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; and in the implementation of a national strategy to promote accountability and transparency in animal shelter operations. 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
Alison Gibson, Communications Specialist
Shelly Thompson, Grants Manager
Joey Bloomfield, Grants Assistant
Lynne Fridley, Field Representative

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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 by being a source of stability, loyalty and love. The rewards of animal companionship are immeasurable.

Maddie inspired Dave and Cheryl to give generously to help save homeless, abandoned 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 was a beloved Miniature Schnauzer whose unconditional love, devotion, loyalty and spirit inspired her guardians to start a charitable foundation 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 $84.8 million so far to save dog and cat lives. Dave and Cheryl have given more of their personal wealth to the animal welfare cause in their lifetime than have 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 with her.
The nation is facing hard economic times, and shelters, rescues and individual pet guardians are hurting. But even with dollars tight and donations plummeting, last year saw progress towards Maddie’s no-kill goal continue.

_The Shelter Pet Project_ got underway. This historic partnership of the Ad Council, Maddie’s Fund, The Humane Society of the United States and the entire animal welfare movement was designed to give shelter dogs and cats a new image—and new homes—through public service advertisements on television, radio, blogs, social media sites, billboards and print. This three-year campaign has the potential to find homes for the 3 million healthy and treatable shelter pets currently dying in animal shelters each year for lack of adoption.

So that shelters and rescue groups would be ready for the influx of new adopters driven by _The Shelter Pet Project_, Maddie’s Fund and Petfinder.com created a customer service awards campaign to help adoption organizations respond promptly and helpfully to inquiries about their available pets.

New no-kill communities in Berkeley, California and Richmond, Virginia were recognized with Maddie’s Fund Lifesaving Awards.

Community collaborations drew closer to no-kill. Maddie’s Pet Rescue Project partners in New York City, for example, increased live release rates to approximately 72% from 37% in 2003.

Maddie’s Fund awarded grants to eleven colleges of veterinary medicine to educate and train undergraduates, residents and PhD candidates in the exciting new field of shelter medicine. Following Maddie’s lead, twenty-four out of twenty-eight colleges of veterinary medicine have now established shelter medicine programs.

Maddie’s second marketing competition for hard to place animals identified hundreds of shelters finding homes for older, disabled and shy pets and pets with treatable medical or behavioral conditions. 117 shelters and rescues received cash prizes.

We collected shelter data in Asilomar Accords format from 14 percent of the nation’s shelters, giving us an ever clearer picture of where we are and how much farther we have to go to reach the no-kill nation goal.

No-kill community leaders shared their strategies for success with over 200 attendees at Maddie’s Certificate Course at The HSUS 2009 Animal Care Expo in Las Vegas.

These are some highlights of what we’ve done to save dogs and cats this past year. Read more inside.

Sincerely,

Rich Avanzino
Where Is Maddie’s Fund®?

In Fiscal Year 2008–2009, Maddie’s Fund® distributed $13.2 million in grant funds.

362 grants were awarded to:
- 395 animal welfare organizations
- 164 veterinary hospitals
- 11 universities
- 2 veterinary medical associations

Maddie’s Fund® awarded grants in 40 states (shown in gold).

Lifesaving Accomplishments

In Fiscal Year 2008-2009, our 7 community collaborative projects:
- found new homes for a total of 74,664 dogs and cats
- performed 24,185 spay/neuter surgeries and
- reduced euthanasia by a total of 31,888 deaths

Special Projects

Maddie’s Fund®
10 Years of Saving Lives
Special Projects

The Shelter Pet Project: $1.45 Million over Three Years

Maddie’s Fund, in partnership with The Humane Society of the United States, the Ad Council and the entire animal welfare movement, created a national public service advertising (PSA) campaign, The Shelter Pet Project, to encourage pet adoption from animal shelters.

The Shelter Pet Project can save three million healthy and treatable dogs and cats that are killed in shelters each year by changing the public’s perception about shelter pets and convincing millions of pet lovers to make animal shelters and rescue groups their first choice for a new companion animal.

Campaign ads created pro bono by Draftfcb Chicago use humor to give shelter pets a voice and break down negative stereotypes. Television, radio, print, outdoor, and Web ads direct audiences to visit the new comprehensive website, www.theshelterpetproject.org. The website is a “Pet Personals” section where visitors are matched with potential pets from a local shelter or rescue group using the Petfinder.com database. The campaign is also using social media outreach to generate widespread support. The new PSAs are being distributed to more than 33,000 media outlets nationwide.

The Shelter Pet Project marks the first ever Ad Council campaign to focus on pets. It is expected to generate tens of millions of dollars worth of donated media each year over the three-year life of the campaign.

Maddie’s® Certificate Course

In April 2009, Maddie’s Fund® sponsored a day-long certificate course at the Humane Society of the United States’ Animal Care EXPO in Las Vegas. Titled, “Is an Adoption Guarantee Really Possible?,” it featured eight of the nation’s top animal welfare leaders and drew more than 200 attendees. (Maddie’s Fund subsidized the registration fee to make it easier for animal welfare personnel to attend.)

Maddie’s Fund was particularly pleased with the opportunity to present the idea of adoption guarantee sheltering and the no-kill nation goal to a new audience.

Topics and presenters included:

• Transitioning to Adoption Guarantee: Nevada Humane Society Executive Director Bonney Brown and Charlottesville-Albemarle SPCA Executive Director, Susanne Kogut.

• Customer Service: Robin Starr, CEO, Richmond SPCA and Betsy Saul, President and Founder of Petfinder.com.

• Preventing and Treating Medical and Behavior Problems in Shelter Animals: Natalie Isaza, DVM, Maddie’s® Shelter Medicine Program at the University of Florida and Sheila D’Arpino, DVM, DACB, Senior Applied Animal Behaviorist, Animal Rescue League of Boston.

• Finding Homes for Hard to Place Pets: Paula Fasseas, Founder, PAWS Chicago and John Boone, Board Member, SPCA of Northern Nevada.

“Excellent information... I liked the variety of panelists. I learned many things to take back to the shelter—there was something for everyone, from volunteers to Board to staff. It was great to hear from successful Executive Directors.”

“Excellent information... I liked the variety of panelists. I learned many things to take back to the shelter—there was something for everyone, from volunteers to Board to staff. It was great to hear from successful Executive Directors.”

“This workshop had great information and I love the idea of leaving the negative and moving towards positive to increase adoption rates. Each speaker was well informed and presented their information in a way that made you think, “Wow, that makes sense.” One of the better classes I have attended in the last four years.”
Shelter Medicine Education

10 Years of Saving Lives

From Maddie’s Scrapbook
Shelter Medicine Education

Maddie’s Shelter Medicine Program, University of Florida

**Major Accomplishments:**

2008-2009

- Accepted three Residents into the program
- Hired a Program Coordinator
- Launched Maddie’s Shelter Medicine website, www.UFShelterMedicine.com
- Hosted Maddie’s Shelter Medicine Symposium, attracting 200 attendees
- Taught a shelter medicine introductory elective to 62 students
- Gave five shelter medicine lectures in required courses, reaching all freshmen and sophomores
- Implemented Maddie’s Shelter Medicine Externships — three students participated
- Enrolled five students in summer research programs
- Performed three comprehensive shelter assessments
- Provided assistance in disease outbreak response, diagnostic service, and disease prevention to 14 agencies serving over 125,000 animals annually
- Lectured at five national/international veterinary continuing education meetings
- Gave eight presentations to veterinary medical associations reaching 300 doctors
- Enrolled 93 students in the shelter medicine clinical rotation, performing nearly 800 surgeries each semester
  - Initiated research projects on eight different topics
  - Contributed to articles in 12 veterinary publications

**Project Start Date:**

July 1, 2008

**Funding for Years 1-3:**

$1,821,304

**Total Potential Funding:**

$4.1 million

Maddie’s Shelter Medicine Program, Purdue University

Shelter Medicine research resulted in three studies submitted for publication:

- Risk Factors for Delayed Transition from Intake to Approval for Adoption in Shelter Puppies and Kittens (data collection performed by the Maddie’s Summer Research Student)
- Randomized Controlled Study to Assess the Efficacy of Cefovecin for the Treatment of Feline Upper Respiratory Infection
- Diagnosis Of Feline Herpesvirus (FHV-1) and Feline Calicivirus (FCV) in Shelter Cats with Clinical Signs of Upper Respiratory Disease

Appointed Maddie’s DVMs in graduate studies

Accepted Maddie’s PhD student in shelter-based population medicine

Filled Maddie’s Animal Behavior Residency

Established Maddie’s Shelter Medicine Program Advisory Board and formed a new student chapter of the Association of Shelter Veterinarians

**Project Start Date:**

July 1, 2008

**Funding for Years 1-3:**

$1,171,334

**Total Potential Funding:**

$2.3 million

**Major Accomplishments:**

2008-2009

- Accepted three Residents into the program
- Hired a Program Coordinator
- Launched Maddie’s Shelter Medicine website, www.UFShelterMedicine.com
- Hosted Maddie’s Shelter Medicine Symposium, attracting 200 attendees
- Taught a shelter medicine introductory elective to 62 students
- Gave five shelter medicine lectures in required courses, reaching all freshmen and sophomores
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- Enrolled 93 students in the shelter medicine clinical rotation, performing nearly 800 surgeries each semester
  - Initiated research projects on eight different topics
  - Contributed to articles in 12 veterinary publications
Maddie’s® Shelter Medicine Program, Cornell University

**Major Accomplishments:**
- 2008-2009
  - Graduated the first Maddie’s® Shelter Medicine Resident
  - Maddie’s® Shelter Medicine Residents and Clinician presented at nine national and international veterinary meetings
  - Performed comprehensive shelter evaluations outside of the core shelters; two additional consultations were done in collaboration with other shelter medicine programs
  - Developed new relationships with adoption guarantee and traditional shelters to augment the training program

**Project Start Date:**
September 1, 2005

**Funding through Year Seven:**
$2,070,984

Maddie’s® Shelter Medicine Program, Iowa State University

**Major Accomplishments:**
- 2008-2009
- **Student Education:** Broadened Maddie’s® Shelter Medicine Course to include veterinary students from the University of Nebraska and local vet tech students. Used video teleconferencing to bring additional expert instructors into the classroom
- **Summer Scholars Program:** Maddie’s® Summer Scholars presented their work at both the Evidence Based Veterinary Medicine Conference in Athens, Georgia in June 2008, and the American Veterinary Medical Association Animal Welfare Symposium in November of 2008

**Project Start Date:**
April 1, 2003

**Funding for Phase Four:**
$69,000

**Funding through Phase Four:**
$227,400
Shelter Medicine Education

Maddie’s Shelter Medicine Residency, University of Pennsylvania

Project Start Date:
July 1, 2008

Total Funding:
$133,000

• Selected first resident and started the training program.

Maddie’s Shelter Medicine Externships

Louisiana State University: $6,000
Mississippi State University: $5,000
Texas A & M University: $6,000
Virginia Polytechnic Institute and State University: $6,000

Externships 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 the healthy and treatable dogs and cats under its care, with euthanasia reserved only for unhealthy & untreated dogs and cats.
Community Collaboration

Maddie’s® Projects in New York City, NY

**Maddie’s® Pet Rescue Project**

*Project Start Date:*
January 1, 2005

*Funding for Year Five:*
$3,942,000

*Funding through Year Five:*
$13,494,450

*Total Potential Funding:*
$20,698,950

*Participants:*
Mayor’s Alliance for NYC’s Animals (Lead Agency), Animal Care & Control of NYC, 106 adoption guarantee organizations.

New York reached a major milestone in 2009 with an adoption guarantee for all healthy shelter pets.

New York City Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five (6mos)</th>
<th>Year Five (6mos)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>52,415</td>
<td>50,929</td>
<td>n/a</td>
<td>51,984</td>
<td>n/a</td>
<td>51,143</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>7,672</td>
<td>10,747</td>
<td>112%</td>
<td>13,579</td>
<td>101%</td>
<td>18,110</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>12,599</td>
<td>21,612</td>
<td>149%</td>
<td>22,892</td>
<td>124%</td>
<td>24,986</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>14,000</td>
<td>8,490</td>
<td>132%</td>
<td>3,831</td>
<td>99%</td>
<td>26,593</td>
</tr>
<tr>
<td>Treatable Deaths</td>
<td>6,000</td>
<td>4,362</td>
<td>n/a</td>
<td>5,980</td>
<td>124%</td>
<td>5,694</td>
</tr>
<tr>
<td>All Deaths</td>
<td>31,820</td>
<td>23,399</td>
<td>124%</td>
<td>29,818</td>
<td>124%</td>
<td>17,080</td>
</tr>
</tbody>
</table>

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

**Maddie’s® Spay/Neuter Project**

*Project Start Date:*
January 1, 2005

*Estimated Funding for Year Five:
$1,232,344

*Estimated Funding through Year Five:
$2,149,357

*Total Potential Funding:
$8,354,058

*Participants:*
Mayor’s Alliance for NYC’s Animals (Lead Agency Years 3–5), Veterinary Medical Association of NYC (Lead Agency Years 1–2), 29 private practice veterinary hospitals and five non-profit clinics

New York City Achievements (Baseline + Above Baseline Performance)

<table>
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<tr>
<th>Metric</th>
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</tbody>
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* AG stands for Adoption Guarantee Organizations
** Baseline is from Year Five – the baseline has changed over the years due to changes in participating organizations.

**Live Release Rates – New York City**

![Live Release Rates Chart]
Special Congratulations

Maddie’s® Project in New York City

In 2003, nearly 32,000 dogs and cats lost their lives in New York City animal shelters. The live release rate was a meager 37%.

It wasn’t for lack of ability or interest that New York’s lifesaving was below average, it’s just that 100 plus shelters and rescues were pulling in different directions.

Enter the Mayor’s Alliance for NYC’s Animals. The Mayor’s Alliance started out as a liaison between city government and the animal welfare community. It quickly grew into a catalyst for collaboration, bringing all of the shelters and rescues together under one umbrella and inspiring them to work together for the common goal of turning New York into a no-kill city.

With the leadership of Alliance President Jane Hoffman, lifesaving improved over the next two years. Efforts were further enhanced on January 1, 2005 when the coalition received its Year One Maddie’s Fund® grant to help New York City save all of its healthy and treatable shelter dogs and cats.

In each of the past five grant years, the 107 partners of Maddie’s® Project in New York City have exceeded their goals for increasing adoptions and decreasing deaths.

New York reached a major milestone in 2009 with an adoption guarantee for all healthy shelter dogs and cats. Only five other communities in the country have matched this achievement.

Maddie’s Project is on track to adopt out 28,000 pets in 2009 (up from 12,599 in 2003) while municipal shelters could euthanize as few as 14,000 dogs and cats. Numbers to date indicate the city’s live release rate will jump to 72%, while deaths per thousand will plummet to 1.5.∗

In 2010, the coalition members will extend their adoption guarantee to 30% of the treatable shelter population.

“When it comes to saving homeless pets, New York City has become a model for the nation,” says Maddie’s Fund President, Rich Avanzino. “We tip our hat to the participating organizations for their hard work and dedication and we congratulate them all for saving so many additional dog and cat lives.”

∗ 2009 numbers for adoptions and deaths will not be finalized until February, 2010.

Alabama Veterinary Medical Association

Under the leadership of Executive Director, Dr. Charles Franz, the Alabama Veterinary Medical Association (ALVMA) has been an instrumental force behind Maddie’s® various spay/neuter projects in Alabama.

From 2001 to 2003, the ALVMA administered Maddie’s® Big Fix, a statewide program for the pets of low-income residents.

In 2005, Dr. Franz and his staff again took on the role of administrator for the spay/neuter portion of the Maddie grants in Mobile, Tuscaloosa and Baldwin Counties.

In total, 50,299 spay/neuter surgeries have been performed through the Big Fix and the three community projects. We commend Dr. Franz and his entire ALVMA team for the great job they have done, and continue to do, on behalf of Maddie’s Fund and the dogs and cats in Alabama.
Community Collaboration

Maddie's® Projects in Mobile County, Alabama

Maddie's® Pet Rescue Project

Project Start Date:
January 1, 2005

Funding for Year Five:
$702,000

Funding through Year Five:
$3,166,663

Total Potential Funding:
$4,371,943

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

Starting July 1, 2008, the focus of the pet rescue project shifted from Mobile County to the City of Mobile. The spay/neuter project continues to be a county-wide program.

Mobile County Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Year One</th>
<th>Year Two</th>
<th>Year Three</th>
<th>Year Four</th>
<th>Year Five (6 mos)</th>
<th>Year Six (6 mos)</th>
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</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>9,780</td>
<td>15,018</td>
<td>n/a</td>
<td>14,537</td>
<td>n/a</td>
<td>17,296</td>
</tr>
<tr>
<td></td>
<td>1,757</td>
<td>1,783</td>
<td>98%</td>
<td>2,431</td>
<td>91%</td>
<td>2,523</td>
</tr>
<tr>
<td>AG Adoptions***</td>
<td>n/a</td>
<td>3,991</td>
<td>93%</td>
<td>3,595</td>
<td>64%</td>
<td>4,282</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>2,582</td>
<td>3,548</td>
<td>90%</td>
<td>3,595</td>
<td>64%</td>
<td>4,282</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>2,600</td>
<td>2,865</td>
<td>118%</td>
<td>2,372</td>
<td>107%</td>
<td>2,937</td>
</tr>
<tr>
<td>All Deaths</td>
<td>6,682</td>
<td>10,171</td>
<td>112%</td>
<td>9,653</td>
<td>109%</td>
<td>12,516</td>
</tr>
</tbody>
</table>

*Baseline Year is from Year 5, which includes data for the City of Mobile only; Years 1 – 3 data is for the entire County; Year 4 is for the County for the first half and the City only for the second half.

**8 Healthy Pit Bull or Pit Bull Mixes were euthanized in the first six months of Year 5.

***AG stands for Adoption Guarantee Organizations.

Maddie's® Spay/Neuter Project

Project Start Date:
January 1, 2005

Estimated Funding for Year Five:
$242,500

Estimated Funding through Year Five:
$884,780

Total Potential Funding:
$2,501,168

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

Beginning July 1, 2008, the focus of the spay/neuter project shifted from Mobile County to the City of Mobile. The project continues to be a county-wide program.

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

Starting July 1, 2008, the focus of the pet rescue project shifted from Mobile County to the City of Mobile. The spay/neuter project continues to be a county-wide program.

Ongoing to baseline:
Mobile SPCA (Lead Agency), Animal Rescue Foundation, Friends of the Mobile Animal Shelter, City of Mobile Animal Shelter, Mobile County Animal Shelter, City of Saraland Animal Shelter and Saraland Animal Friends Foundation

Starting July 1, 2008, the focus of the pet rescue project shifted from Mobile County to the City of Mobile. The spay/neuter project continues to be a county-wide program.

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Starting July 1, 2008, the focus of the pet rescue project shifted from Mobile County to the City of Mobile. The spay/neuter project continues to be a county-wide program.
Community Collaboration

Maddie’s® Projects in Dane County, Wisconsin

**Maddie’s® Pet Rescue Project**

Project Start Date: July 1, 2008

Funding for Year Two: $166,860

Funding through Year Two: $462,712

Total Potential Funding: $958,252

Participants:
The Dane County Humane Society (Lead Agency), Shelter from the Storm and Dane County Friends of Ferals

**Maddie’s® Spay/Neuter Project**

Project Start Date: July 1, 2008

Funding for Year Two: $121,000

Total Estimated Funding: $237,041

Participants:
Dane County Humane Society, 20 private practice veterinary hospitals and three non-profit clinics

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

<table>
<thead>
<tr>
<th></th>
<th>Baseline Year</th>
<th>Year One</th>
<th>% of Annual Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>5,923</td>
<td>6,185</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>427</td>
<td>781</td>
<td>127%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>2,717</td>
<td>3,231</td>
<td>105%</td>
</tr>
<tr>
<td>Healthy &amp; Treatable</td>
<td>589</td>
<td>195</td>
<td>121%</td>
</tr>
<tr>
<td>Deaths</td>
<td>1,797</td>
<td>1,164</td>
<td>124%</td>
</tr>
</tbody>
</table>

*AG stands for Adoption Guarantee Organizations.

**Medicaid Spay/Neuter Surgeries**

1 Year: 1,842

**Annual Live Release Rates — Dane County**

Animal Control

- Baseline: 69%
- Year One: 72%

Community

- Baseline: 82%
- Year One: 83%
**Maddie’s® Projects in Alachua County, Florida**

**Maddie’s® Pet Rescue Project**

*Project Dates:*
July 1, 2002—June 30, 2009

*Total Funding:*
$3,561,919

*Participants:*
Alachua County Humane Society (Lead Agency), Alachua County Animal Services, Gainesville Pet Rescue, Halle's Angels Pet Rescue, Helping Hands Pet Rescue, Puppy Hill Farm

Maddie's® Pet Rescue Project was designed to be a seven-year project. It concluded on June 30, 2009, having reduced deaths community-wide 57% from the baseline year. Maddie's Spay/Neuter Project also ended on June 30th. The Pet Rescue Project will continue to track their progress and collect and report statistics to Maddie's Fund for three more years.

**Maddie’s® Spay/Neuter Project**

*Project Dates:*
July 1, 2003—June 30, 2009

*Total Funding:*
$107,475

*Participants:*
Alachua County Veterinary Medical Association (Lead Agency), 11 private practice veterinary hospitals and one non-profit clinic

---

**Alachua 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 Three</th>
<th>% of Annual Goal</th>
<th>Year Five</th>
<th>% of Annual Goal</th>
<th>Year Seven</th>
<th>% of Annual Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>11,387</td>
<td>11,359</td>
<td>n/a</td>
<td>9,766</td>
<td>9,346</td>
<td>n/a</td>
<td>8,921</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>692</td>
<td>1,692</td>
<td>119%</td>
<td>2,451</td>
<td>3,155</td>
<td>97%</td>
<td>3,660</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>All Adoptions</td>
<td>2,551</td>
<td>3,367</td>
<td>103%</td>
<td>3,971</td>
<td>4,780</td>
<td>93%</td>
<td>4,546</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>2,219</td>
<td>2,196</td>
<td>173%</td>
<td>260</td>
<td>5</td>
<td>99%</td>
<td>123</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>Treatable Deaths</td>
<td>4,714</td>
<td>3,901</td>
<td>103%</td>
<td>2,815</td>
<td>2,066</td>
<td>128%</td>
<td>3,095</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>All Deaths</td>
<td>8,063</td>
<td>6,631</td>
<td>111%</td>
<td>4,820</td>
<td>3,335</td>
<td>134%</td>
<td>3,459</td>
<td>102%</td>
<td></td>
</tr>
</tbody>
</table>

*AG stands for Adoption Guarantee Organizations

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**Annual Live Release Rates – Alachua County**

- Baseline: 27%
- Year One: 32%
- Year Two: 42%
- Year Three: 43%
- Year Four: 59%
- Year Five: 63%
- Year Six: 51%
- Year Seven: 56%

Animal Control: 29%, 39%, 49%, 59%, 65%, 59%, 62%

Community: 29%, 39%, 49%, 59%, 65%, 59%, 62%
Maddie’s® Projects in Baldwin County, Alabama

Maddie’s® Pet Rescue Project
Project Start Date:
October 1, 2005
Funding for Year Four:
$209,160
Total Funding:
$725,760
Participants:
The Haven for Animals (Lead Agency), City of Fairhope Animal Control, Baldwin County Animal Control Center, Daphne Animal Shelter and City of Bay Minette Animal Control

In April, 2008, the Board of the former lead agency decided to bow out of the Maddie’s® coalition. Maddie’s® Project continued on with The Haven for Animals serving as lead agency. However, because of its small size, The Haven could not reach the goals previously established for the project. Maddie’s Fund agreed to support the remaining partners through Year Four at a reduced level.

Maddie’s® Spay/Neuter Project
Project Start Date:
October 1, 2005
Funding for Year Four:
$109,272
Total Funding:
$250,433
Participants:
Alabama Veterinary Medical Association (Lead Agency) and 19 private practice veterinary hospitals

Baldwin County Achievements (Baseline + Above Baseline Performance)

<table>
<thead>
<tr>
<th></th>
<th>Baseline Year Four</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>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>8,705</td>
<td>10,143</td>
<td>n/a</td>
<td>9,668</td>
<td>n/a</td>
<td>8,960</td>
<td>n/a</td>
<td>7,998</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>368</td>
<td>2,390</td>
<td>110%</td>
<td>2,236</td>
<td>91%</td>
<td>2,171</td>
<td>72%</td>
<td>603</td>
<td>82%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>1,527</td>
<td>3,300</td>
<td>99%</td>
<td>3,079</td>
<td>99%</td>
<td>3,110</td>
<td>85%</td>
<td>1,904</td>
<td>87%</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>
<td>60%</td>
<td>614</td>
<td>124%</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>
<td>76%</td>
<td>5,063</td>
<td>89%</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.

Annual Live Release Rates – Baldwin County

- Animal Control
  - Baseline
  - Year One
  - Year Two
  - Year Three
  - Year Four
- Community
  - Baseline
  - Year One
  - Year Two
  - Year Three
  - Year Four

Medicaid Spay/Neuter Surgeries
4 Years: 3,117
Maddie’s® Pet Rescue Project

**Project Start Date:**
November 1, 2002

**Estimated Funding for Year Seven:**
$1,040,000

**Total Estimated Funding:**
$6,359,252*

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

* This project will end after Year Seven.

Maricopa 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 Three</th>
<th>% of Annual Goal</th>
<th>Year Five</th>
<th>% of Annual Goal</th>
<th>Year Seven (6 mos)</th>
<th>% of 6 mos Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impounds</td>
<td>105,617</td>
<td>94,352</td>
<td>n/a</td>
<td>106,349</td>
<td>n/a</td>
<td>98,816</td>
<td>n/a</td>
<td>41,737</td>
<td>n/a</td>
</tr>
<tr>
<td>AG Adoptions*</td>
<td>2,446</td>
<td>6,510</td>
<td>106%</td>
<td>8,242</td>
<td>123%</td>
<td>6,944</td>
<td>83%</td>
<td>3,732</td>
<td>95%</td>
</tr>
<tr>
<td>All Adoptions</td>
<td>33,063</td>
<td>37,276</td>
<td>101%</td>
<td>33,564</td>
<td>90%</td>
<td>29,431</td>
<td>76%</td>
<td>16,699</td>
<td>95%</td>
</tr>
<tr>
<td>Healthy Deaths</td>
<td>5,706</td>
<td>3,917</td>
<td>117%</td>
<td>3,443</td>
<td>66%</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>21,295</td>
<td>n/a</td>
<td>23,069</td>
<td>n/a</td>
<td>5,345</td>
<td>131%</td>
</tr>
<tr>
<td>All Deaths</td>
<td>59,233</td>
<td>46,118</td>
<td>129%</td>
<td>58,036</td>
<td>93%</td>
<td>57,287</td>
<td>93%</td>
<td>21,226</td>
<td>101%</td>
</tr>
</tbody>
</table>

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

Annual Live Release Rates – Maricopa County
Community Collaboration

Maddie’s® Projects in Tuscaloosa County, Alabama

Maddie’s® Spay/Neuter Project

Project Dates:
April 1, 2005

Estimated Funding for Year Five:
$34,400

Total Estimated Funding:
$168,600*

Participants:
Alabama Veterinary Medical Association (Lead Agency), and six private practice veterinary hospitals

* This project will end after Year Five.

Maddie’s® Pet Rescue Project

Project Start Date:
April 1, 2005

Estimated Funding for Year Five:
$527,040

Estimated Total Funding:
$1,739,050*

Participants:
T-Town PAWS (Lead Agency), Alabamians Defending Animal Rights, Humane Society of West Alabama, Tuscaloosa Metro Animal Shelter

* This project will end after Year Five.

Tuscaloosa 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>
<th>% of Annual Goal</th>
<th>Year Four</th>
<th>% of Annual 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>8,755</td>
<td>n/a</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>1,462</td>
<td>89%</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>2,040</td>
<td>79%</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>745</td>
<td>52%</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>5,336</td>
<td>84%</td>
<td>6,019</td>
<td>71%</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.

Annual Live Release Rates – Tuscaloosa County

- Animal Control
  - Year One: 22%
  - Year Two: 28%
  - Year Three: 25%
  - Year Four: 27%

- Community
  - Year One: 27%
  - Year Two: 24%
  - Year Three: 30%
  - Year Four: 32%
The Berkeley Alliance for Homeless Animals Coalition (BAHAC) in Berkeley, California has achieved and maintained no-kill status since 2002. In recognition of this outstanding achievement, the Alliance was awarded the prestigious Maddie’s® Lifesaving Award and an unrestricted grant of $474,000.

The Berkeley Alliance for Homeless Animals Coalition is made up of three organizations, each sharing in the grant according to their 2007 adoption performance. The recipients are: the Berkeley-East Bay Humane Society ($200,240); Berkeley Animal Care Services ($176,320); and Home at Last Animal Rescue ($97,440). The communities served by the coalition include Albany, Berkeley, Emeryville, and Piedmont, California.

In spite of the fact that many of the animals awaiting adoption at Berkeley Animal Care Services are pit bulls and pit mixes, and that as many as 40-50% of the animals at Berkeley-East Bay Humane Society and Home at Last Animal Rescue are elderly, FIV positive, in need of extra socialization or have other treatable conditions, the live release rate for the coalition is 92%. Intake for all organizations in 2008 was 2,055.

The Berkeley-East Bay Humane Society is focusing the added resources on older cats and dogs and treatable pets; Home at Last Rescue is using the award to pay veterinary expenses and create a reserve fund to weather the recession; the City of Berkeley is applying its grant money to a new shelter and existing programs.
Maddie’s® Lifesaving Award

Oakland County, MI
Awarded: September 2008
Funding: $40,000
Lead Agency: Oakland Pet Fund
Participants: Oakland Pet Adoption Center/Oakland County Animal Shelter, City of Royal Oak Animal Shelter, City of Birmingham Animal Control, Bloomfield Township Animal Control, City of Madison Heights Animal Control, City of Ferndale Animal Control, K-9 Rescue

Portland Metro, OR
Awarded: March 2009
Funding: $35,000
Lead Agency: Cat Adoption Team
Participants: Clackamas County Dog Services, Humane Society for Southwest Washington, Multnomah County Animal Services, Oregon Humane Society, Washington County Animal Services

Spokane County, WA
Awarded: September 2008
Funding: $24,000
Lead Agency: Spokane Humane Society
Participants: Spokane County Regional Animal Protection Service (SCRAPS), Spokane Animal CARE, Inland Empire Golden Retriever Rescue, Partners for Pets, Pet Savers

Vigo County, IN
Awarded: September 2008
Funding: $10,000
Lead Agency: Vigo County Animal Coalition
Participants: Terre Haute Humane Society, Harmony Haven

Virginia Peninsula
Awarded: April 2009
Funding: $10,000
Lead Agency: Peninsula SPCA

Richmond, Virginia
Funding: $230,200
Lead Agency: Richmond SPCA

The Richmond SPCA and Richmond Animal Care & Control in Richmond, Virginia formed a working partnership in 2002 to provide a safety net of care for the city’s homeless pets. In 2006, they established a community-wide adoption guarantee for healthy shelter dogs and cats and have maintained it ever since. Total intake for the coalition in 2008 was 6,424 dogs and cats; the annual live release rate community-wide was 77%.

In recognition of this achievement, the Richmond SPCA and the Richmond Animal Care & Control auxiliary, the Richmond Animal Welfare Foundation, were given Maddie’s Lifesaving Award and a grant of $230,200.

Each organization is sharing in the grant according to their 2007 adoption performance: $160,350 is going to the Richmond SPCA; $69,850 to Richmond Animal Welfare Foundation.

“We are using the generous Lifesaving Award grant money to support our services to the pets of low-income families, namely free spay/neuter procedures and rabies vaccinations, low-cost wellness clinics and low-cost micro-chipping services,” said Robin R. Starr, CEO, Richmond SPCA.

Maddie’s® Shelter Data Grants

Maddie’s® Shelter Data Grants are for community collaborations that collect and report shelter statistics using definitions and tables presented in the Asilomar Accords. Shelter data grants are awarded only one time, but shelter data is required for three years. Awards range from $10,000-$40,000.

Dade County, FL
Awarded: January 2009
Funding: $30,000
Lead Agency: Humane Society of Greater Miami
Participants: Cat Network, Friends Forever Rescue, Miami-Dade Animal Services, Pet Rescue

Madison County, AL
Awarded: March 2009
Funding: $40,000
Lead Agency: Greater Huntsville Humane Society
Participants: A New Leash on Life, Challenger’s House, Forgotten Felines, Huntsville Animal Services, Madison City Animal Control, Madison County Animal Control, The ARK, TLC

Mohave County, AZ
Awarded: September 2008
Funding: $30,000
Lead Agency: Mohave CARE-Net
Participants: Bullhead City Animal Control, Mohave County Animal Control, Western Arizona Humane Society, For the Luv of Paws II, Help Animal Lives Today

Oakland County, MI
Awarded: September 2008
Funding: $40,000
Lead Agency: Oakland Pet Fund
Participants: Oakland Pet Adoption Center/Oakland County Animal Shelter, City of Royal Oak Animal Shelter, City of Birmingham Animal Control, Bloomfield Township Animal Control, City of Madison Heights Animal Control, City of Ferndale Animal Control, K-9 Rescue

Portland Metro, OR
Awarded: March 2009
Funding: $35,000
Lead Agency: Cat Adoption Team
Participants: Clackamas County Dog Services, Humane Society for Southwest Washington, Multnomah County Animal Services, Oregon Humane Society, Washington County Animal Services

Spokane County, WA
Awarded: September 2008
Funding: $24,000
Lead Agency: Spokane Humane Society
Participants: Spokane County Regional Animal Protection Service (SCRAPS), Spokane Animal CARE, Inland Empire Golden Retriever Rescue, Partners for Pets, Pet Savers

Vigo County, IN
Awarded: September 2008
Funding: $10,000
Lead Agency: Vigo County Animal Coalition
Participants: Terre Haute Humane Society, Harmony Haven

Virginia Peninsula
Awarded: April 2009
Funding: $10,000
Lead Agency: Peninsula SPCA
Maddie’s® Pet Evaluation Matrix Grant

This grant is for community collaborations to develop a Pet Evaluation Matrix.

Dane County, WI
Awarded: August 2008
Funding: $5,000
Lead Agency: Dane County Humane Society

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.

Animal Shelter, Inc.
Awarded: March 2009
Funding: $25,000
Purpose: To cover a portion of the cost to renovate and expand their existing facility, including the purchase of an HVAC unit for the isolation building.

Arizona Animal Welfare League & SPCA
Awarded: August 2008
Funding: $6,000
Purpose: To fund a feasibility study to determine their medical facility needs.

Tony La Russa’s Animal Rescue Foundation
Awarded: August 2008
Funding: $16,200
Purpose: To purchase replacement equipment for the medical clinic.

Maddie’s® Marketing Competition: $296,000

In July 2008, Maddie’s Fund held a second competition for Petfinder.com members to reward effective marketing strategies for adopting hard to place dogs and cats.

186 rescue groups, traditional shelters, adoption guarantee shelters and animal control agencies entered the competition, each describing their methods for adopting elderly, blind, deaf, plain and shy pets as well as dogs and cats with medical and behavioral issues.

Submissions were judged by the marketing idea, implementation of the concept, the number of animals placed, size of the organization, available resources and documentation of results. In addition to the top prize winners, 105 organizations received prize money ranging from $500 to $5,000 each.

Top Prize Winners

$20,000 Award Level
Animal Friends, Pittsburg, PA
Michigan Humane Society, Detroit, MI
Oregon Humane Society, Portland, OR

$15,000 Award Level
Animal Welfare Association, Voorhees, NJ
Humane Society of Independence County, Batesville, AR
Seattle Humane Society, Bellevue, WA
Tony LaRussa’s Animal Rescue Foundation, Walnut Creek, CA

$10,000 Award Level
Animal Welfare Association, Voorhees, NJ
Humane Society of Independence County, Batesville, AR
Seattle Humane Society, Bellevue, WA
Tony LaRussa’s Animal Rescue Foundation, Walnut Creek, CA

Marketing Competition Winners 2008-2009

Alabma Rescue Foundation  Malden, OK
Aley Cat Angels  Battle Creek, MI
Anderson Humane Society  Lawrenceburg, KY
Animal Aid, Inc.  Boca Raton, FL
Animal Defense League  San Antonio, TX
Animal Friends Rescue Project  Pacific Grove, CA
Animal House Shelter, Inc.  Hurstley, IL
AnimalKind  Mission Woods, KS
Angel kitty Cats Rescue  New York, NY
APR House Chicago  Chicago, IL
ASPCA  New York, NY
Bassett Rescue of Florida  Sunrise, FL
Bay Area Humane Society  Green Bay, WI
Berkeley-East Bay Humane Society  Berkeley, CA
Best Friends Animal Society  Kanab, UT
Big Sky Hottweeler Rescue  Laurel, MT
Boston Terrier Rescue of Greater Houston  The Woodlands, TX
Capital Area Humane Society  Lansing, MI
Caroline County Humane Society  Ridgely, MD
Cat Depot  Sarasota, FL
Cat’s Cradle of Greater Richmond, Inc.  Richmond, VA
Central Pennsylvania Animal Alliance  Mechanicsburg, PA
City of Irvine Animal Care Center  Irvine, CA
Clark County Humane Society  Nevada, NV
Coalition for Animal Rescue & Education  Hillsboro, MO
Cocker Spaniel Rescue of East Texas  The Woodlands, TX
Col. Potter Cairn Rescue Network  Houston, TX
Conway Area Humane Society  Conway, NH
Dane County Humane Society  Madison, WI
Dent County Animal Welfare Society  Salem, MO
Dogman Rescue Unlimited  Sandston, VA
Dog Pack Rescue  Kingston, GA
Dogs Only, Inc.  Little Rock, AR
Dogs, Cats & More  Gardnerville, NV
Erie County SPCA  Tonawanda, NY
Fido Dog Rescue  West Columbia, SC
Flint Humane Society  Vienna, VA
### Shelter Grants

**Marketing Competition Winners 2008-2009 (continued)**

<table>
<thead>
<tr>
<th>Organization</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foothills Animal Rescue</td>
<td>Glendale, AZ</td>
</tr>
<tr>
<td>Foothills Humane Society</td>
<td>Columbus, NC</td>
</tr>
<tr>
<td>Friends of the Rifle Animal Shelter</td>
<td>Rifle, CO</td>
</tr>
<tr>
<td>Friends of Turlock Animal Shelter</td>
<td>Turlock, CA</td>
</tr>
<tr>
<td>Fuzzy Friends Rescue</td>
<td>Waco, TX</td>
</tr>
<tr>
<td>Gainesville Pet Rescue, Inc.</td>
<td>Gainesville, FL</td>
</tr>
<tr>
<td>Greyheards Only, Inc. Adoption &amp; Rescue</td>
<td>Carol Stream, IL</td>
</tr>
<tr>
<td>Guardian Angels for Animals</td>
<td>Sault Ste. Marie, MI</td>
</tr>
<tr>
<td>Hamilton County Humane Society</td>
<td>Noblesville, IN</td>
</tr>
<tr>
<td>Heart and Hand Society</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Hearts United for Animals</td>
<td>Auburn, NE</td>
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<tr>
<td>Helen Woodward Animal Center</td>
<td>Rancho Santa Fe, CA</td>
</tr>
<tr>
<td>High Plateau Humane Society</td>
<td>Ahwahne, CA</td>
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<tr>
<td>Homeward Trails Animal Rescue</td>
<td>Arlington, VA</td>
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<td>Hood River Adopt-A-Dog Foundation</td>
<td>Hood River, OR</td>
</tr>
<tr>
<td>Humane Society for Seattle/King County</td>
<td>Bellevue, WA</td>
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<tr>
<td>Humane Society of Collier County</td>
<td>Naples, FL</td>
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<tr>
<td>Humane Society of Huron Valley</td>
<td>Ann Arbor, MI</td>
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<td>Humane Society of Madison County</td>
<td>London, OH</td>
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<tr>
<td>Humane Society of Western Montana</td>
<td>Missoula, MT</td>
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<tr>
<td>Humane Society of Williamson County</td>
<td>Lenexa, KS</td>
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<td>Indiana Petite Paws Rescue Angels</td>
<td>Boone Grov, IN</td>
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<td>Ken-Mar Rescue</td>
<td>Burbank, CA</td>
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<td>Knox County Humane Society</td>
<td>Mount Vernon, OH</td>
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<td>Last Chance Rescue</td>
<td>Gregory, TX</td>
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<td>League for Animal Welfare</td>
<td>Batavia, OH</td>
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<td>Liberty Humane Society</td>
<td>Jersey City, NJ</td>
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<td>North Ridgeville, OH</td>
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<td>North Pole, AK</td>
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<td>MEOW Cat Rescue</td>
<td>Kirkland, WA</td>
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<td>Merrimack River Feline Rescue Society</td>
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<td>Nevada Humane Society</td>
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<td>No More Homeless Pets in Utah</td>
<td>Salt Lake City, UT</td>
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<td>Noah Project</td>
<td>Muskogee, MI</td>
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<td>Oasisark Animal Rescue</td>
<td>Ledgeview, NJ</td>
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<td>Our Companions Domestic Animal Sanctuary</td>
<td>Bloomfield, CT</td>
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<td>Parke-Vermillion County Humane Society</td>
<td>Clinton, IN</td>
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<td>PAWS of Marion</td>
<td>Marion, AR</td>
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<td>PAWS Shelter &amp; Humane Society</td>
<td>Dripping Springs, TX</td>
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<tr>
<td>Pekingese Charitable Foundation</td>
<td>Cortland, NE</td>
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**Marketing Competition Winners 2008-2009 (continued)**

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<tr>
<th>Organization</th>
<th>City, State</th>
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<tr>
<td>Pet Pals</td>
<td>Hawk Springs, WV</td>
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<td>Pets with Disabilities Organization</td>
<td>Prince Frederick, MD</td>
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<td>PawPrints.com</td>
<td>Drayton, SC</td>
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<td>Refurbished Pets of Southern Michigan</td>
<td>Coldwater, MI</td>
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<td>Safeguarder Foster Home</td>
<td>Tionesta, PA</td>
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<td>Saint Francis Animal Sanctuary</td>
<td>Vermillion, OH</td>
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<td>Sanctuary Animal Refuge</td>
<td>Clewiston, FL</td>
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<td>Appleton, WI</td>
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<td>Shorewood Cattery Rescue</td>
<td>Twin Lakes, WI</td>
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<td>Southeastern Greyhound Adoption</td>
<td>Newman, GA</td>
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<td>Southern Cross GSD Rescue</td>
<td>Clarksville, GA</td>
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<td>SPICa of Westchester</td>
<td>Briarcliff, NY</td>
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<td>SSI Rescue</td>
<td>Columbus, SC</td>
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<td>St. Seton's Orphaned Animals</td>
<td>Fredericksburg, VA</td>
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<td>Stray Rescue of St. Louis</td>
<td>St. Louis, MO</td>
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<td>Sun City K9 Adoptions</td>
<td>Summerland Key, FL</td>
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<td>Sunshine Airedales of Florida</td>
<td>Millington, TN</td>
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<td>Tipton Treasures PAWS New England</td>
<td>Newell, IA</td>
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<td>TLC Animal Shelter</td>
<td>Chicago, IL</td>
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<td>Tree House Humane Society</td>
<td>Tuscaldosa, AL</td>
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<td>Tuscaldosa Metro Animal Shelter</td>
<td>New York, NY</td>
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<tr>
<td>Waggytail Rescue</td>
<td>North Bend, WA</td>
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<tr>
<td>Walk in the Bark Rescue</td>
<td>Ro Rancher, NM</td>
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<tr>
<td>Washington Alaskan Malamute Adoption League</td>
<td>New York, NY</td>
</tr>
</tbody>
</table>

### Maddie’s Spay/Neuter Grants

**Maddie’s Spay/Neuter Project in Duval County, Florida**

- **Project Start Date:** January 1, 2008
- **Total Estimated Funding:** $350,000
- **Participants:**
  - First Coast No More Homeless Pets (Lead Agency), City of Jacksonville Animal Control, Jacksonville Humane Society, and nine private practice veterinary hospitals
- **This two-year spay/neuter program intends to reduce intake and euthanasia in Duval County shelters by targeting the population of cats living in zip codes high in feline shelter admissions. In Year One, three zip codes were targeted. In Year Two, one zip code was targeted. The goal is to alter a total of 6,402 above baseline cats residing in those zip codes.**
- **Surgeries performed after eighteen months:** 3,957

**Maddie’s Spay/Neuter Project in Loudon & Monroe Counties, Tennessee**

- **Project Start Date:** October 1, 2008
- **Funding to Date:** $120,000
- **Total Potential Funding:** $200,000
- **Participants:** Spay/Neuter Assistance for Pets (SNAP), Lead Agency, with seven private practice veterinary hospitals and two non-profit clinics
- **This two-year spay/neuter program targeting dogs and cats belonging to low-income residents living in six Northern Nevada counties.**
- **Surgeries performed after one year:** 2,066

**Maddie’s Spay/Neuter Project in Northern Nevada**

- **Project Start Date:** February 1, 2008
- **Total Estimated Funding:** $385,780
- **Participants:** SPCA of Northern Nevada (Lead Agency) and 26 private practice veterinary hospitals
- **This two year spay/neuter program targets dogs and cats belonging to low-income residents living in six Northern Nevada counties.**
- **Surgeries performed through June 30, 2009:** 2,365
Special Giving

In FY 2008-09, Maddie’s Fund awarded a total of $3.4 M through our Special Giving Program. Unsolicited applications are not accepted for Special Giving grants. All recipients were pre-selected by the Foundation.

**Special Giving Recipients**
- Adams County Animal Control, $20,000
- Alabama Veterinary Medical Foundation, $5,000
- Alabamians Defending Animal Rights, $10,000
- Alachua County Humane Society, $40,000
- Allen County SPCA, $20,000
- Alley Cat Allies, $20,000
- Almost Home Adoptions, $20,000
- American Humane Association, $40,000
- Ames Animal Shelter & Animal Control, $20,000
- Angel’s Wish, $5,000
- Angels with Paws, $20,000
- Animal Center of Queens, $20,000
- Animal Friends Connection, $20,000
- Animal Friends Rescue Project, $20,000
- Animal Haven, $20,000
- Animal People, $40,000
- Animal Rescue Foundation, $20,000
- Animal Refuge Foundation, $20,000
- Animal Shelter League of Rohnert Park, $20,000
- Anjellicle Cats Rescue, $20,000
- ASPCA, $40,000
- Aurora Animal Shelter, $20,000
- Baldwin County Animal Control Center, $20,000
- Berkeley Animal Services, $40,000
- Berkeley East Bay Humane Society, $40,000
- Bide-A-Wee, $20,000
- Bobbi & the Strays, $20,000
- Carson City Animal Services, $20,000
- Cat Care Society, $20,000
- Charleston Animal Control, $40,000
- City Critters, $20,000
- City of Alameda Animal Control, $40,000
- City of Antioch Animal Services, $40,000
- City of Bay Minette Animal Control, $20,000
- City of Fairhope Animal Control, $20,000
- City of Mobile Animal Shelter, $20,000
- City of Palo Alto Animal Services, $20,000
- City of Petaluma Animal Services, $20,000
- Community Concern for Cats, $40,000
- Contra Costa County Animal Services, $40,000
- Contra Costa Humane Society, $40,000
- Cornell University, $40,000
- Dane County Humane Society, $50,000
- Daphne Animal Shelter, $20,000
- Denver Dumb Friends League, $20,000
- Dubuque Regional Humane Society, $20,000
- East Bay Botanical & Zoological Society, $20,000
- East Bay SPCA, $40,000
- Feline Rescue of Staten Island, $20,000
- Feral Cat Coalition, $20,000
- Feral Cat Foundation, $20,000
- Fix Our Ferals, $10,000
- Foothills Animal Rescue, $20,000
- Fort Wayne Animal Care & Control, $20,000
- Friends of the Oakland Animal Shelter, $40,000
- Friends of the Palo Alto Jr. Museum and Zoo, $20,000
- Gainesville Pet Rescue, $20,000
- German Shepherd Rescue of Northern CA, $20,000
- Haile’s Angels Pet Rescue, $20,000
- Healdsburg Animal Shelter, $20,000
- Heart & Soul Animal Rescue, $20,000
- Helping Animals Live On, $20,000
- Helping Hands Pet Rescue, $20,000
- Henry Vilas Zoo, $20,000
- Home At Last Animal Rescue, $40,000
- Hopalong Animal Rescue, $40,000
- Humane Society for Seattles/King County, $20,000
- Humane Society of Boulder Valley, $20,000
- Humane Society of Indianaapolis, $20,000
- Humane Society of Silicon Valley, $40,000
- Humane Society of Sonoma County, $20,000
- Humane Society of the United States, $40,000
- Humane Society of West Alabama, $10,000
- Iowa State University, $20,000
Maddie’s Fund® Grants 2008–2009

Maddie’s Fund® Cumulative Grant Giving 1998–2009

Community Live Release Rates for the Nation

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 459 organizations.

Community Deaths per Thousand Rates

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