

Maddie's[®] Pet Rescue Project in Alachua County Project Year Ten Annual Report

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

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 July 1, 2006, and treatable pets by July 1, 2015.

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 Years Three and Four the partners began to struggle with the increasingly high adoption goals of the project, but exceeded reduction of euthanasia goals by a significant margin. In Project Year Five, the partners were successful in achieving and maintaining zero healthy deaths throughout the year. Reduction of overall euthanasia also exceeded goals for the year. During Project Year Six, the partners dealt with a distemper outbreak, leadership turnover and overcrowding issues, resulting in a temporary loss of Zero Healthy Death status. By February of Year Seven, the partners once again achieved Zero Healthy Deaths while expanding their lifesaving targets to increase the number of treatable pets saved. Project Year Eight saw partners maintaining Zero Healthy Deaths (with the exception of the death of one healthy pit bull late in the year) and a continued decrease in shelter intakes, while struggling with declining adoptions in a down economy. Project Year Nine seemed to mark a turning point for the project, as euthanasias began a better-than-predicted decreasing trend and reduced community public intakes even though adoptions continued to decline.

Year Ten saw adoptions begin to increase once again, with some partners breaking previous records for total annual adoptions, while the euthanasia total plummeted to its lowest point ever. Community intakes from the public have maintained their downward trend due to the cumulative effects of public awareness, education, and access to affordable spay/neuter services. After a full decade of collaboration between the Maddie's[®] Project partners and other community initiatives including trap-neuter-release programs and spay/neuter projects, Alachua County has developed the resources and momentum to ensure that we will achieve our vision of an adoption guarantee community by 2015.

The adoption guarantee 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 Ten 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 2,434 over the baseline of 692, to achieve a total of at least 3,126 Participating Organization adoptions for Project Year Ten.

Goal 2: Increase the total number of dogs and cats adopted from the Participating Organizations plus the Alachua County Animal Shelter by at least 2,434 over the baseline of 2,551, to achieve a total of at least 4,985 adoptions for Project Year Ten.

Goal 3: Decrease the number of healthy dogs and cats euthanized by Alachua County Animal Shelter and the Participating Organizations by at least 2,219 below the baseline of 2,219 to maintain the Adoption Guarantee for all healthy pets in Project Year Ten.

Goal 4: Decrease the number of treatable dogs and cats euthanized by Alachua County Animal Shelter and the Participating Organizations by at least at least 3,454 below the baseline of 4,714 to achieve a one-year total of not more than 1,260 deaths for Project Year Ten.

Goal 5: Decrease the number of total dogs and cats euthanized by Alachua County Animal Shelter and the Participating Organizations by at least 5,673 below the baseline of 8,063 to achieve a one-year total of not more than 2,390 deaths for Project Year Ten.

Year Ten Results Summary

	Baseline (2000)	Year 10 (2011/2012)	% Change
Intake At ACAS	11,034	6,160	- 44.62%
Intake at Adoption Guarantee Organizations (From public)	353	1,317	+ 273%
Intake at Adoption Guarantee Organizations (Shelter transfers)	338	2,272	+ 572%
Total public intake (to ACAS and Adoption Guarantee Orgs)	11,387	7,477	-34%
Adoptions at Adoption Guarantee Organizations	692	3,265	+ 472%
Total Adoptions	2,551	4,044	+ 58.53%
Euthanasia of Healthy Pets	2,219	11	- 99.5%
Total Euthanasia	8,063	1,708	- 78.82%

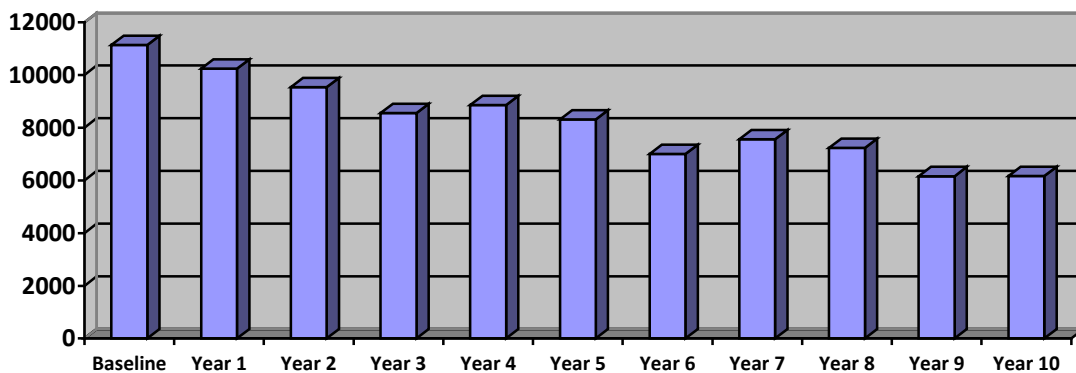
Statistical Analysis

Intakes

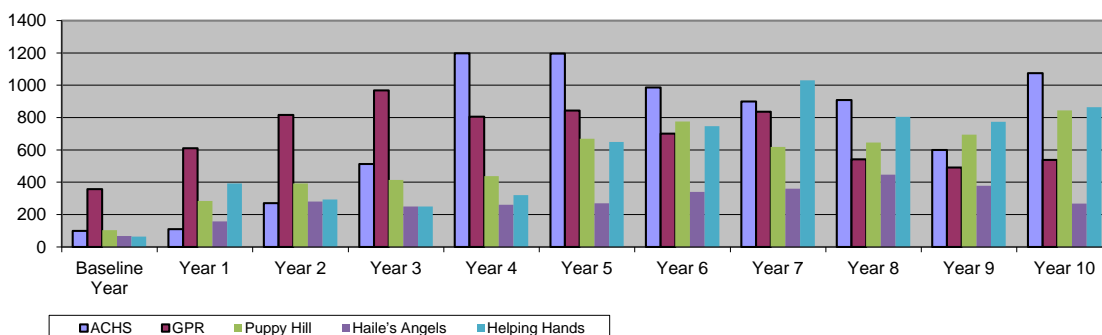
During Year Ten, overall intakes at Alachua County Animal Services dropped 44.62% as compared to the baseline year, and held steady as compared to Project Year Nine. There were 4 more animals taken in at ACAS in Year Ten than in Year Nine. Overall intake at the adoption guarantee organizations (public intake plus shelter transfers) increased 22% as compared to Year Nine and 419% against the baseline year. The net result was an overall decrease in community intake of approximately 17.5% as compared to the baseline year, and an increase of less than 1% compared to Year Nine.

Intakes at the individual rescue organizations increased during Year Ten as compared to Year Nine with the sole exception of Haile's Angels, which decreased intake almost 30% with 111 fewer intakes. Alachua County Humane Society completed the transition into their new, expanded facility and increased intakes by 80%, finishing the year with 1,074 intakes.

Intake Trends at Alachua County Animal Services



Intake Trends at Adoption Guarantee Agencies

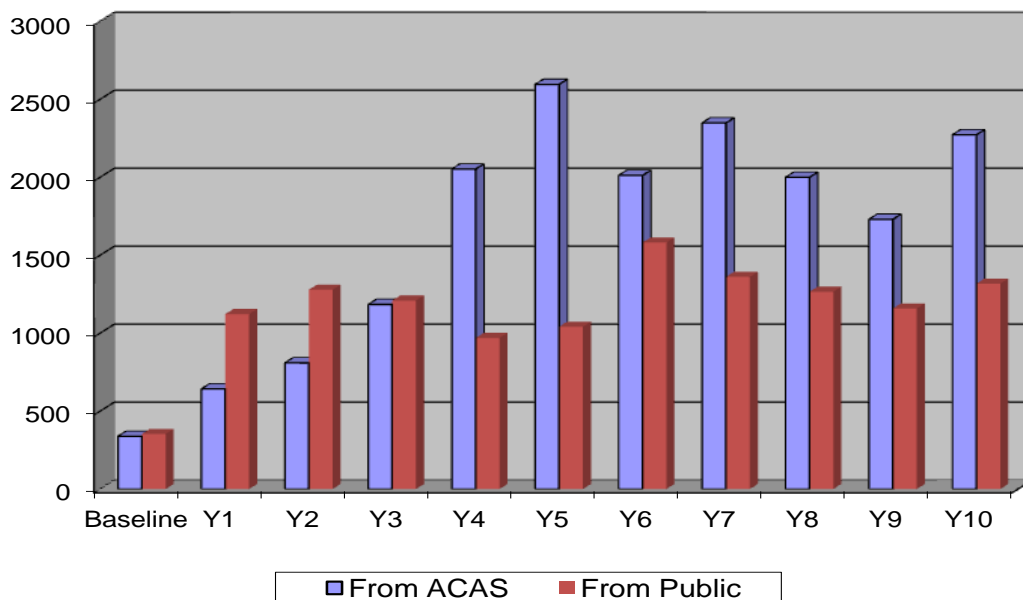


Effect of the Stipend Payment Model on Intake Patterns

In previous project years, the Alachua County project had implemented a strategy of applying a five-to-one stipend differential designed to incentivize transfers from Alachua County Animal Services. Over a four-year period, this strategy resulted in an increase in transfers from ACAS to become the majority of intakes at the Adoption Guarantee partners, as opposed to intakes directly from the public. This strategy was designed to ensure that Adoption Guarantee shelter space was targeted to those pets most in danger of euthanasia.

In Year Eight, the Alachua County partners entered the three-year, unfunded Project Continuation period. Using project funds stockpiled during Years One through Seven, the project was able to commit \$5,500 each month during Project Years Eight through Ten to continue paying stipends to the partners for above-baseline adoptions. In order to continue focusing project resources on the pets most in need of intervention, the partners agreed that the monthly stipend bank would be divided based on the percentage of shelter transfers each partner was responsible for in that month.

Intakes at Adoption Guarantee Groups by Origin



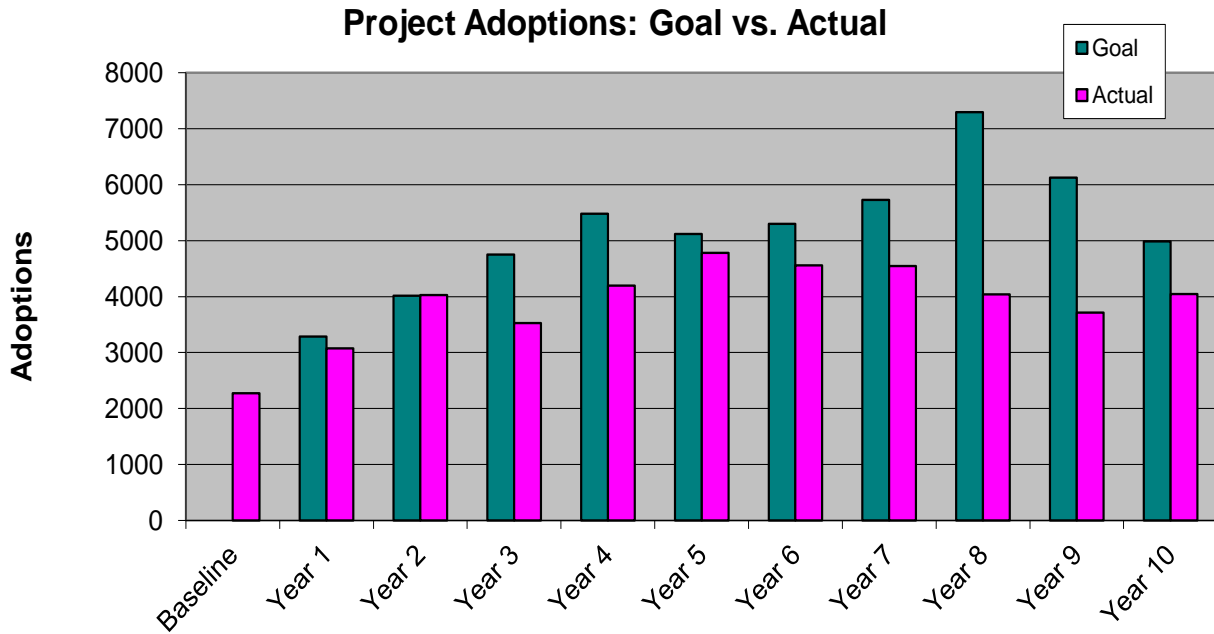
Adoptions

During Year Ten, our community began to reverse the downward adoption trend of the past five years. Our local economy showed signs of recovery, and key partners ramped up new facilities and strategies that helped them exceed their adoption goals. The Humane Society settled into their new, expanded shelter and posted 990 adoptions – their highest total ever. Puppy Hill and Helping Hands also had strong showings, with Puppy Hill exceeding their goal by more than 100 adoptions.

Total project adoptions were up 59% as compared to the baseline year, and 8% as compared to Project Year Nine. The project ended the year 941 adoptions short of goal.

Total Project Adoptions By Organization												
Total	Baseline Adoptions	Year 1 Adoptions	Year 2 Adoptions	Year 3 Adoptions	Year 4 Adoptions	Year 5 Adoptions	Year 6 Adoptions	Year 7 Adoptions	Year 8 Adoptions	Year 9 Adoptions	Year 10 Adoptions	Project Total To Date
ACHS	99	385	264	521	948	960	986	896	879	615	990	7543
GPR	355	578	761	957	813	849	700	801	563	489	472	7338
PH	105	272	376	468	484	544	776	690	625	671	797	5808
HA	68	123	280	249	240	259	341	318	383	360	269	2890
HH	65	334	257	256	223	543	747	955	814	753	737	5684
ACAS	1859	1675	2087	1520	1486	1625	1008	886	774	826	779	14525
Total	2551	3367	4025	3971	4194	4780	4558	4546	4038	3714	4044	43788

Project Total Adoptions - Year Ten Change Compared To:										
	Base line	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
ACHS	900%	157%	133%	90%	4%	3%	0%	10%	13%	43%
GPR	33%	-18%	-36%	-51%	-42%	-44%	-33%	-41%	-16%	-3%
PH	659%	193%	78%	70%	65%	47%	3%	16%	28%	20%
HA	296%	119%	29%	8%	12%	4%	-21%	-15%	-30%	-24%
HH	1034%	121%	193%	188%	230%	36%	-1%	-23%	-9%	-2%
ACAS	-58%	-53%	-60%	-49%	-48%	-52%	-23%	-12%	1%	-6%
Total	59%	20%	-8%	2%	-4%	-15%	-11%	-11%	0%	8%



Year 10 Goal vs. Actual Above-Baseline and Total Adoptions By Organization

Organization	A/B Adoption Goal	A/B Actual Adoptions	Total Adoption Goal	Actual Adoptions
Alachua County Humane Society	615	891	714	990
Gainesville Pet Rescue	211	117	566	472
Puppy Hill Farm	585	692	690	797
Haile's Angels	358	201	426	269
Helping Hands	665	672	730	737
Alachua County Animal Services	0	-1080	1859	779
Total Project	2434	1493	4985	4044

Adoption Stipends

In Project Year Ten, the Alachua County project divided a monthly stipend bank of \$5,500 among the five Adoption Guarantee partners based on the percentage of shelter transfers for which each partner was responsible in that month.

Organization	Project Year Ten				
	Total Adoptions	Above B/L Adoptions	Above B/L from ACAS	Above B/L from Public	Total Stipends Received
Alachua Cty. Hum. Soc.	990	891	891	0	31,346.48
Gainesville Pet Rescue	472	117	117	0	4,116.20
Puppy Hill Farm	797	692	323	369	11,363.54
Haile's Angels	269	201	32	169	1,125.80
Helping Hands	737	672	513	159	18,047.98
Alachua Cty. Animal Svcs.	779	-1080	-1080	0	0.00
TOTALS	4044	1493	796	697	66,000.00

Organization	Since Project Inception		
	Total Adoptions	Above Baseline Adoptions	Total Stipends Received.
Alachua County. Humane Soc.	7543	6079	\$737,513
Gainesville Pet Rescue	7338	3450	\$514,507
Puppy Hill Farm	5808	4528	\$448,529
Haile's Angels Pet Rescue	2890	2233	\$133,390
Helping Hands Pet Rescue	5684	4985	\$348,219
Alachua County. Animal Services	14,525	-5527	\$8,262
TOTALS	43,788	15,748	\$2,190,420

Euthanasia:

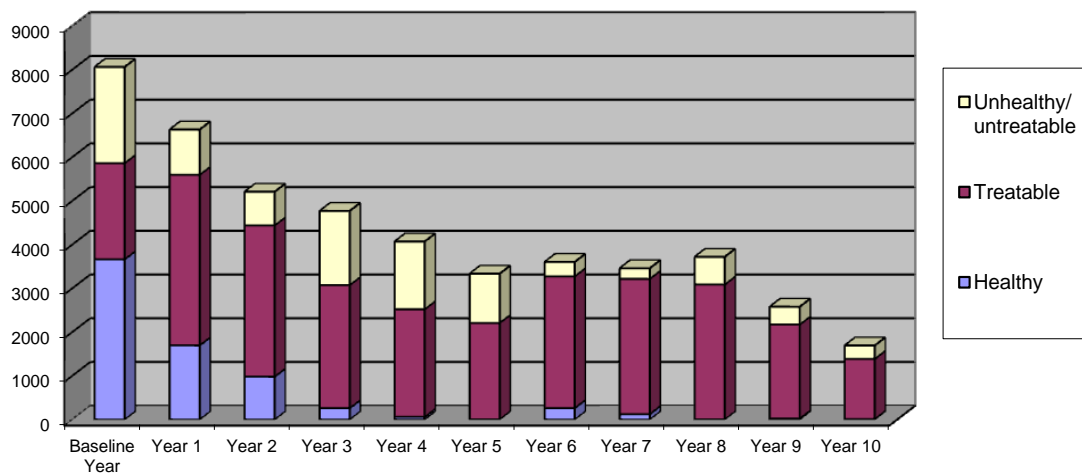
During Year Ten, Alachua County made significant progress toward our goal of ending euthanasia of healthy and treatable animals. We ended the year with a total of 1,708 deaths, almost 30% less than our predicted year total of 2,389. Year Ten total euthanasia was down 79% against the baseline year and 34% against Year Nine.

Treatable deaths comprised 81% of total Year Ten euthanasia, and unhealthy/untreatable animals comprised 18% of the total. The project was able to maintain Zero Healthy Deaths during eight months of Project Year Ten, with a total of 11 healthy deaths for the year.

	Healthy Deaths	Treatable Deaths	Total Deaths
Year 10 Goal	0	1260	2389
Year 10 Actual	11	1377	1708

Health Status	Baseline Year	Project Year 1	Project Year 2	Project Year 3	Project Year 4	Project Year 5	Project Year 6	Project Year 7	Project Year 8	Project Year 9	Project Year 10	Year 10 Change Compared to Baseline
Healthy	2219	1696	981	260	61	5	262	123	1	24	11	Down 99%
Treatable	4714	3901	3460	2815	2462	2206	3014	3095	3087	2149	1377	Down 71%
Unhealthy/Untreatable	1130	1034	768	1745	1548	1124	419	241	633	406	320	Down 73%
Total	8063	6631	5209	4820	4071	3335	3695	3459	3721	2579	1708	Down 79%

Euthanasia By Health Classification



Zero Healthy Deaths Initiative

Alachua County has committed to saving every healthy pet at Animal Services since Project Year Five. Factors including the economy and leadership turnover have challenged the partners, but in Year Ten they improved communications and outreach to cut Year Nine’s Healthy Death total in half. **Healthy Deaths in Year Ten included 11 dogs, only three of which were pit bulls or pit mixes.**

Project Year	Total Healthy Deaths
Year Five: 2006/2007	5
Year Six: 2007/2008	262
Year Seven: 2008/2009	123
Year Eight: 2009/2010	1
Year Nine: 2010/2011	24
Year Ten: 2011/2012	11

Project Activities: Successes, Challenges and Future Plans

Project Year Ten was Alachua County’s third year in the non-funded project period after seven years of generous grant support from Maddie’s[®] Fund. As in Project Years Eight and Nine, the partners worked to earn adoption stipends paid from funds stockpiled at the project level during earlier years of the project. Partners continued to earn stipends for above-baseline adoption performance from a total monthly stipend pool of \$5,500. This amount was distributed to the five project partners based on the percentage of each month’s shelter-originating above-baseline adoptions that each partner was responsible for. Subsidy payments were calculated each month using the “Alachua County Subsidy Table” developed by Maddie’s[®] Fund.

During Project Year Ten, the Alachua County partners continued their focus on maintaining Zero Healthy Death status while working to increase adoptions of treatable pets. The partners worked closely with Animal Services to monitor the status of animals at risk of euthanasia and to transfer them to safety at rescue groups as efficiently as possible.

In October of 2011, Alachua County Animal Services Director David Flagler resigned. Vern Sawyer, who previously led the Field Officers department, was appointed the Interim Director. Under Vern’s guidance, Animal Services has worked to become more flexible and responsive in working with the nonprofit rescue partners to transfer pets out quickly.

During Year Ten, Alachua County Humane Society completed its transition into its new facility and began to ramp operations back up to previous levels. ACHS exceeded its previous record for total annual adoptions with 990, a 61% increase over the previous year. Transitions for ACHS continued as, near the end of Year Ten, the organization experienced its second leadership change in less than two years as Eric Van Ness left ACHS in June of 2012. He was succeeded by Amanda Burks, who will use her extensive management and nonprofit experience to help ACHS build sustainability in their new facility.

Adopt A Pet From Your Vet

A total of 16 adoptions were completed through Gainesville Pet Rescue's Adopt A Pet From Your Vet program. Through Adopt A Pet From Your Vet, cats are fostered at animal hospitals 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 Ten Adopt A Pet From Your Vet Results

Month	# of cats adopted
July	3
August	1
September	3
October	2
November	1
December	3
January	2
February	0
March	0
April	0
May	0
June	1
TOTAL	16

Adoption strategies deployed by the individual project partners are discussed in their individual activity reports beginning on page 14.

What's Next:

- Year Eleven will be the final year that the project will pay stipends for adoptions, using funds stockpiled from previous project years. Stipends will be paid at the same rate and using the same protocols as in Year Ten. The partners will continue to submit monthly statistics using the Maddie's® Project reporting format.
- As the Maddie's® stipend funding phases out, the locally-based Wagmore Foundation has been ramping up to begin providing targeted grants to help Alachua County reach and sustain our goal of a no-kill community by 2015. Since we know that tracking and publicizing community statistics is crucial to our progress, Wagmore's grantee reporting requirements will be modeled after the Maddie's® Project requirements so that we can continue to build our statistical record, document successes and challenges, and analyze data to make project improvements.
- The HEART leadership group (Helping Every Animal Reach Tomorrow) consisting of county government officials, Animal Services staff and key community partners, will continue to provide guidance and advocacy to support the continued collaboration and partnership of public agencies and nonprofit rescue groups to reach our goal.
- Alachua County Animal Services has convened a staff-led team to implement the improvements and best practices recommended in the Maddie's® Shelter Medicine Consultation and Assessment conducted in 2012. During Year Eleven we anticipate that changes to protocols and approaches resulting from the Consultation and Assessment will improve and streamline the adoption and transfer system for all community partners.

Fundraising

As in the previous three project years, specific fundraising and set-aside targets for the individual partners were not imposed in Project Year Ten. The partner organizations integrated fundraising goals into their individual operating plans and conducted fundraising activities independently. Detailed information on fundraising performance for each organization and for the project appears below:

Alachua County Humane Society

Total revenue for Year Ten was \$768,973. This is slightly lower than Year Nine due primarily to a change in leadership that resulted in a gap in which the organization did not have an executive director. In addition to the leadership change, in Year Ten ACHS received less funding towards sponsorship of our new facility.

We continue to find that we are better able to raise funds through individual and small group efforts rather than large fundraising events. Furthermore, ACHS Management and the Board of Directors believes that the organization will thrive by focusing on ongoing program opportunities such as a new membership program, a corporate sponsorship program, a program focused on the care of animals for those who have passed away or become terminally-ill (dubbed The Happy Endings program), and grooming services. We are also encouraged by the continued growth of the revenue generated by our thrift store and intend to increase sales even further by strengthening our online presence.

Gainesville Pet Rescue

Our yard sales are a consistent source of income. Multiple yard sales were held throughout the year. Profit is only increasing over time as the sales are becoming more popular.

“The Guardian Angel Monthly Giving Program” is slowly growing. We also have a Guardian Angel Board at our front desk so people can see who is making donations. We feel that these monthly donations are what GPR will need to maintain its financial stability.

Our Facebook page is also continuing to grow. It is a way to keep supporters involved and makes it easy for donors to see where their money is going. 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 University of Florida Community Campaign, although very lucrative in years past, declined from previous years. We increased our annual yard sale to monthly yard sales which proved to be successful. We added a ‘boutique’ sale of higher end items and will continue to do this 2-3 times per year on top of the yard sales. We also began selling some nicer items on Ebay.

We are working with several groups of UF Sales & Marketing students in hopes that they could spread the word about GPR and raise funds as well. They have all done a great job in raising the minimum \$1200 they are required to raise for an ‘A’ in the class. With 4 groups a year this is a significant help to us.

Puppy Hill Farm

Fund Raisers:

	Revenue	Expenses
Garage sales:	2715	0
Gala:	700	0 (Residual income from gala held in April 2011)
UF Marketing Class:	2435	0
Flower Sale:	281	200
Santa photo:	128	0
T shirt:	128	77
General:	200	0 (This included tabling events.)
Total:	4087	277

Net Fundraising Income: 3810

While we did not have our usual For the Love of Animals Gala this year, which requires a huge amount of prep time and volunteer hours, we tried several smaller fund raisers that are less labor intensive and have basically no expenses associated with them. Additionally, donations and in-kind donations account for a substantial percentage of our annual income.

Haile's Angels Pet Rescue

Fundraising took a new approach this year. We started with the usual events.

- Oktoberfest had costs of \$245 and grossed \$627 leaving a profit of \$317 plus \$55 in donations
- We were able to work with two marketing teams from the University of Florida to help us raise money. The student efforts resulted in \$2527 being raised with no cost to the rescue.
- We did a Pups and Pancakes Breakfast in October in conjunction with Gators Dockside which raised \$850 and had no cost.
- In November we did a promotion with Beef O'Brady's that cost nothing and resulted in a profit of \$435 by people bringing in flyers from Haile's Angels.
- We had a Santa Dash in December which raised \$290 and had no cost.
- We did an end of the year email campaign which raised \$3,337 and had no cost.
- We did a bowling for Valentines event which raised \$927 and had no cost.
- Walk for the Animals took place in March and we had costs of \$155 and grossed \$680 leaving a profit of \$525
- In office donations were \$963 in the "donation jar"
- We did our Runways and Rescues in May this year with a cost of a \$557 and a gross of \$2897 netting \$2340

Helping Hands Pet Rescue

In Project Year Ten, Helping Hands continued to develop our fundraising strategies. All of our fundraisers were at zero cost to us this year. We continued selling Helping Hands t-shirts and engraved tags. We also tabled at several different events in Gainesville which brought in a lot of donations as well as a few volunteers and foster homes. One of the new things we did in Year Ten was start using our Facebook page to solicit for donations towards the medical expenses of the Treatable animals in our care. Although we were able to raise \$6290.78, which was more than in previous years, it is still a small amount in comparison to our yearly expenses and we rely heavily on adoption fees to fund our operations. We were able to add \$10,000.00 to our set aside account this year.

Helping Hands Fundraiser	Cost	Sales	Net Profit
T-shirt Sales	\$0	\$1040.00	\$1040.00
Dog Tag Sales	\$0	\$325.00	\$325.00
Tabling at Various Local Events	\$0	\$3015.78	\$3015.78
Solicit Online Donations for Treatables	\$0	\$1910.00	\$1910.00
Total Fundraising:			\$6290.78

Community Awareness and Advertising

During Year Ten, community awareness activities to promote adoptions were handled individually by the project partners, who publicized events, fundraisers and individual animals through flyers, posters, paid and donated radio time and increasingly through Facebook postings.

Through the GAP project during Year Ten, volunteer marketing students from the University of Florida continued their project to produce marketing videos and still photos for hard-to-place pets at all Maddie's[®] Project partners. GAP posted and cross-posted the videos and photos through Facebook and the GAP website, and provided individual outreach and facilitation to potential adopters who were interested in GAP-sponsored animals.

No project funds were spent on advertising in Year Ten.

Reports from Participating Organizations

Alachua County Humane Society

Submitted by Amanda M. Burks, Executive Director

Year Nine Adoption Goal: 714

Year Nine Actual Adoptions: 990

139% of goal

Adoptions: Following a tumultuous Year Nine in which ACHS moved to a new facility, the organization bounced back in Year Ten by breaking its own community record for a total number of adoptions in a year...990! This growth can be attributed to several factors, including the ability to intake more animals due to the substantial increase in facility capacity, and the community adoption support that took place in response to a cat hoarding case in Alachua

County during the summer of 2011. Despite this 60% increase in adoptions from the previous year, ACHS has not reached its full adoption potential in the new facility. Funding continues to limit the organization's ability to hire the staff needed to fully utilize its resources.

Another way in which ACHS seeks to increase adoptions is through a more focused foster program. The most significant outcome of this focus is the creation of the Wagmore Foundation Foster Barn. Driven by local philanthropist and long-time supporter Gladys Cofrin, the Barn was started to increase the quarantine potential for ACHS. Quarantine of transfers had become a limiting factor in the organization's ability to grow intakes. As the Barn program developed, ACHS determined that the program would be best utilized as a foster for dogs with Demodex or that were heartworm positive. Due to this decision, ACHS has been able to significantly decrease the number of heartworm positive dogs euthanized at Alachua County Animal Services. Hard statistics regarding this initiative are being collected and will be reported during Year Eleven.

Maddie Recognition: Maddie's[®] links and logos appear on every page of our website. We consistently discuss the Maddie's[®] partnership and objectives during monthly live radio appearances. Maddie's[®] information is available at all of our appearances. There is a Maddie's[®] recognition plaque on the door of our adoption office. Maddie's[®] Fund and the program concept is explained at our volunteer orientations and during tours of the facility.

Gainesville Pet Rescue

Submitted by Heather Thomas, Executive Director

Year Ten Adoption Goal: 566

Year Ten Actual Adoptions: 472

83% of goal

After downsizing in Project Year Nine due to the poor economy, we were able to grow again in Year Ten. Adoptions and donations were up in Year Ten and our financial situation was much more stable compared to Year Nine.

We continued to refine strategies developed in previous years to increase our pets' visibility and chances for adoption. Through Constant Contact, we send emails out to thousands of people notifying them about fostering opportunities, upcoming events, and animals looking for their forever homes. This is a great way to get the word out.

The University of Florida student organization "Gators for Gainesville Pet Rescue (GGPR) is comprised of UF students wanting to spread the word about GPR and its mission. The students table at different events for us, fundraise and volunteer at GPR.

The "Adopt a Pet at your Vet" program continues helping us find homes for at least 1-3 cats or kittens each month.

Long Term Residents

Our long term residents have an adoption fee of \$50 plus are advertised in the Gainesville Sun, Craigslist and Facebook to give them more exposure. We offer 'Name Your Own Price' specials on adult cats.

Focusing on Treatables:

We have started highlighting and reporting on our treatable animals on Facebook and through Constant Contact to gain more donations to treat the animal and to increase visibility of the animal so potential adopters can learn about them before they become available.

Maddie Recognition:

GPR includes Maddie's[®] Fund logo in all brochures, PSA's, web site, etc. We also have the Maddie's[®] sticker on all of our adoption packets plus information inside the packet on Maddie's[®] Pet Rescue Project. The Maddie's[®] posters are displayed in our lobby and adoption areas.

Puppy Hill Farm

Submitted by Laurie Trenholm, President

Year Ten Adoption Goal: 690

Year Ten Actual Adoptions: 797

115% of goal

Adoptions: Puppy Hill Farm is proud to have found homes for 797 pets in Project Year Ten. We find that our largest adoption numbers occur at PetSmart, while our Melrose facility is used primarily for housing cats, kittens, puppies and small dogs and facilitates relatively few adoption numbers. In spite of an increased number of rescue organizations at PetSmart, we have been able to increase adoptions through a) offering adoptions on both Saturdays and Sundays, b) having a larger inventory of animals due to increased capacity at the Melrose adoption center, c) having greatly increased animals available for the four annual PetSmart nationwide adoptathon weekends and d) organizing the Homes for the Holidays adoptathon in December through PetSmart Charities.

Maddie Recognition:

Information and signage in our Adoption Center highlights the fact that Maddie's[®] funding made our Center possible and we include Maddie's[®] prominently on our website, promotional materials, and at all fundraisers.

Haile's Angels Pet Rescue

Submitted by Kirk Eppenstein, Executive Director

Year Ten Adoption Goal: 426

Year Ten Actual Adoptions: 269

63% of goal

Adoptions:

Haile's has undergone a dramatic change in Project Year Ten. We have started a project to complete a brand new adoption center completely devoted to the rescue! Consequently, we have had to house our animals in a construction trailer rigged to be a makeshift kennel until the construction is completed. The project was funded completely by Dr. Linda McCollough and will result in more comfortable housing for the animals. Our adoption numbers are down as a

result of this construction but we still have managed to adopt many difficult cases such as those needing amputations, missing eyes, amongst other maladies. Our associated vet clinic continues to allow us to rescue even the most difficult treatable cases.

We continue to employ innovations to our website and Facebook and look for more ways for the animals to be seen by the public. We continue to do our Wet Nose Wednesdays every other week to feature an animal on the radio and the associated websites for the number 1-rated station in Gainesville. We also have a great relationship with the four stations of the Gainesville Television Network and have a regular television segment on the weekend where we feature between one and three animals dependent upon the news load for that week. We sometimes have a three minute segment that airs over 20 times per weekend to a possible audience of over 130,000 households! The network is providing this service for us at no cost and it has been well received by the community. We are able to do fun things with the animals such as dress them in costumes for football weekends and Halloween. It also allows us to feature difficult cases on the television with the hope of the animal being seen by a likely adopter.

We have developed a partnership with the Center for Independent Living to create an on-the-job training program for people with disabilities. Since we have such a small budget, manpower has been a challenge to the organization. Through this program, we are able to have people working for the rescue at a net cost of zero to us.

We have also developed a partnership with Gators Assisting Pets through the University of Florida. This group is assigned harder-to-adopt pets, and they work with them several times a week to help socialize the animals. They also use their own online methods to advertise animals and take dogs to UF football games to help them get exposure, showing them outside the stadium on game days with “Adopt Me” vests on.

Another group that has helped with more difficult cases has been the Animal Behavior College. They have supplied us with two students studying to be behaviorists. They have taken several cases of dogs that are ill-mannered through the use of positive training have successfully changed the behaviors of the animal resulting in successful adoptions.

We have plans in the next year to expand our operating hours to be open seven days a week to help our adoptions increase. With our new center up and running, the animals will be more comfortable, less stressed and show better resulting in more adoptions.

Maddie Recognition:

The Maddie’s[®] logo appears on our website as well as on our statistical reports. The Maddie[®] mascot appears at all of our special events.

Helping Hands Pet Rescue

Submitted by Andrea Brower, Executive Director

Year Ten Adoption Goal: 730

Year Ten Actual Adoptions: 737

101% of goal

Project Year Ten has been a long, productive year for Helping Hands. A total of 737 dogs and cats were adopted through our organization this year. While this was a decrease of seven adoptions from Project Year Nine, we are happy that we were able to remain close to the previous year's numbers. For several months out of Project Year Ten we were at an even smaller canine capacity due to the construction of the first half of our new kennel facility. Recruiting and training reliable volunteers is still the largest obstacle for Helping Hands.

We have not changed our adoption strategy much over the past year. Helping Hands continues to hold our adoption events every Saturday at the local PetSmart. We continue to bring large numbers of adoptable animals to every event (20-40 canines and 40-100 felines) to insure that a potential adopter will be able to find a suitable companion. We are still working hard to keep our Petfinder.com and Petango.com sites up to date, but online inquiries through those websites have decreased. This year Helping Hands has been very successful marketing adoptable pets and soliciting for donations through our page on Facebook.

In Project Year Ten, 86% of the animals Helping Hands pulled from Alachua County Animal Services were classified as Treatable. While the staff at ACAS is only sending the kennel inventory to the rescue groups about once a week, they have been great about sending the euthanasia list out on a daily basis. The staff at ACAS has also been sending out pleas for certain dogs that will be on a future euthanasia list due to medical issues or temperament unless there is commitment from rescue group. The dogs and cats Helping Hands pulled from ACAS in Project Year Ten all came from the euthanasia list or email pleas. As in Project Year Nine, the rescue groups that were able to send volunteers to ACAS on a daily basis were able to take a majority of the healthy and most "adoptable" animals into their programs. Helping Hands continued to intake "healthy" and adoption-ready dogs from the public so that their adoption fees could supplement the higher cost associated with getting the ACAS animals from Treatable to Healthy classification.

Helping Hands was able to complete the first half of our new kennel facility during Project Year Ten. While the project has taken longer than anticipated, the second half of the kennels should be complete by the end of winter. Construction has taken longer than originally planned because the labor has been done pro bono. We have used the money saved in construction towards medical expenses of the animals in our care. Once the kennels are complete, we will be able to have potential adopters come out during the week to meet available dogs in the program. We anticipate that this will increase our adoptions because people will not have to wait until the weekend to meet a pet that interests them. Potential adopters will often adopt from another local adoption agency rather than wait.

We have participated in several larger scale adoption events funded by PetSmart this year. These events run Friday through Sunday with heavy advertising. Generally, we see about twice the number of adoptions than a normal adoption weekend. We have also participated in various events marketing a specific "less adoptable" animal, such as Best Friends' \$5 Felines event where we lower the adoption fees of felines over five months of age to \$5 and the Black Friday event where all black animals are offered at a reduced price.

In Project Year Ten, Helping Hands has greatly expanded our foster home network. We prioritize which canines go into foster care based on their length of stay, energy needs, and

training. We have seen dogs that were once unmanageable at PetSmart become very calm and well-behaved within a few weeks of foster care. Generally, our canine long-term-resident list this year is composed mostly of dogs with medical issues; in the past many of the long-term residents were not adopted due to behavioral issues.

This past year has been focused on improving the lives of the animals in our care, decreasing length of stay, and increasing adoption numbers with a smaller canine inventory. We have seen vast improvements in the temperaments of our kennel dogs since moving them to the new space (larger runs and play yards). We are also able to maintain a healthier population since we use the old kennel space as an area for mandatory two-week quarantine for all incoming dogs. Helping Hands continues to focus on the health and happiness of the animals in our rescue while finding good homes for as many animals as quickly as possible.

Maddie Recognition:

Helping Hands continues to show recognition to Maddie and Maddie's[®] Fund by posting the Maddie's[®] Fund logo and Maddie's[®] story on our website. We also make sure that the Maddie's[®] Fund logo is on all of our publications.

Financial Reports

Financial reports previously submitted include:

- Maddie's[®] Project Balance Sheet as of June 30, 2012
- Project Year Ten Budget-to-Actual Report
- Income Statement: July 1, 2011 through June 30, 2012
- List of payments to project partners: July 1, 2012 through June 30, 2012

Data Reports

Electronic versions of the following Year Ten reports have been previously submitted:

- Monthly Reports for July 2011 through June 2012
- Quarter Summary Reports
- Semiannual Reports
- Annual Summary Report