



Maddie's
Fund

ANNUAL REPORT 2015-2016

THE UNCONDITIONAL LOVE OF A PET
MAKES US ALL BETTER PEOPLE.

– Dave Duffield



Maddie's Story

You don't have to be big and powerful to do great things. Maddie was a beloved Miniature Schnauzer whose unconditional love, devotion, loyalty and spirit inspired a revolution, and the formation of a charitable foundation, Maddie's Fund®.

Dave and Cheryl Duffield created Maddie's Fund to honor their sweet yet feisty and spirited dog. Maddie's Fund is the fulfillment of a promise made to Maddie while playing together on the living room rug: that, if they ever had any money, they would give back to her and her kind so other families could experience the immense joy they had with her. And the rest, as they say, is history.

Dave and Cheryl made good on that promise after having successfully founded several software companies. To date, Maddie has positively affected the lives of over 1 million dogs and cats in America.

The Duffields have invested their resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. In their lifetime, they have given more of their personal wealth to the companion animal welfare cause than any other individuals, all thanks to Maddie.

About Maddie's Fund

Maddie's Fund is a family foundation created in 1994 by Workday co-founder Dave Duffield and his wife, Cheryl, who have endowed the Foundation with more than \$300 million. Since then, the Foundation has awarded, as of June 30, 2016, more than \$187.8 million in grants toward increased community lifesaving, shelter medicine education and pet adoptions across the U.S. The Duffields named Maddie's Fund after their Miniature Schnauzer, Maddie, who made them laugh and gave them comfort. Maddie was with Dave and Cheryl for ten years and continues to inspire them today.

Maddie's Fund is the fulfillment of a promise to an inspirational dog, investing its resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. **#ThanksToMaddie.**

MEET THE PACK

Founders

Dave and Cheryl Duffield

Board of Directors

Amy Zeifang, Board Chair

Laurie Peek, DVM, Board Member and Secretary

Michael Duffield, Board Member

Steve Hill, Acting Chief Financial Officer, Treasurer

Valerie Stoltenberg, Vice President of Finance

Mary Ippoliti-Smith, Executive Leadership Team

Executive Leadership Team

Amy Zeifang

Dr. Laurie Peek

Mary Ippoliti-Smith

Senior Leadership Team

Dr. Sheila D'Arpino, Director of Research

Kim Domerofski, Manager of Partnerships & Collaboration

Sharon Fletcher, Director of Marketing & Communications

Lynne Fridley, Assistant Director of Education

Jennifer Ortega, Manager of Human Resources

Lars Rabbe, Chief Information Officer

Valerie Stoltenberg, Vice President of Finance

Shelly Thompson, Director of Grants

LETTER FROM THE EXECUTIVE LEADERSHIP TEAM

Inspiration comes when you're not paying attention.

Over the last year, Maddie's Fund® has been working with the concept of the Aha! Moment, those flashes of inspiration we get, usually when we're doing or thinking about something entirely unrelated.

We believe that all the tools and programs needed to ensure all healthy and treatable cats and dogs have a home or habitat already exist. We don't have to wait for that one great thing that needs to happen. But if everything is out there, why aren't people doing that? What's holding them back?

In asking these questions, the Maddie's Fund team realized it's not always easy for busy animal welfare workers to know where to start. There's so much out there that it can be overwhelming. So we started talking about inspiration, about cutting through the noise, about the 'eureka' moment - the Aha! Moment - when people realize that things can change.

We did some research on how people have moments of inspiration. Sometimes, reaching a breakthrough can take many years, but that's not what we want in our journey to no-kill. We want to hurry that process along. And what we found is that for most of us, getting there faster means slowing down the trip, taking detours and relaxing. You can't have an Aha! Moment if your brain isn't in a relaxed mode. And in many cases, the problem is simple: we're spending too much time being "busy" instead of resting and spending time on our own.

Others just need support in believing change is possible to set themselves free of non-productive business and obsession. Sometimes people feel there's nothing, no hope, no resources. We want to inspire them and give them some hope with our educational programs, our mentorships and our grants. We want to wrap all that up so people will have the space to believe they can have their own Aha! Moment.

If someone is challenged by something, we'd like him or her to see this as "his or her moment to shine." They've been given an opportunity to create new ways of helping animals. This is a gift! It's a chance for them to step up, take the lead in something, and be a hero to the animals, just like our Maddie Heroes.

The Maddie Hero award, which comes with a \$10,000 grant for their respective organizations, recognizes and honors the "top dogs" in communities that are not only advancing the welfare of companion animals in the United States, but are leading the way with their innovative ideas, progressive thinking and lifesaving actions. These nine heroes shared their Aha! Moments, and how they acted on them to help the animals in their care. Their profiles are posted online.

So sit down or go out, clear your mind, get some rest and see what happens. Get into the right frame of mind to ponder the whole issue without judging it. Believe you have it within yourself to solve the problem if you only give yourself the time and space to do it. And if you get an Aha! Moment - apply to Maddie's Fund for an Innovation Grant! That's what they're for, helping you turn your Aha! Moment into action for the animals.

Respectfully,

Amy, Laurie and Mary

Maddie's Fund Executive Leadership Team



It may seem counter-intuitive, but you'll probably find that spending less time thinking how to do a better job helping animals and more time doing and thinking about nothing in particular can create space for the very insight you need to do that better job.



Grant Funding Overview



GRANT FUNDING OVERVIEW

2015-16

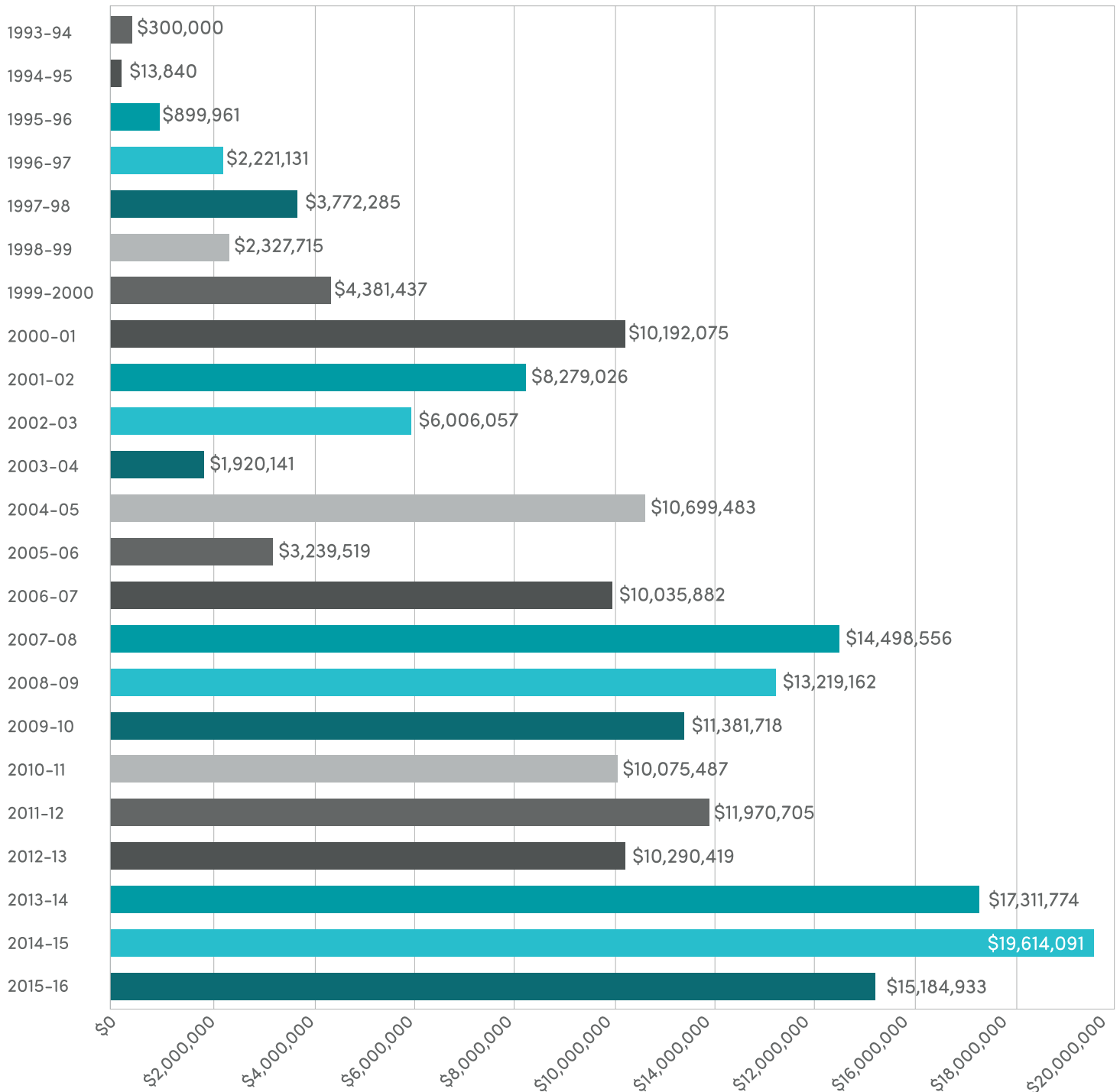
We fund innovative solutions and creative thinking. We believe that solutions to the barriers, challenges and obstacles on the path to a no-kill nation already exist.

Maddie's Fund has awarded animal welfare organizations and universities \$187.8 million to save animal lives since our inception. Our grant making efforts focus on organizations that honor the foundation's core values of honesty, integrity and mutual respect.

AT A GLANCE – Total Grant Giving by Fiscal Year

Funding Period: Inception - June 30, 2016

Total Funding: \$187,835,394

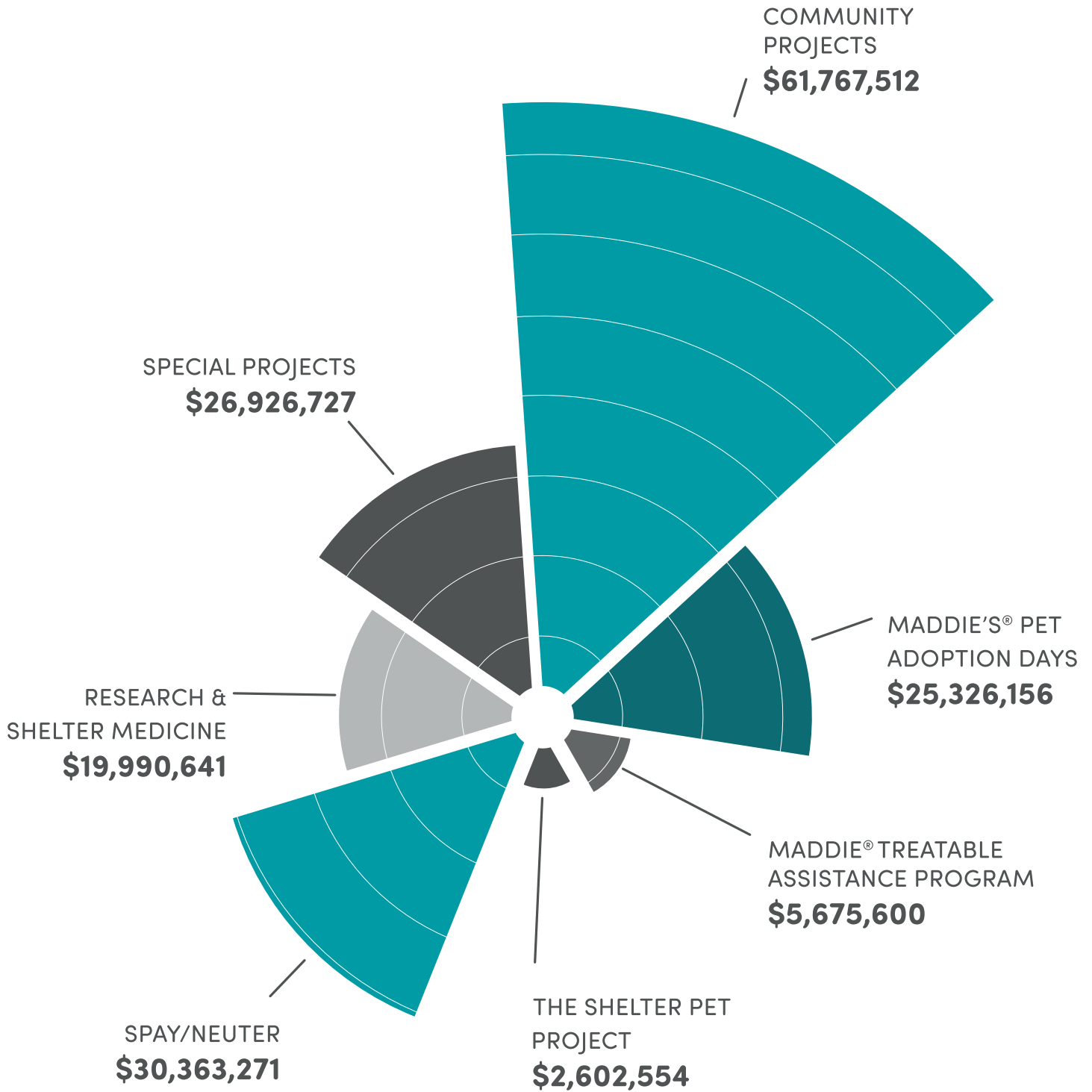


GRANT FUNDING OVERVIEW

AT A GLANCE – Total Grant Giving by Category

Funding Period: Inception - June 30, 2016

We have invested in the following categories through our grants programs:






AT A GLANCE – Grant Giving by Category

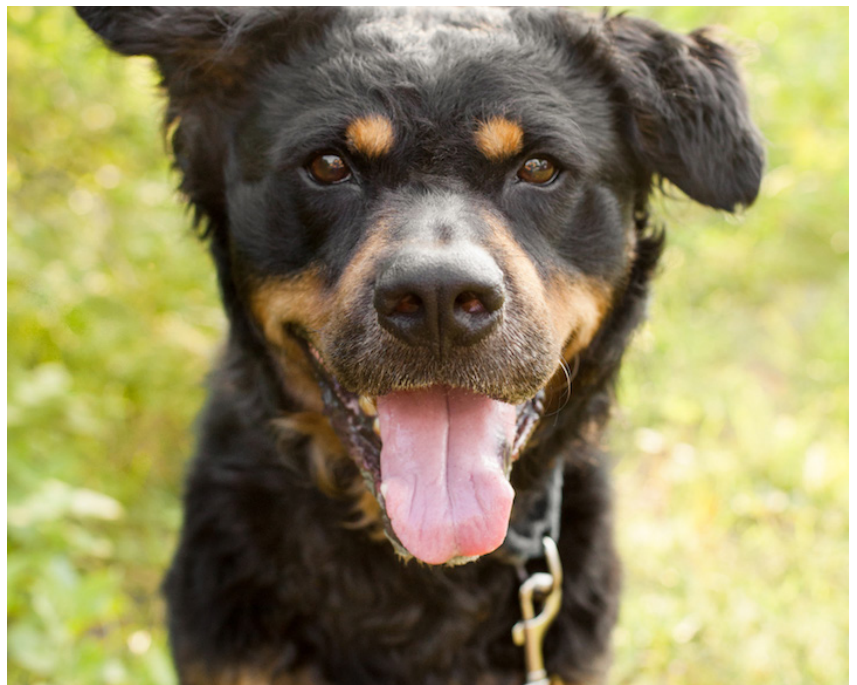
Funding Period: July 1, 2015 - June 30, 2016

Total Funding: \$15,184,933

For the year ending on June 30, 2016, we awarded grants totaling more than \$15 million in the following categories:

*ADOPTION PROGRAMS		\$8,761,479
RESEARCH & SHELTER MEDICINE		\$1,776,852
SPECIAL PROJECTS		\$4,646,602

* Includes The Shelter Pet Project, Maddie's® Pet Adoption Days, Maddie's® Treatable Assistance Program, and Community Projects.



Initiatives

During this strategic planning year, we identified three key initiatives to focus our funds and efforts towards in the coming years:

Lifesaving, Leadership and Foster Care.

We believe these initiatives will help ensure a healthy home or habitat for the dogs and cats who find themselves in a shelter or rescue organization each year.







Lifesaving

Our daily work brings about a more just society, in which every shelter pet has the opportunity to live a happy life.



LIFESAVING

We launched new grants programs this year to incent, innovate and reward groups making huge strides towards a no-kill nation now.

Incentive Grants

Maddie's Fund introduced two new Incentive Grants this year, created to inspire groups to participate in programs and activities we believe are most beneficial to our movement.

Our first incentive grant, designed to encourage groups to share their shelter data with Shelter Animals Count, ran from March 25 – April 30, 2016, and was a resounding success. Shelter Animals Count saw a nearly 1,000% increase in participating organizations from ~400 to ~4,000. Maddie's Fund awarded a total of \$2,979,000 for 2,547 grants ranging from \$500 to \$44,000 to organizations that registered to participate in Shelter Animals Count and/or referred organizations that joined Shelter Animals Count. Thanks to this promotion, Shelter Animals Count now has approximately 25% of all shelters and rescue organizations providing their data to this important national database.

The second incentive grant was to encourage U.S. shelters to join the Million Cat Challenge, a program designed to save community cats in North America from ever entering a shelter. From April 29 through May 31, 2016, we gave 596 grants totaling \$617,500 to shelters that joined the Challenge or referred new participants.

Innovation Grants

We introduced a new grants program this year in alignment with our new initiatives, Innovation Grants. This program is designed to help animal welfare organizations increase lifesaving based on what they feel will have the greatest impact for them. This program was launched at The Humane Society of the United States' Animal Care Expo in May 2016 in Las Vegas, Nevada. Applications were accepted from then until June 30, 2016.

Research Grants

Research Projects

This year's research projects were focused on foster care and lifesaving. Lifesaving research grant projects included the DNA and Adoption research study by Berkeley Animal Services, \$2,500, and the Outpatient Parvovirus Clinic, Pennsylvania SPCA, \$45,000. An additional research project was commissioned and completed this period – the Community Assessment of Contra Costa & Alameda Counties, CA, by Humane Network. Please see our Foster Care section to learn more about our foster care research projects.

Maddie's® Idea Lab

This was a new program developed to provide grants to animal welfare organizations and research scientists to test new and innovative ideas that advance our three new initiatives: lifesaving of dogs and cats, the utilization of foster care for dogs and cats, and animal welfare leadership. There are two types of Idea Lab grants, Phase 1 – 4 Idea Lab Grants and Basic Research Grants. Phase 1 – 4 Idea Lab ideas will initially be tested at a single location, and if successful, will be tested and implemented at additional organizations; thus, Maddie's® Idea Lab will be systematically increasing the implementation of successful and substantiated ideas across the country. Basic Research Grants provide funds for research that support the three Maddie's Fund Initiatives, but they each answer a single fundamental scientific question and are not suitable for implementation at multiple shelters.



LIFESAVING

National Partnership Grants

Million Cat Challenge

A shelter-based campaign dedicated to saving the lives of one million cats in North America over a five year period. The core strategy of the campaign focuses on five key initiatives that offer every shelter, in every community, practical choices to reduce euthanasia and increase live outcomes for shelter cats. In the second year of this campaign, we saw the achievement of two major milestones – reaching 250,000 cat lives saved in July 2015 and an amazing doubling of that to 500,000 cat lives saved by April 2016. As of May 31, 2016, there were 943 participating shelters in 48 states and 6 Canadian provinces. This lifesaving campaign is a partnership of Maddie’s Fund, UC Davis Koret Shelter Medicine Program and the Maddie’s® Shelter Medicine Program at the University of Florida, led by Drs. Kate Hurley and Julie Levy, respectively. The final installment of this grant was paid this year with \$288,723 to UC Davis and \$309,929 to University of Florida.

Anti-Puppy Mill Campaign

The Humane Society of the United States’ online marketing campaign is designed to raise awareness of inhumane conditions in puppy mills and encourage consumer change. The second of three grant installments for this campaign was paid in FY2015-16 in the amount of \$1.35M. As a result of the website campaign, which launched April 30, 2015 with the Don’t Buy into Puppy Mills and Same Day Pups websites, 97,051 shoppers were intercepted when searching for a puppy online and the puppy-drone video had been viewed 5.9M times through January 2016.



Join the
Million Cat Challenge

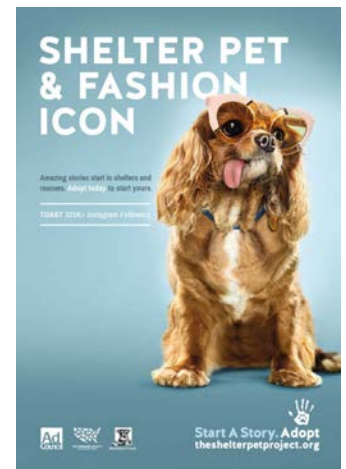
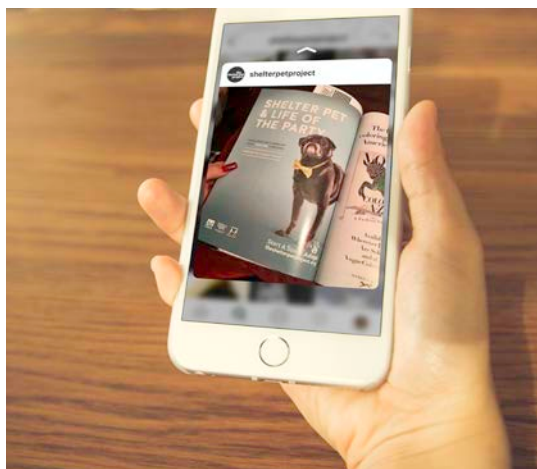
Maddie’s Fund® wants to save shelter cats with \$1,000 to U.S. shelters that join the **Million Cat Challenge**.

Maddie's Fund | MILLION CAT CHALLENGE

REGISTER



Shelly Thompson and Jack with the hosts of Hallmark Channel’s Home and Family Show



The Shelter Pet Project

This national public service pet adoption advertising campaign is a partnership with The Humane Society of the United States and the Ad Council. Donated media year-to-date ending June 30, 2016 reached \$323,421. This year we provided \$637,728.95 in funding for this national campaign promoting adoption of shelter pets. New creative this year was titled, “Start A Story. Adopt.” This new creative features Internet pet celebrities Hamilton Pug, Keyboard Cat and Toast Meets World, all of whom were adopted from shelters.

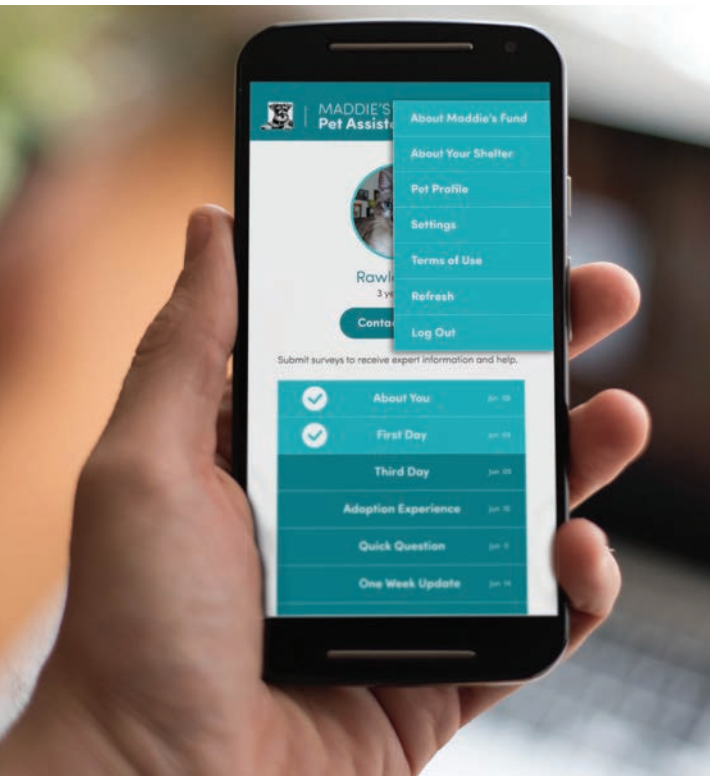
Activities of note during this period included an invitation to ring the closing bell at the NASDAQ in February 2016, and graphics appearing on the giant billboard in New York’s Times Square. This campaign was also showcased on Hallmark Channel’s Home and Family Show, featuring Maddie’s Fund’s own Shelly Thompson and her beloved shelter dog, Jack.

Shelterluv

In May 2016, Maddie’s Fund made its first Program Related Investment (PRI) with a \$2M investment in Shelterluv, a company offering a world-class operations management software system for the next generation of animal welfare organizations. Shelterluv’s focus on adoptions and data-driven decision-making will help shelter and rescue organizations to better manage their operations and save more animals. This investment will allow Shelterluv to scale their operations and offer a premier system whose sole purpose is to save lives.

LIFESAVING

We encourage and enable research within the animal welfare industry that tests innovative ideas, projects and programs in order to break through barriers, boundaries and obstacles to save more pet lives.



Maddie's® Pet Assistant

Maddie's® Pet Assistant app will help shelters and their adopters and foster caregivers to communicate once a pet has been adopted or fostered. The goal for Maddie's® Pet Assistant is multifaceted. First and foremost, to provide a direct line of communication via daily surveys and progress reports from adopters and foster caregivers on the pet's health, behavior and acclimation to the home. Second, in addition to supporting adopters and foster caregivers, it aids shelters in understanding the most commonly faced questions or challenges once the pet has left the shelter. Finally, the app will compile the most frequently asked questions into a knowledge base which will help inform the type of information the shelter can use to help ensure successful adoption and foster placements.

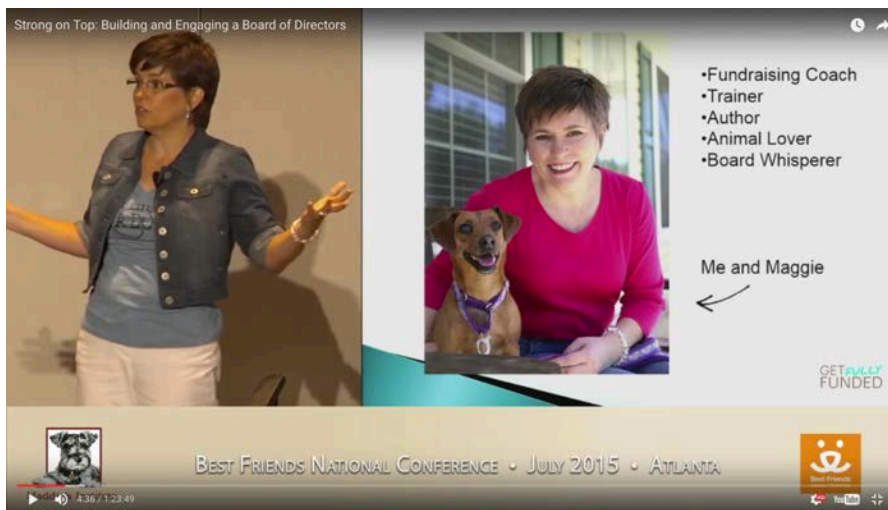
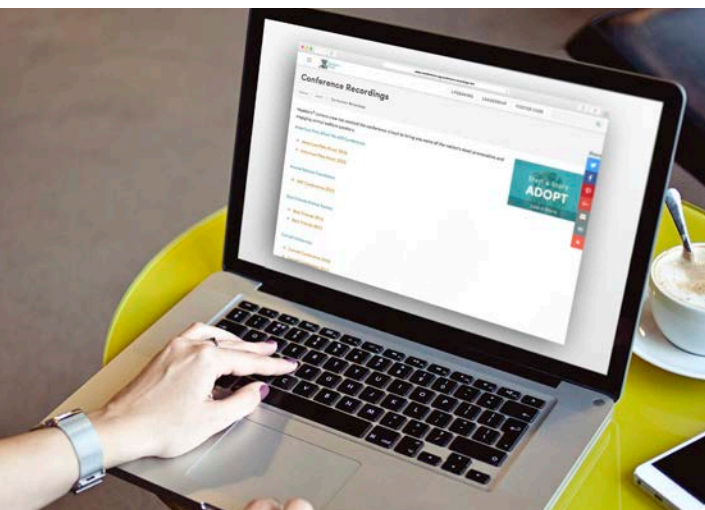
During FY2015-16, we piloted the adopter version of Maddie's® Pet Assistant's mobile app at Nevada Humane Society (NHS). As of June 15, 2016, over 641 adopters at NHS have completed one or more surveys. A foster caregiver version is in production along with an automated response system that communicates to adopters and foster caregivers.

Maddie's Fund's educational programs provide leading edge information about animal care and successful practices for both animal welfare professionals and the community at large.

Maddie's® Webcasts

Veterinarians, shelter staff, volunteers and the animal loving public have enjoyed our Maddie's® webcasts. More than 39,000 animal welfare enthusiasts have watched noted academics, shelter medicine experts and industry leaders deliver the most current information on topics from anti-body titer testing, ringworm, community cats and social media for animal shelters and more. Most webcasts offer RACE CE for veterinarians. This year we delivered 15 webcasts to 2,847 live and on-demand viewers with 236 RACE CE certificates issued.





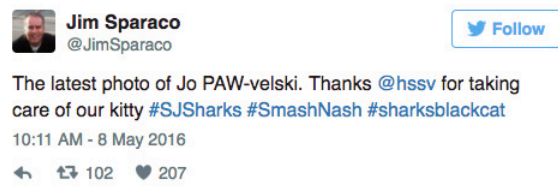
Maddie's® Conference Recordings

Maddie's® camera crew taped 14 individual sessions at the July 2015 Best Friends National Conference and 14 sessions at the 2015 ASPCA Maddie's® Cornell Shelter Medicine Conference. All 28 sessions are available to watch on the Maddie's Fund website.

MaddieCam

The MaddieCam Network utilizes live streaming technology to engage audiences with organizations' innovative programs and activities from their facilities to increase their lifesaving goals. The MaddieCam Network consists of 14 NEST cameras located in shelters and rescue organizations throughout the U.S. covering nearly all of the time zones across the continental U.S. Highlights this year included:

- Live NHL.com broadcasts using the MaddieCam located at the Humane Society Silicon Valley, San Jose, CA, to promote the good luck story about JoPaw Kitty found on the ice during the SJ Sharks playoffs, she was subsequently adopted.
- Fearless Kitty Rescue of Fountain View, AZ successfully used their MaddieCam for volunteer training, donor outreach and support, and adoption programs such as Coloring with Kittens, Yoga with Cats and Reading with Cats.
- Google's NEST camera division contacted Maddie's Fund to create an animal welfare channel on their website after seeing the social media buzz involving their equipment. The Maddie's Fund channel will feature a rotation of the MaddieCam Networks creating a wider reach and potential engagement for this program.



Social Media

Chew on This blog posts engaged and informed shelter and veterinary professionals, volunteers and public audiences with over 125,375 visitors.

We initiated a new hashtag **#PetFriday** for use during Black Friday – to encourage people to spend more time with their pets. This hashtag caught on with our followers and they used it with photos of themselves doing fun and relaxing things on Black Friday with their pets. It received widespread positive response with nearly 50,000 impressions on Facebook and over 1,000 engaged users. There were 18,000 impressions on Twitter with tweets and retweets by notable press contacts and public alike. Because of the positive response, we plan to continue this campaign as an annual event to bring more awareness to the joy they bring to our lives.



Leadership

We look to the immense abilities, knowledge and enthusiasm of people and organizations to help us recruit more supporters and innovators in this no-kill era of animal welfare.

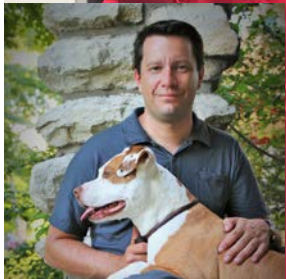
LEADERSHIP

Aha! Moments Launch

We launched a new program we called “Aha! Moments” via our innovative engagement activities at The HSUS Animal Care Expo. Three TED-talk style workshops were created and delivered to inspire the attendees to think creatively about ways to break through barriers, boundaries and obstacles to lifesaving. Nine shelter directors presented at the workshops and then participated as coaches for a group Jeopardy-style game. Attendee surveys indicated that this creative approach to engage attendees with each other to find and share solutions was successful.

Maddie Hero Awards

This award was created to recognize and honor leaders in animal welfare who are leading the way with their innovative ideas, progressive thinking and lifesaving actions, and includes a \$10,000 grant to the recipient’s organization. The inaugural awards were given to the nine speakers involved in our Maddie’s Fund presentations at The HSUS Animal Care Expo 2016.



2016 Maddie Heroes: (L-R) Dr. Gary Weitzman, San Diego Humane Society, Dr. Ellen Jefferson, Austin Pets Alive!, Carol Novello, Humane Society Silicon Valley, Joe Elmore, Charleston Animal Society, Sharon Harmon, Oregon Humane Society, Scott Trebatoski, Hillsborough County Pet Resources Center, Sherri Franklin, Muttville Senior Dog Rescue and Heather Cammisa, St. Huberts Animal Welfare Center. Not pictured, inset: Brent Toellner, KC Pet Project

LEADERSHIP

Comprehensive Shelter Medicine Programs



Maddie's® Comprehensive Shelter Medicine Programs, training the next generation of shelter leaders.

- Cornell University: Maddie's® Shelter Medicine Program at Cornell University is in their 11th year training veterinary students, interns and residents. Their resident, Dr. Hoshizaki, received an award for Best Presentation of her topic, Step Zoo in Shelter Cats at Cornell's Clinical Investigator's Day. They continue to partner with Tompkins County SPCA, as well as University of Florida and University of California at Davis Shelter Medicine Programs.
- Purdue University: Maddie's® Shelter Medicine Program at Purdue University focuses on three main areas: education and training, research and the dissemination of information on shelter medicine. This program partners with collaborating shelters — the Humane Society of Indianapolis and PAWS Chicago. The final installment of \$86,686 for this program was paid in FY2015-16.
- This year, Maddie's Fund provided \$1,177,058 in funding for Maddie's® Shelter Medicine Program at University of Florida, which included the hiring of a Chief Operating Officer, 20 Shelter Medicine Certificates awarded (bringing the total to 131) and the achievement of the first Master's Degree in Shelter Medicine (awarded in December 2015). We also granted \$206,000 for sustainability of the program, including the hiring of a Director of Development.
- Thirty-four students (including 8 remote students from University of Nebraska) completed Maddie's® Shelter Medicine Course through Iowa State University.
- Two Iowa State University students remotely attended University of Florida's Maddie's® Shelter Medicine Certificate Program. Two Maddie's® Summer Scholars were selected (one from Iowa State University and one from University of Tennessee) to perform shelter-related research projects.
- Two Iowa State University students were awarded Maddie's® Senior Shelter Medicine Excellence Awards – Dr. Elizabeth Bystrom and Dr. Jillian Sweet.
- Maddie's® Shelter Medicine Externships were awarded to Kansas State University (\$6,000) and Virginia Tech (\$6,600).

Education Grants

Maddie's Fund commissioned Humane Network to offer their Shelter Management Certificate course twice a year (\$24,000).





Foster Care

At the heart of our mission to save is a very important group of people: foster caregivers. This is a job for everyone.

FOSTER CARE

Research Grants – Projects for Foster Care

The following foster-based research grants were either in progress or completed during this period:

In Progress: Carroll College, Temporary Foster Sleepover Study at Best Friends Animal Sanctuary (\$20,000), Humane Network, Feasibility Study for National Foster Care Hotline (\$22,000), and Foster Team Literature Search and Recommendations, University of North Carolina at Charlotte (\$55,000).

Completed: The Exploring Foster Care Programs Study by University of North Carolina at Charlotte (\$22,000) and Humane Network, Foster Care Training Needs Assessment Research.



“My foster dog was rescued from a puppy mill. She was a sweet, loving dog but she was shy and anxious around people. She needed a chance to live in a home setting and learn to trust people. Foster care helped her to do that and make a happy and positive connection with people. I am happy to report, she has been adopted by a family with two small children, she is home.”

"BE THE PERSON YOUR DOG
THINKS YOU ARE!"

—J.W. Stephens



Maddie's
Fund

#ThanksToMaddie

6150 Stoneridge Mall Road, Suite 125

Pleasanton, CA 94588

925.310.5450

info@maddiesfund.org

MaddiesFund.org