



ANNUAL REPORT

2024-2025

ABOUT MADDIE'S FUND



Dave and Cheryl Duffield established Maddie's Fund®, their family foundation, in 1994. It is the fulfillment of a [promise](#) to their dog, Maddie, who provided them much joy over ten years and continues to inspire us today.

The Foundation has awarded over \$301.3 million in grants toward increased community collaborations and live outcomes, pioneering shelter medicine education, establishing foster care as a standard across the U.S. and driving innovation in access to care. Maddie's Fund proudly offers the industry a national voice, important funding opportunities for bold ideas, learning resources and access to collaborate and share innovative solutions.

The Foundation invests its resources in a commitment to keeping pets and people together, creating a safety net of care for animals in need, removing barriers and operating within a culture of inclusiveness and humility.

#ThanksToMaddie

Maddie's Fund is part of The Duffield Foundation Family, which also includes [Liberty Dogs](#) and [Dave & Cheryl Duffield Foundation](#).

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LETTER FROM THE EXECUTIVE LEADERSHIP TEAM

It's hard to believe that this year marks our 30th anniversary. Maddie's bold and feisty spirit continues to guide and inspire us today as it did when we were first established in 1994. Because of the love given and received by this spunky Miniature Schnauzer, Maddie's Fund has helped transform the animal well-being industry.

When we were founded in 1994, our purpose was to revolutionize the status and well-being of companion animals and that purpose still guides us today. Our goal has always been to help people experience the same love and joy that Dave and Cheryl felt with Maddie.

From the beginning, Maddie's Fund has worked to bring innovative practices to the forefront of the animal well-being industry. We invested in shelter medicine by elevating shelter veterinarians and reshaping animal shelters, encouraged community collaborations, piloted research programs that shifted the field toward a "foster-first" mindset, funded technology to improve transparency and data, and professionalized the field through educational resources and tools. We've also built a strong platform for industry connection and advanced access to veterinary care, all with the goal of creating lasting change for animals and the communities who care for them.

While animals are still top of mind, we know that taking care of people is just as important. Access to veterinary care is essential. Programs and services that focus on veterinary medical treatment, behavior assistance and training and interventions will keep pets and people together. After all, people champion the human-animal bond in our communities.

Over the last 30 years, the vision and generosity of two people, Dave and Cheryl Duffield, have inspired an entire industry. In their lifetime, they have given more of their personal wealth to animal well-being than any other individuals, making the world a better place for pets and the people who love them.

Warmly,

Amy, Laurie & Mary



MADDIE'S STORY

APRIL 26, 1986 –
MARCH 13, 1997



Maddie was a beloved Miniature Schnauzer whose unconditional love, loyalty and spirit inspired a revolution.

Dave and Cheryl Duffield founded Maddie's Fund in 1994 to honor their delightfully feisty dog. While playing together one evening, they made her a promise: If they ever had the ability to do so, they would give to help companion animals and the people who love them, so they could experience the same joy they had with Maddie. The rest, as they say, is history.

Dave and Cheryl made good on that promise after successfully launching several technology companies. They have endowed Maddie's Fund to keep pets and people together, creating a safety net of care for animals and their people and operating within a culture of inclusiveness and humility. In their lifetime, they have given more of their personal wealth to animal well-being than any other individuals.

All thanks to Maddie.

GRANT FUNDING OVERVIEW

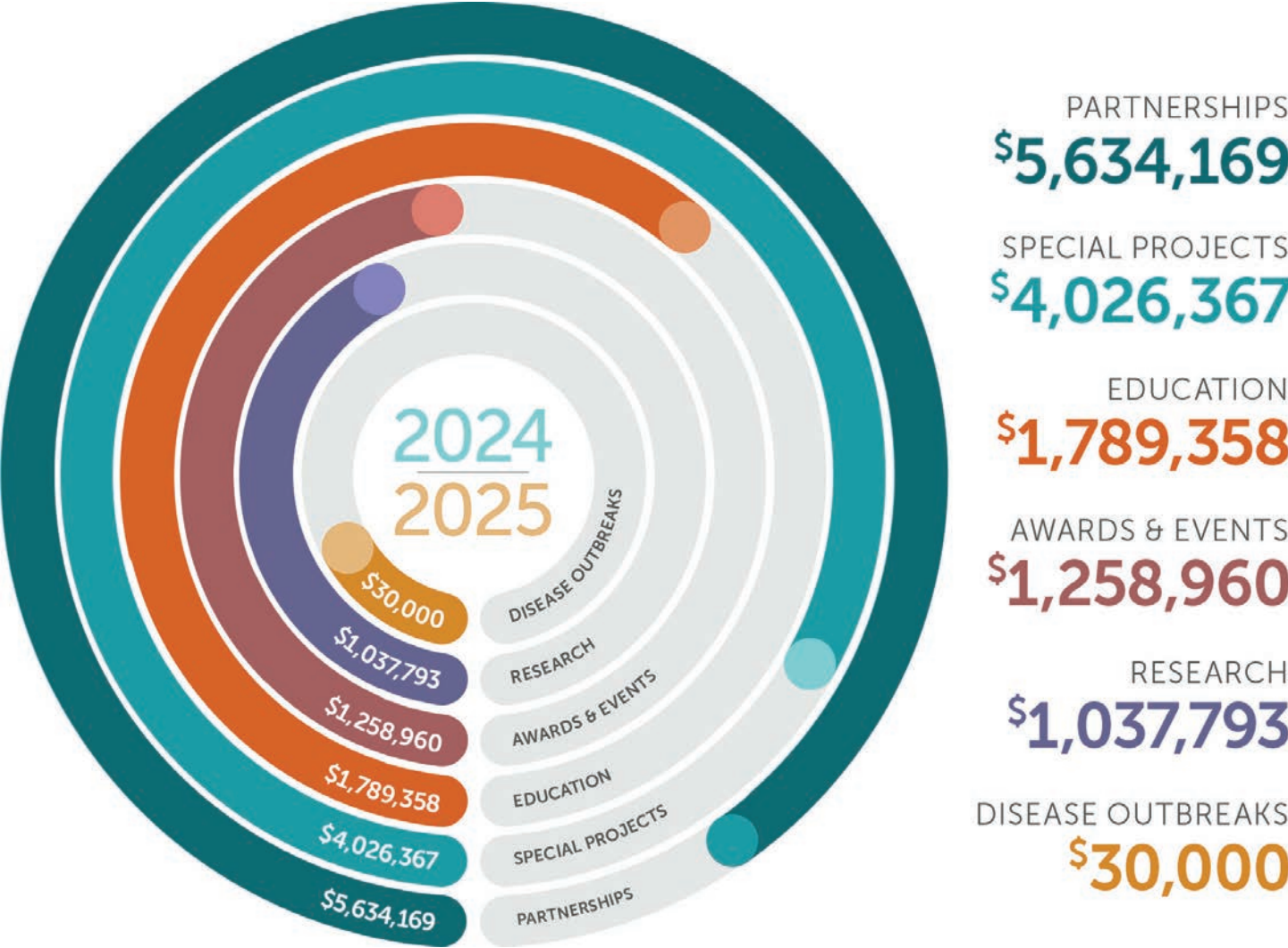
We're proud of the impact our funding and resources have helped make over the last 30 years – from support in the establishment of shelter medicine programs across the country and pioneering progressive sheltering practices to help keep people and pets together through innovative care.

Since our inception, Maddie's Fund has awarded animal well-being organizations and universities a total of 9,185 grants totaling over \$301.3 million. Our grants are designed to benefit organizations that honor the foundation's core values of honesty, integrity and mutual respect.

For fiscal year 2024-25 we gave 247 grants totaling \$13,776,647.

TOTAL GRANT GIVING BY CATEGORY

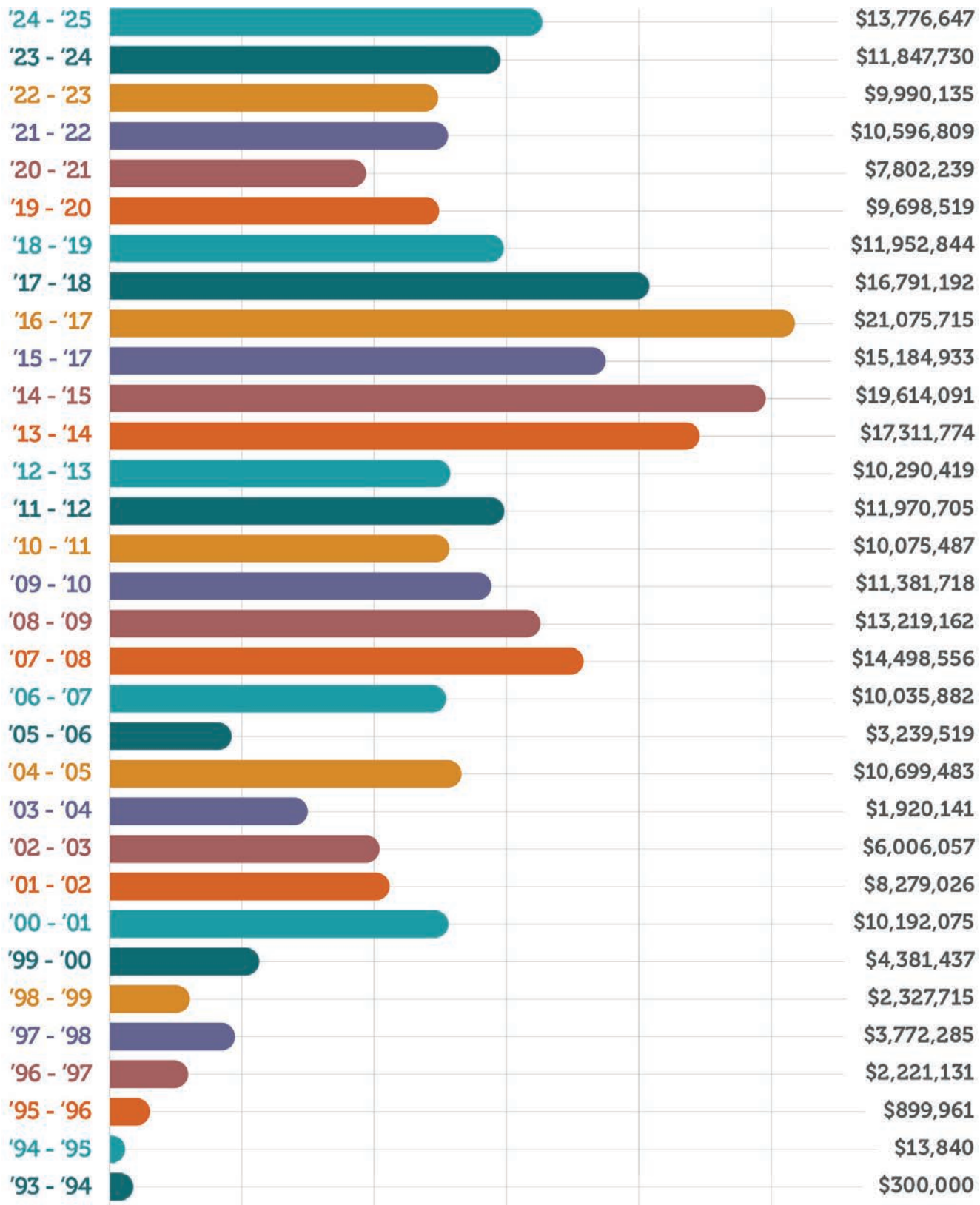
FISCAL YEAR 2024-2025



AT A GLANCE

TOTAL GRANT GIVING BY FISCAL YEAR

FUNDING PERIOD: INCEPTION - JUNE 30, 2025



30 YEARS OF IMPACT

Looking back, Maddie inspired 30 years of incredible “firsts” in animal well-being. From the first Pet Adoption Center and spay/neuter projects back in the 90s, to the “first of their kind” shelter medicine programs and shelter data collection and reporting grants in the early 2000s, to launching Maddie’s® University, funding first-of-its-kind foster care market research and advancing access to care initiatives that make pet care more inclusive. The following are some highlights of significant ways Maddie has helped inspire a revolution. Of course, none of these would be possible without the good humans within the animal well-being profession.



Looking Back:

THE ORIGINS OF INNOVATIVE SHELTERING PRACTICES



The animal well-being field has evolved significantly. Rather than euthanizing animals due to lack of space, the focus shifted toward preventing pets from entering the shelter system in the first place. This transformation began with what was then called the “no-kill movement,” which helped popularize the ‘adopt a shelter pet’ mindset and highlighted the critical role of shelter medicine in keeping pets safe and healthy. Today, the priority is to do everything possible to support animals and their people before the shelter becomes necessary.

In 2000, Maddie’s Fund launched **Maddie’s® Community Collaborative Projects** with the No More Homeless Pets in Utah (NMHPU) project, led by Best Friends Animal Society. By the end of Year Five, NMHPU had implemented adoption guarantees for healthy shelter animals in 12 of 29 counties in Utah.

Maddie’s Fund distributed a total of \$64,130,407 to Community Collaborative Projects in Utah; Contra Costa County, CA; Austin, TX; Lodi, CA; Alachua County, FL; Maricopa County, AZ; Mobile, AL; New York, NY; Tuscaloosa County, AL; Baldwin County, AL; Dane County, WI and Erie County, NY. Community Collaborative Projects were completed as of September 30, 2014.

Starting in 2008, Maddie’s Fund and Humane World for Animals (formerly Humane Society of the United States), together with the Ad Council, collaborated on a public service campaign, **The Shelter Pet Project**, to promote shelter pet adoption, achieving significant public awareness by 2021. In 2022, the campaign evolved into **Pets and People Together**, shifting focus to keeping pets with their families. The first initiative, #BeAHelper, encouraged community awareness and support for pet fostering, pet food donations and covering veterinary care costs for neighbors within their community. Maddie’s Fund provided over \$7 million in grants towards this campaign which has reached audiences nationwide through donated media efforts in broadcast, radio, billboard and transit signage, social, digital and print media.

Find a lost pet

One of the many ways you can **be a helper** in your community.



PetsAndPeopleTogether.org



Looking Back:

THE ORIGINS OF INNOVATIVE SHELTERING PRACTICES



In 2010, Maddie's Fund introduced a first-of-its-kind mega adoption event, [Maddie's® Pet Adoption Days \(MPAD\)](#). MPAD was organized to increase adoptions, dispel long-held myths, such as "too many pets, not enough homes," and to quickly reduce shelter populations. Animal sheltering organizations across the country were encouraged to hold a free adoption event over a two-day weekend. These organizations received grant funding based on removing barriers to adopting senior pets, healthy pets and pets with treatable conditions along with puppies and kittens. This event grew in popularity with 14 communities participating and was considered the largest "free" pet adoption event at that time in the U.S. Over the six years MPAD was held, the event helped 36,282 pets find new homes from nearly 250 organizations and provided shelter and foster-based organizations with over \$28 million in grants.



NEARLY 250
PARTICIPATING ORGANIZATIONS



36,282
PETS FOUND NEW HOMES



\$28 MILLION
GRANT PRIZES AWARDED TO
NEARLY 250 ORGANIZATIONS



2010

First-of-its-kind five-year multi-state free adoption event established, Maddie's® Pet Adoption Days, over 36,000 pets adopted in community-wide collaborations in 591 cities in nine states

FOSTER CARE

Over the years, Maddie's Fund has done much to help establish foster care as a standard across the U.S. from creating models for foster care programs, research studies, tools and surveys.

In 2017, Maddie's Fund awarded a three-year \$573,536 grant to Pima Animal Care Center (PACC) in Tucson, AZ, to create a large-scale, high volume foster program as a model program for other U.S. shelters to follow. During the first year of the **Model Foster Care Program**, PACC was able to increase the number of pets experiencing foster care by 245% and recorded the highest number of pets through foster care in a year – 5,069!

First-of-Its-Kind
Foster Care Market
Research Study,
Consumer Edition

2017



In 2018, we awarded Arizona State University a \$1,728,495 grant for their research study **Nationwide Deployment and Evaluation of Fostering Programs in Animal Shelters**. This project collected data on a variety of foster programs: long-term, short-term (including weekend and field trips), emergency fostering, and safety net fostering. Highlights from the study found that over 77% of pets enrolled in safety net fostering programs were reunited with their owners, dogs in short term foster placements had reduced cortisol (stress) levels during their stay, and that dogs who go on foster field trips are 4.2 times more likely to be adopted than those who do not.

In 2018, we also launched **Maddie's® Pet Assistant**, a free app that supported fosters and adopters while giving shelters valuable follow-up data. Caregivers could share health and behavior updates, receive tips and reminders, and even submit pet biographies to help with adoption — all tools to keep pets out of shelters and thriving in homes. Two years after launching, we transitioned the app to Pethealth, Inc., who now manages it as Pet Assistant.



FOSTER CARE

Since 2018, Maddie's Fund has conducted four **national foster care surveys** to better understand trends and find opportunities to help more pets thrive in foster homes. These surveys have shown exciting growth in both the number of pets experiencing foster care and the number of active caregivers, while also highlighting ways shelters can make fostering easier — like streamlining onboarding or reducing unnecessary requirements. By sharing these insights, we encourage organizations to try new approaches, strengthen their foster programs, and give even more pets the chance to flourish in loving homes.



In 2020, to support shelter and rescue organizations as they moved more animals to foster due to the COVID-19 pandemic, we designed the [Pet Foster Care Stimulus Grant](#). This grant opportunity provided funding to support foster care programs with food, medical care, supplies, staff time and more. With over 1,000 grant applications received, we awarded \$1.028 million to 214 organizations.



2020

Pet Foster Stimulus Grant
Offered in Response
to COVID-19 Pandemic

IMPROVING INDUSTRY STANDARDS

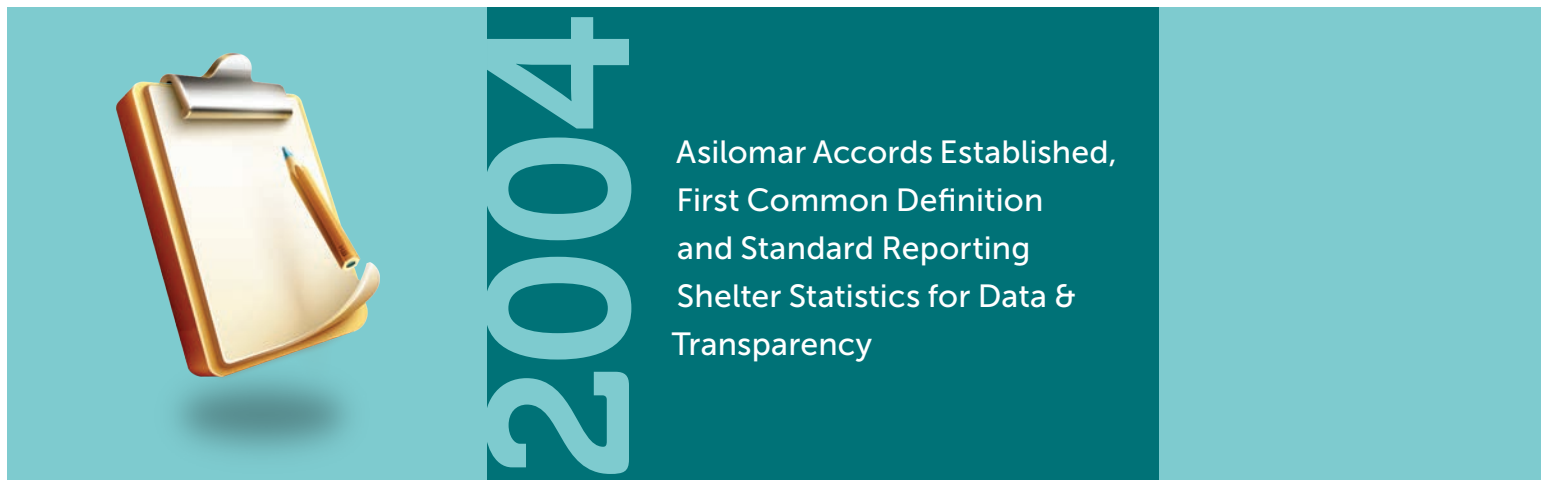


Through focused efforts to share knowledge and develop the field, animal well-being has become a more professional and effective industry. Advocating for data transparency has laid the foundation for accountability and evidence-based practices, while investments in workforce professionalization have elevated the standards of care and expertise across the sector. Pulling together community-led practices shifted the way shelters worked together and with their communities. Creating and continuously evolving educational tools like Maddie's® University and Maddie's® Pet Forum has enabled practitioners and organizations of every scale to engage in lifelong learning and foster a culture of continuous improvement and shared excellence across the field. By supporting and elevating industry innovators, the field has embraced creative solutions to long-standing challenges. Conference scholarships have expanded access to knowledge-sharing opportunities, and national partnerships have fostered collaboration and alignment across organizations, amplifying impact and accelerating progress.



DATA AND TRANSPARENCY

In 2004, 20 leaders (including Maddie's Fund's former president, Rich Avanzino) representing national organizations and funders in the industry, gathered to find common ground in an otherwise divided animal welfare field. The result was the [Asilomar Accords](#), a first in the industry: common definitions and a standard way of reporting shelter statistics.



In July 2008, Maddie's Fund gave its first Maddie's® Pet Evaluation Matrix Grant to Dane County Humane Society for \$5,000. The grant opportunity was offered to encourage coalitions to develop standardized ways of classifying animals in the Asilomar Accords' healthy, treatable-rehabilitatable, treatable-manageable and unhealthy & untreatable categories. Maddie's Fund distributed a total of \$200,000 for Maddie's® Pet Evaluation Matrix Grants to six communities.

In July 2011, for the first time in animal sheltering history, data from several hundred shelters and communities across the United States was compiled into a single, searchable database known as Maddie's® Comparative Database. This focus on data and transparency helped lead to the formation of [Shelter Animals Count \(SAC\): The National Database Project](#), a collaborative effort of leading animal well-being organizations, associations, researchers and shelter directors to create a comprehensive national database of shelter statistics. Maddie's Fund was one of five founding sponsors.

Between 2016 and 2020, Maddie's Fund provided \$4,782,250 to Austin Pets Alive! to pilot new programs offering apprenticeships to share progressive practices across the country. From 2021 – 2024, Austin Pets Alive! launched [Human Animal Support Services \(HASS\) Project](#), a collaborative initiative designed to keep pets and people together. Through HASS, 24 pilot shelters worked to make innovative community-led programs standard practice in animal well-being. These include helping lost pets return home, expanding short- and long-term fostering, offering rehoming support for any reason, addressing equity and inclusion, and supplying food and medical services. By reimagining the role of shelters as community resource centers, HASS has shifted the field toward stronger, more compassionate partnerships with families and their pets. In total, Maddie's Fund has supported HASS with \$6,441,950 in grants.



MADDIE'S® UNIVERSITY

Launched in 2017, [Maddie's® University](#) is a free online learning management system that houses a wide option of course formats — self-paced courses, on-demand presentations, online instructor-led courses and learning paths — all to meet the needs of the learner. What started with two self-paced courses now contains over 100 professional and dynamic courses with content ranging from [Feline Communication: How to Speak Cat](#), *Fundamentals of Dog Communications* and *Safe Dog Handling*, *Customer Service for Animal Shelters*, *Taking the Fear Out of Bottle Feeding* and *Basic Kitten Care* to *Lost Dog Prevention*, *Hatching Leadership: Live Better, Work Better* and *The Journey You Own: Contemplative Practices*. To date, Maddie's® University has provided training to 75,077 learners



ONLINE INSTRUCTOR-LED COURSES

Maddie's Fund [Online Instructor-Led Courses \(OILC\)](#) involve a combination of self-paced reading material, instructor-led virtual classes and a final project. The courses are free and taught online which allows a larger pool of people to take advantage of this professional development opportunity. Since its inception in the fall of 2020, 94 courses have been taught over 12 seasons, with 1,828 students completing courses. Overall satisfaction rates from course surveys indicate an average of 93% satisfaction level from learners.

WEBCASTS

[Webcasts](#) have allowed the industry to share timely information with a wide audience who might not have otherwise had the opportunity to travel in person to presentations. Since 2011, Maddie's Fund has produced 1,761 webcasts with 4.5 million views on a wide range of topics designed to benefit animal well-being professionals and volunteers. All are available free and offer continuing education credit from Certified Animal Welfare Administrator (CAWA) and National Animal Care and Control Association (NACA). Many are also approved for Registry of Approved Continuing Education (RACE) credits for veterinarians and veterinary technicians. Maddie's Fund also offers recurring webcasts on a particular theme or focus: Maddie's® Monthly Behavior Connection, Maddie's® Monthly Foster Connection and Maddie's® Insights, which provides practical tips based on current research to help pets and people.

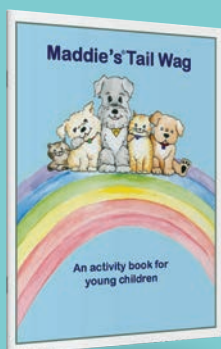
MADDIE'S® UNIVERSITY

CAMP MADDIE

We also introduced a unique format of presentation, **Camp Maddie**, a free virtual half-day session delving deep into a particular topic. Each event covered various topics with “to-the-point” presentations, panel discussions, strategy-sharing seminars, videos and question and answer sessions. Presenters discussed removing barriers in the specific topic, how to build capacity and provided insight into strategies in their communities. Thus far, four Camp Maddie events were offered:



- **Foster Edition**, which focused on recruiting foster caregivers for adult dogs and featured 14 foster care experts
- **Behavior Edition**, held over two half-days, that addressed which dogs are safe to rehome, keeping dogs happy and healthy in your care, and finding them homes
- **Pet Inclusive Housing**, which covered human homeless response systems, dog-inclusive housing and legal protections for tenants with pets, and finding and engaging pet-inclusive rental landlords
- **Kitten Edition**, which centered on the role of community cat programs in saving kittens, developing kitten foster programs that are safe, effective and fun, and protocols for medical care, behavior and socialization



2005

Maddie's® Tail Wag Published, Humane Education Activity Book authored and illustrated by Dr. Laurie Peek

MADDIE'S® UNIVERSITY

MADDIE'S® PET FORUM

To meet the needs of the animal well-being community, Maddie's Fund developed and launched [Maddie's® Pet Forum \(MPF\)](#) in 2017, an online community designed to increase collaboration, transparency and engagement within the animal well-being industry as a safe place to collaborate, share resources and provide/receive support. The advent of this technology has allowed the industry to be less siloed from, and to help, one another.

To date, MPF has over 65,000 members interacting with each other from 50 states plus the District of Columbia and 154 countries. Since November 2022, we've awarded \$101,000 in grants to 43 randomly selected organizations on MPF as part of our engagement activities.

A feature of the MPF platform is the Resource Library which continues to grow. Since 2021, a total of 3,206 resources have been added to Maddie's® Pet Forum by industry members and these resources have been downloaded by members 125,181 times.



\$101,000
GRANT PRIZES AWARDED
TO 43 ORGANIZATIONS



154
COUNTRIES WITH MEMBERS,
INCLUDING ALL 50 STATES



3,206
RESOURCES ADDED



125,181
RESOURCES DOWNLOADED

"I am so thankful for finding Maddie's® Pet Forum and Maddie's® University. The support and education are outstanding. Often, you feel very alone in animal rescue, but the forum makes me feel connected to others."

— Connie Ash, Mended Paws Sanctuary in Blytheville, AR

CONFERENCES

Conferences provide a way for the industry to connect, meet and share information in person or online. Maddie's Fund's strategy over the years has evolved to focus on bringing professional development and education to those who otherwise would not have been able to attend regional or national conferences. This was delivered in a variety of ways; from engaging and interactive conference sessions such as Foster Feud, Jeopardy-style game, Speed Dating Workshop and a hands-on cosplay session of a disease outbreak in a shelter. Our booth experience has provided gamification as well as video and guest speakers. Post-Covid brought a focus on sponsorships to create connection and support of scholarships for those who might not have had the opportunity to attend an in-person conference. Our focus was on meeting people in our field where they are, resulted in an investment in regional, state and human and social service-centered conferences.

In the history of Maddie's Fund, we provided a total of \$2,258,980 for sponsorship of 121 conferences nationwide. Additionally, we provided \$1,654,112 for 3,502 scholarships at 72 combined virtual and in-person events.

ADDRESSING CHALLENGES, CREATING SOLUTIONS



Barriers exist in all industries and animal well-being is no different. From staffing turnover and compassion fatigue to natural disasters, working in the animal well-being field can be incredibly challenging.

When the COVID-19 pandemic hit in 2020, it put a spotlight on all of these challenges. With shelters closed to the public and many relegated to their homes, the field needed a way to check in and connect with each other. That is when the first iteration of what is now known as [Community Conversations](#) launched. These 50-minute weekly calls started as a safe space for animal well-being professionals to connect with each other during Covid. Everything from quarantine protocols, drive-thru vaccine clinics to mental health was discussed.

Every Monday over the last five years, hundreds of animal shelter and foster-based organization professionals (live and on-demand) gathered virtually over Zoom from across the country and beyond. Conversation topics included everything from helping pets of the unhoused, dog training prison programs and the importance of grooming services, behavior and medical impacts of spay and neuter, safety net programming to retaining staff and recruiting pet fosters and self-care for animal well-being professionals.

Maddie's Fund not only hosted these calls but also provided a monthly grant giveaway from those attending the conversations live or watching later on-demand. To date, we've awarded a total of \$271,000 in grants to 104 organizations.



ACCESS TO CARE

Over the years, Maddie's Fund has worked to improve access to veterinary care, with a focus on keeping people and pets together. This focus has evolved into long-term investment, collaboration and innovation. In 2017, we began investing in research initiatives that have since shaped industry-wide change. To date, we have awarded \$16,181,563 in Access to Care grants. Today, we continue to support programs and partnerships that build sustainable, community-centered solutions. For example, we've provided grants to support AlignCare research at the University of Tennessee, access to veterinary care programs at WisCARES and for community ambassador and veterinary workforce development programs at San Francisco SPCA.



THE WISCONSIN COMPANION ANIMAL RESOURCES, EDUCATION AND SOCIAL SUPPORT (WISCARES)

Since 2022, we've awarded \$2,765,168 in grants to the WisCARES program at the University of Wisconsin-Madison (UW-M). These grants have supported the salaries of a Certified Veterinary Technician (CVT) and a social worker at the WisCARES program for two years as well as the five-year expansion plan of their Community Pet Resource Clinic and Veterinary Care.

Through these grants they've been able to add more treatment rooms, improve clinical workflow, expand outreach to Spanish-speaking clients and strengthen both animal care and client services.

SAN FRANCISCO SPCA



Since 1997, we have awarded \$4,647,377 in grants to the SF SPCA, supporting programs like their Community Medicine Education Training (CoMET) and Community Ambassador Program. CoMET reduces barriers to entry in the animal well-being field and engages communities historically underrepresented in veterinary care, offering lectures, workshops, and hands-on experience at SF SPCA clinics, with participants receiving certificates and eligibility for full-time positions. The Community Ambassador Program expands access to veterinary care in San Francisco, Stockton, and California's Central Valley by building strong community relationships, strengthening local veterinary systems, and ensuring care reaches those who need it most.

ACCESS TO CARE



2017

Access to Veterinary Care Research; Access to Veterinary Care: Barriers, Current Practices and Public Policy study and development of AlignCare

UNIVERSITY OF TENNESSEE, THE PROGRAM FOR PET HEALTH EQUITY AND ALIGNCARE

The Program for Pet Health Equity (PPHE) exists to improve access to veterinary care for pets and their families not adequately served by the current system. PPHE promotes and facilitates national collaborations and public policy development, to remove barriers to veterinary care. Their activities include education, service, and social and public health research and the creation of AlignCare Health, a 501(c)3. To date, Maddie's Fund has awarded \$6,725,590 in grants to the University of Tennessee Program for Pet Health Equity for three phases of their project:

[Access to Veterinary Care research](#); Research and Development of AlignCare; Establishing AlignCare and just awarded a \$5,181,613 five-year grant to continue PPHE's work into Access to Veterinary Care.

PPHE developed AlignCare Health, a national, community-funded One Health system that helps care for pets and the well-being of the families who love them.

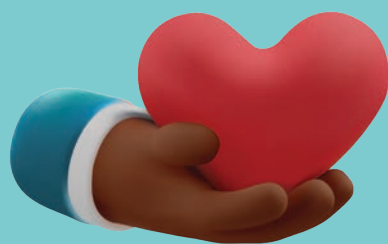


"Thanks to Maddie, millions of pets and their people will benefit from the 'one health' approach that is AlignCare by sustainably gaining access to veterinary care. Lack of access to veterinary care is the greatest animal welfare crisis affecting owned pets in the United States. We can manage our way out of this problem by making evidence-based decisions, ultimately achieving pet health equity and improving family and community health and well-being."

— Dr. Michael Blackwell, Lead Investigator and former Dean
of the College of Veterinary Medicine University of Tennessee

REMOVING BARRIERS

Removing barriers means investing in people and communities historically excluded from pet support services. By funding equity-driven initiatives, culturally responsive care and community-led solutions, we're helping ensure that access to pet well-being isn't limited by race, income or geography. The following programs highlight this work in action.



2021

New Grantee Operating Support to Animal Well-being and Veterinary-Focused Organizations

COMPANIONS AND ANIMALS FOR REFORM AND EQUITY (CARE)

Since 2021, Maddie's Fund has paid a total of \$6,320,500 in grants to CARE, the first national BIPOC-led nonprofit focused on human and animal well-being. CARE's mission is to amplify BIPOC voices through community-centered investments, research, and storytelling – all in an effort to keep families and their pets together. In 2024, CARE supported 620 pets through their DirectCARE program and continues to build sustainable, community-led networks through 30 Proximate Leaders, 23 CARE Center Partners and 34 Support Partners.

CARE's Racial Equity, Diversity and Inclusion (REDI) initiative also expanded this year with new courses tailored to specific roles: REDI Silver (12 certificates), REDI Copper for animal control officers (20) and VetREDI for veterinarians (52). The introductory REDI Bronze course has reached over 1,190 participants to date.

We've awarded \$200,000 to CARE's First-of-Its-Kind [Dr. Jodi G. Blackwell Scholarship Fund](#) for African American Veterinary Students.



DISASTER RELIEF

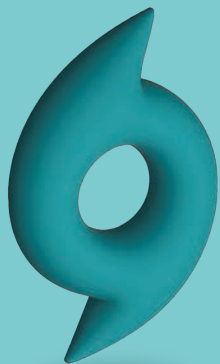
During natural disasters, families, both human and animal, are often left without the resources they need to stay safe and together. Maddie's Fund has provided emergency funding to support local organizations on the front lines, helping protect pets, support caregivers, and strengthen community resilience.

Since 2001, we've provided a total of \$1,617,000 in relief funds to support communities facing a wide range of crises — including the aftermath of 9/11, floods, hurricanes, tornadoes and wildfires. These grants helped provide things like donated supplies, assistance with emergency transportation and placement of animals, and the setup of temporary triage centers, ensuring families had the resources they needed to stay safe and together during times of uncertainty.

In 2024, Maddie's Fund, in partnership with our sibling organization, Dave & Cheryl Duffield Foundation, awarded \$950,000 to 14 organizations to help animals affected by Hurricanes Helene and Milton across six states. These grants supported emergency transport, sheltering, staffing and infrastructure repairs.



PHOTO CREDIT: DUSTIN SAFRANEK
FOR AUSTIN PETS ALIVE!



2017

Maddie's Fund
Commits \$1M
to Support Disaster
Relief Efforts due to
Hurricane Harvey

CHALLENGE GRANTS

From 2018 to 2024, Maddie's Fund hosted eight national **Challenge Grants** that awarded a total of \$1,889,000 to 489 organizations. These unique grant opportunities encouraged participants to try new approaches around three key themes — foster, return to home and inclusivity — with organizations choosing how they wanted to participate. For example, our first-ever **Get 'em Home Challenge** in 2018 inspired shelters to find creative ways to get long-stay pets adopted, while the **No Place Like Home Challenge** in 2021 helped thousands of dogs and cats reunite with their families. More recently, the **Open Arms Challenge** in 2024 encouraged organizations to adopt inclusive practices that reduced barriers, opened doors to new adopters and volunteers, and helped keep people and pets together. In all, up to 23 national organizations collaborated with us over the years, making these challenges a powerful driver of innovation and community-focused practices across the country.



\$1,889,000
GRANT PRIZES AWARDED



489
PARTICIPATING ORGANIZATIONS



23
COLLABORATING
NATIONAL ORGANIZATIONS



8
2018

First-of-its-Kind
Challenge Grants
Originated with
National Partners

SHELTER MEDICINE



A specialized area of veterinary medicine, shelter medicine focuses on the health and well-being of animals in a shelter, as well as providing preventative care, recognizing behavioral needs and preventing the spread of diseases and protecting population health. Maddie's Fund have made trailblazing investments in shelter medicine that has elevated shelter veterinarians and transformed animal shelters. Over 30 years, we've awarded \$37,340,270 in grants to universities, colleges and nonprofit organizations in support of shelter medicine education and training, medical equipment, research and response to disease outbreaks.



UNIVERSITY & COLLEGE SHELTER MEDICINE PROGRAMS

In 2001, Maddie's Fund provided funding to establish the nation's first comprehensive shelter medicine program to the University of California Davis School of Veterinary Medicine in the amount of \$891,306. In 2023, the American Board of Veterinary Specialties (ABVS) approved a shelter medicine petition for full recognition as a veterinary specialty.

Through June 2025, Maddie's Fund has contributed \$34,775,138 to shelter medicine education, making us the largest supporter of shelter medicine training at Colleges of Veterinary Medicine. One example of this commitment is our funding support to Maddie's® Shelter Medicine Program at Cornell University.



CORNELL UNIVERSITY MADDIE'S® SHELTER MEDICINE PROGRAM

In 2005, Maddie's Fund provided the first grant to Cornell University to support a stand-alone shelter medicine program. Twenty years, and \$6,200,000 in grants later,, we're still providing support for the continuation and growth of the [Maddie's® Shelter Medicine Program](#). In the last fiscal year, the program was able to expand the leadership of the Primary Care Surgery Service with new faculty hires, enhance clinical training by providing extensive care at partner shelters and communities and completed Phase One of a Community Needs Assessment identifying significant regional access-to-care gaps for pets.

NONPROFIT SHELTER MEDICINE

Through June 2025, Maddie's Fund has contributed \$2,565,132 to 34 distinct organizations to support shelter medicine research, externships, scholarships, medical equipment grants and disease outbreak responses.

One of the largest efforts supported by Maddie's Fund was a \$1.1 million grant to address a major disease outbreak, a rare flu strain that threatened hundreds of cats in New York City shelters. Thanks to a historic collaboration with the New York ASPCA, the University of Wisconsin-Madison Shelter Medicine Program, New York City Animal Care and Control, the New York City Department of Health, the Centers for Disease Control and others, more than 500 exposed cats were cared for and able to overcome this flu strain, avoiding what could have been euthanasia decisions, demonstrating the power of shelter medicine and community partnerships.



PEOPLE AT THE HEART OF HUMAN AND ANIMAL WELL-BEING PROFESSION

Maddie's Fund strives to recognize the visionaries, changemakers, and community leaders who are driving progress in animal well-being and beyond. These individuals are pushing boundaries, challenging norms, and creating lasting, positive impact for pets and the people who love them. To honor and support their work, Maddie's Fund recognizes these achievements with a grant, providing resources that help expand their reach and deepen their impact in their communities.



CANDID CONVERSATIONS

[Maddie's® Candid Conversations](#), a first of its kind video and podcast series of open, revealing conversations with influential animal well-being leaders who discuss their inspiring pathway to promoting diversity, equity and inclusion in their daily work. Hosted by Maddie's Fund, these thought-provoking conversations remind us of the importance of keeping pets and people together. To date, there have been fourteen Candid Conversations.



2020

Maddie's® Candid Conversations, a first-of-its-kind series of open, informal online conversations and Q&A with Diversity, Equity and Inclusion Leaders



AWARDS



AVANZINO LEADERSHIP AWARD

Named in honor of Rich Avanzino, Maddie's Fund President from 1998 to 2015 and a pioneer of innovative programs that promoted live outcomes, the [Avanzino Leadership Award](#) recognizes outstanding leadership and dedication to the human-animal bond. Recipients are celebrated for their bold decisions, creative thinking, and deep commitment to improving the lives of pets and their people. Each award includes a \$25,000 grant designated by the recipient to support a cause or organization of their choosing. Past recipients include Dr. Ellen Jefferson (2016), Dr. Julie Levy (2017), Dr. Michael Blackwell (2020), Dr. Lila Miller (2021) and James Evans (2022).



2016

Prestigious
Maddie Hero Awards
launched

MADDIE HERO AWARD

Launched in 2016, the prestigious first-of-its-kind [Maddie Hero Award](#) recognized and honored the "top dogs" in communities that were not only advancing the well-being of companion animals in the United States, but leading the way with their innovative ideas, progressive thinking and pioneering actions. Each award included a \$10,000 grant for their respective organizations.

MADDIE'S 30TH ANNIVERSARY HERO AWARDS

In honor of our 30th anniversary, we surprised 10 animal well-being organizations each with a special \$30,000 grant. These [Maddie's® 30th Anniversary Hero Awards](#) were part of the continued celebration of three decades of advancing the well-being of companion animals and the people who care for them.



"The well-being of pets is directly related to the well-being of people, and to play a part in this relationship for 30+ years has been one of life's great treasures."

— Dave Duffield

Thank You Dave & Cheryl
30 Years of Support & Inspiration

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