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Letter from Maddie's Fund



Dear Animal Advocate,

In only nine months, Maddie's® Pet Rescue Project in New York City has achieved remarkable lifesaving results. Jane Hoffman, President of the Mayor's Alliance for NYC's Animals, reveals some keys to the project's successes. Maddie projects in Alachua and Maricopa have reached lifesaving milestones of their own.

In Mobile County, Alabama, doctors at Theodore Veterinary Clinic have performed 963 spay/neuter surgeries in nine months—and educated a lot of pet guardians in the process. Their story unfolds inside.

Barbara Gislason is an attorney on a mission: to get animal law recognized as an important and legitimate practice area within the legal profession. Read more about Barbara in the profile, One Person Can Make a Difference.

Happy Holidays from all of us at Maddie's Fund.



Best regards,
The Maddie's Fund Team



Features

Maddie's Projects Celebrate Lifesaving Successes

New York's High Achievers

Nine months into Maddie's® Pet Rescue Project in New York City, the Mayor's Alliance for NYC's Animals (the project's lead agency) and the more than 80 Maddie's® Pet Rescue Partners are achieving amazing lifesaving results. So far, the groups have surpassed their targets in every category and in some cases, have already reached their yearly goals. Best of all, 5,958 fewer dogs and cats have been euthanized as compared to the same period in the 2003 baseline year.

	Baseline Year (Nine months)	Year One (Nine months)	Percent of Nine Month Goal
Impounds	39,998	39,305	n/a
Maddie Adoptions	5,423	8,206	110%
All Adoptions	9,032	16,418	148%
Healthy Deaths	10,702	6,768	127%
All Deaths	24,318	18,358	121%

President Jane Hoffman of the Mayor's Alliance for NYC's Animals can tick off various reasons for the project's success to date. "The obvious one is the addition of resources. Thanks to the infusion of Maddie's Fund money, the Mayor's Alliance and the Maddie partners have been able to buy the products and services we need to increase adoptions and save lives. But I can't overemphasize enough the psychological and symbolic value of the Maddie's Fund grant. The grant created the excitement, built the collaborative spirit and had a tremendous energizing effect on all of us. It validated the whole community effort."

Jane also attributes much of the project's success to two of Maddie's hardest assignments: the required Ten Year Strategic Plan and monthly statistical reports.

"Our ten year plan has been an incredibly valuable tool. We've pretty much adhered to it this year and it's taken us where we want to go. As time consuming and difficult as it is to produce, I recommend the exercise for every animal welfare group.

Our partners initially viewed statistics gathering as a real nuisance, but they have come to see the value in doing it. They really appreciate the reports we generate from their data because the information allows each group to measure their progress towards goal. The data also shows them where they're at and where they're going, which enables them to make better decisions on resource allocation."

Hoffman doesn't take the project's success lightly. "In many ways, the first year is the easiest. I have no illusions about the fact that it will get tougher as we go. As New Yorkers, however, I'm sure we'll be up to the challenge."



Alachua and Maricopa Reach Milestones of Their Own

Thanks to Maddie's® Pet Rescue Project in Alachua County, Florida, only three healthy cats and dogs have died in Alachua County animal shelters since February, 2005. Maddie's Fund salutes the Alachua County Humane Society, Alachua County Animal Services, Gainesville Pet Rescue, Haile's Angels Pet Rescue, Helping Hands Pet Rescue, and Puppy Hill Farm for accomplishing this fantastic feat. Project partners have made huge strides towards achieving their goal of saving all healthy and treatable shelter animals community-wide.

Maddie's® Pet Rescue Project in Maricopa County, Arizona reported zero healthy shelter deaths for October 2005. Maddie partners ramped up placements through adoption specials and by taking more dogs to community events and offsite adoption locations. The groups also started an "Adopt a Big Brown Dog" campaign. In addition, they established a rescue group phone tree at animal control as a safety net for healthy animals scheduled for euthanasia. The milestone accomplishment is part of the Maddie's requirement that groups achieve at least one month with no healthy deaths in the third project year. Three consecutive months are required in the fourth year.





Features

When It Comes to Spay/Neuter Surgeries, Mobile County Reigns Supreme

During Maddie's® Big Fix for Alabama (2001-2003), Mobile County veterinarians spayed and neutered more pets belonging to low-income residents than any other county in the state—3,098 to be exact.

In January 2005, the program restarted in Mobile County as Maddie's® Spay/Neuter Project. County veterinarians have already performed 1,346 surgeries.

Why so many surgeries in Mobile County? For one thing, the veterinarians really back the program. Of the 50 plus veterinary hospitals in the county, half have signed up for Maddie's® Spay/Neuter Project. Many advertise the low-cost surgeries on signs and marquees in front of their offices and post flyers about the program inside.

The humane community pushes the program nonstop. “We advertise on everything we have; on flyers at our adoption events, in our newsletter, on our website, in the local paper,” says Janine Woods, President of the Mobile SPCA (lead agency for Maddie's® Pet Rescue Project). “If someone calls the SPCA for anything, we say, ‘are you a Medicaid recipient?’ then start talking about the program.” And according to Alabama Veterinary Medical Association President Dr. Charles Franz, administrator of the program, Mobile County has a large percentage of folks who qualify.

Mobile's Theodore Veterinary Clinic is far and away the surgery leader, tallying 363 surgeries in the first nine months of the program (more than 25% of all surgeries). Of the clinic's two practitioners, Dr. Carl Myers performs the majority of Maddie surgeries. And he couldn't be more pleased. “I think the program is great! If it were not for Maddie, these folks just wouldn't get their pets spayed or neutered. In addition to decreasing the pet population, the spay/neuter visits give us a wonderful opportunity to educate, all the more important because many of these clients have never taken their pet to a clinic before. As we go through our pre-surgery exam, we talk about flea control, heartworm and vaccinations. In some cases, we've been able to do heartworm tests and get the pet on heartworm medication if he's positive. If he's negative, we may be able to get the pet started on a heartworm preventive. Or we may get a pet vaccinated for parvo. It doesn't necessarily happen at the same time—people often have to come back when they have the money. But about 30% do come back for additional treatment.”

Clinic staffer Nicky Elstner receives the pets when they come in. “Just yesterday a woman brought in six cats for surgery and they were all female. As I was doing the intake, I thought about how many litters these cats would have had if it weren't for the low-cost surgeries. I think the Maddie program is awesome.”

The cost of the surgery to guardians participating in Maddie's® Spay/Neuter Project is \$10 per cat and \$20 per dog. Maddie's Fund® is contributing between \$20 and \$90 per surgery, depending upon species and gender. ALVMA veterinarians participating in the program contribute the remainder of the cost by reducing their fees to help more low-income pet owners spay/neuter their companion animals. Clients must show proof of low-income with a Medicaid card, and there is a limit of six pets per household. Maddie's® Spay/Neuter Project is working with Maddie's® Pet Rescue Project in Mobile County to save all of the county's healthy and treatable shelter dogs and cats by 2015.





Making a Difference

One Person Can Make a Difference:
Barbara Gislason, Esq.

On vacation in China, attorney Barbara Gislason was sailing down the Yangtze River when she suddenly noticed something odd. She couldn't see or hear a single animal. No birds, no bees, no bugs, no fish. It was, as Gislason calls it, a "silent spring," recalling Rachel Carson's book in which an American town of the future is devoid of all living things, "silenced" by the effects of DDT. Gislason was very disturbed by her observation. "When I came back, I read *A Gap in Nature*, basically a series of obituaries for extinct animals. I thought, 'I should really do something about this,' and it started from there. It's funny how something clicks in your mind and you decide to take responsibility for making a big change in the world. It seemed clear that this was my purpose."

That was in 2002, when Gislason's Minneapolis practice focused on Family Law and Art and Entertainment Law. Her objective as an animal advocate was to get Animal Law recognized and respected within the legal profession; to get it acknowledged as a legitimate and important practice area.

"There is a feeling among many lawyers that Animal Law cases are a waste of time and not worth litigating because there isn't any money in them. For example, a human medical malpractice suit can bring substantial dollars in damages. In veterinary malpractice, a judgment is usually limited to the replacement value of the animal, since animals are considered property. That kind of compensation is not just, given the role and importance animals play in our lives. It does not reflect the common veterinarian emphasis that animals are family members. Five years from now I want to be able to litigate damages for animals that properly reflect the equitable maxim, 'where there is a wrong, there is a remedy.' And I want Animal Law to move from being fringe, as it was in the past, to mainstream."

Gislason started her crusade by forming the Animal Law Committee of the Minnesota State Bar Association. Getting the governing body to vote in the Committee was not a sure thing, especially since Minnesota is an agricultural, hunting and fishing state. But once established, it gained support, and soon the Committee had enough attorneys backing it to become a Section of the State Bar. (Section status is granted when a practice area is considered "mature." Other sections include Tax, Real Estate, Family Law, etc.) In that same year, Gislason pushed for and achieved the formation of an Animal Law Committee within the Tort, Trial and Insurance Practice Section (TIPS) of the American Bar Association (ABA). Says Gislason, "Credibility and respect came with the ABA's recognition. And bringing Animal Law into a highly respected section of the ABA was huge—symbolic. Having an ABA Animal Law Committee also makes it easier to form new Animal Law committees and sections at the state level." David Wolfson, who teaches Animal Law at NYU and Columbia University and is a highly respected leader in the field, agrees with Gislason's assessment. "It's clear that the creation of the Animal Law Committee at the ABA was a very important event and marked the beginning of the ABA more seriously evaluating animal legal issues."



The ABA-TIPS Animal Law Committee played a unique role in the aftermath of Hurricane Katrina. Under its guise, Gislason set up the TIPS Animal Disaster Relief Network-- made up of attorneys from law schools, bar associations, private practice and state agencies-- to discuss legal issues pertaining to emergency animal rescue. She quickly expanded the group to include veterinary and animal welfare organizations, adding attorneys from the Animal Legal Defense Fund, the Senior State Legislative Specialist from the Humane Society of the United States, and the State Policy Analyst from the American Veterinary Medical Association, as well as respected lay people from animal welfare groups. Before long, 35 organizations were calling in for meetings.

The group teleconferenced once a week (and still meets periodically). The first item on the agenda: recruiting lawyers to write FAQs for animal rescue volunteers. These are currently posted on the Animal Legal Defense Fund website at www.aldf.org. Through professional contacts, the Network was able to persuade the Red Cross to place a Petfinder.com link on its website, and the Network established a legislative committee that is working on federal pet evacuation bills and state evacuation plans.

Although Gislason is new to the animal welfare movement, her deeply held beliefs about animals reflect a philosophy that has been with her throughout her life.

“I am personally fascinated by the idea that people close to animals *know* what those animals are communicating to them. These are almost forbidden thoughts—that we can know what animals communicate—thoughts contrary to what our culture allows. I’ve also noticed that many people choose *not* to understand other animals. This is particularly baffling given all the scientific evidence that shows animals are much more sophisticated, cognitively and emotionally, than previously thought. It’s harder to behave the way we do if we open our eyes, and see animals as they really are.”

Barbara Gislason attended Carleton College in Northfield and the William Mitchell College of Law in St. Paul, Minnesota. She currently lives with two Labrador look-alikes in Minneapolis and manages a private practice that encompasses Animal Law, Family Law and Entertainment Law. She is an adjunct law professor at Hamline University School of Law and is in the process of establishing a publishing company for animal writers.





Adoptables

Maddie's[®] Pet Rescue Project in Lodi, California www.animalfriendsconnect.org



Shadow & Athena

Looking for a companion for life? Look no further – Lodi's foster care network can help you find the perfect match.

Maddie's[®] Pet Rescue Project in Alachua County, Florida www.maddiespetrescueofalachua.org/links_partners.shtml



Sparky & Captain Crunch

(Puppy Hill Farm Animal Rescue) (Haile's Angels Pet Rescue)

Love comes in all shapes and sizes in Alachua County, Florida.
Go to the collaboration partners' websites to see the animals waiting to follow you home.

Maddie's® Pet Rescue Project in Maricopa County, Arizona

www.az4animals.com



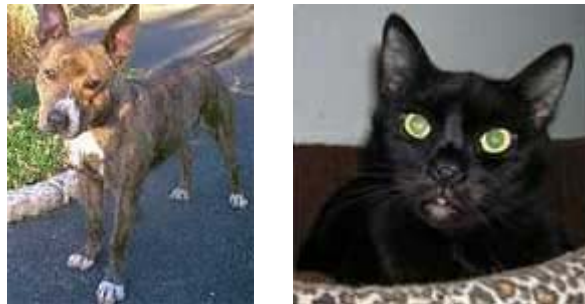
Pokey & Maxine & Brita

(Foothills Animal Rescue) (Sun Valley Animal Shelter)

Thinking about adding to your family?
Come see about the furry friends Maricopa County has up for adoption.

Maddie's® Pet Rescue Project in New York City

www.bigapplepets.com



Cindy & Samantha

(For Our Friends) (Animal Haven)

Adopt a little New Yorker today!
Visit BigApplePets.com for the best companions the five boroughs have to offer.

Maddie's® Pet Rescue Project in Mobile, Alabama

www.maddie-alabama.org

Mobile's project website is meant to represent all of Maddie's® Alabama projects and will soon include a tab for Maddie's® Pet Rescue Project in Tuscaloosa.

In the meantime, check the calendar of events for adoption fairs near you.

