

Million Cat Challenge

Incentive Grant Report



April 29, 2016 – May 31, 2016



**Maddie's
Fund**

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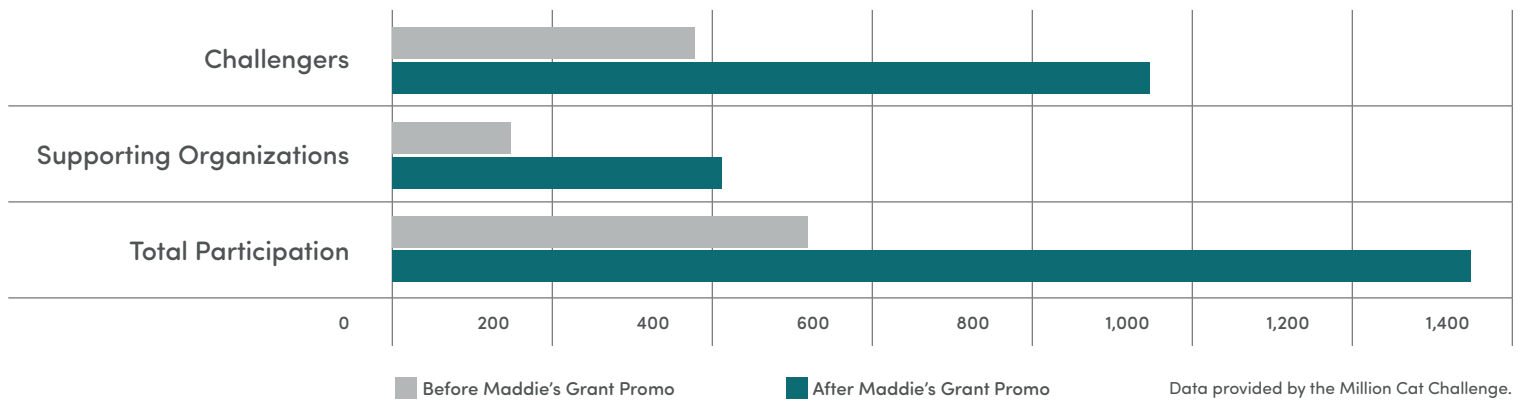
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Maddie's Fund introduced our second Incentive grant on April 29, 2016, encouraging shelters to join the Million Cat Challenge. Qualified shelters were awarded with \$1,000 for registering as a Challenger and \$500 for referring another shelter who registered as a Challenger during the promotional period.

The Million Cat Challenge saw their participation double, from 374 Challengers prior to the Incentive Grant to 943 at the close of the grant! They also saw a huge surge in Supporting Organizations (those that do not qualify to participate as Challengers, but who want to actively promote the program and support those who do), from 141 to 400.

THANK YOU MADDIE!



Thank you so much. We have learned so much just being part of this Million Cat Challenge and following all the posts from so many of the members! As a result of some of our posts and the responses, we have saved many cat/kitten lives!

–Sue Augustus,
Independence County Humane Society (AR)



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Once all the registrations were verified and the grants were processed, Maddie's Fund awarded \$617,500 in funding to 596 organizations:

Number of Organizations			Grant Funding
517	Registered Only		\$517,000
37	Referred Only		\$30,500
42	Registered and Referred		\$70,000
596	Total		\$617,500

In addition to doubling the number of organizations participating in the Million Cat Challenge, 30 of the new registrants represent large organizations – those with feline intake of 2,500 or more. Those shelters had a combined intake of 149,979, and were euthanizing 71,900 cats each year. The Million Cat Challenge expects those organizations to make a huge dent in their intake and euthanasia numbers thanks to their participation in the Challenge, and exposure to its programs and resources, as well as through networking with other Challenge shelters.

Prior to this Incentive Grant, the Million Cat Challenge had participation from all but two states in the U.S. – Delaware and South Dakota. Thanks to the promotion, the Million Cat Challenge is represented in all U.S. states!

Maddie's Fund is proud to support the Million Cat Challenge, and are thrilled to see more cat lives being saved thanks to the increased engagement with this program as a result of our Incentive Grant.



It is stimulating to participate in the Million Cat Challenge.

Homeward Bound
Addison County's Humane Society



–Jessica Danyow,
Executive Director, Homeward Bound:
Addison County's Humane Society (VT)

We are excited to participate in the Million Cat Challenge and help the initiative reach its goal of saving the lives of 1 million cats in North America over the next five years.



–Cal Morgan,
President and CEO, Atlanta Humane Society



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POST-GRANT SURVEY

Six months after funding this Incentive Grant, Maddie's Fund sent a follow-up survey to all 596 grant recipients. A total of 401 participants completed the survey (a 67% response rate).

- 89% of respondents are still actively participating in the Million Cat Challenge.

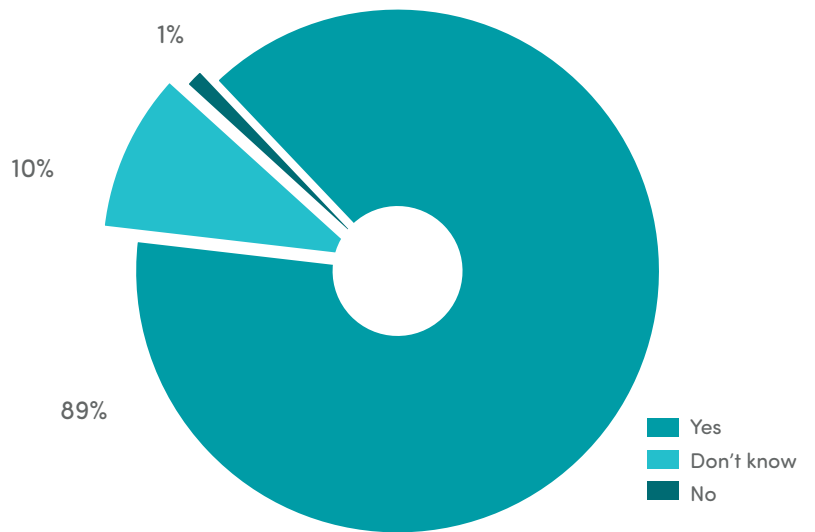
Participating in the online reporting has been a great addition to transparency and information for our organization.

– Humane Society of Southern Arizona

The grant changed the way we think about our shelter and its mission. Thank you!

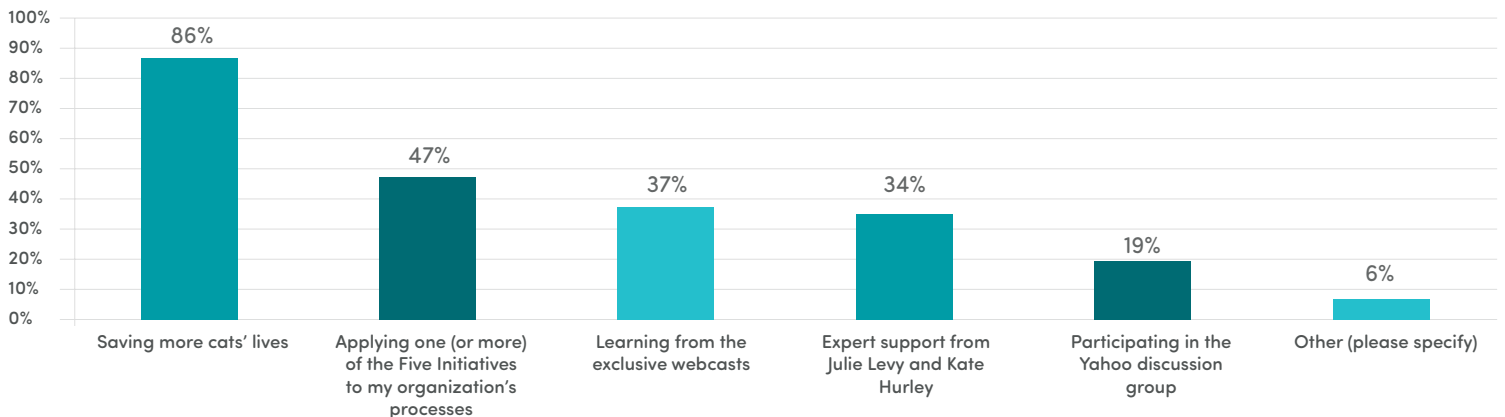
– Paws Farm

ARE YOU STILL AN ACTIVE PARTICIPANT IN THE MILLION CAT CHALLENGE?



- About 69% of participants were not aware of the Million Cat Challenge before this Incentive Grant was offered to them by Maddie's Fund.
- The majority of respondents (86%) indicated they participate in the Million Cat Challenge because they like saving more cats' lives.

WHY ARE YOU PARTICIPATING IN SHELTER ANIMALS COUNT? (PLEASE SELECT ALL THAT APPLY.)



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