

Maddie's Pet Rescue Project in Alachua County Project Year Four Annual Report

The Maddie's Pet Rescue Project in Alachua County is pleased to submit this report summarizing program activities, achievements and lessons learned during Project Year Four.

Background

Maddie's Pet Rescue Project in Alachua County is a community collaborative effort to end the killing of healthy shelter dogs and cats in the city of Gainesville and the surrounding rural communities of Alachua County, Florida by 2006, and treatable pets by 2012.

In June 2002, Maddie's Fund awarded a Year One grant to the Alachua County Humane Society as lead agency for the project to support activities designed to increase adoptions, increase spays and neuters, and reduce euthanasia in Alachua County. The spay/neuter component of the project was dropped in January 2002 and taken over by the Alachua County VMA. All adoption and euthanasia goals for Years One and Two were achieved or exceeded. In Year Three the partners began to struggle with the increasingly high adoption goals of the project, but exceeded reduction of euthanasia goals by a significant margin.

The participating organizations in the Alachua project are:

Alachua County Humane Society (lead agency; adoption guarantee agency)

Gainesville Pet Rescue (adoption guarantee agency)

Puppy Hill Farm (adoption guarantee agency)

Haile's Angels Pet Rescue (adoption guarantee agency)

Helping Hands Pet Rescue (adoption guarantee agency)

Our partner in the project is **Alachua County Animal Services**, a traditional open-intake animal control agency and shelter.

The goals for Year 4 of Maddie's Pet Rescue Project in Alachua County were:

Goal 1: Increase the number of dogs and cats adopted from the Participating Organizations by at least 2,932 over the baseline of 692, to achieve a total of at least 3,624 Participating Organization adoptions for Project Year Four.

Goal 2: Increase the total number of dogs and cats adopted from the Participating Organizations plus the Alachua County Animal Shelter by at least 2,932 over the baseline of 2,551, to achieve a total of at least 5,483 adoptions for Project Year Four.

Goal 3: Decrease the number of healthy dogs and cats euthanized by Alachua County Animal Shelter and the Participating Organizations by at least 2,932 below the baseline of 3,664 to achieve a one-year total of not more than 732 healthy deaths for Project Year Four.

Goal 4: Decrease the number of total dogs and cats euthanized by Alachua County Animal Shelter and the Participating Organizations by at least 2,932 below the baseline of 8,063 to achieve a one-year total of not more than 5,131 deaths for Project Year Four.

Goal 5: Set aside as restricted funds in a separate bank account a total of at least \$111,888 to be used to sustain the project in future years.

Year Four Results Summary

	Baseline (2000)	Year 4 (2005/2006)	% Change
Intake At ACAS	11,131	8,853	- 20.47%
Intake at Adoption Guarantee Organizations (From public and shelter transfers)	691	3,021	+ 337%
Total public intake (to ACAS and Adoption Guarantee Orgs)	11,387	9,822	- 14%
Adoptions at Adoption Guarantee Organizations	692	2,708	+ 391%
Total Adoptions	2,551	4,194	+ 164%
Euthanasia of Healthy Pets	3,664	61	- 98%
Total Euthanasia	8,063	4,071	- 50%

Statistical Analysis

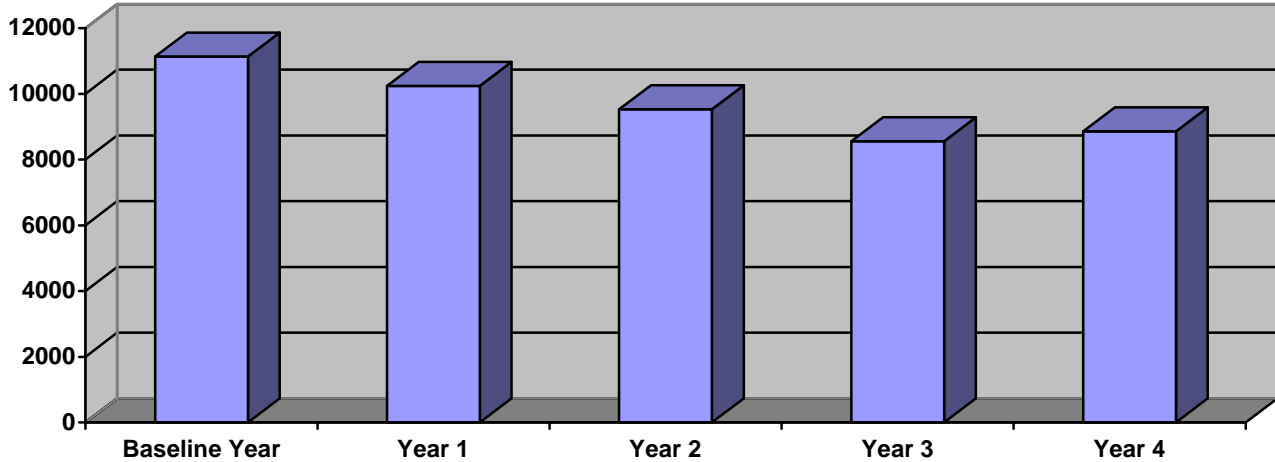
Intakes

Although intakes at Alachua County Animal Control dropped 20% as compared to the baseline year, there was a small increase in intakes over Project Year Three. 296 more cats and dogs were taken in at the shelter during the 2005/2006 period, a 3.4% increase over Year Three. We have factored in this increase when setting goals for Year Five and future project years.

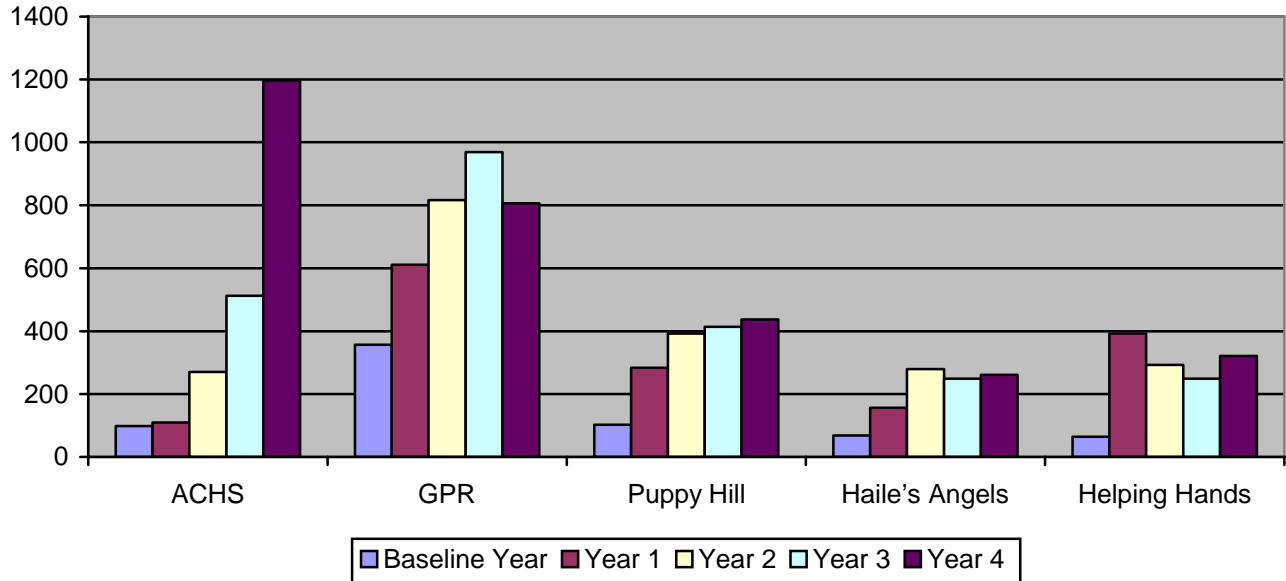
Intakes increased over Year Three levels at four of the five Adoption Guarantee organizations. Puppy Hill Farm and Haile's Angels Pet Rescue showed moderate intake gains of about 5% each, while Helping Hands took in about 30% more animals as compared to Project Year Three. Alachua County Humane Society more than doubled their previous year's intake in Year Four, taking in 133% more animals and posting an eleven-fold increase over the amount of animals taken in during the baseline year.

Gainesville Pet Rescue's intake dropped 17% from their Year Three Level. Project Year Four marks the first time that Alachua County Humane Society has overtaken Gainesville Pet Rescue in impounds (1197 at ACHS vs. 806 at GPR).

Intake Trends at ACAS



Intake Trends at Adoption Guarantee Agencies



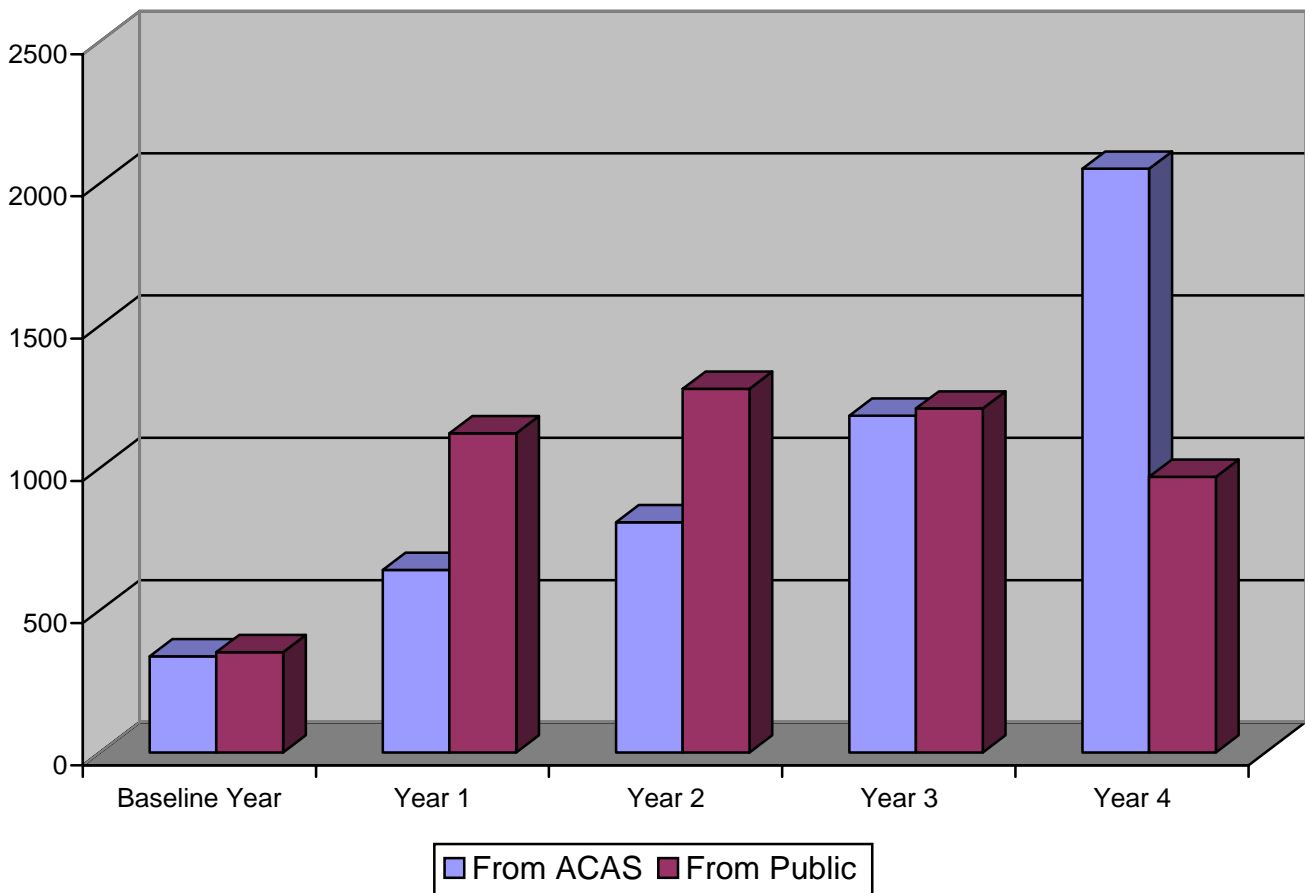
Effect of the Two-Tiered Stipend on Intake Patterns

In Project Year Four, the Alachua County project applied a five-to-one stipend differential designed to incentivize transfers from Alachua County Animal Services. Over-baseline adoptions that were transfers from ACAS earned a stipend of \$200, while over-baseline adoptions that were taken in from the public only earned \$40.

As shown in the chart below, this strategy has dramatically increased the number of transfers from ACAS as a percentage of total intakes at Adoption Guarantee Groups. Shelter transfers almost doubled from the Project Year Three level, when the stipend differential was only two-to-one, and almost quadrupled over the Project Year One level, when there was no stipend differential.

The Alachua County project will continue to apply the five-to-one differential during upcoming project years.

Intakes at Adoption Guarantee Groups by Origin

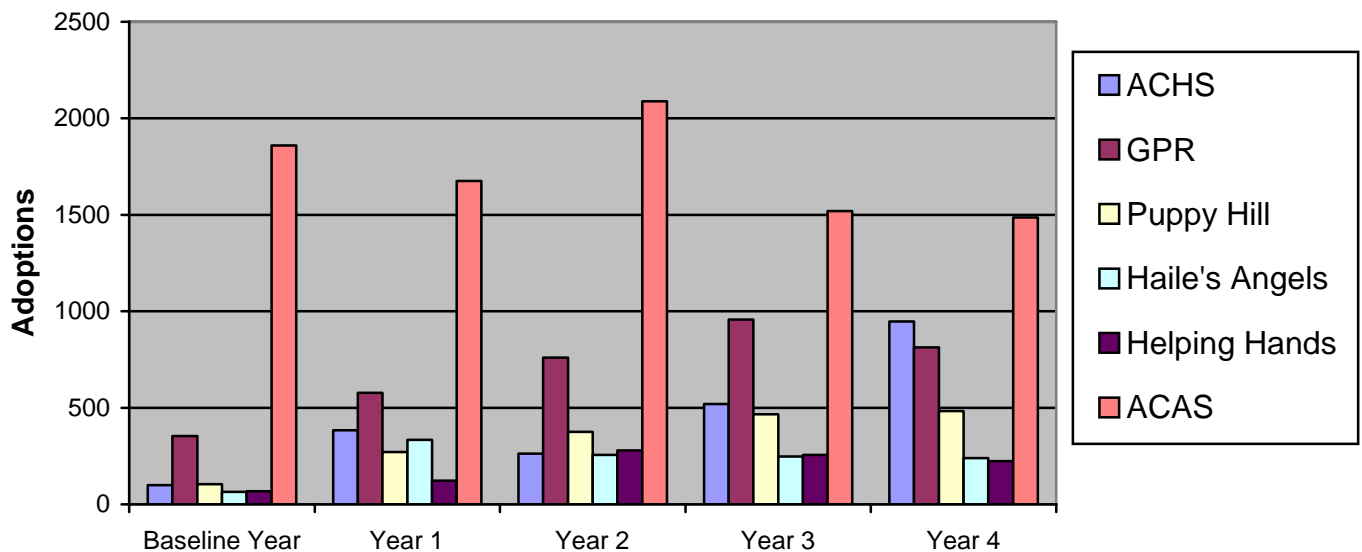


Adoptions

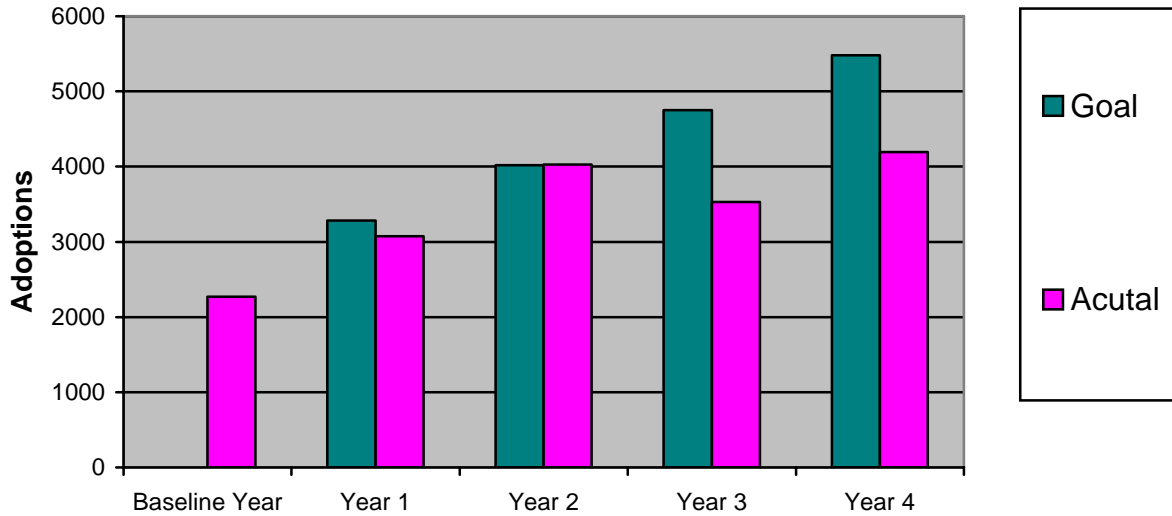
Although the Alachua County Project Managed to end the year with a record number of adoptions, the rate of increase in adoptions slowed dramatically, and the project ended the year short of their total adoption goal. Alachua County Humane Society continued their improved adoption performance after a slow start in Project Years One and Two, while Gainesville Pet Rescue began to slip from its historical position as star performer in adoptions. Puppy Hill Farm and Haile's Angels posted minimal changes, while Helping Hands continued to slip from their strong start in Project Year One. Alachua County Animal Services was once again short of their adoption baseline, this year by 20%.

Organization	Baseline Adoptions	Year 1 Adoptions	Year 2 Adoptions	Year 3 Adoptions	Year 4 Adoptions	Year Four Change			
						Compared to baseline	Compared to Year 1	Compared to Year 2	Compared to Year 3
Alachua County Humane Soc.	99	385	264	521	948	Up 858%	Up 146%	Up 259%	Up 82%
Gainesville Pet Rescue	355	578	761	957	813	Up 129%	Up 41%	Up 7%	Down 15%
Puppy Hill Farm	105	272	376	468	484	Up 361%	Up 78%	Up 29%	Up 3%
Haile's Angels	68	123	280	249	240	Up 269%	Up 95%	Down 17%	Down 4%
Helping Hands	65	334	257	256	223	Up 228%	Down 33%	Down 13%	Down 13%
Alachua County Animal Svcs.	1859	1675	2087	1520	1486	Down 20%	Down 11%	Down 29%	Down 2%
Total Adoptions	2551	3367	4025	3971	4194	Up 64%	Up 25%	Up 4%	Up 6%

Adoptions By Agency



Project Adoptions: Goal vs. Actual



Adoption Stipends

In Project Year Four, the Alachua County project paid to the adoption guarantee agencies an adoption stipend of \$200 per above-baseline adoption originating at Animal Services, and a \$40 stipend for adoptions originating from the public. Alachua County Animal Services received the public origination stipend for all above-baseline adoptions in months when there were zero healthy deaths reported for the county.

The stipend differential resulted in such a high increase in transfers from Animal Services that a shortfall in budgeted stipend funds was anticipated by mid-year. During the months of December through April, stipends were reduced to \$150 per shelter originating pet and \$30 per public originating pet to address this possible shortfall, but by late Spring it became apparent that no shortfall would occur. Stipends were restored to their original levels, and payments were made retroactively to all partners to bring the December through April payments back up to the full stipend level.

The charts on the following pages show how many total and above-baseline adoptions have been completed, and how much money each participating organization has received since project inception.

Organization	Project Year One			Project Year Two		
	Total Adoptions	Above B/L Adoptions	Total Stipends Received.	Total Adoptions	Above B/L Adoptions	Total Stipends Received.
Alachua Cty. Humane Soc.	385	286	\$36,150	264	165	\$24,750
Gainesville Pet Rescue	578	223	\$57,600	761	406	\$60,900
Puppy Hill Farm	272	167	\$19,350	376	271	\$40,650
Haile's Angels Pet Rescue	123	55	\$2,100	280	212	\$31,800
Helping Hands Pet Rescue	334	269	\$28,500	257	192	\$28,800
Alachua Cty. Animal Svcs.	1675	-184	\$0	2087	228	\$0
TOTALS	3367	816	\$143,700	4025	1477	\$186,900

Organization	Project Year Three				
	Total Adoptions	Above B/L Adoptions	Above B/L From ACAS:	Above B/L From Public:	Total Stipends Received.
Alachua Cty. Humane Soc.	521	422	331	91	\$67,770
Gainesville Pet Rescue	957	602	329	273	\$83,790
Puppy Hill Farm	468	363	237	126	\$54,000
Haile's Angels Pet Rescue	249	181	20	159	\$17,910
Helping Hands Pet Rescue	256	191	71	121	\$23,670
Alachua Cty. Animal Svcs.	1520	-339	N/A	64	\$5,760*
TOTALS	3971	1420	988	834	\$252,900

*** Although Alachua County Animal Services ended the year below baseline, they achieved two months over baseline to earn adoption stipends.**

Organization	Project Year Four					
	Adoption Baseline	Above B/L Adoptions From Public	Above B/L Adoptions From ACAS:	Total Above B/L Adoptions	Total Year 4 Adoptions	Total Stipend Amount Received
Alachua Cty. Humane Soc.	99	28	821	849	948	\$165,320
Gainesville Pet Rescue	355	0	458	458	813	\$91,600
Puppy Hill Farm	105	10	369	379	484	\$74,200
Haile's Angels Pet Rescue	68	104	68	172	240	\$17,760
Helping Hands Pet Rescue	65	70	88	158	223	\$20,400
Alachua Cty. Animal Svcs.	1859	18	N/A	-373	1486	\$720*
TOTALS	2551	230	1804	1643	4194	\$370,000

*** Although Alachua County Animal Services ended the year below baseline, they achieved two zero-healthy death months with over baseline adoptions to earn adoption stipends.**

Organization	Since Project Inception		
	Total Adoptions	Above Baseline Adoptions	Total Stipends Received.
Alachua County. Humane Soc.	2118	2019	\$293,990
Gainesville Pet Rescue	3109	2754	\$293,890
Puppy Hill Farm	1600	1495	\$188,200
Haile's Angels Pet Rescue	892	824	\$69,570
Helping Hands Pet Rescue	1070	1005	\$101,370
Alachua County. Animal Services	6768	-668	\$6,480
TOTALS	15,557	5356	\$953,500

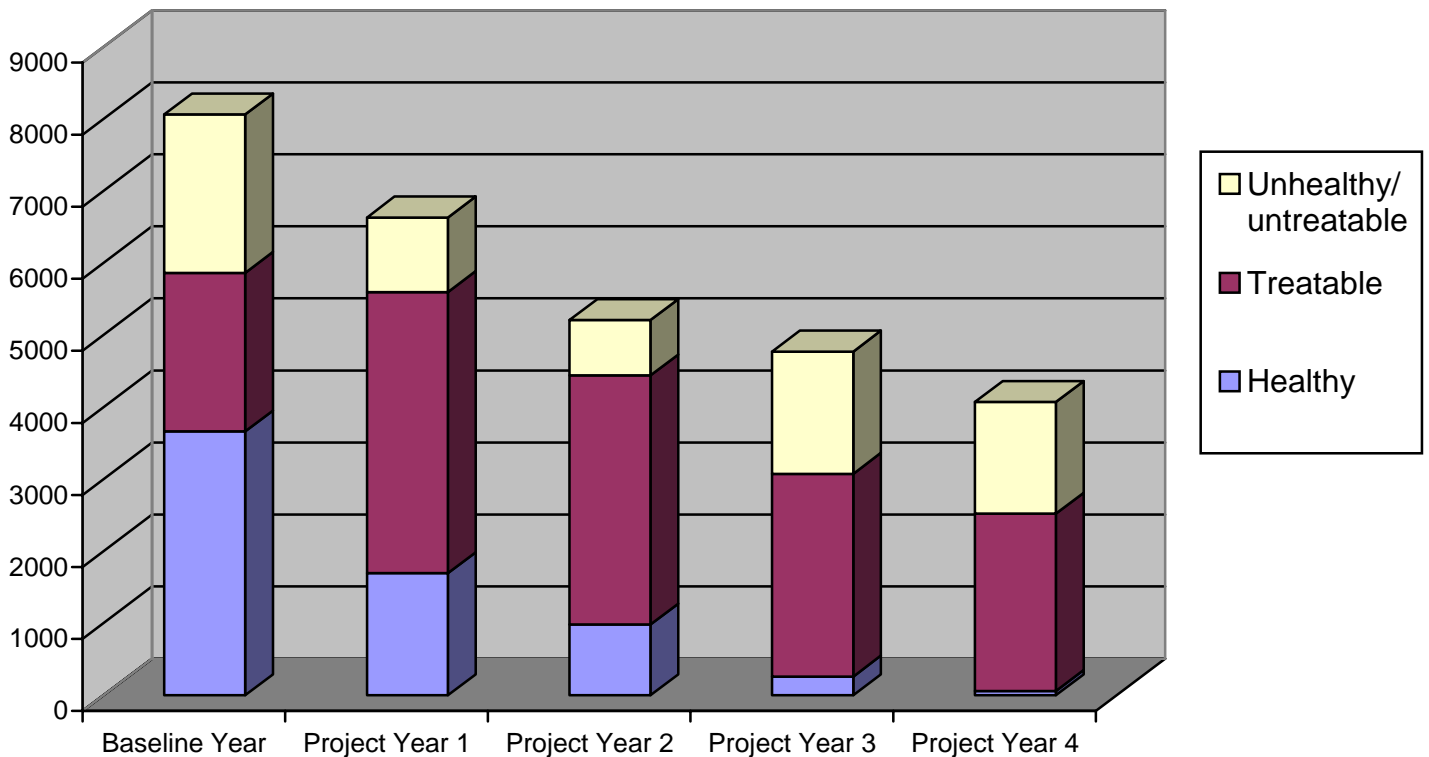
Euthanasia:

The Alachua County project achieved five consecutive and eight overall months with zero healthy deaths during Project Year Four, and exceeded expectations for healthy and overall death reductions.

Deaths of treatable animals also dropped slightly as compared to Project Year Three, although treatable deaths were up 12% as compared to the baseline year.

Euthanizations	Baseline Year	Project Year 1	Project Year 2	Project Year 3	Project Year 4	Year Four Change Compared to Baseline
Healthy	3664	1696	981	260	61	Down 98%
Treatable	2200	3901	3460	2815	2462	Up 12%
Unhealthy/ Untreatable	2199	1034	768	1695	1548	Down 30%
Total	8063	6631	5209	4820	4071	Down 50%

Euthanasia By Health Classification



Project Activities: Successes, Challenges and Future Plans

Adoption Strategies

As the Alachua County partners moved into Project Year Four, they faced increasing adoption goals and the challenge of completing at least three consecutive months with zero healthy deaths.

After a rapid rise in the adoption rate at the beginning years of the project, increases in adoptions began to level off in Year Three, and this trend continued in Year Four. The partners were able to increase adoptions only 6% above Year Three totals. The Adoption Guarantee groups fell short of their adoption goal by 916, while the overall project (Adoption Guarantee groups plus Alachua County Animal Services) missed the mark by 1,289 adoptions..

Once again, the hurricane season affected adoptions in Alachua County. Although our region did not suffer any direct hurricane damage, we did receive ongoing fallout from Hurricane Katrina in New Orleans. Responding to an understandable urge to help however they could, many local, non-Maddie's rescue groups made their way to Louisiana to bring out pets stranded or homeless due to the floods. A Katrina rescue staging area was set up in Alachua county, and the efforts received a lot of publicity...it seemed like anyone looking for a new pet wanted a Katrina animal. The Alachua County Maddie's partners struggled to keep attention focused on the needs of local homeless cats and dogs, but it was an uphill battle for at least five months of Project Year Four.

The focus on Katrina relief also caused the partners to cancel the scheduled fall adoptathon event. Then, the scheduled June event was postponed to July (Year Five), resulting in a year with only two instead of the normal four adoptathons being held. As a result, adoptions at these events dropped from 448 at four events in Year Three, to 291 at two events in Year Four.

The good news for this strategy is that cost-per-adoption for our super-adoptathons has dropped considerably due to cost-sharing by the partners and local community. Also, after four years the events have developed a presence in the community consciousness and require less advertising. For example, the cost-per adoption at the Year Four Lucky Pets event was \$88.84, compared to \$273.46 per adoption at the Year Three Lucky Pets adoptathon.

Date	Event	Results
Dec. 3-4, 2005	Home for the Holidays	178 adoptions
March 25-26, 2006	Lucky Pets	113 adoptions
June	Smitten with Kittens	Postponed to July
Total adoptions at Year Four Adoptathon events		291 adoptions

Gainesville Pet Rescue’s Adopt A Pet From Your Vet program suffered a 57% drop in adoptions as compared to Year Three. GPR’s staff feels that this was also due to the participating vet clinic’s focus on Katrina pet rescue efforts. Through Adopt At Vet, cats are fostered at the animal hospital and displayed daily in the lobby for potential adopters to visit. GPR pays all costs of care and feeding. When an adoption is completed, the animal hospital receives a \$50 stipend from GPR.

Year Four Adopt At Vet Results

Month	# of cats adopted
July	10
August	1
September	7
October	8
November	0
December	5
January	6
February	1
March	1
April	1
May	4
June	5
TOTAL	49

Strategies deployed by the individual project partners are discussed in their individual activity reports below.

What’s Next:

- The Alachua project has developed the calendar of Adoptathon dates for Project Year Five with input from all partners. The calendar includes timetables for advertising, site contracting and supplies purchase and will facilitate efficient, well-planned events.
- Based on partner feedback and performance data, we will produce three super-adoptathons. All super-adoptathons are two-day events based at the Oaks Mall. We expect to find home for a minimum of 600 animals at super-adoptathon events.

Date	Event
July 2006	Smitten With Kittens Adoptathon
December 2006	Home for the Holidays Adoptathon
March 2006	Lucky Pet Adoptathon

- The project partners will also participate in smaller adoption events throughout the year, individually or in smaller groups. Opportunities for these events arise as the partners receive invitations from festivals and local businesses to participate.

Fundraising

Specific fundraising goals were set for each of the participating adoption guarantee organizations during Project Year Four, with all fundraising activities conducted independently by the organizations. At the project level, funds were raised through gate donations at each of the adoption events.

Fundraising allowances were made available through the Maddie’s Project to support increased fundraising capacity among the partners. The amount of fundraising money available to each organization was prorated based on the percentage of the total fundraising goal that the organization was responsible for. Eight percent of the total project budget for Year Four was allocated to support fundraising activities for the five Adoption Guarantee organizations.

Adoption Guarantee Partner	Year 4 Set-Aside Goal	Actual Amount Set Aside in Year 4	Maddie’s Fundraising Stipend Used
Alachua County Humane Society	\$52,587	\$52,587	\$10,601
Gainesville Pet Rescue	\$27,972	\$27,972	\$11,555
Puppy Hill Farm	\$16,783	\$18,000	\$6,533
Haile’s Angels	\$3,356	\$20,000	-0-
Helping Hands	\$5,594	\$1,500	-0-
Maddie’s Project	\$5,594	\$5,810	-0-
Total	\$111,886	\$125,869	\$28,689

Detailed information on fundraising performance for each organization and for the project appears below:

Alachua County Humane Society

Year	Fundraising Goal	Fundraising Costs	Net Funds Raised	Maddie’s fundraising stipend received
2001/2002	\$24,240	\$9,831	\$29,721	N/A
2002/2003	\$10,000	\$3,139	\$13,904	N/A
2003/2004	\$11,025	\$3,911	\$18,037	\$2,500
2004/2005	\$20,000	\$46,131	\$102,607	\$6,936
2005/2006	\$40,000	\$87,006	\$159,479	\$10,601

Fundraising Stipend Applied:

\$1,629.45 Garage Sale supplies and equipment
 \$8,972.34 Thrift, Gift and Pet Supply inventory

The Humane Society’s fundraising activities for Project Year four included a continued focus on refining our current techniques and practices to maximize return on already established fundraising activities.

Our Thrift, Gift, and Pet Supply Shop continues to slowly build on its base clientele and to introduce new products for sale. In addition to increasing pet store sales we have introduced clothing sales to our Thrift Operations. Clothing donations have increased overall income by

almost \$200 per month. We will continue to focus on outstanding service, including item pick-up, item solicitation, and increasing volunteer labor to reduce costs and increase income.

Newsletter restructuring is almost complete, with only a few minor adjustments pending. We are receiving constant positive feedback regarding the new structure of the newsletter. The new ‘informative’ format is being delivered to various businesses around town and put into waiting areas and common areas. We have added a “How to Become a Member” cut out portion and we anticipate additional members through this set up. We are also offering free e-newsletters to all adopters that opt to receive it. This will greatly reduce costs and hopefully increase donations.

We have done several low/no cost fundraising events and continue to solicit for corporate support. “Attendance events” (events put on by restaurants, bars, etc. in which we profit from attendance and have only the costs of advertising the event to front) have been our focus. Youth centered skating parties, adult oriented bar parties, and other events have been successful in Year Four. The objective of these events is to raise small amounts of funds but have the additional value of showcasing ACHS mission and staff to the corporate partner of the event.

We have developed several different means of solicitation that do not involve monetary output but continue to insert ACHS’s name and mission into the community including the use of internet, web, and newsletter advertising.

Money raised through our fundraising activities continues to build infrastructure, pay staff, and increase shelter adoptions and our ability to treat animals for various shelter illnesses.

We successfully raised our set-aside goal of **\$52,587.36** for Year Four and will continue to focus on efficient and effective methods of fundraising.

Gainesville Pet Rescue

Year	Fundraising Goal	Fundraising Costs	Net Funds Raised	Maddie’s fundraising stipend received
2001/2002	\$22,500	\$7,222	\$24,809	N/A
2002/2003	\$27,500	\$7,478	\$29,067	N/A
2003/2004	\$39,500	\$12,884	\$30,598	\$5,000
2004/2005	\$40,000	\$21,363	\$55,582	\$16,880
2005/2006	\$45,000	\$13,037	\$68,123	\$11,555

Year Four Set Aside Goal: \$27,972

Actual funds set aside for Year Four: \$27,972 has been set aside in a money market account for future project needs.

How was fundraising stipend applied?

We used \$3,000 of our fundraising stipend for the Hole in One Tournament.

We used \$4,000 for our Party for the Pets gala.

We used \$4,555 for the Putt for Pets event.

Fundraising efforts for Year 4 were successful. Ongoing projects like the Big Belly Donation Boxes, Magnets, Wrist Bands, T-shirts, iGive.com, etc. brought in a reasonable amount of money on a regular basis. The Costa Rica Raffle and The Party for the Pets proved to be successful once again this year bringing in close to \$20,000.

The GPR mailers brought in a considerable amount of money this year. A certain number of our constituents would rather just send in a donation rather than participate in an event or purchase something. The efforts put into the UF community campaign proved to be quite fruitful for GPR as we received over \$20,000 from UF employees.

We held our regular fundraising events such as the Putt for Pets, A Picture is Worth A Thousand Live Photo Contest, Poker for Pets and our Annual Yard Sale, all of which were successful enough to repeat for next year.

We have been very busy working on our new facility. It will still be several months before we will be able to move in. Although our capital campaign is not part of the Maddie's fundraising efforts I still believe that it is important for Maddie's to know that we have exceeded our "Raise the Woof" campaign goal of \$50,000.

*** Summer Pool Party**

July 4, 2005 Expenses- \$300 Revenue-: \$3000 Net Profit-\$2700

***Costa Rica Raffle**

August 1, 2005 Expenses-None Revenue-\$1000 Net Profit-\$1000

***Party for the Pets**

October 22, 2005 Expenses\$10,000 Revenue-\$ 32,000 Net Profit-\$22,000

***Hole in One Tournament**

November, 2005 Expenses-\$3,074 Revenue-\$3,704 Net Profit- 0

***Holiday Mailer**

December 25, 2005 Expenses: \$300 Revenue-\$5300 Net Profit-\$5000

*** Tree of Hope @ Petco**

January 5, 2006 Expenses-None Revenue-\$1000 Net Profit-\$1000

***UF Community Campaign**

January10, 2006 Expenses: \$500 Revenue-\$22,500 Net Profit-\$22,000

*** Valentines Day Mailer**

February 13, 2006 Expenses-None Revenue-\$3000 Net Profit-\$3000

***Putt for the Pets**

March 11, 2005 Expenses-\$5,040 Revenue-\$11,840 Net Profit-\$6,800

***Poker for Pets**

April 30, 2006 Expenses-\$442.47 Revenue-\$2300 Net Profit- \$1857.53

*** Summer Mailer**

May 17, 2006 Expenses-\$455 Revenue-\$7455 Net Profit-\$7000

***Yard Sale**

June 3, 2006 Expenses-\$539.55 Revenue-\$2512.60 Net Profit-\$1973.05

*** New Wristbands & Magnets (on-going project)**

June 15, 2006 Expenses-\$500 Revenue-\$245 Net Profit-\$255 to date

***Doggie Donation Banks (on-going project)**

Expenses-\$None Revenue-\$337 Net Profit-\$337

Puppy Hill Farm

Year	Fundraising Goal	Fundraising Costs	Net Funds Raised	Maddie's fundraising stipend received
2001/2002	\$1,900	\$160	\$2,349	N/A
2002/2003	\$2,400	\$170	\$2,332	N/A
2003/2004	\$5,937	\$1626	\$1,923	\$1,626
2004/2005	\$15,000	\$5,796	\$1,910	\$5,796
2005/2006	\$16,783	\$6,700	\$1,692	\$6,533

In Project Year 4 we concentrated on working to meet adoption goals and reduced fundraising activities to a few large events. Fundraising events included Santa Photos and the For the Love of Animals Gala. We took in a total of \$8,392 with these two events. We added to this amount funds we were able to save from adoption fees and Maddie's stipend money to put a total of **\$18,000** in our set-aside fund.

How was fundraising stipend applied?

We used \$625.60 of our fundraising stipend to purchase new T-shirts for sale.

We used \$5907.40 for our June Gala event.

Many of the fund raising events in our original Year 4 plan did not materialize, largely due to lack of effort on the part of our Assistant Director in these areas. We have restructured this for the current year. We did feel the second annual "For the Love of Animals Gala" was very successful, and this is an event that we will continue to have.

Santa Photos: Expenses: \$0; Revenue: \$945

For the Love of Animals Gala: Expenses: \$6,700; Revenue: \$7447

Fundraising Total Revenue: \$8,392

Fundraising Total Profit: \$1,692

The Gala was held at the historic Thomas Center in downtown Gainesville and was attended by approximately 100 people. We hosted a silent auction and provided guests with great food, beer, and wine. An acoustic guitarist provided entertainment. It was a very successful event for the second year in a row. In Year 5, we will work to reduce costs and increase attendance to ensure a better profit.

Santa photos are held yearly at Petsmart and all expenses are paid for through Petsmart Corporate Charities.

Haile's Angels Pet Rescue

Year	Fundraising Goal	Fundraising Costs	Net Funds Raised	Maddie's fundraising stipend received
2001/2002	No goal set	No costs incurred	~\$100	N/A
2002/2003	No goal set	No costs incurred	~\$100	N/A
2003/2004	\$3,167	\$1,870*	\$979	\$1,000
2004/2005	\$8,000	\$4,164	\$6,280	\$2,934
2005/2006	\$8,500	\$4,417	\$26,795	-0-

*\$1,300 of this amount was used to purchase T-shirts for ongoing fundraising; many of the shirts purchased were still in inventory for sale during Project Year 3

In Project Year Four, Haile's Angels received a large private donation of \$20,000. We applied this entire donation to our set-aside account for future years. Our set-aside goal for Year Four was \$5,594.

The remainder of our Year Four fundraising activity is described below:

Haile's Angels Year Four Fundraising Activities

Activity	Gross intake	Costs	Net Profit
Reunion Fundraiser	\$183	-\$50	\$133
Haile to the Pets 2nd annual fundraiser	\$3,706	-\$1,747	\$1,960
Vending Machine	\$840	-\$1,821	-\$981*
Popcorn	\$100	0	\$100
Garage sales	\$84	0	\$84
Pet Boutique	\$2,601	0	\$2,601
Donation jar / t-shirts and other item sales	\$3,648	-\$800	\$2,848
Raffles	\$49	0	\$49
TOTALS	\$11,212	-\$4,417	\$6,795

* The vending machine was purchased late in Year Four and the initial cost was not fully recovered in sales during Year Four. We will continue to use the vending machine as a fundraiser and anticipate that it will pay for itself within one year of purchase.

Helping Hands Pet Rescue

Year	Fundraising Goal	Fundraising Costs	Net Funds Raised	Maddie's fundraising stipend received
2001/2002	No goal set	No costs incurred	~\$100	N/A
2002/2003	No goal set	No costs incurred	~\$100	N/A
2003/2004	\$6,729	\$1,935	\$1,875	\$1,935
2004/2005	\$17,000	\$7,177*	\$4,900	\$7,177
2005/2006	\$6,000	\$1,500	\$3,465	-0-

* \$3,871 of this amount was used to purchase a pet tag engraving machine and supplies in January. The machine will be used as a fundraising activity throughout the remaining years of the project.

* \$3,305 of this amount was used to purchase Poker Tournament equipment and supplies late in Project Year Three. The Poker Tournament will be an ongoing fundraising activity. Revenue from this activity will be reported in Year Four.

- Poker For Pets Tournament – raised \$3790.75 and we spent \$1500.00 to hold the event. The net for the event was \$2290.75. The event was very successful and we will definitely do it again. There will be another tournament hosted for Helping Hands in the next few months.
- Tag Machine – raised \$675.00 and our cost was zero because the machine was paid for in the previous year.
- T-Shirt/ Donations – \$500.00, mostly coming from donations.

Our set-aside target for Project Year Four was \$3,356.64. We were able to save **\$1,500** toward that goal.

Project-Level Fundraising

During Project Year Four, fundraising activities at the project level consisted of soliciting for donations at Maddie's-sponsored events. We were able to raise \$2,826.88 through this activity.

Interest from our money market account generated an additional \$2,983.49 during the year, for a total of **\$5,810.37 in project-level funds set aside**. Our set-aside goal for Year Four was \$5,594.40.

Community Awareness and Advertising

Community awareness activities for the Alachua County Project during Year Four were handled by a contracted Public Awareness/Media Coordinator, Kerrie Mitchell. Kerrie was responsible for producing and placing advertising to support adoptathon events and adoption and fostering initiatives as well as planning, coordinating and implementing the adoptathons themselves.

Kerrie also produced a Project Manual that documented all procedures, contacts and workplans necessary to produce our two-day super-adoptathon events. The Project Manual will be used by the project partners in Year Five and future years as they begin to take on the costs and responsibilities of event production outside of the Maddie's funding stream.

The Alachua County Project spent approximately 3% of its Year Four funds on paid advertising, including print, radio and television. These funds were leveraged by donated in-kind advertising from the Gainesville Sun, WYKS Radio and Sunshine Broadcasting, as described in Kerrie's annual report for events and community awareness on the following pages.

Maddie's Pet Rescue Project of Alachua County Year Four Event Summary

Note: due to the 2005 hurricane season, event and community awareness activities did not begin until the second quarter of Project Year Four.

Second Quarter Summary

The priority for the second quarter was coordinating the set-up and site logistics and the advertising details for the December 3-4, 2005 'Home for the Holidays' Adopt-a-Thon hosted at the Oaks Mall in Gainesville, FL. The Partners had over 2,000 visitors during the Adopt-a-Thon and adopted 178 animals.

Print Media

I secured sponsorship for advertising in the Gainesville Sun. When the Partners purchased two advertisements, the Sun matched it with one free advertisement. The Partners ran Adopt-a-Thon advertisements in the Sun on Thursday, November 24 thru Friday, November 25 and Sunday, November 27 thru Saturday, December 3. The Partners paid for six advertisements and received three free advertisements. I faxed a press release to the Gainesville Sun on Monday, November 21.

Radio Advertisements

The Partners decided to advertise on several radio stations to reach a cross section of Alachua County demographics. Research from the University of Florida Career Resource Center showed that the following radio stations were the most listened to stations in Gainesville in 2005:

Kiss 105.3 – Pop music
Magic 101.3 – Hip Hop music
The Buzz 100.5 – Alternative and Rock & Roll
WKZY 106.9 – Talk Radio
WKTK 98.5 – Country

Kiss 105.3 provided the Partners with two free advertisements with the purchase of 22 advertisements and one 2-hour live remote. Sunshine Broadcasting Corporation (owner of Magic, The Buzz and WKZY) provided the Partners with four free advertisements with the purchase of 39 advertisements and one 2-hour live remote. I faxed a PSA to WUFT-FM, the local NPR affiliate on Monday, November 21.

Grassroots Advertising

I printed 3,000 8.5" x 11" 'Home for the Holidays' Adopt-a-Thon fliers and 1,000 11" x 14" posters for the Partners and their volunteers to distribute to the Alachua County community. The Partners received a \$100 discount on the design of the 'Home for the Holidays' newspaper advertisement, the flier and the poster from the graphic designer.

Television Advertisement

I faxed a PSA to TV-20 on November 15. A reporter arrived on-site at the Adopt-a-Thon, but a story did not result.

Promotional Items

All of the Partners utilized Maddie's Project of Alachua County folders and printed materials for their adoption packets. Maddie's leashes and cat carriers were provided with each adoption. Maddie's promotional materials were prominently displayed on the check-in tables, and a Maddie's banner was displayed by the entrance. A volunteer was wearing the Maddie costume during key times throughout the weekend, and she was able to interact with many visitors.

Fund raising

A greeter was stationed at the entrance during operating hours welcoming everyone and asking them to consider a donation to the Partners of Maddie's Pet Rescue Project of Alachua County. Over \$1,300 was raised for the Project.

Financial Information

The cost per adoption was \$61.30 for the 'Home for the Holidays' Adopt-a-Thon on December 3-4. It is reduced from approximately \$120 per adoption when the Partners started tracking cost per adoption during the Project Year One. The advertising budget was reduced in half from the June 2005 adopt-a-thon.

Partner and Volunteer management

Each Partner was required to send two volunteers to assist in set-up and clean-up for the weekend. Everyone was asked to participate in the grassroots advertising. The Partners provided the refreshments and supplies for their volunteers this year as well.

Third Quarter Summary

The priority for the third quarter was coordinating the set-up and site logistics and the advertising details for the March 25-26, 2006 'Lucky Pet' Adopt-a-Thon hosted at the Oaks Mall in Gainesville, FL. The Partners had approximately 2400 visitors during the Adopt-a-Thon and adopted 113 animals.

Print Media

I secured sponsorship for advertising in the Gainesville Sun. When the Partners purchased two advertisements, the Sun matched it with one free advertisement. The Partners ran Adopt-a-Thon advertisements in the Sun on Sunday, March 19 thru Saturday, March 25. The Partners paid for four advertisements and received two free advertisements. I faxed a press release to the Gainesville Sun on Monday, March 20.

Radio Advertisements

Kiss 105.3 provided the Partners with two free advertisements with the purchase of 22 advertisements and one 2-hour live remote. Sunshine Broadcasting Corporation (owner of Magic, The Buzz and WKZY) provided the Partners with four free advertisements with the purchase of 39 advertisements and one 2-hour live remote. I faxed a PSA to WUFT-FM, the local NPR affiliate on Monday, March 20.

Grassroots Advertising

I printed 1,500 8.5" x 11" 'Lucky Pets' Adopt-a-Thon fliers and 200 11" x 14" posters for the Partners and their volunteers to distribute to the Alachua County community.

Television Advertisement

I faxed a PSA to TV-20 on March 13.

Promotional Items

All of the Partners were provided with Maddie's Project of Alachua County folders and printed materials for their adoption packets. Maddie's leashes and cat carriers were provided with each adoption. Maddie's promotional materials were prominently displayed on the check-in tables. A volunteer was wearing the Maddie costume during key times throughout the weekend, and she was able to interact with many visitors.

Fund raising

A greeter was stationed at the entrance during operating hours welcoming everyone and asking them to consider a donation to the Partners of Maddie's Pet Rescue Project of Alachua County. More than \$1,500 was raised for the Project.

Financial Information

The cost per adoption was \$88.84 (\$116.71 including contractor) for the 'Lucky Pets' Adopt-a-Thon on March 25-26. It was reduced from \$273.46 (\$373.46 including contractor) for the 2005 year's 'Lucky Pets' Adopt-a-Thon. The advertising budget was reduced from \$6,638.75 in March 2005 to \$4,895.80 in March 2006.

224 animals were available for adoption, and **113 were adopted (50.4% overall adoption rate)**

Partner and Volunteer management

Each Partner was required to send two volunteers to assist in set-up and clean-up for the weekend. Everyone was asked to participate in the grassroots advertising. The Partners provided the refreshments and supplies for their volunteers this year as well.

Fourth Quarter Summary

The priority for the fourth quarter was coordinating the set-up and site logistics and the advertising details for the July 15, 2006 'Dog & Cat Dayz of Summer' Adopt-a-Thon hosted in the lobby of the UF Veterinary Medicine Academic Building (2015 SW 16th Ave). This location was generously offered free of charge as a solution to the hot temperatures of our Florida summers. 108 animals were adopted during the Adopt-a-Thon. A full report of this activity will appear in the First Quarter report for Year Five.

Year Four Summary

With the hard work of the lead agency and the partners, the Maddie's Pet Rescue Project has created a recognizable presence in the Gainesville community. The community is recognizing the Maddie's name and associating it with pet rescue and adopt-a-thons. This success is due to a comprehensive effort by the lead agency and the event coordinator to advertise and community education. Many new friendships and families have grown with each adopt-a-thon hosted in Gainesville.

Reports from Participating Organizations

Alachua County Humane Society

Submitted by Becky Goodman, Executive Director

Adoptions:

ACHS has continued to build adoption reputation within the community and are working on positioning the organization as the “go to” organization for adoptions. We actively place harder to adopt animals into foster homes to showcase their adoptability and to increase the animal’s exposure. We restructured our foster program to include heavy and consistent showcasing of fostered animals to the fosters’ network of friends, family, coworkers, and/or school acquaintances. We are utilizing fosters as more than “storerooms” for animals and asking them to venture forth and find the animal in their care a home. Additionally we began construction of additional exterior dog play areas. To increase cat adoptions we recruit year-round for foster homes for underage kittens and nursing cats. We also created a “kitten kove” nursery area complete with pink crates, baby blue linens, and blue hammocks for the kittens in our care.

Community Awareness:

We continue to accept any and all speaking engagements, presentation opportunities, and invitations to community events to further the public’s knowledge of our operation and mission.

We continue to distribute quarterly newsletters and to drop off adoption books at local business waiting areas and common areas.

Training/Technical Assistance

We have continued to take advantage of all offers for assistance from the public and private sectors. ACHS staff has volunteered at Operation Catnip to increase knowledge of the program and increase their knowledge of spay neuter issues. Area veterinarians have been instrumental in reviewing and offering advice and changes to current treatment protocols for animals. We continue to focus on increasing efficiency and reducing cost through implementation of the ideas presented when appropriate.

What is working – what isn’t?

Expanded Hours

We continue to increase adoption levels due to being open seven days a week for adoptions. We accommodated record numbers of cats and kittens this kitten season thanks to extremely effective volunteer recruitment and retention which translated to higher than normal cat/kitten adoptions. We are working on strategies to increase dog adoptions including the restructuring of foster duties and expectations.

Thrift, Gift, and Pet Supply

We continue to tweak operations of our Thrift and Gift Shop. By adding sought-after merchandise and having staff escort adopters to our pet supplies we find new merchandise purchases continuing to increase. We will continue to look at capacity building options since the Thrift income is only limited due to the physical space available.

Corporate Sponsorship

We have now developed a well-structured and defined corporate sponsorship program. While we have not seen a drastic increase in cash donations we have had extraordinary success in “in kind” donations of much needed services at our facility. We look to refine and continue solicitation of corporate sponsors.

Creation of an adopter database

All adoptions are now done through a database that stores and backs up all data. We have not used this data to date but plan on utilizing the collected data during project Year Five.

Gainesville Pet Rescue

Submitted by Cheryl Gibson, Executive Director

Year Four: What Worked, What Didn't, What's Next?

Staff Changes

There were many challenges this year for GPR involving the staff. With growth and development comes change. Those who were not willing to accept the changes moved on. It is always difficult to lose staff and start from the beginning with new faces. Somewhere in the midst of all of the stress I have to believe that sooner or later the right people will come on board and stay for a while.

Additional Signage

GPR has worked on ways to attract attention to our adoption site. We have added signage and information boards to our front windows with pictures of adoptable animals, including animals from the “adopt a pet” programs. We have not been able to add additional signage to the street front due to zoning restrictions.

Speakers Bureau

Since the Speakers Bureau has become part of the Board responsibilities, there have been many speaking engagements this past year. Our Power Point presentation explains the Maddie's project and our future goals for ending euthanasia. I believe that reaching out to our community and getting them involved in our project is the only way we are truly going to be successful.

Adoption Counselor Training

GPR increased its adoption counselor capacity by training additional volunteers and began holding regular meetings to keep adoption counselors informed on the Maddie's project, especially the adoption numbers. Keeping volunteers & adoption counselors involved in the Maddie's project helps everyone to understand the big picture.

Adopt a Pet from Your Vet Program

This program continues with approximately 12 veterinarians participating. It has been difficult at times to keep up with transporting pets back and forth to the vet offices because at times we have been so short staffed.

Summer Special

We continued our reduced adoption fee for cats & kittens throughout the summer. It is difficult to compete with a local pet store which is allowing customers to purchase \$31 worth of cat supplies and they get a free kitten.

Advertising

We have tailored our advertising based on the feedback we get from our exit surveys. Because so many people still go to the Classified Ads to find a new pet, we continue to put ads there on a weekly basis.

We have also increased our advertising for foster homes. We have begun using mass email requests as a way to spread the word about our need for foster homes. It appears to be working!

Space Constraints

With growth comes a need for more space. With the number of animals in our foster program at any one time there is not enough space in our adoption facility to showcase them all at the same time. We have had to devise a system where animals take turns coming in for adoption.

Summary

This year has been the most challenging yet. We have consistently reviewed our strategic plan to help us assess our progress in regard to our future development. We have amended our own plans to align with what is necessary to meet the Maddie's goals. We have infused new ideas into existing fundraising plans as much as possible.

Our adoptions were lower than anticipated this past year. We continue to strive to increase our adoptions by increasing our staff, our adoption hours and the number of animals taken from the shelter on a weekly basis. We also strive for the development of innovative ideas that will ultimately increase our adoptions for the future.

Puppy Hill Farm

Submitted by Laurie Trenholm, President

Our Plan for Year 4 showed increased staff to meet adoption and fundraising goals. The Director's position remains staffed with Calvin, however, the Assistant Director resigned effective Jan 06 to pursue other career opportunities. We have chosen not to refill this position at this time. Part-time help is still utilized for administrative and kennel duties.

Increased adoption events: We increased adoptions in Year 4 to both Saturdays and Sundays at Petsmart. We held one mini-adoptathon with Hailes Angels, but turn-out was low and adoptions was poor, due mainly to location and weather on the day of the event.

Puppies: We have worked hard to save many litters of puppies and have had a very successful year with this. We have made capital investments to the farm in order to house more litters apart

from one another, which has reduced our incidence of parvo in the last year and enabled us to continue taking in puppies.

Adults: We implemented Sundays as “New Hope” days for adult dogs and cats with half price adoption fees. This has not resulted in a large number of adoptions of animals, however, and we are continually looking to market these adults.

Haile’s Angels Pet Rescue

Submitted by Vikki Kelleher, Vice President

Our Year Four Activity Plan yielded both success and challenges for Haile’s Angels. Here are the results of each of strategies we put in our Year Four Plan:

- **Participate in Adoptathons:** We participated in both of the project-wide adoptathons and it went well for us. We found homes for 19 animals this way.
- **Holding smaller adoption events at Haile Plantation Animal Clinic twice a month:** We changed our hours to be open two Saturdays a month. This has worked out well.
- **Partner with Puppy Hill Farm to hold joint adoption events:** We held one adoption event and didn’t do too well. Bad planning. There was another event the same day and the weather was bad. Recently more Maddie’s partners have been coming together for smaller events, for example National Dog Day at Dogwood park and Petsmart events. These events have worked out well for us.
- **Continuously update our listings of adoptable animals on Haile’s Angels website, Petfinders and 1-800-Saveapet:** Still doing this and it’s working well.
- **Advertise adoptable animals in the Pet Pages in the Gainesville Sun, Gainesville weekly classified ads and quarterly ads in the Haile Journal:** Still doing this. It’s working well. We feel we still need to work on more advertising.
- **Publish a quarterly Haile’s Angels newsletter:** We only published one newsletter during Project Year Four. Our plan for the future is to have our newsletter online.
- **Open our Pet Adoption Center:** Our Pet Adoption Center opened in the fall of 2005 and is a much more convenient and comfortable space for us, our pets and our adopters. We need to work on marketing items for sale in the Adoption Center.

Helping Hands Pet Rescue

Submitted by Kristen Marshall, President

What Worked, What Didn't in Helping Hands' Year Four Plan

- **Training volunteers to take a small number of animals to PetSmart at least twice a month:** We have been attending PetSmart at least twice a month. Also we have had a few new volunteers to help with these adoptathons. We have attended PetSmart the past three months and have been very successful with our adoptions. We average about six to seven dog and cat adoptions at each event.
- **Website:** The website is currently under construction and we have a number of ideas to encourage adoptions and donations.
- **Increasing kennel space:** We are still looking for a reasonable cost for adding kennel space.
- **Monitoring animals that need extensive medical care:** We have continued to monitor the intake and treatment of animals that need extensive medical care. We are working with local Veterinarians and Hospitals to encourage donations of medical care.
- **Petfinder.com website:** We have a couple volunteers that are managing the website to keep it up to date. One of our volunteers is detail-oriented and makes sure these tasks are getting done in an efficient manner.
- **Renting space:** We have explored the idea of renting space and we do not have the manpower or time to staff another space. We have been doing very well at PetSmart and we feel that at this time this is enough.
- **Stable volunteers:** We have a few new volunteers that have been providing a great deal of time and help to the rescue. We will continue to look for more volunteers.

Financial Reports

Financial reports attached include:

- Maddie's Project Balance Sheet as of June 30, 2006
- Project Year Four Budget-to-Actual Report
- Income Statement: July 1, 2005 through June 30, 2006
- Cash Flow Statement: July 1, 2005 through June 30, 2006

Data Reports

Data reports attached include:

- Signed original Monthly Reports for April, May and June 2006
- Fourth Quarter Summary Report for the period April through June 2006
- Second Semiannual Report for Project Year Four
- Annual Summary Report for Project Year Four