S/N and vaccinations) can easily be covered at this cost. Additionally in both the healthy and treatable pets taken from the shelter, Metro is offering the AG agencies deeply discounted S/N surgeries through their program, as possible.

Year	Healthy AB Adoptions	Cost of Healthy AB Adoptions @ \$80	Treatable AB Adoptions	Cost of Treatable AB Adoptions @\$120	Cost of Capacity Building & Coalition Activities	Total Cost	MF Grant Amount	Additional Funds Needed
Five	1,952	156,150	0	0	483,200	639,170	527,040	112,320
Six	1,952	156,150	252	30,240	421,820	608,030	495,900	112,320
Seven	1,952	156,150	505	60,600	337,820	554,390	442,260	112,320
Eight	1,952	156,150	884	106,080	116,320	378,560	0	378,560
Nine	1,952	156,150	1,389	166,680	117,970	440,810	0	440,810
Ten	1,952	156,150	1,894	227,280	119,345	502,785	0	502,785
Eleven	1,952	156,150	2,525	303,000	120,746	579,906	0	579,906
Total	13,664	1,093,120	7,449	893,880	1,717,221	3,704,221	1,465,200	2,239,021

Cost to AG Organizations, \$80 per Healthy, \$120 per Treatable:

Year	AB Healthy Adoption Goal	AB Treatable Adoption Goal	AB Total Adoptions	Cost of Healthy Adoptions @ \$80	Cost of Treatable Adoptions @ \$120	Total Cost Adoptions
ADAR						
Eight	820	394	1,214	\$65,600	\$47,280	\$112,880
Nine	820	618	1,438	\$65,600	\$74,160	\$139,760
Ten	820	843	1,663	\$65,600	\$101,160	\$166,760
Eleven	820	1,123	1,943	\$65,600	\$134,760	\$200,360
Sub- Total	3,280	2,978	6,258	\$262,400	\$357,360	\$619,760
HSWA						
Eight	311	97	408	\$24,880	\$11,640	\$36,520
Nine	311	152	463	\$24,880	\$18,240	\$43,120
Ten	311	209	520	\$24,880	\$25,080	\$49,960
Eleven	311	278	589	\$24,880	\$33,360	\$58,240
Sub-Total	1,244	736	1,980	\$99,520	\$88,320	\$187,840
PAWS						
Eight	821	393	1,214	\$65,680	\$47,160	\$112,840
Nine	821	619	1,440	\$65,680	\$74,280	\$139,960
Ten	821	842	1,663	\$65,680	\$101,040	\$166,720
Eleven	821	1,124	1,945	\$65,680	\$134,880	\$200,560
Sub-Total	3,284	2,978	6,262	\$262,720	\$357,360	\$620,080
Total All AG						
Eight	1,952	884	2,836	\$156,160	\$106,080	\$262,240
Nine	1,952	1,389	3,341	\$156,160	\$166,680	\$322,840
Ten	1,952	1,894	3,846	\$156,160	\$227,280	\$383,440
Eleven	1,952	2,525	4,477	\$156,160	\$303,000	\$459,160
TOTAL	7,808	6,692	14,500	\$624,640	\$803,040	\$1,427,680

Coalition Adoption Programs and Events:

Project partners will contribute equally towards the costs of joint adoption events in years eight through ten. Additionally, the costs of Maddie’s Adoption Room will be shared equally by the member agencies beginning in Year Five. Each AG agency will be credited with 1/3 of the Adoption Room adoptions, however the subsidies from the Room adoptions will be deposited in the Room account to pay for staff and other operational expenses.

Year	Adoption Events	Maddie’s Adoption Room	Total
ADAR			
Five	0	\$37,440	\$37,440
Six	0	\$37,440	\$37,440
Seven	0	\$37,440	\$37,440
Eight	\$1,333	\$37,440	\$38,773
Nine	\$1,884	\$37,440	\$39,324
Ten	\$2,341	\$37,440	\$39,781
Eleven	\$2,809	\$37,440	\$40,249
Sub-Total	\$8,367	\$262,080	\$270,447
HSWA			
Five	0	\$37,440	\$37,440
Six	0	\$37,440	\$37,440
Seven	0	\$37,440	\$37,440
Eight	\$1,334	\$37,440	\$38,773
Nine	\$1,883	\$37,440	\$39,324
Ten	\$2,342	\$37,440	\$39,781
Eleven	\$2,808	\$37,440	\$40,249
Sub-Total	\$8,367	\$262,080	\$270,447
PAWS			
Five	0	\$37,440	\$37,440
Six	0	\$37,440	\$37,440
Seven	0	\$37,440	\$37,440
Eight	\$1,333	\$37,440	\$38,773
Nine	\$1,883	\$37,440	\$39,324
Ten	\$2,342	\$37,440	\$39,781
Eleven	\$2,809	\$37,440	\$40,249
Sub-Total	\$8,367	\$262,080	\$270,447
Total All AG			
Five	0	\$112,320	\$112,320
Six	0	\$112,320	\$112,320
Seven	0	\$112,320	\$112,320
Eight	\$4,000	\$112,320	\$116,320
Nine	\$5,650	\$112,320	\$117,970
Ten	\$7,025	\$112,320	\$119,345
Eleven	\$8,426	\$112,320	\$120,746
TOTAL	\$25,101	\$786,240	\$811,341

Based on the above charts, ADAR and PAWS will need approximately \$620,000, and HSWA will need \$187,000 in years eight through eleven to continue to reach adoption goals, totaling \$1.4 million. Approximately \$270,000 from each agency will go toward the overall project costs each year during years 5-11.

Fundraising Plans

Each adoption guarantee partner is responsible for creating a reserve fund to continue the lifesaving efforts of this project after the Maddie’s Grant has ended. To help the partners develop new strategies to broaden their financial base and to increase their development capacity, the lead agency will distribute fundraising subsidies (Years 1-7) based on each partner’s adoption goal. These subsidies will be used to offset some of the costs of developing new *and* expanding existing fundraising activities of the individual AG partners. Each AG agency will set aside funds in an account separate from their general revenues. The set aside funds will be used to continue each agency’s individual adoption programs in years 8 - 11. Additionally, each agency will contribute their share to help keep coalition adoption programs and events operational as Maddie’s funding declines and then ends after year seven. We also intend to place any unspent Maddie grant funds in the coalition-wide reserve fund, providing that all project goals are met in that particular year and with the approval of Maddie’s Fund.

Year	Amount of MF Grant	Total Fundraising (FR) Subsidy	Total Amount to be Set Aside (goal)	ADAR		HSWA		PAWS	
				FR Subsidy 44.5% of Total	FR Goal (to be set aside)	FR Subsidy 11% of Total	FR Goal (to be set aside)	FR Subsidy 44.5% of Total	FR Goal (to be set aside)
One –Four*	1,200,410	86,871	251,244	26,911	45,080	29,012	63,000	30,948	143,164
Five	527,040	31,681	110,883	14,098	49,343	3,485	12,197	14,098	49,343
Six	495,900	30,039	150,195	13,367	66,835	3,305	16,525	13,367	66,835
Seven	442,260	28,110	154,606	12,509	66,800	3,092	17,006	12,509	68,800
Eight	0	0	154,606	0	66,800	0	17,006	0	68,800
Nine	0	0	154,606	0	66,800	0	17,006	0	68,800
Ten	0	0	154,606	0	66,800	0	17,006	0	68,800
Eleven	0	0	154,606	0	66,800	0	17,006	0	68,800
Total	2,665,610	176,701	1,285,352	66,885	505,258	38,894	176,752	70,922	603,342

*Actual Amounts.

Detailed plans for each organization are in the attached spreadsheet “Tuscaloosa Fundraising Chart-Yr 5.xls”.

V. Budget

Please see attached spreadsheet “Tuscaloosa Multi-Year Budget -Year 5.xls”.

VI. Maddie Recognition

We will continue to recognize Maddie and Maddie’s Fund throughout the length of the project and beyond, both at the project-level and at the individual organization-level. A detailed plan will be provided in each annual application and a comprehensive report will be provided in each year’s annual report.

Maddie, the little dog that made this project possible, will be promoted and honored throughout the project and beyond. Our coalition will continue to recognize Maddie and Maddie’s Fund even after funding has ended. The list of recognition item listed below will be modified in years to come as new innovative ways to promote Maddie and Maddie’s Fund are found.

General Identification:	Individual Agency
Maddie’s name within the project	ADAR
An adoption room named for Maddie	Signs at all events
The Maddie story in distributed materials	Maddie’s logo & stats on website www.adarrescue.org
Maddie’s Fund logo on all forms	Maddie’s logo on all pet taxis and cages
Maddie’s Fund logo on all project stationary	Pass out Maddie’s stickers at all events
Signage:	Maddie’s patches on volunteer shirts
Signs for each participating facility	HSWA
Signs to be displayed in each adoption venue	Website links to Maddie’s site www.humanesocietyofwa.org
Banners and signs at all events	Maddie’s signs at Adoption Center and Flea Market
Signs on adoption pens and cages	Maddie’s signs at all events
Adoption events:	Distribute stickers and Maddie’s Tail Wag at events
Maddie dog bandanas	Maddie the Mascot at individual events
Maddie’s Fund stickers distributed	Maddie’s logo on stationary & flyers
Maddie Mascot appearances at events	Maddie stats on website
Media:	Maddie’s logo on HSWA TV PSA
Maddie logo and link on member websites	PAWS
Maddie stats on member websites	Maddie recognition at all speaking engagements
Additional:	Maddie’s Tail Wag distributed at school programs
Maddie in education programs	Maddie’s Logo on all printed material at events
Maddie Tail Wag Activity Books	Maddie’s stickers on PAWS mail
Maddie in speaking engagements	Signage on PAWS office
Maddie’s Fund patches for jackets and clothing	Promotes Maddie’s Spay/Neuter Project
Statewide website, links to the Maddie’s site www.maddie-alabama.org	Maddie’s updates in PAWS newsletters
	Maddie’s Page and link to Maddie website www.t-townpaws.org