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The Pet Rescue Foundation

# Maddie's Fund<sup>®</sup>

## Annual Report 2009–2010

## 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

Laurie Peek, DVM

Mike Duffield

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

Joey Bloomfield, Grants Specialist

Alison Gibson, Communications Specialist

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## 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."

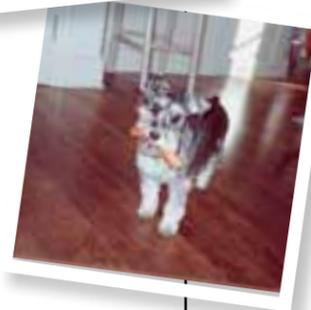
Dave and Cheryl are fulfilling their promise to Maddie. They have endowed Maddie's Fund with more than \$300 million and have spent \$103 million\* so far to save dog and cat lives. In their lifetime, Dave and Cheryl have given more of their personal wealth to the animal welfare cause than any other 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 with her.

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 and enhance our lives with their 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 saved.

\* Total grants since 1994 as The Duffield Family Foundation. Since Maddie's Fund began in 1999, grants total \$96.2 million.



## President's Message

The launch of a national public service advertising campaign; a landmark lawsuit to uphold donor intent; a record breaking adoptathon; a customer service awards program – these were just a few of the new Maddie's Fund initiatives in Fiscal Year 2009-10. Grants awarded throughout the year totaled \$11.4 million.

Maddie's® community collaborative projects found new homes for a total of 81,103 dogs and cats; performed 29,268 spay/neuter surgeries and reduced euthanasia by a total of 39,702 deaths.

Maddie's® Shelter Medicine Programs at Florida, Cornell, Purdue and Iowa State Universities trained undergraduates, interns and residents in shelter medicine through coursework and hands-on learning; published peer-reviewed research articles; and provided a direct benefit to animal shelters through on-site consultations, e-mail advice and continuing education.

The Shelter Pet Project launched in September after a year and a half of research and creative development. The national public service advertising campaign sponsored by Maddie's Fund, The HSUS and the Ad Council urged pet lovers to go to their local shelters and rescues to adopt a pet. TV and radio spots, billboards, bus shelter posters, print, and website ads were distributed to 33,000 media outlets nationwide. The campaign generated more than \$26 million in donated media in the first nine months alone.

To uphold the legal right of donor intent, Maddie's Fund joined The HSUS and the ASPCA in a landmark lawsuit against the Leona Helmsley Charitable Trust. The suit was filed on behalf of the entire animal welfare movement to force the Trustees to follow (and not continue to ignore) Mrs. Helmsley's express wishes to help dogs.

Maddie's® Matchmaker Adoptathon was a pet adoption event for the record books: 1,809 shelter dogs and cats in two northern California counties found homes in a single weekend. The event shattered many pervasive myths about shelter adoption, including the notion of "too many pets, not enough homes."

To bring attention to the fact that good customer service saves lives and to reward organizations for providing it, Maddie's Fund gave \$50,000 for good customer service to 70 Petfinder.com member organizations across America.

No-kill community leaders, funded project representatives and Maddie's Fund staff presented lectures and day-long workshops at The HSUS Animal Care EXPO 2010 in Nashville, and the University of Florida Shelter Medicine Conference in Gainesville.

Fiscal Year 2009-10 was an exciting and successful year. Read on for more details about our accomplishments.

Sincerely,

Rich Avanzino





# Community Collaborative Grants

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

### MADDIE'S® PET RESCUE PROJECT

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

**Estimated Funding for Year Six:** \$3,892,500

**Estimated Funding through Year Six:** \$17,757,616

**Total Potential Funding:** \$21,069,616

**Participants:** Mayor's Alliance for NYC's Animals (Lead Agency), Animal Care & Control of NYC, 115 adoption guarantee organizations.

*The Live Release Rate for shelter dogs and cats in New York City shelters has jumped from 37% to 79% since 2003.*

### MADDIE'S® SPAY/NEUTER PROJECT

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

**Estimated Funding for Year Six:** \$1,352,200

**Estimated Funding through Year Six:** \$3,384,380

**Total Potential Funding:** \$6,332,640

**Participants:** Mayor's Alliance for NYC's Animals (Lead Agency Years 3 – 6), Veterinary Medical Association of NYC (Lead Agency Years 1 – 2), 29 private practice veterinary hospitals and five non-profit clinics.

*Medicaid Spay/Neuter Surgeries 5 ½ Years: 44,057*



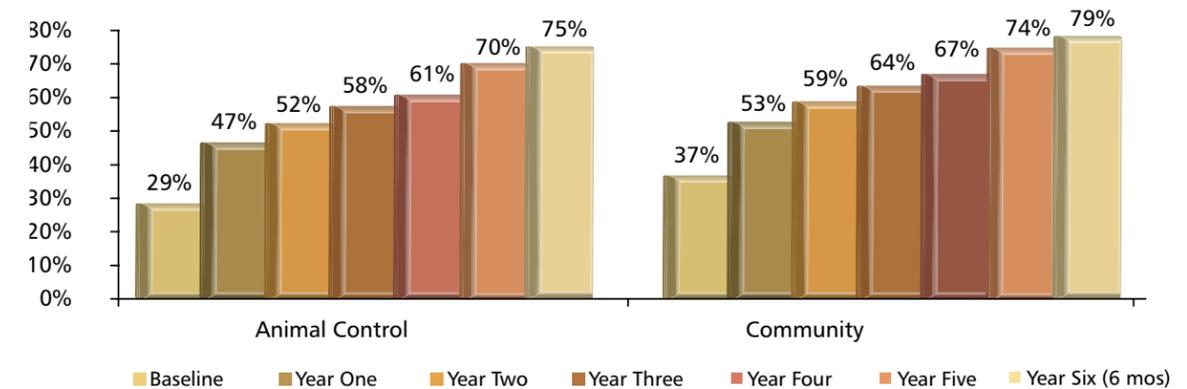
## New York City Achievements (Baseline + Above Baseline Performance)

	Baseline Year**	Year One	% of Annual Goal	Year Two	% of Annual Goal	Year Three	% of Annual Goal	Year Four	% of Annual Goal	Year Five	% of Annual Goal	Year Six (6mos)	% of 6 mo Goal
Impounds	52,415	50,929	n/a	51,984	n/a	51,571	n/a	51,143	n/a	50,190	n/a	22,331	n/a
AG Adoptions*	7,672	10,747	112%	13,579	101%	16,081	99%	18,110	106%	20,291	109%	9,555	87%
All Adoptions	12,599	21,612	149%	22,892	124%	24,986	118%	26,593	102%	28,483	105%	12,992	87%
Healthy Deaths	14,000	8,490	132%	3,831	219%	2,236	250%	1,420	197%	0	100%	0	100%
Treatable Deaths	6,000	4,362	n/a	5,980	n/a	5,874	n/a	5,694	n/a	4,851	111%	1,493	121%
All Deaths	31,820	23,399	124%	20,818	126%	18,703	125%	17,080	121%	14,023	123%	5,487	131%

\* AG stands for Adoption Guarantee Organizations

\*\* Baseline is from Year Six – the baseline has changed over the years due to changes in participating organizations.

## Annual Live Release Rates – New York City



# Community Collaborative Grants

## Maddie's® Projects in Mobile,\* Alabama

### MADDIE'S® PET RESCUE PROJECT IN MOBILE, ALABAMA

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

**Estimated Funding for Year Six:** \$643,500

**Estimated Funding through Year Six:** \$3,810,163

**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 participated in Years 1-4).

\* Starting July 1, 2008, the focus of the pet rescue project shifted from Mobile County to the city of Mobile.

*The Live Release Rate for the City of Mobile has increased from 32% to 53%.  
An adoption guarantee for healthy animals has been in place for 1.5 years.*

### MADDIE'S® SPAY/NEUTER PROJECT IN MOBILE COUNTY\*, ALABAMA

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

**Estimated Funding for Year Six:** \$250,750

**Estimated Funding through Year Six:** \$1,141,905

**Total Potential Funding:** \$2,458,895

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

*Medicaid Spay/Neuter Surgeries 5 ½ Years: 12,758*

\*The spay/neuter project is a county-wide program.



## Mobile County Achievements (Baseline + Above Baseline Performance)

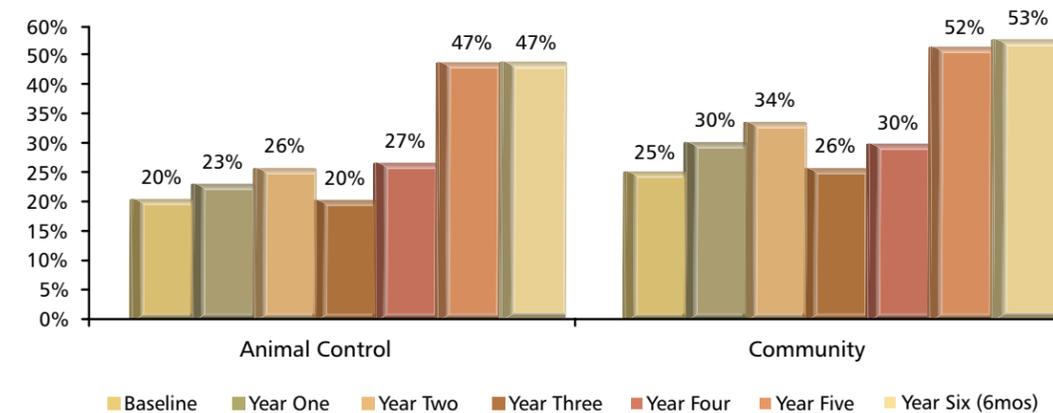
	Baseline Year*	Year One	% of Annual Goal	Year Two	% of Annual Goal	Year Three	% of Annual Goal	Year Four	% of Annual Goal	Year Five	% of Annual Goal	Year Six (6 mos)	% of 6 mo Goal
Impounds	9,780	15,018	n/a	14,537	n/a	17,296	n/a	14,143	n/a	7,848	n/a	3,539	n/a
AG Adoptions***	1,175	1,783	98%	2,431	91%	2,523	71%	2,558	69%	2,144	64%	1,128	61%
All Adoptions	2,582	3,548	90%	3,991	83%	3,595	64%	4,282	76%	3,387	65%	1,514	55%
Healthy Deaths	2,60	2,865	118%	2,372	107%	1,837	92%	569	104%	8**	0%	0	100%
Treatable Deaths	2,605	3,688	n/a	2,464	n/a	3,749	n/a	3,410	n/a	825	n/a	293	406%
All Deaths	6,682	10,171	112%	9,653	109%	12,516	78%	8,971	64%	3,563	115%	1,589	122%

\* Baseline Year is from Year 5, which includes data for the City of Mobile only; Years 1 – 3 include data for the entire County; Year 4 for the County for the first half and the City only for the second half; Years 5 – 6 only for the City of Mobile.

\*\*8 Healthy Pit Bull or Pit Bull Mixes were euthanized in Year 5.

\*\*\*AG stands for Adoption Guarantee Organization.

## Annual Live Release Rates – Mobile County



# Community Collaborative Grants

## Maddie's® Projects in Dane County, Wisconsin

### MADDIE'S® PET RESCUE PROJECT

**Project Start:** July 1, 2008

**Funding for Year Three:** \$169,560

**Funding through Year Three:** \$632,272

**Total Potential Funding:** \$958,252

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

*Maddie's® Pet Rescue Project in Dane County has not euthanized a healthy shelter dog or cat since its inception (July 2008) and has reduced treatable deaths by 88%.*

### MADDIE'S® SPAY/NEUTER PROJECT

**Project Start:** July 1, 2008

**Funding for Year Three:** \$104,250

**Total Estimated Funding:** \$406,612

**Participants:** Dane County Humane Society; 19 private practice veterinary hospitals and 3 non-profit clinics.

*Spay/Neuter Surgeries 2 Years: 4,423*

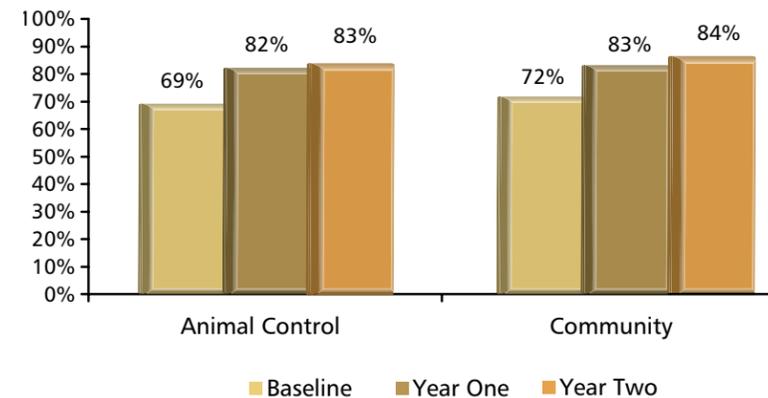


## Dane County Achievements (Baseline + Above Baseline Performance)

	Baseline Year	Year One	% of Annual Goal	Year Two	% of Annual Goal
Impounds	5,923	6,185	n/a	5,709	n/a
AG Adoptions*	427	718	127%	792	133%
All Adoptions	2,717	3,231	105%	3,072	105%
Healthy & Treatable Deaths	589	195	121%	68	260%
All Deaths	1,797	1,164	124%	1,064	130%

\*AG stands for Adoption Guarantee Organizations.

## Annual Live Release Rates — Dane County



■ Baseline ■ Year One ■ Year Two



# Community Collaborative Grants

## Maddie's® Projects in Erie County, New York

### MADDIE'S® PET RESCUE PROJECT

**Project Start:** October 1, 2009

**Funding for Year One:** \$501,550

**Total Potential Funding:** \$3,995,600

**Participants:** The SPCA Serving Erie County (Lead Agency); Black Dog Second Chance; Buffalo Humane Society; City of Buffalo Animal Shelter; HEART; Second Chance Sheltering Network; and Ten Lives Club.

*Nine months into Year 1, Maddie's® Pet Rescue Project in Erie County has achieved and maintained an adoption guarantee for all healthy shelter dogs and cats and is on track to save more than 20% of its treatable shelter pets in its first year. The Live Release Rate at nine months is 79%.*

### MADDIE'S® SPAY/NEUTER PROJECT

**Project Start:** October 1, 2009

**Estimated Funding for Year One:** \$121,000

**Total Potential Funding:** \$845,000

**Participants:** Operation PETS: The Spay/Neuter Clinic of Western New York, Inc. (lead agency) and 11 private practice veterinary hospitals.

*Medicaid Spay/Neuter Surgeries 9 Months: 1,748*

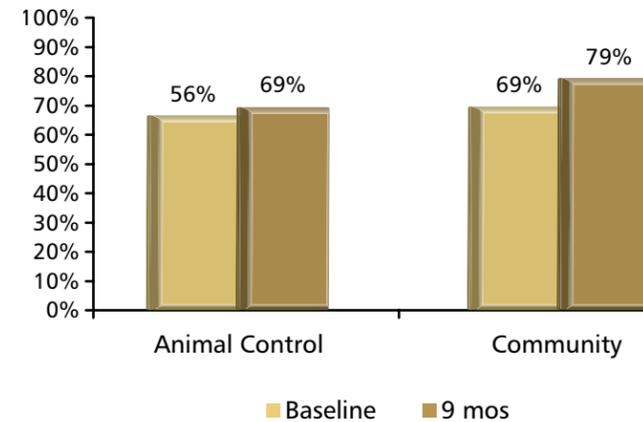


## Erie County Achievements (Baseline + Above Baseline Performance)

	Baseline Year	9 mos	% of 9 mo Goal
Impounds	19,099	12,444	n/a
AG Adoptions	1,213	1,342	141%
All Adoptions	8,863	6,807	112%
Healthy Deaths	483	0	100%
Treatable Deaths	2,030	417	261%
All Deaths	7,377	3,947	115%

\*AG stands for Adoption Guarantee Organizations.

## Annual Live Release Rates — Erie County





## Maddie's® Reporting Projects

## Maddie's® Reporting Projects

Direct funding has ceased for the following projects, but these communities continue to provide Maddie's Fund with shelter statistics in the modified Asilomar Accords format.

### MADDIE'S® PET RESCUE PROJECT IN ALACHUA COUNTY, FLORIDA

Funding Period: July 1, 2002 – June 30, 2009

Total Funding: \$3,561,919

Statistics will be reported until July 2012



#### Performance Community-Wide

	Baseline Year (2000)	2009	Percent change
Impounds	11,387	8,978	-21%
Adoptions	2,551	4,470	+75%
Deaths	8,063	3,797	-53%
Live Release Rate	29%	60%	

### MADDIE'S® PET RESCUE PROJECT IN BALDWIN COUNTY, ALABAMA

Funding Period: October 1, 2005 – September 30, 2009

Total Funding: \$725,760

Statistics will be reported until October 2012



#### Performance Community-Wide

	Baseline Year (2004)	2009	Percent change
Impounds	8,705	7,702	-12%
Adoptions	1,527	1,834	+20%
Deaths	5,149	4,905	-5%
Live Release Rate	39%	35%	

# Maddie's® Reporting Projects

## MADDIE'S® PET RESCUE PROJECT IN MARICOPA COUNTY, ARIZONA

Funding Period: November 1, 2002 – October 31, 2009

Total Funding: \$6,484,532

Statistics will be reported until November 31, 2012



### Performance Community-Wide

	Baseline Year (7/2000 – 6/2001)	2009	Percent change
Impounds	105,617	93,934	-11%
Adoptions	33,091	33,546	+1%
Deaths	59,233	47,183	-20%
Live Release Rate	46%	51%	

## MADDIE'S® PET RESCUE PROJECT IN TUSCALOOSA COUNTY, ALABAMA

Funding Period: April 1, 2005 – March 31, 2010

Total Funding: \$1,739,050

Statistics will be reported until April 2012



### Performance Community-Wide

	Baseline Year (2004)	2009	Percent change
Impounds	7,823	8,595	+10%
Adoptions	1,023	1,896	+85%
Deaths	5,833	6,018	+3%
Live Release Rate	24%	29%	



## Shelter Medicine Education

# Shelter Medicine Education

## MADDIE'S® SHELTER MEDICINE PROGRAM, UNIVERSITY OF FLORIDA

**Project Start Date:** July 1, 2008

**Funding for Years 1 – 3:** \$1,821,304

**Total Potential Funding:** \$4,089,056

### Program Accomplishments FY2009–10:

- Performed four comprehensive and four targeted onsite shelter consultations.
- Provided assistance in disease surveillance and outbreak response to 39 agencies serving over 135,000 animals annually.
- Taught three veterinary student elective courses:
  - Introduction to Shelter Medicine, 24 students.
  - Introduction to Veterinary Disaster Response, 79 students.
  - Veterinary Forensic Medicine, 29 students.
- Taught three shelter medicine lectures in required courses reaching all freshmen and senior veterinary students.
- Hosted second annual Maddie's® Shelter Medicine Conference, with 220 attendees.
- Lectured at six national/international veterinary continuing education meetings.
- Presented 12 lectures to 1,400 attendees at veterinary medical associations and colleges of veterinary medicine.
- Presented nine shelter technician and practitioner seminars.
- Hosted inaugural Veterinary Forensic Science Conference and Wet Lab, with 70 attendees.
- Enrolled the first participants in the nation's first and only Certificate in Shelter Medicine for veterinary students.
- Supported eight students in Maddie's® Shelter Medicine Externships.
- Initiated five new shelter health research projects.
- Published four articles in veterinary journals, including the *Journal of the American Veterinary Medical Association* and the *Journal of Applied Animal Welfare Science*.



## MADDIE'S® SHELTER MEDICINE PROGRAM, CORNELL UNIVERSITY

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

**Funding for Seven Years:** \$2,070,984

### Program Accomplishments FY2009–10:

- Recruited a Director of Clinical Programs.
- Recruited two interns.
- Temporarily assumed responsibility for the medical care of animals at the SPCA of Tompkins County (SPCA of TC).
- Expanded the medical training of veterinary students in shelter medicine at the SPCA of TC through the Community Practice Service and student shelter on-call list.
- Offered intensive, in-shelter dog training and behavior modification instruction to veterinary students who then used their new skills to work voluntarily with SPCA of TC dogs.
- Re-designed the Maddie's® Shelter Medicine website.



## MADDIE'S® SHELTER MEDICINE PROGRAM, PURDUE UNIVERSITY

**Project Start Date:** July 1, 2008

**Funding for Years 1 – 3:** \$1,171,334

**Total Potential Funding:** \$2,314,553

### Program Accomplishments FY2009–10:

- Taught a shelter medicine elective course:
  - a Service Learning Project was part of the course in which each student created an animal shelter board game for Grades 7-12.
- Provided a four-session, problem-based learning module on feline URI and panleukopenia in shelter cats to all sophomore DVM students.
- Offered shelter externships and hands-on learning blocks to six senior DVM students.
- Two students started new projects as part of Maddie's® Summer Research Experience.
- Maddie's® PhD student and Maddie's® Post-DVM began their studies.
- Completed two research projects and designed four additional projects.
- Participated in two comprehensive shelter assessments.



# Shelter Medicine Education

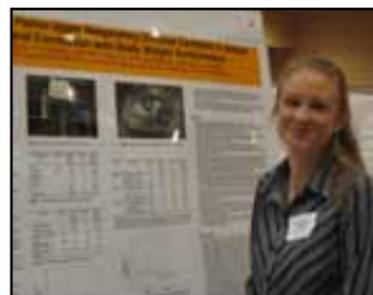
## MADDIE'S® SHELTER MEDICINE PROGRAM, IOWA STATE UNIVERSITY

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

**Funding through Phase Four:** \$227,400

### Program Accomplishments FY2009–10:

- Continued Maddie's® Shelter Medicine Externships. Four students put their veterinary skills to work at adoption guarantee shelters in California, Utah, New York and Pennsylvania.
- Taught the ten-week Maddie's® Shelter Medicine Course to 45 veterinary and vet tech students.
- Two long term projects were completed by Maddie's® Summer Scholars:
  - determining environmental and group health risk factors for feline upper respiratory infection in shelters.
  - risk factors for canine kennel cough complex in animal shelters.
- Maddie's® Summer Scholars presented posters for the CVM Scholars Research Day.
- Lectured at three regional/national veterinary meetings.



## MADDIE'S® ANIMAL SHELTER INFECTION CONTROL TOOL, IOWA STATE UNIVERSITY

**Project Start Date:** July 1, 2009

**Total Funding:** \$443,000

Completed the first draft of an on-line biologic management resource, Maddie's® Animal Shelter Infection Control Tool. This analysis takes animal shelter personnel through a survey of animal husbandry, animal health, disinfection and sanitation, facility and environment, emergency management and training, and public health; and then evaluates the shelter's practices and procedures. If the shelter is not up to "best practice" standards, text, pictures and video links show them how to get there. It is scheduled for completion in 2011.



## MADDIE'S® SHELTER MEDICINE RESIDENT PROGRAM, UNIVERSITY OF PENNSYLVANIA

**Project Start Date:** July 1, 2008

**Total Funding:** \$133,000

A grant was given to support a resident training program, but the resident resigned this fiscal year. The University will redirect the remaining funds to expand their service to shelters.



## MADDIE'S® SHELTER MEDICINE EXTERNSHIPS

• **University of Georgia**

• **Virginia Polytechnic Institute and State University**

Externships of \$6,000 each were given to two 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 & untreatable dogs and cats.





## Starter Grants

## Targeted Spay / Neuter Grants

## Starter Grants

### Maddie's® Starter Grants include Business Plan Grants, Pet Evaluation Matrix Grants, Shelter Data Grants, and Strategic Plan Grants.

Business Plan Grants are for community collaborations that develop a one-year business plan to save more animal lives. Pet Evaluation Matrix Grants are for developing a Pet Evaluation Matrix. Shelter Data Grants are for community collaborations that collect and report shelter statistics using terminology/definitions presented in the modified Asilomar Accords format. Shelter data grants are awarded only one time, but shelter data is required for three years. Strategic Plan Grants are for community collaborations that develop a ten-year strategic plan to reach no-kill. Awards range from \$5,000 – \$40,000.

#### Calhoun County, MI

Funding: \$15,000

Type: Shelter Data

Lead Agency: Calhoun County Animal Center

Participants: Alley Cat Angels, Froggies Pond, Golden Retriever Rescue, Humane Society of South Central Michigan

#### Erie County, NY

Funding: \$120,000

Type: Business Plan, Pet Evaluation Matrix, Shelter Data, Strategic Plan

Lead Agency: Erie County SPCA

Participants: Buffalo City Animal Control, Buffalo Humane Society, HEART, Ten Lives Club, Second Chance Sheltering Network

#### Grant County, KY

Funding: \$5,000

Type: Shelter Data

Lead Agency: Grant County Friends of the Shelter

#### Hillsborough County, FL

Funding: \$25,000

Type: Shelter Data

Lead Agency: Humane Society of Tampa Bay

Participants: Hillsborough County Animal Services, St. Francis Society Animal Rescue

#### Loudon & Monroe Counties, TN

Funding: \$25,000

Type: Shelter Data

Lead Agency: Monroe County Friends of Animals

Participants: Loudon County Animal Shelter, Madisonville Animal Control, Monroe County Animal Shelter, Sweetwater Pound

#### Lynchburg, VA

Funding: \$8,000

Type: Shelter Data

Lead Agency: Lynchburg Humane Society

#### Montgomery County, OH

Funding: \$35,000

Type: Shelter Data

Lead Agency: Humane Society of Greater Dayton

Participants: Luv4K9s, Greater Dayton Labrador Retriever Rescue, Montgomery County Animal Resource Center, Second Chance Rescue, Society for the Improvement of Conditions for Stray Animals

#### Moore County, NC

Funding: \$8,000

Type: Shelter Data

Lead Agency: Moore County Health Department

#### Oconee County, SC

Funding: \$5,000

Type: Shelter Data

Lead Agency: Oconee County Humane Society

#### Portland Metro, OR & WA

Funding: \$35,000

Type: Pet Evaluation Matrix

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

#### Southwestern Colorado

Funding: \$40,000

Type: Shelter Data

Lead Agency: Mesa County Animal Services

Participants: Cedaredge Animal Control, City of Delta Animal Services, Delta County Sheriff Department Animal Services, Montrose Animal Services, Cats League Assistance of Western Slope, Delta County Humane Society, Grand Rivers Humane, Roice-Hurst Humane Society, Second Chance Humane Society

# Targeted Spay/Neuter Grants

## Maddie's® Spay/Neuter Project in Duval County, Florida

**Project Dates:** January 1, 2008 – April 30, 2010

**Total Funding:** \$342,838

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

This project aimed 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 was to alter a total of 6,402 above baseline cats residing in those zip codes.

**Total Surgeries Performed:** 5,501

## Maddie's® Spay/Neuter Project in Loudon & Monroe Counties, Tennessee

**Project Dates:** October 1, 2008 – September 30, 2010

**Total Estimated Funding:** \$220,000

**Participants:** Spay/Neuter Assistance for Pets (SNAP) (Lead Agency), seven private practice veterinary hospitals and four animal control agencies.

This project targets dogs and cats belonging to low-income residents throughout Loudon and Monroe Counties and seeks to reduce intake and euthanasia at the Loudon and Monroe County shelters. The goal is to perform 3,636 spay/neuter surgeries beyond the 381 spay/neuter surgeries SNAP performed in calendar year 2005.

**Surgeries Performed After 1 ¾ years:** 3,690



## Maddie's® Spay/Neuter Project in Madison County, Alabama

**Project Dates:** July 1, 2009 – June 30, 2011

**Funding to Date:** \$60,000

**Total Potential Funding:** \$200,000

**Participants:** Spay/Neuter Action Project (SNAP) (Lead Agency), four private practice veterinary hospitals, three animal control shelters and six adoption guarantee shelters.

This program targets dogs and cats belonging to residents residing in one zip code. The goal is to perform 3,840 spay/neuter surgeries beyond the 381 spay/neuter surgeries SNAP performed in calendar year 2005.

**Surgeries Performed After One Year:** 543

## Maddie's® Spay/Neuter Project in Northern Nevada

**Project Dates:** February 1, 2008 – December 31, 2009

**Total Funding:** \$431,188

**Participants:** SPCA of Northern Nevada (Lead Agency) and 27 private practice veterinary hospitals, five animal control shelters, one traditional shelter and two adoption guarantee organizations.

This project targeted dogs and cats belonging to low-income residents living in six Northern Nevada counties. The target number of surgeries to be performed was 3,877.

**Total Surgeries Performed:** 4,334





## Special Projects

## Special Projects

### The Shelter Pet Project

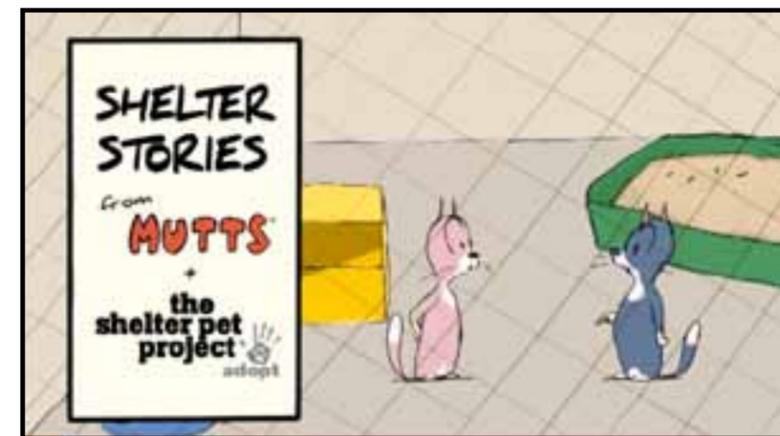
\$1.45 Million Over Three Years

The Shelter Pet Project, the very first Ad Council campaign focused on pets, was launched on September 24, 2009 amidst a fanfare of press coverage. The national public service advertising campaign urges people who are looking for a companion animal to make shelter and rescue dogs and cats their first choice for adoption.

TV and radio spots, billboards, bus shelter posters, animated comic strips, print, and website ads were distributed to 33,000 media outlets nationwide to promote shelter pet adoptions. A robust website was unveiled ([www.theshelterpetproject.org](http://www.theshelterpetproject.org)) and a social media campaign was inaugurated via Facebook, Twitter, YouTube and MySpace.

As the year progressed, corporate partners Disney, Discovery/Animal Planet and AOL jumped on board to help promote the cause.

The campaign generated more than \$26 million in donated media in the first nine months alone (October 2009 – June 2010) and is expected to generate as much as \$40 million over the three-year life of the campaign.



# Special Projects

## Maddie's® Matchmaker Adoptathon

**Project Dates:** June 12 – 13, 2010

**Funding:** \$904,500

**Adoption Total:** 1,809

"It looked like the day after Thanksgiving at Wal-Mart or the mall. People lined up in the parking lot before our 11 A.M. opening. Cars parked into the next block. Utter madness."

It was a pet adoption event for the record books: 1,809 shelter dogs and cats in two counties found homes on a single weekend.

Maddie's Fund sponsored Maddie's® Matchmaker Adoptathon in memory of the Foundation's namesake, a Miniature Schnauzer named Maddie, and in honor of the bond she shared with the people who loved her, Dave and Cheryl Duffield.

Forty-three animal welfare organizations in 72 locations participated in the groundbreaking event, some of them doing as many adoptions in a single day as they normally do in two months. In many instances, adoption activity was 500% greater than on an average weekend.

Dogs and cats were free to qualified pet lovers, but Maddie's Fund offered the organizations a \$500 stipend per adoption, adding up to a total outlay for Maddie's Fund of \$904,500. The Maddie's Fund "financial stimulus package" was intended to ease the burdens the recession has placed on so many Bay Area animal welfare agencies.

In many locations – including municipal shelters – eager adopters sat out front with coffee mugs and camp stools waiting for the doors to open. At one shelter, volunteers passed out cookies to the blocks-long line of people; others created a festive, party-like atmosphere complete with balloons and popcorn. Many stayed open as long as people were there to adopt.



Excitement grew exponentially over the two days with minute-by-minute updates of pictures, videos, adoption tallies and comments on the Maddie's® Matchmaker Adoptathon website, Facebook page, YouTube, Twitter, and Flickr. The website played a crucial role in guiding adopters to the various sites through Google Maps, a listing of hours and locations for all of the groups, and a display of available pets.

Participating groups were thrilled with the dramatic increase in lifesaving. They cited additional benefits as well: opportunities for collaboration; the realization that "free" wasn't scary; exposure of "special needs" animals resulting in adoption; the ability to educate the public on spay/neuter and responsible pet guardianship; more publicity and exposure for the individual groups; building morale among individual organizations; and extra income allowing groups to care for more pets awaiting adoption.



*"The event shattered many pervasive myths about shelter adoption, including the notion of too many pets, not enough homes."*

**Adoption Grand Total: 1,809**

Total dogs adopted: 614

Senior dogs (over 7): 44

Adults: 357

Puppies: 213

Total cats adopted: 1,195

Senior cats (over 7): 30

Adults: 309

Kittens: 856



**Highest Adoption Totals by Agency:**

Oakland Animal Services, Oakland, CA	133
Contra Costa Animal Services, Martinez, CA	113
Homeless Animals' Lifeline Organization, Antioch, CA	100
Safe Cat Foundation, San Ramon, CA	100

## Special Projects

### Maddie's® Customer Service Awards Program

**Awarded: July 2009**

**Funding: \$60,000**

In business, good customer service boosts profits. In animal welfare, good customer service saves lives. Best of all, a positive shelter/rescue experience can turn one happy adopter into dozens through word-of-mouth advertising.

From July 13 to September 18, 2009, shelters and foster-based rescues throughout the nation had the chance to win \$500 or \$2,000 by providing good customer service. Thanks to Maddie's Fund and the Petfinder.com Foundation, 70 animal welfare organizations in 41 states plus Washington, DC were awarded cash prizes.

While Maddie's Fund supplied the money, Petfinder.com Foundation staff conducted shelter and rescue interviews and inquiries. Prizes of \$500 were given to 30 rescues (three per week) for responding to an e-mail inquiry about a specific pet within 24 hours, and to 30 shelters that answered the telephone and gave helpful information about a pet. Prizes of \$2,000 were awarded to ten shelters that provided in-person secret adopters with positive experiences.

In addition to rewarding good customer service programs with cash and publicity, the promotion raised awareness about the importance of good customer service; offered tips and support for shelters that did not provide good customer service; and posted the lessons learned to help others implement "best practices."



### Helmsley Estate Challenge

Maddie's Fund joined with the APSCA and The HSUS in filing suit in New York's Surrogate Court to intervene in the matter of Leona Helmsley's \$5 billion estate.

The groups are seeking to force the Helmsley Trustees to follow Mrs. Helmsley's expressed intent to help dogs. So far, Mrs. Helmsley's wishes have been largely ignored: in Spring 2009 only \$100,000 (less than .1 %) of the \$136 million in Helmsley grants were distributed to dog welfare.

The three organizations are taking a stand on behalf of the entire animal welfare movement to protect donor wishes from the whims of trustees who want to ignore detailed and unambiguous estate planning instructions.

While the groups expect this to be an uphill fight and to lose in initial court battles, they ultimately expect to prevail.

Coverage of the August 11, 2009 press conference to announce the filing included the New York Times, USA Today, NPR Morning Edition, The Economist, Associated Press, MSNBC and CBS.



# Special Projects

## Maddie's® Sponsored Workshops and Lectures

### THE HSUS ANIMAL CARE EXPO 2010

In May 2010, Maddie's Fund sponsored a day-long certificate course, *Getting to a No-Kill Nation by 2015*, and *The Feral Freedom Program* workshop at Animal Care EXPO in Nashville, Tennessee.

#### Day-Long Certificate Course: *Getting to a No-Kill Nation by 2015*

Experts in shelter management and shelter medicine described how to transition from a traditional shelter to an adoption guarantee shelter; keep dogs and cats in the shelter medically and behaviorally healthy and happy; get them adopted quickly through marketing and promotion; and keep a no-kill community running smoothly when it must adapt to leadership changes, economic downturns, or unexpected crises. Roughly 230 people attended the workshop.

**Presenters:** Bonney Brown, Executive Director, Nevada Humane Society; Mike Fry, Executive Director, Animal Ark; Jane Hoffman, Director, Maddie's® Pet Rescue Project and Mayor's Alliance for NYC's Animals; Susanne Kogut, Executive Director, Charlottesville-Albemarle SPCA; Julie Levy, DVM, PhD, DACVIM, Director, Maddie's® Shelter Medicine Program, University of Florida; Jan Scarlett, DVM, MPH, PhD, Professor of Epidemiology, Director of Maddie's® Shelter Medicine Program, Cornell University; Abigail Smith, Executive Director, Tompkins County SPCA; Robin Starr, CEO, Richmond SPCA.



### Maddie's® Sponsored Workshop: *The Feral Freedom Program*

*The Feral Freedom Program* has dramatically increased the live release rate for cats in Jacksonville, Florida by keeping them out of the shelter. Speakers described how the program came about, how it works, why city leaders love it, and how it has led to incredible outcomes for the cats and dogs in Jacksonville shelters.

**Presenters:** Julie Levy, DVM, PhD, DACVIM, Director, Maddie's® Shelter Medicine Program, University of Florida; Rick DuCharme, Director, No More Homeless Pets in Jacksonville, Florida.

### UNIVERSITY OF FLORIDA SHELTER MEDICINE CONFERENCE

With 220 people in attendance, Maddie's Fund hosted a day-long "Maddie's® Track" at the University of Florida Shelter Medicine Conference in Gainesville, Florida in October 2009. Talks included: *How to Create and Implement a Pet Evaluation Matrix*; *Busting the Warehousing Myth*; *How Shelter Medicine is Helping to Create a No-Kill Nation*; and *Model Foster Programs*.

**Presenters:** Sarah Babcock, Chief of Education and Training, Richmond SPCA; Brenda Barnette, Executive Director, Seattle Humane Society; Bonney Brown, Executive Director, Nevada Humane Society; Tamsen Kingry, Chief Operating Officer, Richmond SPCA; Susanne Kogut, Executive Director, Charlottesville-Albemarle SPCA; Julie Levy, DVM, PhD, DACVIM, Director, Maddie's® Shelter Medicine Program, University of Florida; Laurie Peek, DVM, Director of Veterinary Programs, Maddie's Fund; Jan Scarlett DVM, MPH, PhD, Professor of Epidemiology, Director Maddie's® Shelter Medicine Program, Cornell University; Pam McCloud Smith, Executive Director, Dane County Humane Society; Robin Starr, CEO, Richmond SPCA.

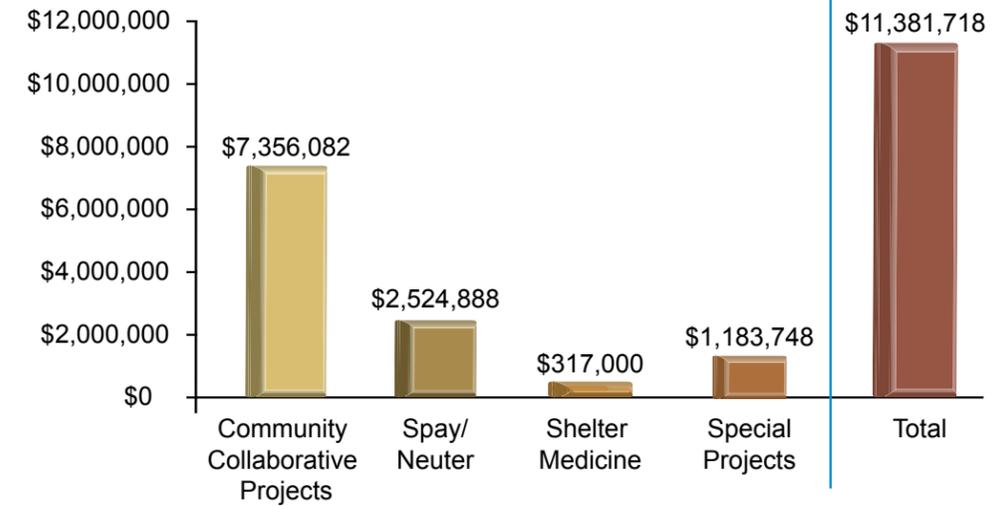




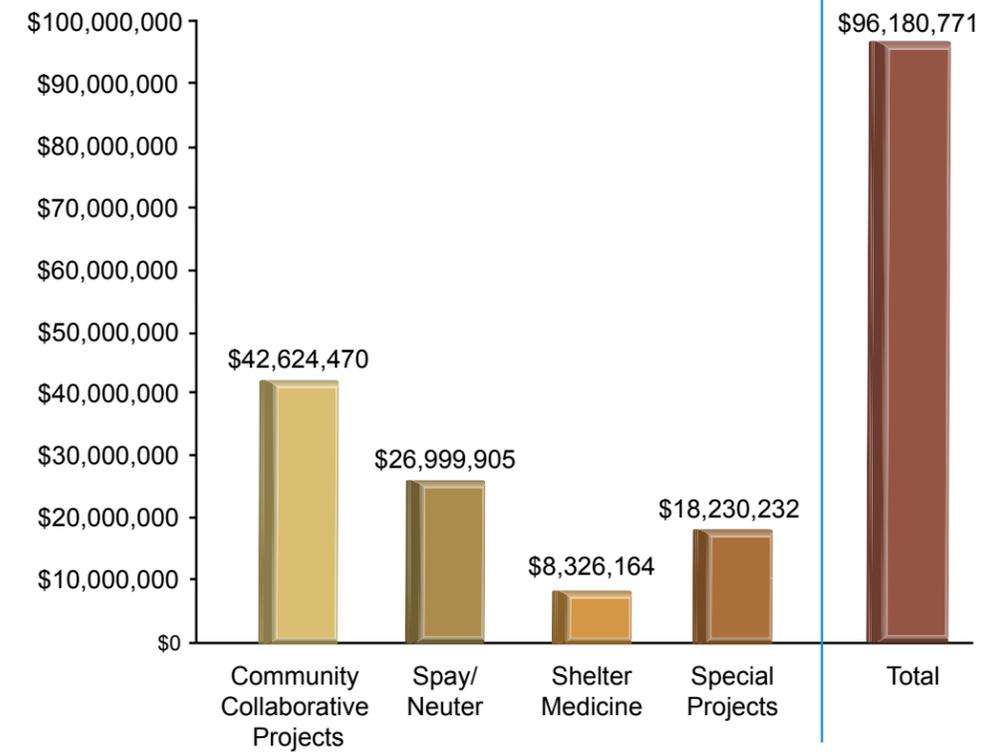
## Appendices

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**Maddie's Fund® Grants FY2009–2010**

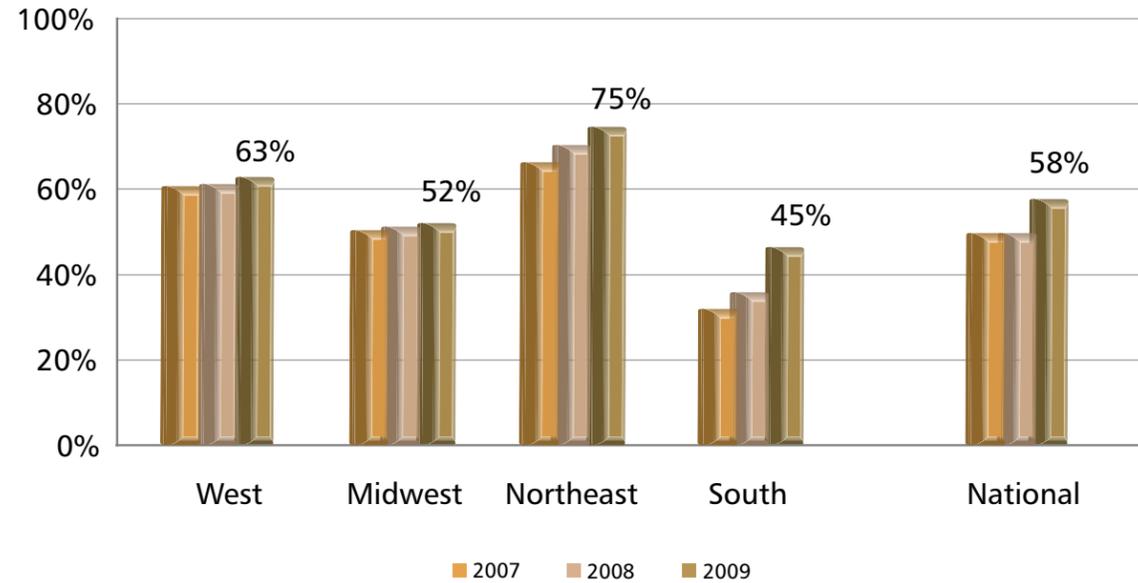


**Maddie's Fund® Cumulative Grant Giving FY1999–2010**



# Appendices

## 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, and adoption guarantee groups over the past six years. The progress we've charted above represents data gathered from 322 organizations.

## Community Deaths per Thousand Rates

West	Midwest	Northeast	South	National
7.5	12.9	1.8	14.1	7.8

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

