



FACT SHEET

Below is a brief explanation of the Maddie's Fund organization, how it came to be and what the Maddie's Fund mission is. This will be useful in sharing with participating shelters and all your volunteers prior to and during the event.

The Maddie's Fund® mission is to revolutionize the status and well-being of companion animals.

Who is Maddie?

Dave and Cheryl Duffield fell head-over-heels for Maddie, their beloved miniature schnauzer, when she was only ten days old. They went on to share ten memorable and happy years together. Dave remembers one particularly good day during stressful business times. Playing with Maddie, he picked her up and made the following promise:

"If we ever make some money, I promise we will give it back to you and your kind so others can be as happy as we are today."

About Maddie's Fund® www.maddiesfund.org

Maddie's Fund® was founded in 1994 by Workday co-founder Dave Duffield and his wife, Cheryl, who have endowed the Foundation with more than \$300 million. Maddie's Fund has awarded more than \$153 million in grants toward increased community lifesaving, shelter medicine education, and pet adoptions across the U.S. Maddie's Fund believes that through community involvement, continued education and increased awareness, we can truly become a no-kill nation.

Some of Maddie's Fund's most impactful accomplishments include:

- Shifted the national conversation toward no-kill standards for homeless dogs and cats and community-wide goals and solutions promoting community-wide collaborations focused on pet lifesaving.
- Awarded more than \$153 million dollars in grants to animal welfare organizations.
- Promoted community-wide collaborations focused on pet lifesaving.
- Established the first comprehensive shelter medicine program at the University of California Davis, and supported additional shelter medicine programs at the University of Florida, Cornell University, and Purdue University among others.
- Sponsored Maddie's® Pet Adoption Days, an annual weekend-long event in which Maddie's Fund sponsors the adoptions of pets at participating shelters. Since the program's inception in 2010, Maddie's® Pet Adoption Days has supported the adoptions of 31,267 homeless dogs and cats.
- Focused national attention on the importance of data and delivered the first searchable database that compares shelter data based on the Asilomar Accords from more than 500 animal welfare organizations.
- Helped establish a more responsibility- and results-driven venture philanthropy view in the animal welfare industry by requiring that grantees commit to business management

practices, including data collection, numerical goals, strategic planning and performance measurement.

- Partnered with the Ad Council and The Humane Society of the United States to produce a national public-service advertising campaign promoting the adoption of shelter pets.
- Partnered with The Humane Society of the United States to help stop the suffering of breeding dogs and their offspring in puppy mills.

Maddie's® Pet Adoption Days www.adopt.maddiesfund.org

Maddie's® Pet Adoption Days is a two-day, fee waived collaborative effort of countless people trying to save the lives of shelter animals, a testament to what can be done when people come together and rally for a common cause.

This year, participating groups within selected counties of the San Francisco Bay Area (Alameda, Contra Costa, Santa Clara and San Francisco), Washoe County, NV and Dane County, WI will come together for one goal: To empty the shelters!

For each pet adopted, Maddie's Fund® gives participating shelters from \$200 to \$2,500. This funding enables the shelters and rescue groups to save and treat more animals throughout the year. Since its inception in 2010, Maddie's® Pet Adoption Days has supported the adoptions of 31,267 homeless dogs and cats.

“This dog has truly saved my life. Not even a moment's hesitation. We bonded together to be an inseparable team. He's the best friend I ever could've hoped for and then some. I'm so grateful to have found him at Maddie's free adoption day when I did.”

~Maddie's® Pet Adoption Days, Adoptee

Quick Facts

- To date, more than \$153 million has been given in grants to provide solutions communities to support the status and well-being of companion animals, **Thanks to Maddie.**
- To date 31,267 pets have been adopted through Maddie's® Pet Adoption Days, **Thanks to Maddie.**
- This year, there are a total of 90 participating groups and 124 locations, **Thanks to Maddie.**
 - SF Bay Area: 80 groups, 96 locations
 - Washoe county, NV: 5 groups, 16 locations
 - Dane county, WI: 5 groups, 12 locations
- Becoming a no-kill nation is within reach, **Thanks to Maddie.**

Survey Results & Quotes from Adopters

The following statistics and quotes were reported in the Maddie's® Pet Adoption Days 2014 Adopter Survey, based on adopters' experience at Maddie's® Pet Adoption Days last year.

- 96% of adopters stated they would adopt a cat or dog from a shelter or rescue organization again.

***“By far the best decision I have ever made,
and I can't wait to adopt another one in the future!”***

- 81% of adopters say their level of attachment to their shelter pet is the same as any family member.
- 73% of adopters said they would rate their adoption process/shelter experience as “excellent.”

“I wish I had adopted two cats instead of one because the experience

was the best I'd ever had and we absolutely love our cat!"

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