

Maddie's Fund® Spay/Neuter Application for a Community Collaborative Project

Richard Avanzino, President
Maddie's Fund
2223 Santa Clara Avenue Suite B
Alameda, CA 94501

Dear Mr. Avanzino:

The Arizona Animal Welfare League (AAWL) is requesting a \$199,000 grant from Maddie's Fund to administer the Year Three phase of **Maddie's® Spay/Neuter Project for Maricopa County**, involving spay/neuter surgeries for dogs and cats belonging to low-income residents of the county. This program will continue to be part of **Maddie's® Pet Rescue Project in Maricopa County**, an ongoing community collaborative project, also administered by the AAWL via the Alliance for Companion Animals, which seeks to end the euthanasia of healthy (adoptable) and treatable shelter dogs and cats in Maricopa County, Arizona, by November 2012.

Project Overview

Based on formulas provided by Maddie's Fund, the total number of surgeries to be performed under Maddie's® Spay/Neuter Project during the 7-year period is 39,942. The goal for Year Three of the project will be a total of 3,500 s/n surgeries. These surgeries will be performed by Maricopa County veterinarians in private practice and by nonprofit spay/neuter clinics owned or operated by government agencies or nonprofit organizations located in Maricopa County.

Please note that AAWL is requesting approval for two new pilot programs in this year's grant proposal, in addition to the standard program in place for Years One and Two of the project. First, in addition to increasing participation by private practice veterinarians, we are proposing the inclusion of nonprofit s/n clinics as participating veterinary service providers. Maricopa County has two large nonprofit spay/neuter clinics that are not operated by private practice veterinarians. Because they have the capacity to offer higher volume surgery clinics, as well as having mobile surgery units, AAWL proposes that allowing those clinics to participate as veterinary service providers will help increase the number of surgeries we can offer to the public. These organizations, as well as other nonprofit s/n clinics in the area, will be invited to participate in the Year Three project.

Second, we have included a special reimbursement incentive specifically geared toward increasing the number of pit bulls spayed and neutered through the project. Statistics indicate that a particularly high percentage -- approximately 18% -- of the dogs that enter Maricopa County shelters are pit bulls and pit bull mixes. Consequently, because pit bulls require special efforts in adoption screening to ensure they are placed in appropriate new homes, and because there are so many of them in the shelters, more pit bulls are euthanized than any other breed in Maricopa County. Therefore, we aim to perform a minimum of 800, or approximately 25%, of the surgeries in this s/n project on pit bulls and pit bull mixes. Our hope is that if we are successful, in future years the pit bull breed will not be as at-risk in this community and we will be able to focus on a different breed for this type of special effort.

In order to strongly encourage caregivers of the pit bulls to participate in the s/n project, AAWL will waive the co-pay requirement for them, waive the low-income requirement for them, and will offer them a \$20 incentive, to be paid via a check mailed to the caregiver following the surgery. *Note: To complement this program and help achieve our goal of reducing the number of pit bulls euthanized in shelters, the Alliance for Companion Animals plans to develop and implement a special adoption effort focused on helping Alliance partners place more pitbulls and pitbull mixes into suitable adoptive homes as part of the Year Three Maddie's® Pet Rescue Project in Maricopa County.*

The proposed s/n project will involve support from the Alliance for Companion Animals' partners, particularly the Animal Defense League of Arizona (ADLA) Spay/Neuter Hotline and the AZVMA, to enlist the participation of veterinary service providers, refer caregivers to veterinarians and clinics, and publicize the availability of the program to potential clients who meet the program's requirements. Reimbursements to the service providers will be administered by the AAWL in cooperation with the Alliance for Companion Animals.

Veterinary Service Providers

In order to meet the project's goals, the base of service providers will need to expand in Year Three. Thus far, limiting the provider base to AZVMA veterinarians has not yielded the participation necessary for this program to reach its full capacity. Therefore, AAWL proposes to increase the number of available providers by inviting additional private practice veterinarians and clinics, and by inviting nonprofit s/n clinics to participate in the program, as well.

Private Practice Veterinarians

The AZVMA has 622 member veterinarians in Maricopa County. There are also private practice veterinarians and clinics in the community, including at least one mobile spay/neuter clinic, that are not AZVMA members.

The AZVMA, as the Year One and Year Two lead agency for this program, will assist in the Year Three project by facilitating communication with the AZVMA member veterinarians and by helping to identify and recruit as many additional veterinary service providers as possible, but in Year Three, AZVMA membership will not be a requirement for participating veterinary service providers.

In Year Two of Maddie's® Spay/Neuter Project, approximately 36 veterinarians in private practice participated in the project, performing approximately 1200 surgeries that were reimbursed through the Maddie's program. All of these participating veterinary providers were members of the AZVMA, and AAWL anticipates that at least 24 of the providers who were the most active in Year Two will continue to participate in Year Three. AAWL will strongly encourage all of the Year Two veterinarians to remain in the program and will also invite additional private practice veterinarians to participate in the program.

Nonprofit Spay/Neuter Clinics

Additionally, Maricopa County has several nonprofit Spay/Neuter clinics that offer low-cost spay/neuter services to the public. The two largest of these are operated by the Arizona Humane Society and by Maricopa County Animal Care and Control.

In the baseline and following years, the Arizona Humane Society performed the following s/n surgeries through their in-house clinic(s) and mobile s/n unit:

Time period	Shelter Dogs	Shelter Cats	Public Dogs	Public Cats
Baseline Year: July 2000 – June 2001	4,501	3,944	3,341	3,881
Nov. 2002 – Oct. 2003	3,747	4,997	4,064	3,809
Nov. 2003 – Oct. 2004*	4,374	5,194	5,634	5,407

* October 2004 was estimated from October 2003's numbers

In the baseline and following years, MCAC&C performed the following s/n surgeries through their in-house clinic(s) and mobile s/n unit:

Time period	Shelter Dogs	Shelter Cats	Public Dogs	Public Cats
Baseline Year: July 2000 – June 2001	8525	4352	0	0
Nov. 2002 – Oct. 2003	10105	4826	631	472
Nov. 2003 – Oct. 2004	8939	3145	701	762

AAWL and the Alliance for Companion Animals will invite these and other smaller nonprofit s/n clinics to participate in the project. By doing so, we hope to enhance the clinics' ability to operate at capacity and increase the number of surgeries possible with this program. Additionally, the public already has some awareness of the availability of these already-functioning low-cost s/n programs, and their visibility will be an asset in attracting participants. For these reasons, allowing

the nonprofit clinics to qualify for the Maddie's Fund reimbursements will help the animals, help achieve our goal of reducing pet overpopulation, and will help the nonprofit organizations to continue providing low-cost services in the future.

Service Provider Retention and Recognition

The Alliance for Companion Animals will develop a program to acknowledge participating service providers and thank them for their participation in the Maddie's® Spay/Neuter Project. Recognition efforts will include certificates, press releases and other vehicles designed to highlight the providers' contribution to this community-wide effort to end overpopulation of companion animals and reduce the euthanasia rates in Maricopa County. The Alliance will work with the AZVMA to develop appropriate messages and methods for accomplishing this objective.

Service providers will also be asked for feedback about the program via questionnaires and direct interaction with Alliance and Hotline staff. We will utilize this feedback to improve the project in future years and to help address any problems that arise during Year Three of the project. Both of these efforts are key to recruiting and retaining participating service providers, and we believe that good communication is essential to the success of this program.

Target Caregiver Population

Maddie's® Spay/Neuter Project will be available to Maricopa County residents who receive Medicaid assistance via AHCCCS (Arizona Health Care Cost Containment System) and who are caregivers for companion dogs and/or cats. As of September 2004, there were approximately 518,000 AHCCCS recipients in Maricopa County.

Reaching the target population

In order to meet the goal numbers of surgeries, it will be necessary to make more of the target population aware that the project exists and encourage them to avail themselves of it. The Animal Defense League of Arizona's Spay/Neuter Hotline program will continue contributing to the success of this program by leading the efforts to get the information about the project to the target population through:

- Referrals via the Spay/Neuter Hotline and website
- Distribution of flyers.
 - The flyer being distributed (which has been distributed by the ADLA Hotline program for several months) has the Hotline and Alliance phone numbers on it, but does not include the AZVMA's phone number. That will make the transition from the AZVMA to AAWL as administrator seamless for the target population.
 - Flyers with English and Spanish text will be distributed through (human)health clinics, community events, AHCCCS Community Partners, and other locations likely to reach the target population directly and indirectly
 - Separate flyer highlighting pitbull incentives
 - Clearly indicate on the flyers and other materials that the \$20 incentive will be paid by check mailed to the caregiver, rather than cash on site.
- Communication with and through AHCCCS employees, animal control officers and police officers.
- Speaking/abling at events attended by recipients or Community Partners that serve recipients, and using a PowerPoint presentation at these events.
- Utilizing Spanish-language materials, messages, and media outlets.
- Highlighting the pit bull incentive component of the program via an attention-grabbing name, additional publicity, etc.
- Website links (to include Maddie's Recognition), which may include:
 - AHCCCS website, on the "Members" and "Community Partners" sections of the site

- Spay/Neuter Hotline website
- Alliance partners' websites
- Alliance website
- Pets911 website

Summary of Project Guidelines and Logistics

- Maricopa County residents seeking low-cost spay/neuter services will be referred to the Alliance for Companion Animals and the ADLA Spay/Neuter Hotline for information about the s/n project. Information directing caregivers to contact the Alliance and the Hotline about the Maddie's Spay/Neuter Project will be available through flyers, partner organizations, publicity materials, and other resources throughout the community.
- The Alliance for Companion Animals and S/N Hotline will refer qualifying caregivers to participating veterinary service providers. Both organizations will be informed about the residency, AHCCCS and co-pay requirements so that they can make appropriate referrals. They will also have a current list of participating veterinary service providers and information about the pit bull s/n incentive program.
- Caregivers will make appointments directly with the veterinary service provider they choose.
- Caregivers of animals spayed and neutered through this program must reside in Maricopa County.
- Caregivers participating in this program must be AHCCCS recipients and will present any AHCCCS identification card and a picture identification card at the time of the s/n surgery. ***Pit bull caregivers are exempt from this requirement.***
- The AHCCCS cardholder must sign the surgery form. If this person is unable to do this or is a minor, a parent or guardian may sign.
- Participating veterinary service providers will be required to submit photocopies of the caregiver's AHCCCS and picture identification cards with each reimbursement form.
- Caregivers may be asked to make a co-payment of \$20 per dog surgery and \$10 per cat surgery. Veterinary service providers may reduce or waive this co-payment at their discretion. ***Pit bull caregivers are exempt from this requirement.***
- This project will only pay for a maximum of six (6) surgeries per **household**. (Not per AHCCCS cardholder – per household.) ***Pit bull caregivers are exempt from this requirement.***
- S/N surgeries performed on cats and dogs residing in animal shelters or otherwise under the care of animal welfare organizations will not be eligible for reimbursement as part of *Maddie's® Spay/Neuter Project*.
- S/N surgeries performed on feral (stray, wild, and undomesticated) cats and dogs will not be eligible for reimbursement as part of *Maddie's® Spay/Neuter Project*.
- A \$20 incentive check for pit bull caregivers will be mailed to each caregiver at the address listed on their paperwork and will be processed at the same time the veterinary reimbursement for their pit bull's surgery is processed.
- The determination of whether a dog is a pit bull or pit bull mix will be made by the participating veterinarians. Documentation of breed history can be provided, but the veterinarian's decision will be final. Caregivers whose dogs are determined not to be pit bulls will be subject to the regular program guidelines for low-income caregivers.
- Reimbursement and co-payment covers the total fee for anesthesia and surgery, regardless of the patient's size, stage of estrus, or body condition (pregnant, neoplasia, cryptorchid, etc.) No veterinarian is required to perform a non-routine spay/neuter surgery for the designated fee; however, that is all that may be charged for the designated procedure.

- Only spay/neuter surgery procedures are included in this program. Vaccinations, medications, other treatments, microchipping and/or procedures are separate services that may be paid for separately by the caregivers, but they are not part of the Maddie's® Spay/Neuter Project.
- No additional fees, beyond the reimbursements from grant funds and the public's co-payment, will be charged by participating private practice veterinary hospitals or nonprofit S/N clinics for s/n surgeries performed under Maddie's® Spay/Neuter Project.
- On a monthly basis, each participating veterinary service provider is required to fill out and send in *Maddie's Project Data* forms and supporting documentation.
- The veterinary service provider will indicate on the *Maddie's Project Data* forms whether the surgery was performed on a pit bull.
- The monthly forms are due on the 15th of the month following the month being reported. They will be mailed to the AAWL.
- The AAWL will process the forms and will send reimbursement checks to veterinary service providers and incentive checks to pit bull caregivers during the last week of each month.

Grant Request

The grant request for the third phase of this project is \$199,000. This is based on an average of \$46 per surgery for 2700 cats and dogs, and \$93.50 per surgery for 800 pitbulls. A maximum of \$170,750 will be used to reimburse veterinarians and clinics, a maximum of \$12,250 will be used by the AAWL to administer the program (based on a \$3.50 transaction fee per surgery performed), and a maximum of \$16,000 will be used for incentives to the caregivers of pit bulls spayed and neutered through this project (based on \$20 per pit bull surgery).

The AAWL is proposing to use grant funds to reimburse the for-profit veterinary hospitals and veterinarians up to \$30 per dog neuter, \$90 per dog spay, \$50 per pit bull neuter, \$110 per pit bull spay, \$20 per cat neuter, and \$60 per cat spay.

Nonprofit S/N clinics will be reimbursed at a rate of up to \$20 per dog neuter, \$60 per dog spay, \$40 per pit bull neuter, \$80 per pit bull spay, \$15 per cat neuter, and \$45 per cat spay.

In addition to the grant funds, the caregivers (with the exception of pitbull caregivers) may be asked to make a maximum co-payment of \$20 per dog surgery and \$10 per cat surgery. Veterinary service providers may reduce or waive this co-payment at their discretion.

Participating private practice veterinary hospitals will, therefore, receive a maximum of \$50 per dog neuter, \$110 per dog spay, \$50 per pit bull neuter, \$110 per pit bull spay, \$30 per cat neuter, and \$70 per cat spay. Participating nonprofit S/N clinics will be reimbursed at a rate of up to a total of \$40 per dog neuter, \$80 per dog spay, \$40 per pit bull neuter, \$80 per pit bull spay, \$25 per cat neuter, and \$55 per cat spay. Each of these totals is based on the sum of the reimbursement from grant funds and any co-payment that is received from the caregiver.

The AAWL agrees that no additional fees, beyond the reimbursements from grant funds and the public's co-payment, will be charged by participating private practice veterinary hospitals or nonprofit S/N clinics for s/n surgeries performed under Maddie's® Spay/Neuter Project.

Reporting Requirements

To assist with facilitating this project and its reporting requirements, the Alliance will employ a Project Coordinator, who will manage the Alliance's daily office operations and serve as a key liaison for partner organizations participating in both of the Maddie's grant projects. The Project Coordinator's time will be spent approximately 80% on the Maddie's Pet Rescue Project and 20% on this project. Responsibilities will include maintaining grant project records and data; budget tracking; submitting accurate and timely grant reports; and serving as an information resource for animal welfare organizations, veterinary service providers, and the public.

Once the project has started, the AAWL will obtain baseline s/n surgery statistics from the private practice veterinary hospitals and nonprofit clinics that are interested in participating in this program for the first time this year and will submit the information to Maddie's Fund as part of the quarterly reports. These additional baseline statistics, like those submitted with the AZVMA's original proposal for this project, identify the total number of s/n surgeries performed in the private practice veterinary hospitals and nonprofit clinics from July 2000 through June 2001, broken down by species, and the following categories: discount voucher clients and regular clients.

Private practice veterinarians will be required to submit monthly reports to the AAWL regarding the number of s/n surgeries performed: (1) as part of Maddie's® Spay/Neuter Project (excluding pit bulls), (2) as part of the pit bull component of Maddie's® Spay/Neuter Project, (3) as part of any other discount programs, (4) for all clients not included in (1), (2) or (3), with each category broken down according to gender and species. Each participating service provider will also report the number of deaths of any dogs and cats delivered for s/n surgeries under Maddie's® Spay/Neuter Project.

Nonprofit s/n clinics will also be required to submit monthly reports to the AAWL regarding the number of s/n surgeries performed: (1) as part of Maddie's® Spay/Neuter Project (excluding pit bulls), (2) as part of the pit bull component of Maddie's® Spay/Neuter Project, (3) as part of any other discount programs, (4) for shelter animals from their own organization, and (5) for shelter animals from other organizations, with each category broken down according to gender and species. Each participating service provider will also report the number of deaths of any dogs and cats delivered for s/n surgeries under Maddie's® Spay/Neuter Project.

The AAWL will provide Maddie's Fund with quarterly, semiannual, and annual reports that contain an alphabetical list of all participating private practice veterinary hospitals /clinics and for each hospital/clinic, a breakdown of s/n statistics identifying the number of s/n surgeries performed: (1) as part of Maddie's® Spay/Neuter Project (excluding pit bulls), (2) as part of the pit bull component of Maddie's® Spay/Neuter Project, (3) as part of any other discount programs, (4) for shelter animals from nonprofit clinics' own organization, (5) for shelter animals from other organizations, and (6) for all clients not included in (1) - (5), with each category broken down according to gender and species. Each participating hospital will also report the number of deaths of any dogs and cats delivered for s/n surgeries under Maddie's® Spay/Neuter Project. In addition, the AAWL will submit baseline statistics for any new veterinary hospitals and clinics participating in the program.

As part of the semiannual and annual reports, the AAWL will provide financial information that includes an income statement for grant funds, a balance sheet and a statement of cash flow. The AAWL will also include a list of publicity the Maddie's® Spay/Neuter Project has generated and copies or samples of all collateral materials the AAWL has produced to promote the program.

Maddie Recognition

In order to comply with Maddie's Fund guidelines for Maddie's recognition, the AAWL will be responsible for the following:

- Correspondence to veterinarians: The AAWL's correspondence to veterinarians about Maddie's® S/N Project (introductory letters, and client information sheets) will include a paragraph, "About Maddie's Fund®," prepared by the foundation.
- Press Releases: The AAWL's press releases referring to Maddie's® S/N Project will include a paragraph, "About Maddie's Fund®," prepared by the foundation.
- Press Packages: Press packages/kits distributed by the AAWL about Maddie's S/N Project will contain a Maddie® Fact Sheet, provided by Maddie's Fund.
- Website: The AAWL will add a page about Maddie's Fund to its website. The page will show the Maddie's Fund logo, prominently display a photo of Maddie, link to the Maddie's Fund website, and include the Maddie's Fund Website Information, to be provided by Maddie's Fund.
- Collateral materials: Posters, flyers, brochures, handouts and other collateral materials produced by the AAWL about Maddie's S/N Project will include the Maddie's Fund logo and sponsorship recognition.

- Journals and newsletters: Any mention of Maddie® funded programs in the AAWL journals or newsletters will include a paragraph, "About Maddie's Fund®," prepared by the foundation.
- Public speaking: Talks and other presentations by the AAWL before civic or community groups, veterinarians, or the press about Maddie's® S/N Project will acknowledge the sponsorship of Maddie's Fund.

Banking Procedures

To ensure that the grant funds are maintained securely and disbursed properly, the grant funds will be held in an interest bearing holding account. A separate operating account will also be set up with funds transferred from the holding account as needed. Transfers to the operating account will require two signatures, with at least one of the signatures being a Board Officer. Checks over \$1,000.00 written from the operating account will require two signatures. Checks under \$1,000.00 written from the operating account will require one signature. The president and vice president of AAWL will be authorized to make transfers and to sign checks.

The Role of the AAWL

As the lead agency, the AAWL will be responsible for the administration of this project. That includes:

- Ensuring that all dogs and cats involved in the project will receive humane, ethical and professional treatment;
- Guaranteeing that all participants will agree to: 1) support the core values of Maddie's Fund – honesty, integrity and mutual respect; 2) maintain cordial, professional relations with colleagues, other individuals and groups involved in the care of animals; and 3) carry on public debate without personal attacks or recriminations;
- Distributing grant funds to reimburse participating private practice veterinary hospitals;
- Monitoring the progress of the project to ensure compliance by all participants and the successful achievement of the project goals ;
- Obtaining baseline statistics and monthly reports from the participating private practice veterinary hospitals ;
- Providing Maddie's Fund with quarterly, semiannual and annual reports;
- Honoring reasonable requests by Maddie's Fund to participate in regional/national media opportunities and/or to be featured speakers at regional/national conferences;
- Following a special Maddie Recognition Plan developed for the project. As part of this plan, the project will be named for Maddie, AAWL press materials and veterinarian correspondence will promote Maddie and Maddie's Fund, the AAWL website will feature a section about Maddie, collateral materials produced by AAWL will include the Maddie's Fund logo and sponsorship recognition, and public speaking engagements by the AAWL will acknowledge sponsorship of Maddie's Fund.

The AAWL pledges to honor the philosophy and values of Maddie's Fund and looks forward to working with your organization in the future. Thank you for giving us the opportunity to make a lifesaving difference for the animals of Maricopa County.

Sincerely,

Betty Welton
President and CEO
Arizona Animal Welfare League

Linda Blackburn
Executive Director
Alliance for Companion Animals

**Maddie's Spay/Neuter Project in Maricopa County
Year Three Proposal - BUDGET**

REVENUE

Maddie's Fund Grant	\$ 199,000.00
TOTAL REVENUE	\$ 199,000.00

EXPENSES

Payments to Veterinarians	\$ 170,750.00
Payments to Pit Bull Caregivers	\$ 16,000.00
Administrative Expenses	
Portion of Project Coordinator 's Salary	\$ 7,000.00
Benefits	\$ 925.00
Bank Charges	\$ 25.00
Accounting fees to AAWL (for staff time)	\$ 3,600.00
Promotion/Publicity	\$ 600.00
Office Supplies	\$ 100.00
	<u>\$ 12,250.00</u>
TOTAL EXPENSES	\$ 199,000.00

Provider	Species	Gender	Maddie's Reimb.	Client Co-pay	Total Max. Reimb. to Provider per surgery	Goal number of surgeries in Y3	Total Reimb. to Providers	Admin. fees to Lead Agency	Total Cash Incentives to Clients	Total Maddie's grant funds anticipated
Private Vet Hospital	Dog	Male	\$30	\$20	\$50	300	\$15,000	\$1,050		\$16,050
Private Vet Hospital	Dog	Female	\$90	\$20	\$110	200	\$22,000	\$700		\$22,700
Private Vet Hospital	Cat	Male	\$20	\$10	\$30	300	\$9,000	\$1,050		\$10,050
Private Vet Hospital	Cat	Female	\$60	\$10	\$70	250	\$17,500	\$875		\$18,375
Private Vet Hospital	Pitbull	Male	\$50	\$0	\$50	200	\$10,000	\$700	\$4,000	\$14,700
Private Vet Hospital	Pitbull	Female	\$110	\$0	\$110	200	\$22,000	\$700	\$4,000	\$26,700
Nonprofit S/N Clinic	Dog	Male	\$20	\$20	\$40	500	\$20,000	\$1,750		\$21,750
Nonprofit S/N Clinic	Dog	Female	\$60	\$20	\$80	300	\$24,000	\$1,050		\$25,050
Nonprofit S/N Clinic	Cat	Male	\$15	\$10	\$25	500	\$12,500	\$1,750		\$14,250
Nonprofit S/N Clinic	Cat	Female	\$45	\$10	\$55	350	\$19,250	\$1,225		\$20,475
Nonprofit S/N Clinic	Pitbull	Male	\$40	\$0	\$40	200	\$8,000	\$700	\$4,000	\$12,700
Nonprofit S/N Clinic	Pitbull	Female	\$80	\$0	\$80	<u>200</u>	<u>\$16,000</u>	<u>\$700</u>	<u>\$4,000</u>	<u>\$20,700</u>
Total based on actual estimate:						3,500	\$195,250	\$12,250	\$16,000	\$223,500
Grant Request based on average reimbursements:						3,500	\$170,750	\$12,250	\$16,000	\$199,000