Marketing to Save Lives

We Redefine PURRfection.
In Fiscal Year 2007–2008, Maddie’s Fund® inaugurated a Marketing Competition to increase adoptions of hard to place pets. Maddie’s Fund® Marketing Competition invited animal welfare organizations to submit successful marketing ideas for placing elderly, shy, disfigured or unattractive pets as well as cats and dogs requiring in-home medical or behavioral care — pets who are traditionally left behind in animal shelters, but who must be saved if we are to reach our no-kill nation goal. The winners are featured in this year’s Annual Report.


**About Maddie’s Fund**

Maddie’s Fund® was established by Dave and Cheryl Duffield as The Duffield Family Foundation in 1994. In January 1999, the Board of Directors restructured the Foundation, defined its mission, implemented a new operating methodology and adopted the name Maddie’s Fund.

Maddie’s Fund is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home.

To achieve this goal, Maddie’s Fund is investing its resources in building community collaborations where animal welfare organizations come together to develop successful models of lifesaving; in veterinary colleges to help shelter medicine become part of the veterinary curriculum; in private practice veterinarians to encourage greater participation in the animal welfare cause; and in the implementation of national strategies to collect and report shelter statistics. Maddie’s Fund is named after the family’s beloved Miniature Schnauzer who passed away in 1997.

**The Maddie’s Fund Board**

Dave Duffield  
Cheryl Duffield  
Amy Zeifang  
Mike Duffield  
Laurie Peek, DVM  
Peggy Taylor

**The Maddie’s Fund Staff**

Rich Avanzino  
President  
Mary Ippoliti-Smith  
Vice President of Operations  
Laurie Peek, DVM  
Veterinary Program Director  
Lynn Spivak  
Communications Director  
Shelly Thompson  
Grants Manager  
Lynne Fridley  
Field Representative  
Christina Davis  
Communications Specialist  
Joey Bloomfield  
Grants Assistant

**Thanks to Maddie**

Maddie was a beloved Miniature Schnauzer whose unconditional love, devotion, loyalty and spirit inspired her guardians to start a charitable foundation, Maddie’s Fund®, in her name.

Dave and Cheryl Duffield fell head-over-heels for Maddie when she was only ten days old. “We held her in our arms, and loved her immediately,” says Dave. “Maddie melted our hearts from the first second we saw her,” adds Cheryl, “with her sweet ways, her stubbornness, her independence, her intelligence, her spirit, and her devotion.”

Dave, Cheryl and Maddie shared ten memorable and happy years together. Dave remembers one particularly good day during the formation of his company, PeopleSoft. Playing with Maddie, he picked her up and made the following promise: “If we ever make some money, I promise we will give it back to you and your kind so others can be as happy as we are today.”

Dave and Cheryl are fulfilling their promise to Maddie. They have endowed Maddie’s Fund with more than $300 million and have spent $71.6 million so far to save dog and cat lives. In their lifetime, Dave and Cheryl have personally given more of their personal wealth to the animal welfare cause than any other individuals. And although they don’t want to make a big fuss over their unprecedented contribution, they do want to honor their cherished companion and the special bond they shared.

Animal lovers can understand this sentiment. More and more of us view our companion animals as family, giving them the same care and tenderness we provide our two-legged family members. Our pets enrich our lives with their unconditional devotion to us. They enhance our lives with their stability, love and companionship. The rewards of animal companionship are immeasurable.

Maddie inspired Dave and Cheryl to give generously to help save homeless pets in desperate need of love and care. Thanks to the dog with the indomitable spirit, shelter pets are afforded new opportunities to find compassionate homes in which they, too, may share in the joy, love and companionship that Dave and Cheryl enjoyed with Maddie.

On behalf of all sheltered dogs and cats, we give thanks to Maddie, whose spirit lives on through the lives her memorable gift has touched.
Maddie’s Fund® is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home. To achieve this goal, Maddie’s grant giving is focused in three areas: increasing adoptions and spay/neuter surgeries to reduce shelter deaths; gathering statistics to measure lifesaving progress; and encouraging private practice veterinarians and colleges of veterinary medicine to actively get involved in animal welfare.

In Fiscal Year 2007–2008, Maddie’s Fund and Petfinder.com inaugurated a Marketing Competition to increase adoptions of hard to place pets. The Marketing Competition invited animal welfare organizations to submit successful marketing campaigns for placing elderly, shy, disfigured or unattractive pets, as well as cats and dogs requiring in-home medical or behavioral care — pets who are traditionally left behind in animal shelters, but who must be saved if we are to reach our no-kill nation goal.

Maddie’s Fund invested heavily in this competition to accomplish several objectives:

- Demonstrate that there is a market for “less than perfect” dogs and cats.
- Focus national attention on adopting hard to place shelter pets.
- Reward organizations that are doing it well.
- Encourage shelters not placing difficult pets to invest their resources and increase their efforts in this area.
- Provide valuable “how-to” information for other shelters to utilize.

From the trends I see today, it won’t be long until the supply of puppies, small dogs, and adorable, young “peak of health” pets are a very small fraction of homeless pet populations. That is the case already in many communities. And so we’re faced with a choice. Do we euthanize the elderly dog with arthritis and import a puppy from another part of the country (or another country)? Or do we step up to the plate, proclaim that every healthy and treatable homeless dog or cat is entitled to a second chance, and take on the challenge of finding homes for the tough cases?

If animal welfare leaders are serious about wanting to end the killing, every animal control agency, traditional shelter, and adoption guarantee organization is going to need to sharpen their marketing skills to get the hard to place animals adopted. Some organizations have started already, as you’ll see in this year’s Annual Report, Marketing to Save Lives.

Sincerely,

Rich Avanzino
President
Maddie’s® Residents broadened their shelter medicine experiences with extended field training at model spay/neuter clinics and shelters and through weeks-long shelter behavior rotations.

**Veterinary Student Training:** Students were exposed to shelter medicine through ongoing core and elective shelter medicine-related lectures and courses, student externships and in-shelter rounds.

**Shelter Medicine Outreach:** Program staff lectured at over a dozen national and regional animal welfare and veterinary conferences, provided shelter consultations via telephone and e-mail, and offered in-depth instruction on dog and cat training and animal behavior for Tompkins County SPCA staff.

- The Veterinary Students for the Prevention of Cruelty to Animals (VSPCA) established a Shelter Medicine Clinic to give veterinary students hands-on learning in shelter medicine while providing valuable care to the animals at the Tompkins County shelter.
- A behavioral component was added to Cornell’s Residency program.
- An endowment for the Director of Clinical Programs was added, which will help to ensure the sustainability of Maddie’s® Program after our funding ends.
Shelter Medicine Education

Maddie’s® Shelter Medicine Program, University of Florida

The University of Florida, College of Veterinary Medicine received a grant to create a comprehensive shelter medicine program that will enhance support for local animal shelter operations, improve disease control and adoption rates among shelter animals, and expand professional training to fill the current shortage of skilled providers in animal shelters.

Maddie’s® Shelter Medicine Program is focused on four central strategies:

• Shelter evaluation and extension services, including shelter assessments and disease diagnostic, control and prevention services.
• Shelter medicine training for shelter medicine residents, shelter veterinary technicians, shelter veterinarians and animal cruelty investigators.
• Veterinary student training through core courses, shelter medicine electives and externships.
• Development of new knowledge through in-shelter research projects, shelter medicine symposia, continuing education seminars and the development of a shelter medicine website.

Project Start: July 1, 2008
Funding for Years 1-3: $1,706,304
Total Potential Funding: $4.43 million

Maddie’s® Shelter Medicine Program, Iowa State University

Maddie’s® Shelter Medicine Class reached a record number of students (47), including attendees from the University of Nebraska (via video link).

Twenty-seven Maddie’s® Summer Scholars participated in projects to study upper respiratory infection in shelters and determine the effectiveness of L-lysine in preventing feline upper respiratory disease.

Project Start: April 1, 2003
Funding for Year Four: $69,000
Funding through Year Four: $227,400

Student Learning: Senior veterinary students and students in the Public Health rotation were given hands-on experience at several Iowa shelters. Maddie’s® Infection Control Manual for Animal Shelters was the primary textbook (see page 36).
Maddie’s® Shelter Medicine Research Project, Colorado State University

**Project Start:** January 1, 2008  
**Total Funding:** $60,348

Colorado State University received a grant to develop, implement and evaluate a training program for animal shelter workers and volunteers to increase their knowledge of zoonotic diseases and infection control measures. The training took place in Colorado, Wyoming, Montana, North Dakota, South Dakota and Utah.

**Trainees:**
- Learned clinical signs and transmission routes of zoonotic diseases.
- Investigated the potential impact of zoonotic diseases on immune compromised individuals.
- Learned infection control measures critical for disease prevention and control.
- Worked through zoonotic disease scenarios that might occur in animal shelters.

Maddie’s® Shelter Medicine Course, University of Wisconsin-Madison

**Project Start:** January 1, 2008  
**Total Funding:** $15,000

The University of Wisconsin-Madison received a grant to provide shelter medicine instruction. Maddie’s® Shelter Medicine Course was offered in February, March and April 2008 as an elective for veterinary students in their first, second or third year. Topics included: Vaccinations and Immunology in Shelters, Canine and Feline Behavior Evaluation, High Volume High Quality Spay Neuter, and Shelter Design.

Maddie’s® Shelter Medicine Externships

- University of Georgia  
- University of Missouri-Columbia  
- University of Pennsylvania  
- University of Wisconsin-Madison

Externships of $6,000 each were given to four colleges of veterinary medicine to enable veterinary students to work alongside a full-time veterinarian at an adoption guarantee animal shelter(s)*.

* An adoption guarantee animal shelter is an animal shelter that saves all healthy and treatable dogs and cats under its care, with euthanasia reserved only for unhealthy/un treatable dogs and cats.
With the outstanding lifesaving performance of Maddie’s® Pet Rescue Project in Alachua County over five years, Maddie’s Fund® expected the coalition to not only maintain an adoption guarantee for healthy pets in Year Six, but begin to make significant inroads into saving the county’s treatable dogs and cats as well. In Year Six, however, a distemper outbreak hit the animal control facility, a statewide budget crisis affected the county, and leadership changed at both animal control and Alachua County Humane Society. As a result, the coalition was unable to put a delivery system in place to extend the adoption guarantee to treatable pets. In the future, we look forward to the groups being able to develop a viable plan for saving the treatable shelter population. For now, Maddie’s® funding will continue through Year Seven for placing healthy shelter pets.

By the end of Year Six, Maddie’s® Pet Rescue Project in Alachua County had increased adoptions by 79% and reduced total deaths by 54% from the baseline year.

Alachua County Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline Year</th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five</th>
<th>Year Six</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>11,387</td>
<td>11,359</td>
<td>n/a</td>
<td>10,810</td>
<td>n/a</td>
<td>9,766</td>
<td>n/a</td>
</tr>
<tr>
<td>Adoptions*</td>
<td>692</td>
<td>1,692</td>
<td>119%</td>
<td>1,938</td>
<td>119%</td>
<td>2,708</td>
<td>75%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>2,551</td>
<td>3,367</td>
<td>103%</td>
<td>4,025</td>
<td>100%</td>
<td>4,194</td>
<td>76%</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>2,219</td>
<td>1,696</td>
<td>173%</td>
<td>981</td>
<td>224%</td>
<td>61</td>
<td>1200%</td>
</tr>
<tr>
<td>Treatable Deaths</td>
<td>4,714</td>
<td>3,901</td>
<td>n/a</td>
<td>3,460</td>
<td>n/a</td>
<td>2,462</td>
<td>n/a</td>
</tr>
<tr>
<td>All Deaths</td>
<td>8,063</td>
<td>6,631</td>
<td>111%</td>
<td>5,209</td>
<td>127%</td>
<td>4,820</td>
<td>122%</td>
</tr>
</tbody>
</table>

*AG stands for Adoption Guarantee Organizations

With the outstanding lifesaving performance of Maddie’s® Pet Rescue Project in Alachua County over five years, Maddie’s Fund® expected the coalition to not only maintain an adoption guarantee for healthy pets in Year Six, but begin to make significant inroads into saving the county’s treatable dogs and cats as well. In Year Six, however, a distemper outbreak hit the animal control facility, a statewide budget crisis affected the county, and leadership changed at both animal control and Alachua County Humane Society. As a result, the coalition was unable to put a delivery system in place to extend the adoption guarantee to treatable pets. In the future, we look forward to the groups being able to develop a viable plan for saving the treatable shelter population. For now, Maddie’s® funding will continue through Year Seven for placing healthy shelter pets.

By the end of Year Six, Maddie’s® Pet Rescue Project in Alachua County had increased adoptions by 79% and reduced total deaths by 54% from the baseline year.
Maddie’s® Pet Rescue Project

**Project Start:**
October 1, 2005

**Funding for Year Three:**
$205,551

**Funding through Year Three:**
$516,600

**Total Potential Funding:**
$725,760

**Participants:**
Baldwin Animal Rescue Center (Lead Agency), Baldwin County Animal Control Center, City of Bay Minette Animal Control, City of Fairhope Animal Control, Daphne Animal Shelter and The Haven for Animals.

Baldwin County Achievements
(Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>Year One</th>
<th>% of Annual Goal</th>
<th>Year Two</th>
<th>% of Annual Goal</th>
<th>Year Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>9,084</td>
<td>10,143</td>
<td>n/a</td>
<td>9,668</td>
<td>n/a</td>
<td>8,960</td>
</tr>
<tr>
<td>AG Adoptions**</td>
<td>1,894</td>
<td>2,390</td>
<td>110%</td>
<td>2,236</td>
<td>91%</td>
<td>1,271</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>3,053</td>
<td>3,300</td>
<td>99%</td>
<td>3,079</td>
<td>85%</td>
<td>2,227</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>1,425</td>
<td>1,476</td>
<td>77%</td>
<td>1,127</td>
<td>76%</td>
<td>957</td>
</tr>
<tr>
<td>All Deaths</td>
<td>5,149</td>
<td>5,431</td>
<td>90%</td>
<td>5,239</td>
<td>87%</td>
<td>5,664</td>
</tr>
</tbody>
</table>

* In April, 2008, the Board of the Baldwin Animal Rescue Center decided to bow out of the Maddie’s® coalition. Maddie’s® Project has continued on, with The Haven for Animals serving as lead agency. However, because of its small size, The Haven cannot reach the goals previously established for the project. Maddie’s Fund is continuing to support the remaining partners at a reduced level through the end of Year Three and for Year Four.

** AG stands for Adoption Guarantee Organizations

Maddie’s® Spay/Neuter Project

**Project Start:**
October 1, 2005

**Funding for Year Three:**
$49,000

**Funding Through Year Three:**
$131,756

**Total Potential Funding:**
$735,436

**Participants:**
Alabama Veterinary Medical Association (Lead Agency) and 16 private practice veterinary hospitals.

Annual Live Release Rates – Baldwin County

<table>
<thead>
<tr>
<th>Animal Control</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>Year One</td>
</tr>
<tr>
<td>37%</td>
<td>40%</td>
</tr>
<tr>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>39%</td>
<td>40%</td>
</tr>
</tbody>
</table>

15

16
Maddie’s Projects in Maricopa County, Arizona

Maddie’s® Pet Rescue Project

**Project Start:**
November 1, 2002

**Funding for Year Six (est.):**
$1.5 million

**Funding Through Year Six:**
$5.6 million

**Total Potential Funding:**
$7 million

**Participants:** Arizona Animal Welfare League and SPCA (Lead Agency), Almost Home Boxer Rescue, Animal Rescue Center, Arizona Animal Rescue and Sanctuary, Arizona Humane Society, Foothills Animal Rescue, HALO, Maricopa County Animal Care & Control, SOAR, Sun Valley Animal Rescue.

As of June 30, 2008, the coalition had saved 100% of the county’s healthy shelter dogs and cats for 33 consecutive months.

Maddie’s® Spay/Neuter Project

**Project Start:**
November 1, 2002

**Funding for Year Six:**
$573,090

**Funding Through Year Six:**
$1,752,535

**Total Potential Funding:**
$3 million

**Participants:** Arizona Animal Welfare League (Lead Agency); Arizona Veterinary Medical Association (Years 1 & 2), 16 private practice veterinary hospitals and 4 non-profit clinics.

Maricopa County Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Baseline Year 6</th>
<th>Year One</th>
<th>% of Annual Goal</th>
<th>Year Two</th>
<th>% of Annual Goal</th>
<th>Year Three</th>
<th>% of Annual Goal</th>
<th>Year Four</th>
<th>% of Annual Goal</th>
<th>Year Five</th>
<th>% of Annual Goal</th>
<th>Year Six (6 mos)</th>
<th>% of Annual Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>109,708</td>
<td>94,352</td>
<td>n/a</td>
<td>102,092</td>
<td>n/a</td>
<td>106,349</td>
<td>n/a</td>
<td>104,507</td>
<td>n/a</td>
<td>98,816</td>
<td>n/a</td>
<td>106,349</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>2,951</td>
<td>6,510</td>
<td>108%</td>
<td>7,612</td>
<td>137%</td>
<td>8,242</td>
<td>123%</td>
<td>6,885</td>
<td>96%</td>
<td>6,944</td>
<td>83%</td>
<td>3,526</td>
<td>79%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>33,570</td>
<td>37,276</td>
<td>101%</td>
<td>37,615</td>
<td>104%</td>
<td>33,564</td>
<td>90%</td>
<td>32,196</td>
<td>85%</td>
<td>29,431</td>
<td>78%</td>
<td>14,405</td>
<td>79%</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>5,706</td>
<td>3,917</td>
<td>117%</td>
<td>1,793</td>
<td>191%</td>
<td>3,443</td>
<td>66%</td>
<td>0</td>
<td>125%</td>
<td>0</td>
<td>100%</td>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>Treatable Deaths</td>
<td>21,959</td>
<td>17,805</td>
<td>n/a</td>
<td>20,687</td>
<td>n/a</td>
<td>20,239</td>
<td>n/a</td>
<td>25,157</td>
<td>n/a</td>
<td>23,069</td>
<td>n/a</td>
<td>6,309</td>
<td>100%</td>
</tr>
<tr>
<td>All Deaths</td>
<td>27,605</td>
<td>21,722</td>
<td>129%</td>
<td>49,796</td>
<td>113%</td>
<td>58,036</td>
<td>93%</td>
<td>59,093</td>
<td>92%</td>
<td>57,287</td>
<td>93%</td>
<td>23,777</td>
<td>96%</td>
</tr>
</tbody>
</table>

* AG stands for Adoption Guarantee Organizations
** Baseline is from Year Six – the baseline has changed over the years due to changes in participating organizations.

Medicaid Spay/Neuter Project

<table>
<thead>
<tr>
<th></th>
<th>Maximum</th>
<th>5 1/2-Year Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid Surgeries</td>
<td>39,942</td>
<td>18,315</td>
</tr>
</tbody>
</table>

**Project Start:**
November 1, 2002

**Funding for Year Six:**
$1.752,535

**Total Potential Funding:**
$7 million

**Participants:** Arizona Animal Welfare League (Lead Agency), Almost Home Boxer Rescue, Animal Rescue Center, Arizona Animal Rescue and Sanctuary, Arizona Humane Society, Foothills Animal Rescue, HALO, Maricopa County Animal Care & Control, SOAR, Sun Valley Animal Rescue.

Annual Live Release Rates – Maricopa County

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
<th>90%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Control</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>44%</td>
</tr>
<tr>
<td>Community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47%</td>
</tr>
</tbody>
</table>

Maricopa County Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Baseline Year 6</th>
<th>Year One</th>
<th>% of Annual Goal</th>
<th>Year Two</th>
<th>% of Annual Goal</th>
<th>Year Three</th>
<th>% of Annual Goal</th>
<th>Year Four</th>
<th>% of Annual Goal</th>
<th>Year Five</th>
<th>% of Annual Goal</th>
<th>Year Six (6 mos)</th>
<th>% of Annual Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>109,708</td>
<td>94,352</td>
<td>n/a</td>
<td>102,092</td>
<td>n/a</td>
<td>106,349</td>
<td>n/a</td>
<td>104,507</td>
<td>n/a</td>
<td>98,816</td>
<td>n/a</td>
<td>106,349</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>2,951</td>
<td>6,510</td>
<td>108%</td>
<td>7,612</td>
<td>137%</td>
<td>8,242</td>
<td>123%</td>
<td>6,885</td>
<td>96%</td>
<td>6,944</td>
<td>83%</td>
<td>3,526</td>
<td>79%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>33,570</td>
<td>37,276</td>
<td>101%</td>
<td>37,615</td>
<td>104%</td>
<td>33,564</td>
<td>90%</td>
<td>32,196</td>
<td>85%</td>
<td>29,431</td>
<td>78%</td>
<td>14,405</td>
<td>79%</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>5,706</td>
<td>3,917</td>
<td>117%</td>
<td>1,793</td>
<td>191%</td>
<td>3,443</td>
<td>66%</td>
<td>0</td>
<td>125%</td>
<td>0</td>
<td>100%</td>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>Treatable Deaths</td>
<td>21,959</td>
<td>17,805</td>
<td>n/a</td>
<td>20,687</td>
<td>n/a</td>
<td>20,239</td>
<td>n/a</td>
<td>25,157</td>
<td>n/a</td>
<td>23,069</td>
<td>n/a</td>
<td>6,309</td>
<td>100%</td>
</tr>
<tr>
<td>All Deaths</td>
<td>27,605</td>
<td>21,722</td>
<td>129%</td>
<td>49,796</td>
<td>113%</td>
<td>58,036</td>
<td>93%</td>
<td>59,093</td>
<td>92%</td>
<td>57,287</td>
<td>93%</td>
<td>23,777</td>
<td>96%</td>
</tr>
</tbody>
</table>

* AG stands for Adoption Guarantee Organizations
** Baseline is from Year Six – the baseline has changed over the years due to changes in participating organizations.
Starting July 1, 2008, the focus of the project shifted from Mobile County to the City of Mobile. The Mobile County Shelter and Saraland Animal Shelter will continue to support the goals of the project and report their statistics, but the adoption guarantee partners will focus their rescue efforts only on the animals in the City of Mobile Animal Shelter.

Maddie’s® Projects in Mobile, Alabama

Maddie’s® Pet Rescue Project

Mobile County Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Baseline Year</th>
<th>Year One</th>
<th>% of Annual Goal</th>
<th>Year Two</th>
<th>% of Annual Goal</th>
<th>Year Three</th>
<th>% of Annual Goal</th>
<th>Year Four (6 mos)</th>
<th>% of 6 mo Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>16,353</td>
<td>15,018</td>
<td>n/a</td>
<td>14,337</td>
<td>n/a</td>
<td>17,296</td>
<td>n/a</td>
<td>9,147</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>983</td>
<td>1,783</td>
<td>98%</td>
<td>2,431</td>
<td>91%</td>
<td>2,523</td>
<td>71%</td>
<td>1,336</td>
<td>61%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>3,088</td>
<td>3,548</td>
<td>90%</td>
<td>3,391</td>
<td>83%</td>
<td>3,595</td>
<td>64%</td>
<td>2,223</td>
<td>68%</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>4,229</td>
<td>2,865</td>
<td>118%</td>
<td>2,372</td>
<td>107%</td>
<td>1,837</td>
<td>92%</td>
<td>479</td>
<td>92%</td>
</tr>
<tr>
<td>All Deaths</td>
<td>12,243</td>
<td>10,171</td>
<td>112%</td>
<td>9,653</td>
<td>109%</td>
<td>12,516</td>
<td>78%</td>
<td>6,232</td>
<td>57%</td>
</tr>
</tbody>
</table>

* AG stands for Adoption Guarantee Organizations

Project Start: January 1, 2005

Funding for Year Four: $860,580

Funding through Year Four: $2,464,633

Total Potential Funding: $4.4 million

Participants:
Mobile SPCA (Lead Agency), Animal Rescue Foundation, City of Mobile Animal Shelter, City of Saraland Animal Shelter, Friends of the Mobile Animal Shelter, Mobile County Animal Shelter and Saraland Animal Friends Foundation.*

In November 2007, the coalition saved 100% of the county’s healthy dogs and cats.

Maddie’s® Spay/Neuter Project

Maximum 3 1/2 Year Actual

Medicaid Spay/Neuter Surgeries

<table>
<thead>
<tr>
<th></th>
<th>Maximum</th>
<th>3 1/2 Year Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29,603</td>
<td>6,985</td>
</tr>
</tbody>
</table>

Project Start:
January 1, 2005

Funding for Year Four:
$175,000

Funding through Year Four:
$612,244

Total Potential Funding:
$2.1 million

Participants:
Alabama Veterinary Medical Association (Lead Agency); 25 private practice veterinary hospitals.

Annual Live Release Rates – Mobile County

*Starting July 1, 2008, the focus of the project shifted from Mobile County to the City of Mobile. The Mobile County Shelter and Saraland Animal Shelter will continue to support the goals of the project and report their statistics, but the adoption guarantee partners will focus their rescue efforts only on the animals in the City of Mobile Animal Shelter.

In November 2007, the coalition saved 100% of the county’s healthy dogs and cats.

*AG stands for Adoption Guarantee Organizations

In November 2007, the coalition saved 100% of the county’s healthy dogs and cats.

In November 2007, the coalition saved 100% of the county’s healthy dogs and cats.
Maddie’s® Pet Rescue Project

Project Start: January 1, 2005
Funding for Year Four: $4,221,000
Funding through Year Four: $9,522,450
Total Potential Funding: $19 million

Participants: Mayor’s Alliance for NYC’s Animals (Lead Agency), Animal Care & Control of NYC, 98 adoption guarantee organizations.

Six months into Year Four, Maddie’s® Pet Rescue Project in New York City had increased adoptions by 96% and reduced total deaths by 49% from the baseline year.

New York City Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Baseline Year**</th>
<th>Year One</th>
<th>% of Annual Goal</th>
<th>Year Two</th>
<th>% of Annual Goal</th>
<th>Year Three</th>
<th>% of Annual Goal</th>
<th>Year Four (6 mos)</th>
<th>% of 6 mo Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>52,497</td>
<td>50,929</td>
<td>n/a</td>
<td>51,984</td>
<td>n/a</td>
<td>51,571</td>
<td>n/a</td>
<td>24,677</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions</td>
<td>7,753</td>
<td>10,247</td>
<td>112%</td>
<td>13,579</td>
<td>101%</td>
<td>16,081</td>
<td>99%</td>
<td>8,648</td>
<td>103%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>12,680</td>
<td>21,612</td>
<td>149%</td>
<td>22,692</td>
<td>124%</td>
<td>24,866</td>
<td>118%</td>
<td>12,405</td>
<td>102%</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>14,000</td>
<td>8,490</td>
<td>132%</td>
<td>3,831</td>
<td>219%</td>
<td>2,236</td>
<td>250%</td>
<td>391</td>
<td>380%</td>
</tr>
<tr>
<td>All Deaths</td>
<td>31,820</td>
<td>23,399</td>
<td>124%</td>
<td>20,818</td>
<td>126%</td>
<td>18,703</td>
<td>125%</td>
<td>7,471</td>
<td>131%</td>
</tr>
</tbody>
</table>

* AG stands for Adoption Guarantee Organizations
** Baseline is from Year Four – the baseline has changed over the years due to changes in participating organizations.

Maddie’s® Spay/Neuter Project

Project Start: January 1, 2005
Funding for Year Four: $441,415
Funding through Year Four: $909,133
Total Potential Funding: $6.4 million

Participants: Mayor’s Alliance for NYC’s Animals (Lead Agency, Years 3 & 4), Veterinary Medical Association of NYC (Lead Agency, Years 1 & 2), 12 private practice veterinary hospitals and 4 non-profit clinics.

Maddie's® Projects in New York City, New York

Maddie’s® Project in New York City has consistently met or exceeded all goals. The coalition saved 100% of the city’s healthy shelter dogs and cats in February and March of 2008.

Community Collaboration

Annual Live Release Rates – New York City

Spay/Neuter Surgeries

Maximum 3 1/2 Year Actual

Medicaid

98,000 12,816
Maddie’s® Projects in Tuscaloosa County, Alabama

**Maddie’s® Pet Rescue Project**

**Project Start:** April 1, 2005  
**Funding for Year Four:** $492,030  
**Funding through Year Four:** $1,212,010  
**Total Potential Funding:** $2.7 million  
**Participants:** T-Town PAWS (Lead Agency), Alabamians Defending Animal Rights, Humane Society of West Alabama, Tuscaloosa Metro Animal Shelter.

In February 2008, the coalition saved 100% of the county’s healthy shelter dogs and cats.

**Maddie’s® Spay/Neuter Project**

**Project Start:** April 1, 2005  
**Funding for Year Four:** $34,400  
**Funding through Year Four:** $120,550  
**Total Potential Funding:** $1.1 million  
**Participants:** Alabama Veterinary Medical Association (Lead Agency) and 6 private practice veterinary hospitals.

**Tuscaloosa County Achievements (Baseline + Above Baseline Performance)**

<table>
<thead>
<tr>
<th>Baseline Year</th>
<th>Year One</th>
<th>% of Annual Goal</th>
<th>Year Two</th>
<th>% of Annual Goal</th>
<th>Year Three</th>
<th>% of Annual Goal</th>
<th>Year Four (6 mos)</th>
<th>% of 6 mo Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>7,823</td>
<td>7,351</td>
<td>n/a</td>
<td>7,679</td>
<td>n/a</td>
<td>8,346</td>
<td>n/a</td>
<td>5,167</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>73</td>
<td>821</td>
<td>118%</td>
<td>993</td>
<td>96%</td>
<td>1,221</td>
<td>98%</td>
<td>679</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>1,023</td>
<td>1,500</td>
<td>91%</td>
<td>1,672</td>
<td>84%</td>
<td>1,864</td>
<td>85%</td>
<td>919</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>1,952</td>
<td>946</td>
<td>165%</td>
<td>1,516</td>
<td>77%</td>
<td>1,420</td>
<td>55%</td>
<td>597</td>
</tr>
<tr>
<td>All Deaths</td>
<td>5,833</td>
<td>4,982</td>
<td>109%</td>
<td>5,313</td>
<td>95%</td>
<td>5,536</td>
<td>84%</td>
<td>3,715</td>
</tr>
</tbody>
</table>

* AG stands for Adoption Guarantee Organizations  
** Baseline is from Year Three. The baseline has changed over the years due to changes in participating organizations.

**Community Collaboration**

**Annual Live Release Rates – Tuscaloosa County**

- Animal Control: 22% Baseline, 20% Year One, 26% Year Two, 22% Year Three, 24% Year Four (6 Months)
- Community: 24% Baseline, 24% Year One, 24% Year Two, 24% Year Three, 24% Year Four (6 Months)
121 animal welfare organizations received between $500 and $25,000 for their entries in the Maddie’s Fund®/Petfinder.com marketing competition for hard to place pets. 195 agencies sent in submissions from 40 states plus Washington D.C. and Puerto Rico. One hundred entries came from non-sheltered groups; the rest evenly divided among animal control agencies, traditional shelters and adoption guarantee shelters.

The winning entries described clever and creative methods they have used to place elderly, disfigured, blind, deaf, unattractive and shy pets as well as dogs and cats with medical and behavioral problems.

Entries were judged by the marketing concept, its implementation, the number of animals placed, documentation of results, and the quality of the submission.

The quality and quantity of the entries prompted the Maddie’s Fund Board of Directors to triple the award over the originally announced sum of $100,000.

**Top Prize Winners**

**$25,000**

Kitty Kind,
New York, New York

Senior Dog Rescue of Oregon,
Philomath, Oregon


**$15,000**

Humane Society for Hamilton County,
Noblesville, Indiana

Pom Rescue.com,
Spartanburg, South Carolina

SPCA of the Triad, Inc.,
Greensboro, North Carolina


**$10,000**

Nevada Humane Society,
Reno, Nevada

Pets for Seniors, Edwards, Illinois

Richmond SPCA,
Richmond, Virginia


**Maddie’s® Marketing Competition Winners**

A Voice for Pets
A.N.N.A. Shelter
Ace of Hearts
Agape Animal Rescue
Almost Home Animal Shelter
Angel Ridge Animal Rescue
Angel’s Wish
Animal Adoption Center
Animal Advocates of Moore County
Animal Friends
Animal Friends Humane Society
Animal Humane Association of New Mexico
Animal Placement Bureau
Animal Protection League of SC
Animal Shelter Adoption Partners
Animal Shelter of Texas County
Animal Shelter of the Wood River Valley
Animal Welfare Society
ARHouse Chicago
Atlanta Dog Squad
Australian Shepherd and Border Collie Rescue of N. NV
Berkeley-East Bay Humane Society
Boston Terrier Rescue of Greater Houston
Bowling Green-Warren County Humane Society
Brittany Foundation
Brown County Humane Society
Cat Adoption and Rescue Efforts
Cat Adoption Team
Cat Depot
Catshhua Rescue
Catnip from the Heart
Cats’ Cradle
Chicago Canine Rescue
Chihuahua Rescue
Clark County Humane Society
Coalition for Animal Rescue & Education
Col. Potter Cairn Rescue Network
Concord-Merrimack County SPCA
Contra Costa County Animal Services
Crawford Area Shelter For Animals
Connecticut Greyhound Adoption
Dachshund Rescue of North America
Dubuque Regional Humane Society
Foothills Humane Society
Franklin County Department of Animal Care & Control
Friends Forever Rescue
Friends of Greyhounds
Friends of Somerset Regional Animal Shelter
Greyhound Adoption League of Texas
Guardian Angels for Animals
Hope Animal Rescue
Humane Society for Hamilton County
Humane Society of Carroll County
Humane Society of Catawba County
Humane Society of Greater Kansas City
Humane Society of Independence County
Humane Society of Madison County
Humane Society of Morgan County
Humane Society of Richmond County
Humane Society of Somerset County
Humane Society of Tampa Bay
Humane Society of Williamson County
Kitten Rescue
Kitty Kind
Knox County Humane Society
Lange Foundation
Lost Paws Rescue of Texas
(continued on next page)
Maddie’s® Marketing Competition Winners

- Loudon County Animal Care & Control
- Maine Coon Adoptions
- Marley Fund
- Marshall Animal Shelter
- Midwest Animal and Potbellied Pig Association
- Monmouth County SPCA
- Muscogee County Humane Society
- Nevada Humane Society
- Nine Lives Foundation
- Oshkosh Area Humane Society
- Our Companions
- Philadelphia Animal Care and Control Association
- Pea A Tu Rescue
- Peninsula Humane Society & SPCA
- Pennsylvania SPCA
- Pet Adoption League
- Pet Haven
- Pet Matchmaker Rescue
- Pet Orphans of Southern California
- Pets for Seniors
- Pets with Disabilities
- Pickens Animal Rescue
- PomRescue.com
- Posh Pets Rescue
- Rawhide Rescue
- Richmond SPCA
- Roanoke Valley SPCA
- Rocket Dog Rescue
- Sammie’s Friends
- San Diego Humane Society and SPCA
- San Francisco Samoyed Rescue
- Second Chance Center for Animals
- Senior Dog Rescue of Oregon
- Shelter to Home
- Sheltering Hands
- Smitten by Kittens
- Sonora Cat Rescue
- Southeastern Greyhound Adoption
- SPA's of the Triad
- Stafford Animal Shelter/
- Humane Society of Park County
- Stanly County Humane Society
- Stray Rescue of St. Louis
- Terre Haute Humane Society
- Tree House Animal Foundation
- TLC Canine Center
- Toledo Area Humane Society
- Walkin’ the Bark Rescue
- Washington Animal Rescue League
- West Warwick Animal Shelter
- Waterford, VA
- Oakland, CA
- Greenville, NC
- Marshall, TX
- Pardeeville, WI
- Easton, NJ
- Columbus, GA
- Reno, NV
- Redwood City, CA
- Oshkosh, WI
- Philadelphia, PA
- Philadelphia, PA
- Youngkers, NY
- Minneapolis, MN
- Walpole, MA
- Van Nuys, CA
- Edwardsville, IL
- Prince Frederick, MD
- Jasper, GA
- Spartanburg, SC
- New York, NY
- Green Brook, NJ
- Richmond, VA
- San Francisco, CA
- Grass Valley, CA
- San Diego, CA
- San Carlos, CA
- Flagstaff, AZ
- Philomath, OR
- Allen Park, MI
- Williston, FL
- Morristown, NJ
- Burney, CA
- Sonora, MI
- Greensboro, NC
- Livingston, MT
- Albermarle, NC
- St. Louis, MO
- Terre Haute, IN
- Chicago, IL
- Newell, IA
- Maumee, OH
- Antioch, CA
- Washington, DC
- West Warwick, RI

Maddie’s® Shelter Data Grants

Maddie’s® Shelter Data Grants are for community collaborations that collect and report shelter statistics using terminology/definitions presented in the Asilomar Accords.

**Bexar County, TX**
*Funding: $40,000*
*Lead Agency: Humane Society/SPCA of Bexar County*
*Participants:*
- Animal Defense League, City of San Antonio Animal Care Services, Converse Animal Shelter, Homes for Pets, Live Oak Animal Care & Control, Scherz Animal Services, SNIPSA, Universal City Animal Care & Control

**Chicago, IL**
*Funding: $36,025*
*Lead Agency: Tree House Animal Foundation*
*Participants:*

**Calhoun County, AL**
*Funding: $20,000*
*Lead Agency: Calhoun County Humane Society*
*Participants:*
- Calhoun County Animal Control Center, League of Animal Welfare, Rockin’ “P” Boxer Rescue, Southern Shih Tzu Rescue

**Fayette County, WV**
*Funding: $8,000*
*Lead Agency: New River Humane Society*

**Huntingdon County, PA**
*Funding: $5,000*
*Lead Agency: Huntington County Humane Society*

**St. Lucie County, FL**
*Funding: $13,000*
*Lead Agency: Humane Society of St. Lucie County*

**Dane County, Wisconsin**
*Funding: $20,000*
*Lead Agency: Dane County Humane Society*
Shelter Grants

Maddie’s® Medical Equipment Grants

Medical Equipment grants are awarded to adoption guarantee shelters that have a full-time veterinarian on staff who is responsible for the care of the shelter animals.

ASPCA
Funding: $15,765
Purpose: Purchase a variety of equipment for their adoption center including walk-on platform scale; nebulizers; ophthalmoscopes; instruments; microscopes; horizontal centrifuge; stethoscopes; pulse oximeters; ultrasonic dental scaler/ polisher; eye surgery packs; microwave heat pads; clippers.

Berkeley-East Bay Humane Society
Funding: $15,000
Purpose: Purchase medical equipment for their veterinary hospital, including surgery & treatment lights; multiparameter veterinary monitor; and veterinary infusion pump.

St. Tammany Humane Society
Funding: $3,235
Purpose: Purchase a hydraulic exam table which will allow staff to handle heavier dogs and more animals.

Tompkins County SPCA
Funding: $118,000
Purpose: Purchase a wide range of equipment to support their shelter medicine program with Cornell University.

Tony La Russa’s Animal Rescue Foundation
Funding: $6,280
Purpose: Purchase replacement anesthesia equipment.

Maddie’s® Lifesaving Award

Charlottesville-Albemarle SPCA
Funding: $412,050
The Charlottesville-Albemarle SPCA has achieved no-kill status for healthy and treatable shelter dogs and cats and maintained it for two years in the City of Charlottesville and County of Albemarle, Virginia.

The shelter takes in approximately 4,700 dogs and cats per year. In 2006, the annual live release rate community wide was 90%. In 2007, the live release rate was 87%.

In recognition of this outstanding achievement, Maddie’s Fund® gave the SPCA its Lifesaving Award and an unrestricted grant of $412,050.

Grant funds have been put to good use, according to Executive Director, Susanne Kogut:

“The money went to underwrite growing medical costs related to providing an adoption guarantee for treatable pets, into all our existing programs, capital improvements such as drainage and flooring, and to increase spay/neuter surgeries. We also used it to expand marketing efforts to boost adoptions. We had a number of adopt-a-thons, including a pirate themed one with the slogan ‘Find Your Hidden Treasure at the SPCA.’ The staff dressed as pirates, and we had lots of games for the kids. We like to make it fun.”
Maddie’s® Spay/Neuter Project in Duval County, Florida

This two-year spay/neuter program aims to reduce intake and euthanasia in Duval County shelters by targeting the population of cats living in three of the top seven zip codes in Duval County for feline shelter admissions. The goal is to alter 3,402 above baseline cats residing in those zip codes.

**Project Start:** January 1, 2008  
**Funding for Year One:** $100,000  
**Total Potential Funding:** $200,000  
**Surgeries Performed after 6 Months:** 285

Participants:  
First Coast No More Homeless Pets (Lead Agency), 9 private practice veterinary hospitals, City of Jacksonville Animal Control, Jacksonville Humane Society

Maddie’s® Spay/Neuter Project in Northern Nevada

This eighteen-month spay/neuter program targets dogs and cats belonging to low-income residents living in six Northern Nevada counties. Special grants were also given to 10 local shelters for collecting and reporting their annual statistics and to measure the impact of this program on shelter intake.

**Project Start:** February 1, 2008  
**Funding for Year One:** $121,500  
**Total Potential Funding:** $200,000  
**Surgeries Performed after 5 Months:** 285

Participants:  
SPCA of Northern Nevada (Lead Agency), Carson City Animal Services, City of Elko Animal Shelter, City of Fallon Animal Control, Douglas County Animal Care & Services, Lyon County Animal Control, Nevada Humane Society, Pet Network, SPCA of Northern Nevada, Washoe County Regional Animal Services, Wylie Animal Rescue Foundation, and 30 private practice veterinary hospitals

In FY 2007–08 Maddie’s Fund® awarded a total of $1.602M through our Special Giving Program.

**Maddie’s Fund® Special Giving Recipients:**
- Adams County Animal Control, $20,000  
- Alabamians Defending Animal Rights, $7,000  
- Alachua County Humane Society, $20,000  
- All Breed Rescue Network, $20,000  
- Allen County SPCA, $20,000  
- Animal Friends Connection Humane Society, $20,000  
- Animal Haven, $20,000  
- Animal Rescue Center, $20,000  
- Animal Shelter League of Rohnert Park, $20,000  
- Animal Shelter of the Wood River Valley, $20,000  
- Arizona Animal Rescue & Sanctuary, $20,000  
- Arizona Animal Welfare League, $20,000  
- Association of Shelter Veterinarians, $5,000  
- ASPCA, $20,000  
- Aurora Animal Shelter, $20,000  
- Baldwin County Animal Control Center, $20,000  
- Baldwin County Humane Society, $20,000  
- Beaver County Humane Society, $10,000  
- Berkeley Animal Services, $20,000  
- Berkeley-East Bay Humane Society, $20,000  
- Bobbi & the Strays, $20,000  
- Capital Area Humane Society, $10,000  
- Cat Adoption Team, $10,000  
- Cat Care Society, $20,000  
- City Critters, $20,000  
- City of Antioch Animal Services, $20,000  
- City of Bay Minette Animal Control, $20,000  
- City of Petaluma Animal Services, $20,000  
- City of Saraland Animal Shelter, $20,000  
- Colorado Veterinary Medical Foundation, $5,000  
- Cornell University, $20,000  
- Dane County Friends of Ferals, $20,000  
- Dane County Humane Society, $20,000  
- Daphne Animal Shelter, $20,000  
- Denver Dumb Friends League, $20,000  
- Denver Municipal Animal Shelter, $20,000  
- Feline Rescue of Staten Island, $20,000  
- Fort Wayne Animal Care & Control, $20,000

- Franklin County Animal Care & Control, $20,000  
- Friends of the Mobile Animal Shelter, $20,000  
- Gainesville Pet Rescue, $20,000  
- Green County Humane Society, $20,000  
- Greeneville-Greene County Humane Society, $20,000  
- Grosse Pointe Animal Adoption Society, $20,000  
- Haile’s Angels Pet Rescue, $20,000  
- Healdsburg Animal Shelter, $20,000  
- Helping Animals Live On, $20,000  
- Hopalong Animal Rescue, $20,000  
- Humane Society for Seattle/King County, $20,000  
- Humane Society of Boulder Valley, $20,000  
- Humane Society of Chittenden County, $20,000  
- Humane Society of Huron Valley, $20,000  
- Humane Society at Lollypop Farms, $20,000  
- Humane Society of Silicon Valley, $20,000  
- Iowa State University, $20,000  
- Maricopa County Animal Care & Control, $20,000  
- Mobile County Animal Shelter, $20,000  
- Monterey County Animal Services, $20,000  
- Multnomah County Animal Services, $20,000  
- Muscogee County Humane Society, $20,000  
- Northern California Animal Rescue Friends, $5,000  
- People Assisting Lodi Shelter, $20,000  
- Pet Pride of New York, $10,000  
- Pet Lifeline Animal Shelter, $20,000  
- Pets Unlimited, $20,000  
- Posh Pets, $20,000  
- Puppy Hill Farms, $20,000  
- Richmond Animal Care and Control, $20,000  
- Rocky Mountain Alley Cat Alliance, $20,000  
- Salinas Animal Shelter, $20,000  
- San Francisco SPCA, $20,000  
- Seattle Animal Control, $20,000  
- Social Tees, $20,000  
- SPCA of Duval County, $20,000  
- SPCA of Greene County, $20,000  
- SPCA of Alamance County, $20,000  
- Staring Over Animal Rescue, $20,000  
- Staten Island Council of Animal Welfare, $20,000  
- Sun Valley Animal Rescue, $20,000  
- Table Mountain Animal Center, $20,000  
- Toledo Area Humane Society, $20,000  
- Tony La Russa’s Animal Rescue Foundation, $20,000  
- University of Wisconsin-Madison, $20,000  
- Zani’s Furry Friends, $20,000
A Survey of Nevada Residents’ Attitudes Regarding Pets, Veterinarians and Animal Shelters $41,126

Maddie’s Fund® commissioned the University of Nevada Reno’s Center for Research Design and Analysis to conduct a statewide survey of Nevada residents’ attitudes concerning pets, veterinarians and animal shelters. The Survey of 608 households revealed important background information for Maddie’s® Spay/Neuter Project in Northern Nevada and the Pets Love Vets campaign. Among the findings:

- Despite ongoing efforts to promote adoption of shelter animals, only 39% of those surveyed had obtained one or more of their pets from a shelter or a rescue group. The rest were obtained from breeders, pet stores, friends, and family.
- The most common reason why people did not adopt from a shelter was a preference for a particular breed, or for young animals.
- Over 80% of those surveyed had spayed or neutered their pets.
- 80% of households had dogs; 47% cats.

Pets Love Vets Campaign $200,000

Pets Love Vets was a public awareness campaign in Northern Nevada to promote regular veterinary visits and to foster the notion that it’s as important for pets to have a doctor as it is for children.

Maddie’s Fund actively sought the engagement and support of local veterinarians for the campaign. The Nevada Veterinary Medical Association and the veterinary community enthusiastically endorsed the effort to improve the health and well-being of Northern Nevada’s pets and in so doing, more veterinarians became involved in other animal welfare initiatives such as Maddie’s® Spay/Neuter Project in Northern Nevada.

The key element of Pets Love Vets was a TV commercial which aired 500 times for one month on more than a dozen network and cable outlets. The reach and frequency of the buy insured that nearly 100 percent of our target saw the spot 13 times.

In addition to its primary message, the spot also directed pet guardians to a web site where they could learn more about preventative care for their pets and find local veterinarians. A flyer posted at pet retailers and veterinary hospitals complimented the effort.

Two surveys were created to measure the campaign’s effectiveness: a telephone survey to veterinary offices while the TV commercial was airing to determine if the spot increased office visits; a survey after the spot aired asking veterinarians to compare the number of routine office visits from April-September 2007 to April-September 2008.

The Pets Love Vets Campaign was created by Fenton Communications, the largest public interest communications firm in the country.

Maddie’s Infection Control Manual $75,282

The Center for Food Security and Public Health at Iowa State University developed and produced Maddie’s Infection Control Manual for Veterinary Students and Animal Shelter Veterinarians.

The purpose of the handbook is to enhance knowledge about infection control measures in the shelter environment and to aid veterinary professionals in the development and implementation of infection control protocols.

The manual includes training materials on CD as well as disease-specific fact sheets and PowerPoint presentations for animal shelter veterinarians to use in training shelter staff and volunteers.

Nearly 2,700 copies have been distributed so far, the majority to eighteen colleges of veterinary medicine and to members of the Association of Shelter Veterinarians. They are available upon request at the University for $30

Maddie’s Tail Wag

Maddie’s Tail Wag activity book continues to earn fans nationwide and is recognized as an important humane education tool. More than 43,000 free copies were distributed in Fiscal Year 2007–08 to humane societies, veterinary hospitals, spay/neuter clinics, and humane education organizations.

Maddie’s ID Tags

Maddie’s Shrink ID Tags are a great way for youngsters to have fun and keep their pet safe. Once the pet’s information is written on the tag, it bakes in the oven and shrinks down to size — just like magic!
Maddie’s Fund® has been collecting shelter statistics from an ever growing number of animal control agencies, traditional shelters, adoption guarantee and rescue groups over the past four years. The progress we’ve charted above represents data gathered from 430 organizations.

Community Live Release Rates for the Nation

<table>
<thead>
<tr>
<th>Region</th>
<th>2007</th>
<th>2006</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>22.3</td>
<td>22.3</td>
<td>22.3</td>
</tr>
<tr>
<td>Midwest</td>
<td>22.3</td>
<td>22.3</td>
<td>22.3</td>
</tr>
<tr>
<td>Northeast</td>
<td>22.3</td>
<td>22.3</td>
<td>22.3</td>
</tr>
<tr>
<td>South</td>
<td>22.3</td>
<td>22.3</td>
<td>22.3</td>
</tr>
<tr>
<td>National</td>
<td>10.3</td>
<td>10.3</td>
<td>10.3</td>
</tr>
</tbody>
</table>

To provide an additional measuring tool, we’ve included our Deaths per Thousands rates calculated for each region.