

Maddie's Treatable Assistance Program
Final Report



MaddiesFund.org



**Maddie's
Fund**

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Maddie's® Treatable Assistance Program Final Report

Executive Summary

Maddie's® Treatable Assistance Program was a pilot project in Alameda, Contra Costa and San Francisco Counties to support the adoptions of senior and/or medically treatable homeless dogs and cats originating from animal control shelters in those counties.

This program was limited to 501(c)3 adoption guarantee organizations, and eligible groups received \$700 per adoption of senior or medically treatable dogs and cats and \$1,400 per adoption of senior and medically treatable dogs and cats.

The goal of Maddie's® Treatable Assistance Program was to increase lifesaving in these communities by offering additional resources to the organizations who could afford the extra time and effort it would take to adopt the "harder-to-place" animals.

From October 1, 2012 – December 31, 2014, 50 organizations placed 7,221 qualifying pets and were awarded a total of \$5,675,600.

In the project area, euthanasia decreased 40%, from 16,390 in 2011 (the year before this program began) to 9,905 in 2014 (the last year of the program); transfers out of Animal Control agencies increased nearly 19% over the same timeframe; and the combined Community Live Release Rate for the three counties increased by 10 percentage points from 73% in 2011 to 83% in 2014.

Check out the full report for all the details of this lifesaving program!



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Background

Maddie's® Treatable Assistance Program was approved by the Board on September 8, 2012, as a pilot project in Alameda, Contra Costa and San Francisco Counties to support the adoptions of senior and/or medically treatable homeless dogs and cats originating from animal control shelters in those counties.

This program was limited to 501(c)3 adoption guarantee organizations, and eligible groups received \$700 per adoption of senior or medically treatable dogs and cats and \$1,400 per adoption of senior and medically treatable dogs and cats. Maddie's® Treatable Assistance Program ran from October 1, 2012 through December 31, 2014, and \$6M in grant funding was approved for this program. Adoptions performed as part of Maddie's® Pet Adoption Days were not eligible for payment under this program.

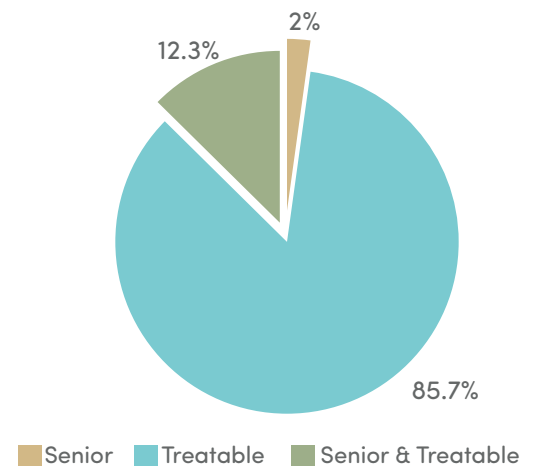
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Program Performance

Over the course of this 27-month project, **50** organizations placed **7,221** qualifying pets and were awarded a total of **\$5,675,600**. (Adoptions performed and grant funds received for each organization listed at the end of this report.)

Senior & Treatable Breakdown

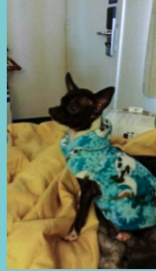
		Healthy	Treatable	Totals
Dogs	Less than 1Year		1,006	1,006
	1Year-6Years 11months		1,656	1,656
	7 Years +	68	588	656
	Total	68	3,250	3,318
Cats	Less than 1Year		2,595	2,595
	1Year-6Years 11months		933	933
	7Years +	77	298	375
	Total	77	3,826	3,903
Total	145	7,076	7,221	



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I just wanted to thank you for everything you did for this little dog. He was rescued by Umbrella of Hope and had a heart murmur. Maddie's Fund not only paid for his surgery but also for his adoption fee. My daughter adopted him as a gift for me (my beloved Chihuahua passed away about 6 months ago). When she saw Dexter's story, she knew he was the one for me as I had heart surgery too! She surprised me with him this weekend and I am so in love with this little guy. Thank you from the bottom of my heart and Dexter's too!

–Heather Marcy, Adopter, Umbrella of Hope

Top Medical Conditions

- URI/Conjunctivitis/Herpes/Pneumonia/Tracheobronchitis/Chronic Rhinitis: 2,905
- Coccidiosis/Diarrhea/Giardia/Tapeworm: 1,906
- Dental Issues Requiring Treatment/Periodontal Disease/Gingivitis/Stomatitis: 1,440
- Skin Problems (Dermatitis Requiring Treatment/Mange/FAD/Ringworm/Burns/Abscess): 786
- Limb Injury Requiring Treatment/Amputation/Bone Fracture: 275

Where the Animals Came From

Source Shelter	Number of Animals
Contra Costa County Animal Services	2,208
San Francisco Animal Care & Control	1,747
Oakland Animal Services	1,131
Hayward Animal Shelter	536
Berkeley Animal Care Services	411
East County Animal Shelter	403
Fremont/Tri-Cities Animal Services	397
Antioch Animal Shelter	282
Alameda Animal Shelter	106
Grand Total	7,221



Thanks to Maddie's Fund, not only did Mr. Biggles find his forever home, but his life was also saved! After spending a weekend in the veterinary ER due to heart and lung issues, the grant money from Maddie's Fund allowed him to stay on oxygen while seeing specialists to pinpoint the problem.

Today, Biggles loves easy adventures, especially hanging at the beach! Thanks Maddie's Fund for helping old mutts like Biggles find their new beginnings.

–Kristin Hoff, Adopter and Muttville Development & Client Care Associate



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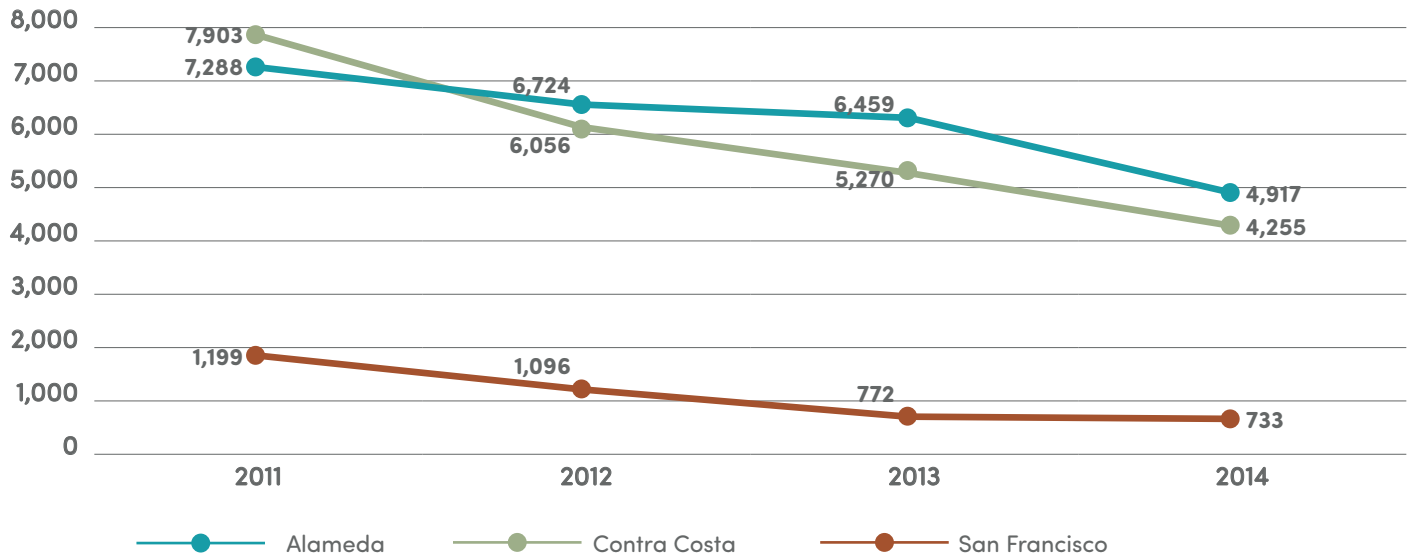
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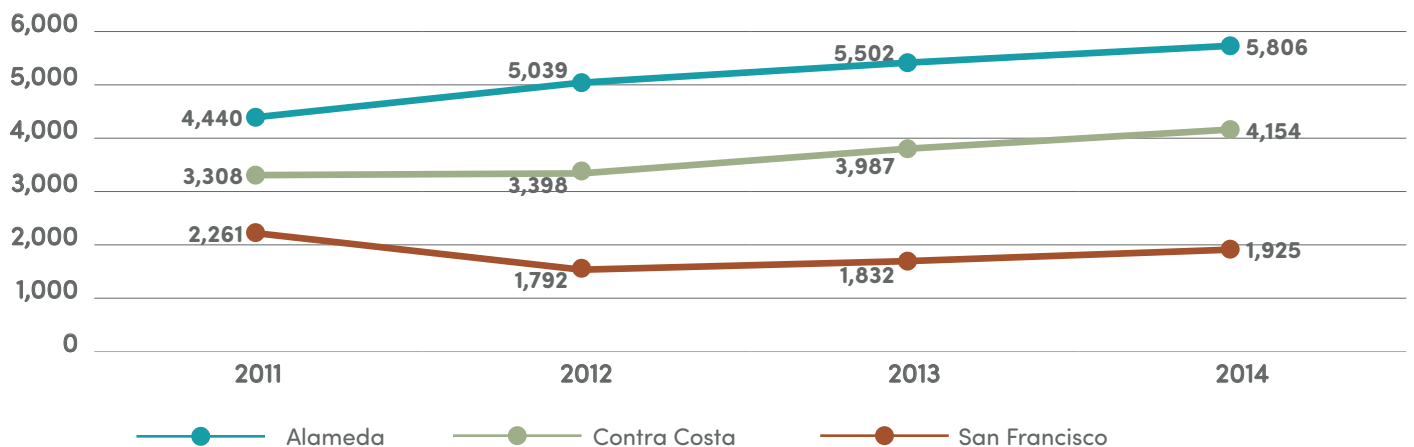
Impact on Shelters in Three Counties

	2011	2012	2013	2014
Overall Live Release Rate (Animal Control)	63%	66%	69%	74%
Overall Live Release Rate (Community)	73%	76%	79%	83%
Overall Animal Control Euthanasia	16,390	13,876	12,501	9,905

Animal Control Euthanasia by County



Animal Control Transfers Out by County

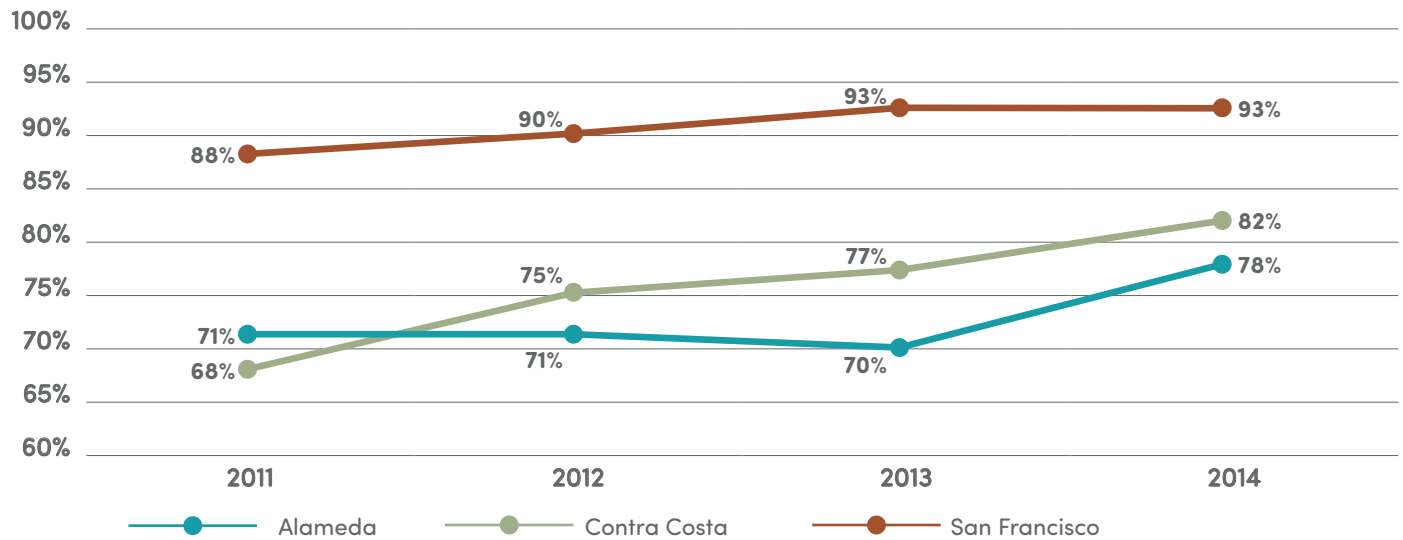


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Community Live Release Rates by County



In Summary

The goal of Maddie's® Treatable Assistance Program was to increase lifesaving in Alameda, Contra Costa and San Francisco Counties, and this goal was accomplished. Looking at the combined data for the three counties, euthanasia was down a whopping 40%, from 16,390 in 2011 (the year before this program began) to 9,905 in 2014 (the last year of the program); transfers out of Animal Control agencies increased nearly 19% over the same timeframe; and the combined Community Live Release Rate (LRR) for the three counties increased by 10 percentage points from 73% in 2011 to 83% in 2014.

Because of Maddie's Fund support, our organization as a whole has undergone a substantial change. The number of 'special needs' animals that we were able to rescue annually grew by 40%. We have been able to pull significantly more animals from area shelters, adoptions increased, new foster families grew, and the stories people have experienced has helped us gain a stronger, larger and more devoted community. I wanted to thank you dearly for what you have given our entire organization and all of the deserving animals you helped us rescue. You have had a monumental impact on us and I wanted you to know just how significant it has been.

—Juliet Boyd, Executive Director,
Hopalong Animal Rescue



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In Summary Continued

Looking at the communities individually, Contra Costa County saw the largest increase in lifesaving, going from a 68% LRR in 2011 to an 82% LRR in 2014. Though San Francisco saw the smallest increase, they were also the closest to a no-kill community the year before this project started, and achieved no-kill status¹ the next year. The interesting thing to note is that San Francisco saw an overall decrease in their transfers out of animal control, though the trend suggests those numbers may be plateauing. This would make sense since they've achieved no-kill and there aren't additional animals that need saving through transfer coupled with decreasing intake. The other two communities still have opportunities for additional increases in transfers (or other lifesaving methods) to reach no-kill.

Another benefit of this program is the impact it's had on the operations of some of the animal welfare organizations participating in the program. We've heard from groups who have changed their focus to specialize in the senior or "special needs" animals, and others who have learned the public will support them in their efforts to save the animals previously considered "unsavable".

The success of this program was most likely indirectly impacted by the added publicity and exposure to shelters and rescue groups that Maddie's® Pet Adoption Days brought to these three counties. It will be interesting to see what happens in 2015 and beyond, now that both of these programs have come to a close. Our hope is that the lifesaving achievements made as a result of these programs will continue and expand in the coming years.



Thank you so much for allowing Cat Town to participate in Maddie's Treatable Assistance Program! Thirteen-year-old Ella came with a cauliflower ear and untreated ear infection, surgery was the only option. The day of her surgery, we were contacted by a family who wanted to meet her. Since her profile hadn't been updated to reflect the loss of her outer ear, we worried this might be a turnoff. It wasn't! We simply could not afford to help cats like Ella without your generous support!

–Ann Dunn, President/Founder, Cat Town

I just did our third quarter numbers and we had 20 treatable kittens! That's only a portion of the kittens that we were able to intake and adopt out. Thanks to Maddie's programs, we have almost DOUBLED our intake and adoptions. Every kitten that comes here would have been euthanized at a local shelter if rescue couldn't step in. I can't repeat enough times how this grant has changed and saved lives!

–Amber Holly, Founder,
Saving Grace Rescue

¹Based on the generally accepted definition of a 90% save rate.



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Organizations	Adoptions	Total Grant
Animal Rescue Recon	68	\$51,100
Bay Area German Shepherd Rescue	39	\$28,000
Bee Holistic Cat Rescue and Care	3	\$3,500
Berkeley Humane	901	\$653,800
Cat Town	218	\$195,300
Contra Costa Humane Society (CCHS)	104	\$79,800
Copper's Dream Rescue	15	\$10,500
Delta Animals Safe Haven	8	\$6,300
Dusty Paws Rescue	31	\$22,400
East Bay Animal Rescue and Refuge	190	\$143,500
East Bay SPCA	602	\$433,300
East of Eden K-9 Rescue	16	\$11,200
FurEver Animal Rescue	37	\$28,700
Furry Friends Rescue	110	\$83,300
German Shepherd Rescue of Northern CA	4	\$2,800
Give Me Shelter Cat Rescue	87	\$89,600
Golden State German Shepherd Rescue	4	\$2,800
Good NewZ! Pittie Pups Rescue	70	\$49,700
Grateful Dogs Rescue	34	\$26,600
H.A.L.O.	3	\$2,800
HARP	5	\$5,600
Home at Last Animal Rescue	2	\$2,100
Hopalong Animal Rescue	229	\$171,500
K9 Paw Print Rescue	89	\$69,300
Lucky Dog Rescue	48	\$33,600

Thank you for helping us find
paw-some forever homes!

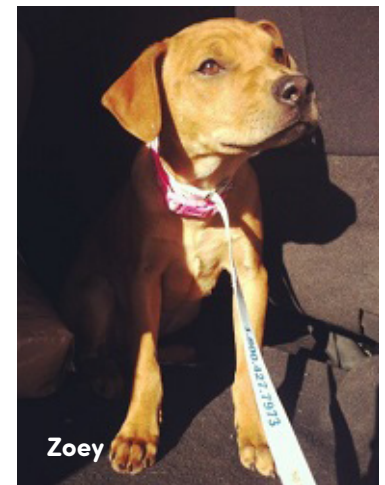
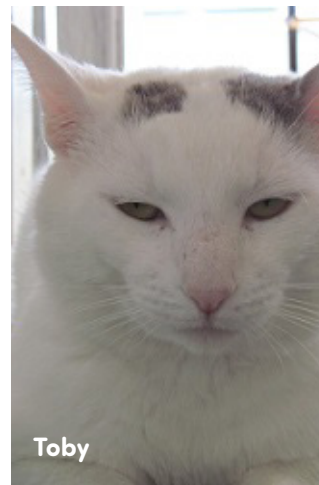


Photo Credit: CCHS Success Stories



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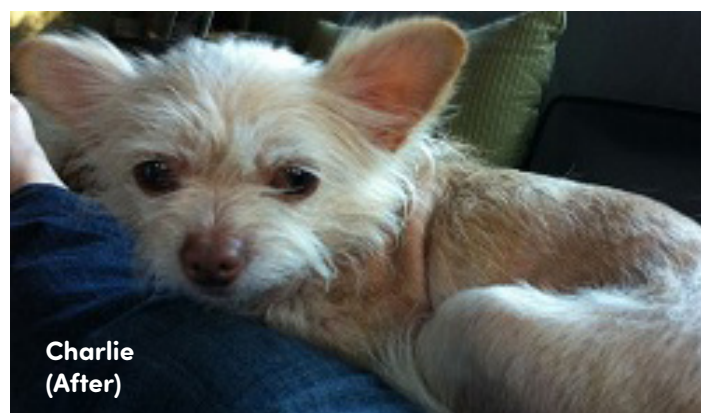
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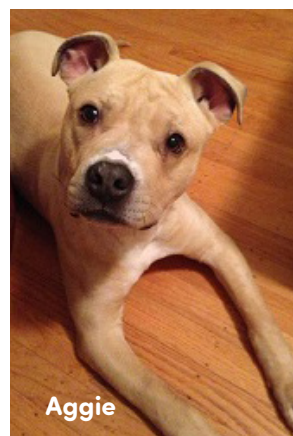
Organizations	Adoptions	Total Grant
Maine Coon Adoptions (PET Rescue)	1	\$1,400
Muttville	407	\$545,300
NorCal Poodle Rescue	12	\$9,100
Northern California Family Dog Rescue	27	\$19,600
Northern California Sled Dog Rescue	2	\$1,400
Ozzie's Pound Puppies	7	\$4,900
Paw Fund	49	\$35,700
Pets Unlimited	113	\$85,400
Pomeranian Rescue Group	1	\$1,400
Safe Cat Foundation	142	\$102,200
San Francisco SPCA	1,547	\$1,150,100
Saving Grace Rescue	73	\$52,500
Sunshine Rescue Group	6	\$4,900
Sweet Dog Rescue	15	\$14,000
Tailchaser Rescue	43	\$30,800
Tenth Life Foundation	14	\$11,900
Toni's Kitty Rescue	15	\$16,100
Tony La Russa's ARF	960	\$711,900
Tri-Valley Animal Rescue	267	\$199,500
Umbrella of Hope	425	\$336,700
Underdog Animal Rescue	1	\$700
Valley Humane Society	168	\$122,500
White Kitty Foundation	3	\$3,500
Wonder Dog Rescue	1	\$700
Wren Yorkie Rescue	5	\$6,300
Total	7,221	\$5,675,600



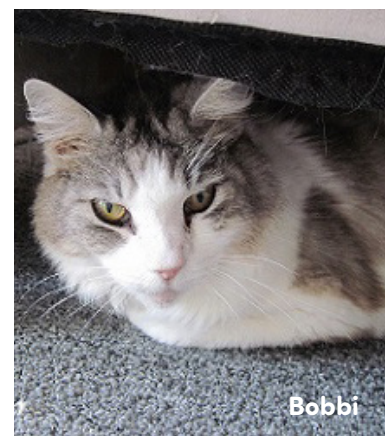
**Charlie
(Before)**



**Charlie
(After)**



Aggie



Bobbi

Photo Credit: CCHS Success Stories



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