

# Shelter Animals Count

## Incentive Grant Report



March 25, 2016 – April 30, 2016



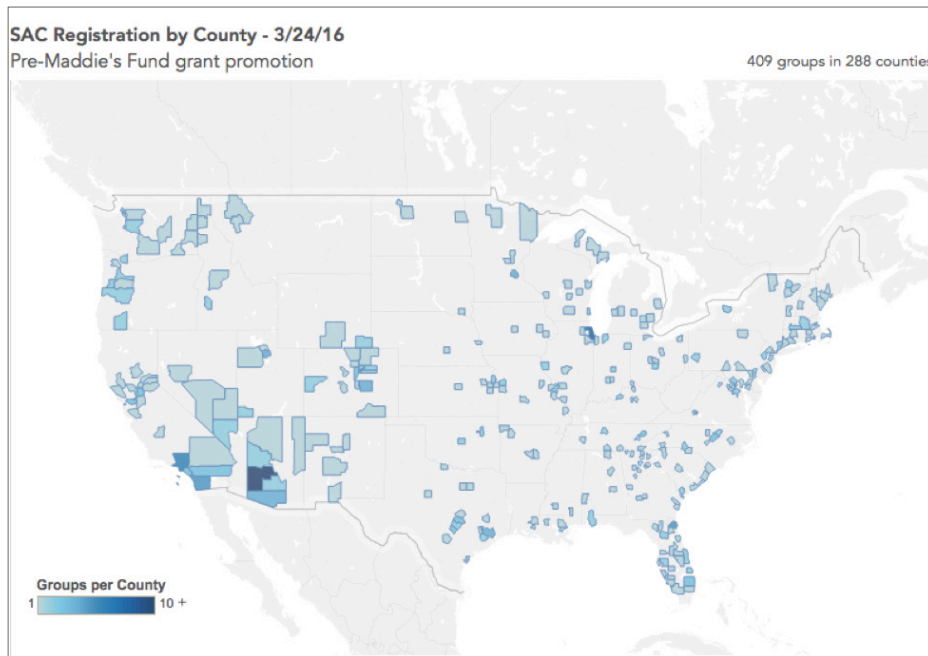
**Maddie's  
Fund**

6150 Stoneridge Mall Road, Suite 125 | Pleasanton, CA 94588  
925.310.5450 | [info@maddiesfund.org](mailto:info@maddiesfund.org)

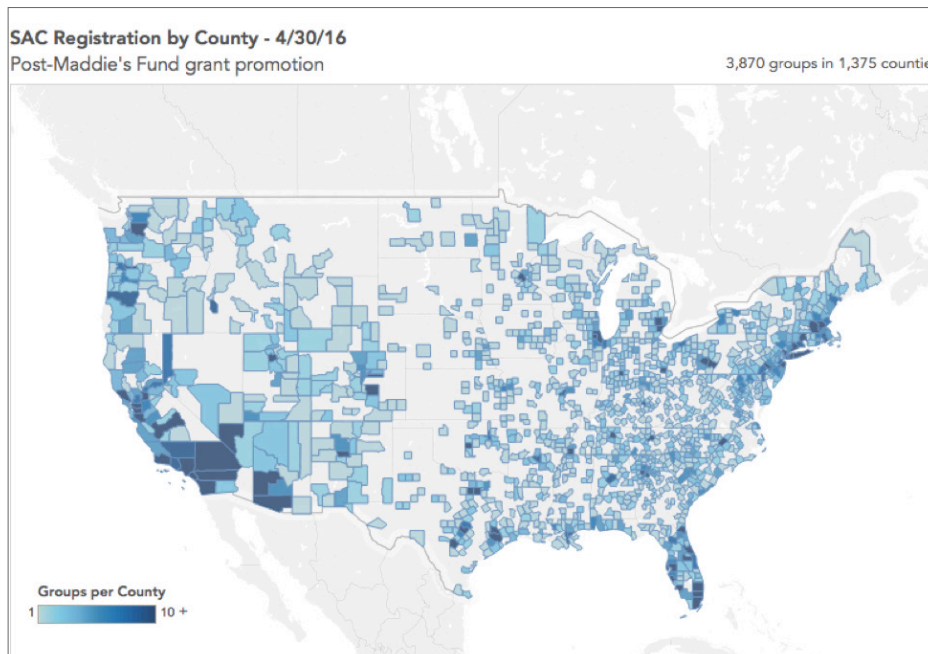
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## Incentive Grant Report

On March 25, 2016, Maddie's Fund® introduced our first Incentive Grant, encouraging shelters and rescue organizations to register and participate in Shelter Animals Count. We offered grants of \$1,000 to every qualifying organization who registered, opted in to sharing their data publicly, confirmed participation and entered their data for January – March 2016. We also offered \$500 grants for every referral (if both the referring organization and referred organization met the data entry, opt-in and confirmation requirements).



This Incentive Grant blew our expectations completely out of the water. When the grant opportunity launched, Shelter Animals Count had slightly over 400 organizations registered (since launching in mid-November 2015). Maddie's Fund and Shelter Animals Count were hoping to secure another 600 organizations and would have been thrilled if we managed to double the number of participants. At the close of the grant, the promotion brought total Shelter Animals Count participants to nearly 4,000!



Denver Animal Protection is thrilled to be a part of Shelter Animals Count!



–Madeline Binsfrahn,  
Denver Animal Protection  
(CO)



We couldn't be more excited! We are in full support of this. I think if everybody participated it would give us some REAL numbers on what pet homelessness looks like in our country.



–Demi Merritt,  
Founder, Demi's Animal  
Rescue (CO)

Data provided by Shelter Animals Count.



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Once all the requirements were verified and every grant was processed, Maddie's Fund awarded \$2,979,000 in grant funding to 2,547 organizations:

Number of Organizations			Grant Funding	
2,153	Registered Only		\$2,153,000	
35	Referred Only		\$42,500	
359	Registered and Referred		\$783,500	
<b>2,547</b>	<b>Total</b>		<b>\$2,979,000</b>	

Data was extremely hard to find when I got into this field just a few short years ago. When I did finally find some it was generally limited to individual shelters, cities and, in one case, the state of CA. A more substantially complete national data base will help tremendously when it comes to developing policy going forward. Thank you for what you're doing to help make this happen.



–Bobbi Yeo,  
CEO, PAWS Humane, Inc. (GA)

We have enjoyed interacting with the online tool and plan to continue to use this feature to track our intake and adoption/transfer rates!



–Deb George,  
Executive Director, Furever Home Inc. (NE)



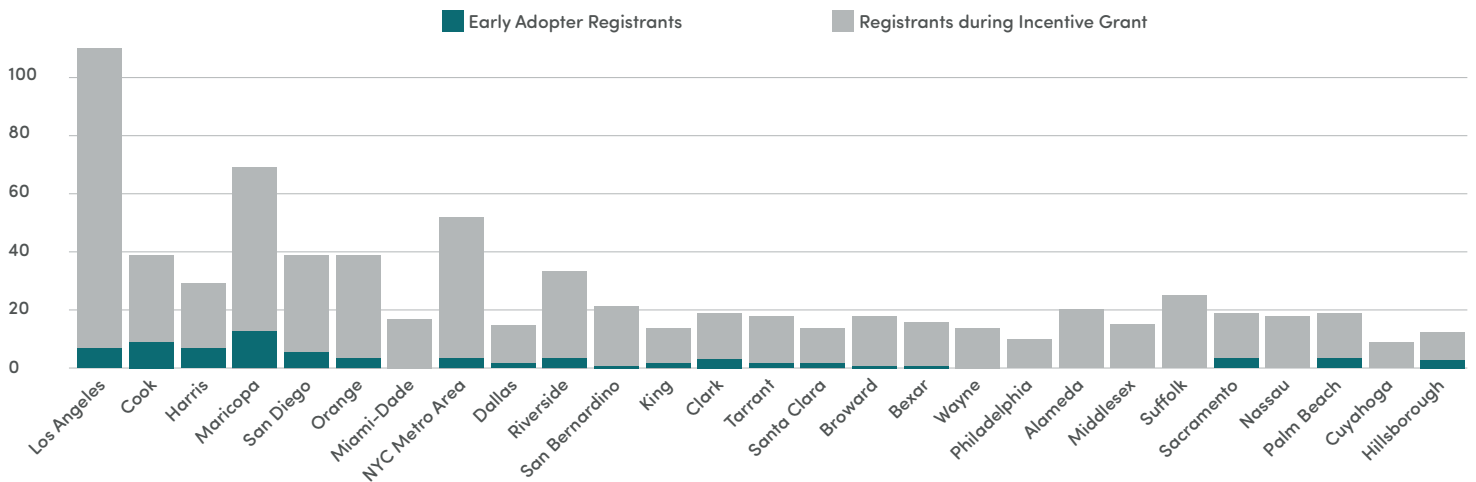
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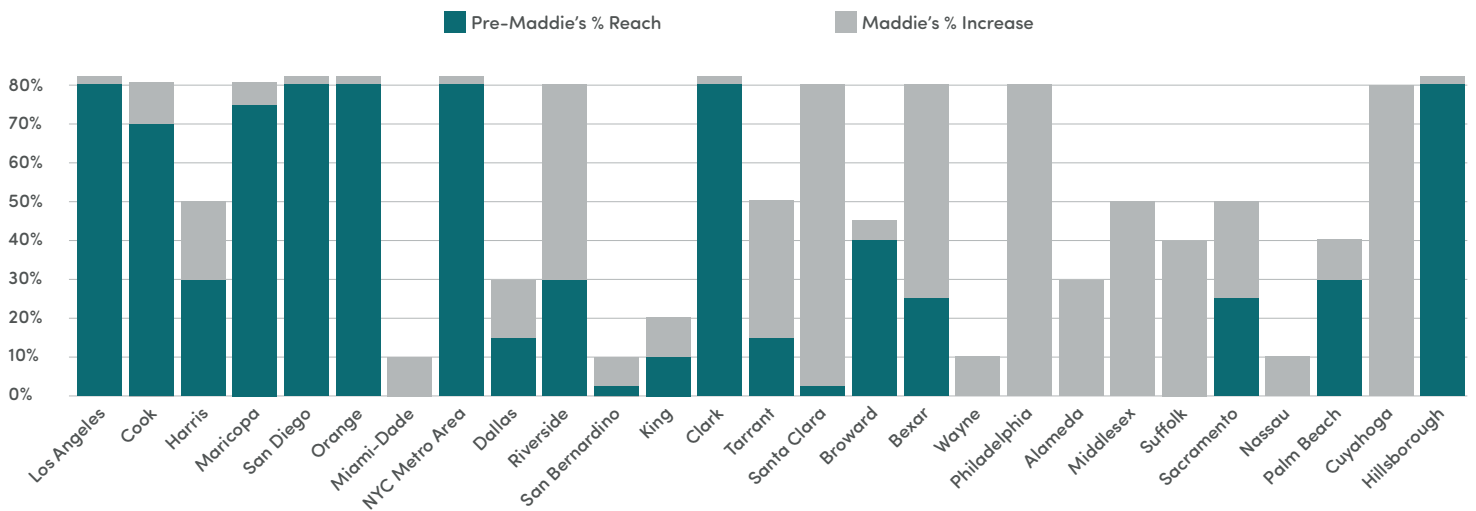
# Shelter Animals Count Incentive Grant Report

Shelter Animals Count has made a concerted effort to recruit shelters and rescue organizations from the most populous United States counties. The below charts demonstrate the impact this Incentive Grant had on the number of organizations participating in Shelter Animals Count from the top 30 most populous counties, and the reach it had towards achieving representation of 80% of the animals in the community's shelters and rescue organizations.

MADDIE'S FUND GRANT  
IMPACT ON REGISTRATION TOTALS IN TOP 30 COUNTIES



MADDIE'S FUND GRANT  
IMPACT ON % REACH IN TOP 30 COUNTIES



Maddie's Fund is proud to be a supporter and champion of Shelter Animals Count. We believe the investment made by this Incentive Grant has helped to bring the importance of this worthwhile endeavor into the spotlight.



# Shelter Animals Count

## Incentive Grant Report

### POST-GRANT SURVEY

Six months after funding this Incentive Grant, Maddie's Fund sent a follow-up survey to all 2,547 grant recipients. A total of 1,728 participants completed the survey (a 68% response rate).

81% of respondents are still entering monthly animal statistics. Of those who are no longer participating, about 20% mentioned that they thought it ended in 2016, another 20% collect data using a different format.

The Coalition feature is very helpful in working with others in our region.

- Watauga Humane Society

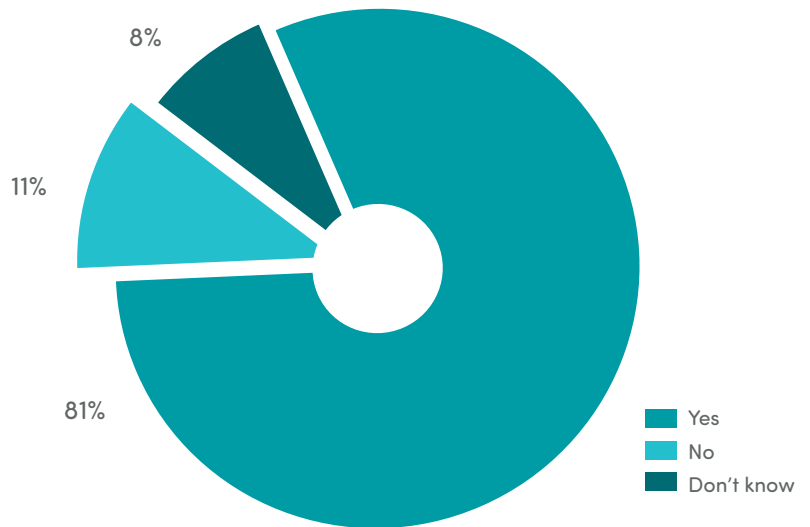
Now we know we are really making a difference. Sometimes it's hard to tell or remember so we get discouraged.

- We Care For Paws Foundation

Provided opportunity to further evaluate potential growth in our facility.

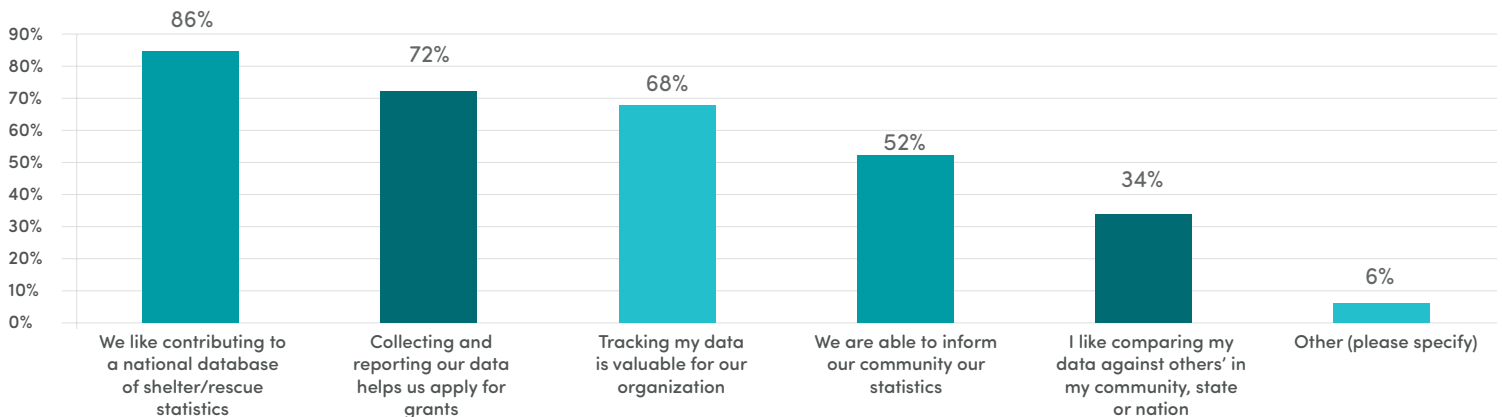
- Grand Companions Humane Society

### ARE YOU STILL ENTERING YOUR MONTHLY ANIMAL STATISTICS INTO SHELTER ANIMALS COUNT?



- About 75% of participants were not aware of Shelter Animal Count before it was offered to them by Maddie's Fund.
- 86% of respondents indicated the reason why they participate in Shelter Animal Count is because they like contributing to a national database of shelter/rescue statistics. The second most important reason was "Collecting and reporting our data helps us apply for grants."

### WHY ARE YOU PARTICIPATING IN SHELTER ANIMALS COUNT? (PLEASE SELECT ALL THAT APPLY.)



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