



Maddie's
Fund

Annual Report

2021-2022

About Maddie's Fund



Maddie's Fund® is a family foundation established in 1994 by Dave and Cheryl Duffield and is the fulfillment of a **promise** to their inspirational dog, Maddie. She provided them much joy for over ten years and continues to inspire them today.

The Foundation has awarded over \$265 million in grants toward increased community collaborations and live outcomes, pioneering shelter medicine education and establishing foster care as a standard across the U.S.

Maddie's Fund proudly offers the industry a national voice, important funding opportunities for bold ideas, learning resources and access to collaborate and share innovative solutions. The Foundation invests its resources in a commitment to keeping pets and people together, creating a safety net of care for animals in need and operating within a culture of inclusiveness and humility.

Founders

Dave and Cheryl Duffield

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Amy Zeifang

BOARD CHAIR

Laurie Peek, DVM

BOARD MEMBER AND SECRETARY

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BOARD MEMBER

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Valerie Stoltenberg

VICE PRESIDENT OF FINANCE

Executive Leadership Team

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Mary Ippoliti-Smith

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Valerie Stoltenberg

VICE PRESIDENT OF FINANCE

Shelly Thompson

DIRECTOR OF OPERATIONS

Lisa Ward

DIRECTOR OF EDUCATION

Letter from the Executive Leadership Team

We will probably never get back to how things were in 2019 and we wouldn't have it any other way. While we definitely could do without the global pandemic that's now on year three, these challenging years have pushed us all to do better. We're evolving into an industry that's focused on additional collaboration, fewer barriers and more inclusivity. Of course, rising costs, employee burnout and veterinary shortages are very real. But we've learned that it's okay to not have all the answers and to accept help whenever possible.

Maddie's Fund has continued to concentrate our grants and resources on supporting pets and people in an effort to restore and revitalize the human-animal bond. This happened through policy changes, improved customer service, more access to affordable veterinary care, and a re-envisioning of sheltering that's based in the community, while recognizing and elevating community leaders who are already doing this work.

This past year, 17 national organizations came together to support and promote two grant challenges focused on reducing barriers and increasing foster care. Barriers were busted and inclusivity expanded by organizations participating in the Open Arms Challenge. Several months later, the We Foster Challenge had pet lovers across the country saying, "We foster, so can you!"

While COVID-19 continues to require organizations to be nimble, we have plenty of tools to help. Maddie's® University is an immense knowledgebase of courses, conference recordings, and webcasts for animal well-being professionals; Maddie's® Pet Forum offers a safe space to connect and exchange ideas, share problems and get solutions from peers; and our website is a national platform for our partners and a showcase for new and existing leaders and thought influencers.

No doubt, it's easy to get discouraged with everything going on. But it's important to remind ourselves that challenges and change can bring about innovative new ways to do things. We are in awe of the people channeling their anger and frustration with the current systems to make positive change. It's that inspirational grit and determination that reminds us why we do what we do.

Warmly,

Amy, Laurie & Mary

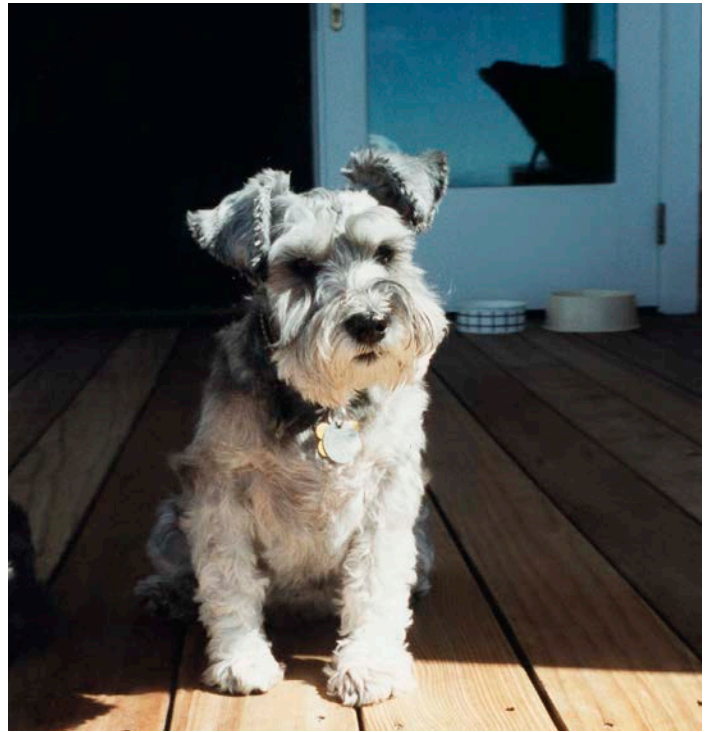
Maddie's Story

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

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

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

All thanks to Maddie.



APRIL 26, 1986 – MARCH 13, 1997

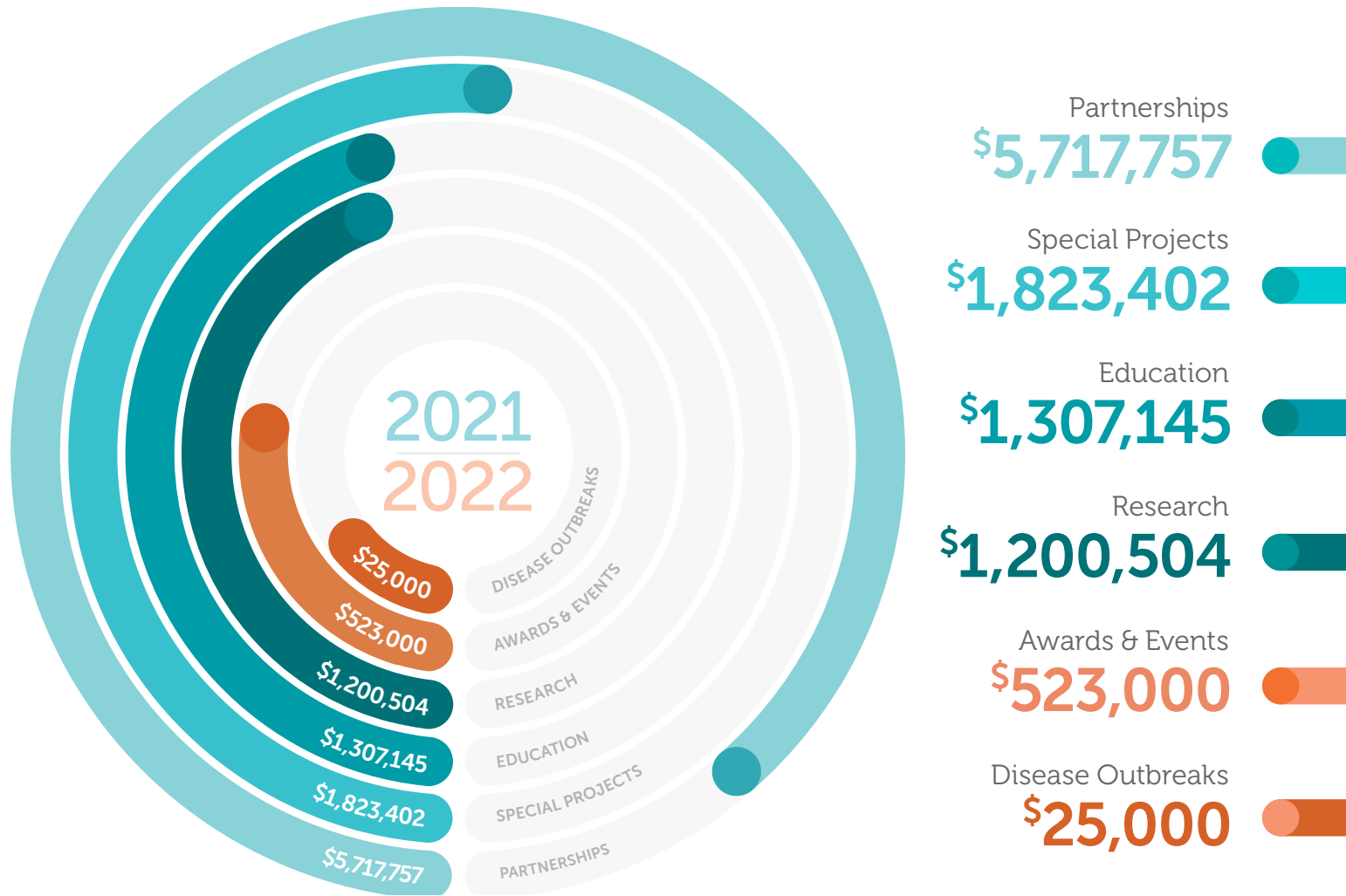
Grant Funding Overview

We're proud of the impact our funding and resources have helped make over the years – from support in the establishment of shelter medicine programs across the country to pioneering progressive sheltering practices.

Since our inception, Maddie's Fund has awarded animal well-being organizations and universities a total of 8,387 grants totaling over \$265 million to help keep pets and people together. Our grants are designed to benefit organizations that honor the foundation's core values of honesty, integrity and mutual respect.

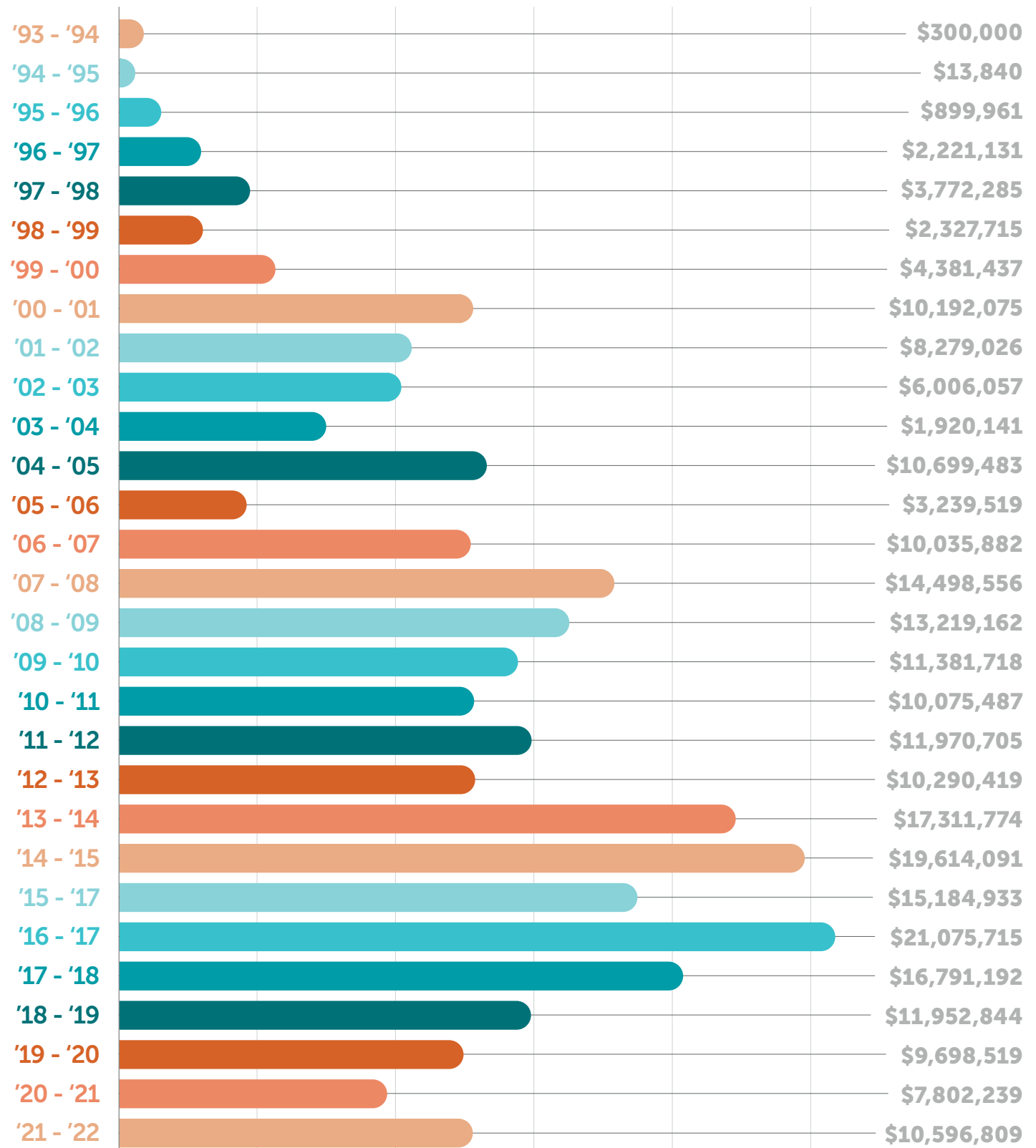
For fiscal year 2021-22 we gave 284 grants totaling \$10,596,809.

Total Grant Giving by Category | FISCAL YEAR 2021-2022



At a Glance

Total Grant Giving by Fiscal Year | FUNDING PERIOD: INCEPTION - JUNE 30, 2022



A Community-Centric Focus



This year, Maddie's Fund has focused on supporting community-led and community-based programs that help keep pets and people together.

The community-centric model is built on mutual trust, operating in a more equitable, inclusive environment that respects everyone.



Challenge Grants

Twice a year, many national organizations come together to hold a grant Challenge that aims to encourage shelter and rescue organizations to start new programs or expand current ones. This year we offered two Challenges focused on open and inclusive programs and pet fostering.

Open Arms Challenge

Sixteen national organizations came together in collaboration to partner on the Open Arms Challenge. The Open Arms Challenge ran from November 15, 2021 through January 2, 2022, and was open to organizations who wanted to start or expand programs that included open and welcoming practices for dogs and cats.

The 194 participating organizations embraced open and welcoming policies, including translating materials into multiple languages, creating new partnerships with organizations outside of animal well-being and removing barriers to adoption, foster and volunteering. These amazing efforts resulted in adoption of 47,341 dogs and cats and support for 33,565 volunteers and 25,296 foster caregivers during the Challenge Period! Grant prizes were awarded to 62 organizations, for a total of \$200,000.

The Challenge was funded by **Maddie's Fund®** and **Michelson Found Animals Foundation** in collaboration with **Adopt-A-Pet.com**, **Adoptimize**, **American Pets Alive!**, **ASPCA**, **The Association for Animal Welfare Advancement**, **BISSELL Pet Foundation**, **Best Friends Animal Society**, **Companions and Animals for Reform and Equity (CARE)**, **HeARTS Speak**, **Humane Society of the United States**, **National Animal Care and Control Association**, **Petco Love**, **Petfinder Foundation**, and **PetSmart Charities**.



\$200,000
IN GRANTS AWARDED

33,565
VOLUNTEERS



25,296
FOSTER CAREGIVERS

194
PARTICIPATING
ORGANIZATIONS


47,341
DOGS & CATS ADOPTED




"PARTICIPATING IN THIS CHALLENGE ALLOWED US AN OPPORTUNITY TO FOCUS OUR ATTENTION ON OUR ORGANIZATION, LOOKING AT THE INTRICACIES OF THE INDIVIDUAL PARTS AND TAKING A STEP BACK TO VIEW IT AS A WHOLE. WE HAD ALREADY BEGUN TO EXPLORE AREAS OF NEED AND IMPROVEMENT AT THE SHELTER, SO THIS CHALLENGE CAME AT THE PERFECT TIME. AN AREA THAT WE ARE VERY PROUD TO HAVE IMPLEMENTED DRAMATIC CHANGE IS IN OUR ADOPTION PROGRAM. WE SET OUT WITH GOALS OF IMPROVING ACCESSIBILITY, INCLUSIVITY, PRODUCTIVITY, AND CUSTOMER SATISFACTION."

- Shelter From The Storm Animal Rescue (Wisconsin), Most Effective Use of Open and Welcoming Menu Items winner

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We Foster Challenge

Seventeen national collaborating partners came together for the We Foster Challenge. The Challenge ran from May 1, 2022 through May 31, 2022 and encouraged organizations to embrace foster programs that are inclusive and diverse, put people front and center, and help pets from ever having to enter the shelter at all. For this Challenge, \$210,000 was awarded in grant prizes.

To help with preparation, four huddles with nine foster experts were held. On average, each Huddle was viewed 237 times (live and on-demand). Additionally, participants shared resources and participated in the We Foster Challenge group on Maddie's® Pet Forum, where they were met with encouragement.

With 247 participating organizations making their programs more accessible with easier applications

and onboarding, long and short-term foster options and mentor groups, this resulted in 28,805 volunteers fostering 11,344 dogs and 29,652 cats! Programs were expanded to include all types of animals from neonatal kittens to large dogs and fospice pets. Many of these included foster-to-adopt and Adoption Ambassador programs, with 6,738 animals adopted directly from foster homes.

The We Foster Challenge was funded by [Michelson Found Animals Foundation](#), [Maddie's Fund](#) and [Cuddly](#) in collaboration with [Adopt-A-Pet.com](#), [Adoptimize](#), [American Pets Alive!](#), [ASPCA](#), [The Association for Animal Welfare Advancement](#), [Best Friends Animal Society](#), [Companions and Animals for Reform and Equity \(CARE\)](#), [Community Cats Podcast](#), [Greater Good Charities](#), [HeARTS Speak](#), [Humane Society of the United States](#), [National Animal Care and Control Association](#), [Petco Love](#), and [PetSmart Charities](#).



\$210,000
IN GRANTS AWARDED

28,805
VOLUNTEERS



6,738
ADOPTIONS FROM
FOSTER HOMES

247
PARTICIPATING
ORGANIZATIONS



40,996
DOGS & CATS FOSTERED



Partnerships

We provide a national platform to amplify voices of our funded partners who are revolutionizing the animal well-being industry.

Maddie's® Million Pet Challenge

Awarded with an additional five-year \$7.4 million grant from Maddie's Fund, the Million Cat Challenge has now become Maddie's® Million Pet Challenge. The Million Cat Challenge was a joint project of the University of California Davis Koret Shelter Medicine Program and the Maddie's® Shelter Medicine Program at the University of Florida led by Drs. Kate Hurley and Julie Levy, respectively. The Million Cat Challenge tripled its goal of saving the lives of one million shelter cats and supporting the adoption of proven cat-friendly methods. In total, for Maddie's® Million Pet Challenge and Million Cat Challenge we've awarded \$11,758,887 since its inception in 2014.

This collaboration is powered by the University of California Davis Koret Shelter Medicine Program, the Maddie's® Shelter Medicine Program at University of Florida, Open Door Veterinary Collective, and Team Shelter USA. Their experts will visit communities across the country to offer free consultations to shelters and veterinary clinics on how to keep pets with their families and out of shelters, as well as teaching veterinary clinics a financially sustainable model that removes cost as a barrier to providing pets with needed veterinary care. In addition, they're offering online learning with webinars and instructor-led bootcamps, and training others to conduct consults.

Human Animal Support Services Project

In November 2021, a \$1.15 million Partnership Grant was approved to support 23 Human Animal Support Services (HASS) pilot shelters with an "Infusion" grant of \$50,000 each. These grants will help continue each shelter's journey of achieving a more community-centric sheltering model.

During a Zoom Huddle grant reporting call, Oakland Animal Services shared that its owner-surrender rate dropped from 21% to 5% as a result of its Intake Diversion Program. Many organizations started or expanded programs supporting the HASS Element Keeping Families Together by paying pet deposits, hosting clinics for vaccines, medical care and microchips, providing free vet care, paying for licenses/impound fees, creating Safety Net foster programs and offering pet food/supply pantries. Additionally, organizations used the funds for staffing, hiring for community support and outreach, foster/volunteer coordinators and vet techs. Kansas City Pet Project hired a Human Social Services Case Manager to support their Whole Family model philosophy.

"WE HAVE NO IDEA WHAT IS GOING TO BE THE NEXT ISSUE THAT AFFECTS OUR COMMUNITY TOMORROW, NEXT WEEK, OR NEXT YEAR BUT WE WILL MAKE SURE TO FIND A WAY TO CREATE A PROGRAM TO HELP PEOPLE KEEP THEIR FAMILIES TOGETHER WITH AN UNDERSTANDING THAT WE ARE ALL PART OF THE COMMUNITY, AND WE ARE ALL IN THIS TOGETHER."

- Cabot Animal Services

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Community-Centered Grants

In November 2021, in recognition of the community-centric work being done for years at these shelters, nine organizations were awarded \$50,000 grants each for a total of \$450,000. Five of the shelters are using the grants specifically for community-centered practices (Animal Humane Society, Dumb Friends League, Marin Humane, Oregon Humane Society and San Francisco SPCA), three of the organizations are using the funds for general operating support or capital campaigns (Cleveland Animal Protective League, Humane Society of Boulder Valley and Los Angeles County Animal Care & Control) and one is using the grant towards animal care (Wisconsin Humane Society).

Pets and People Together Campaign

Since 2008, Maddie's Fund and **the Humane Society of the United States** have partnered with the Ad Council to create and produce public service advertising campaigns focused on helping to get shelter pets adopted. The COVID-19 pandemic demonstrated that shelter pet adoption had become an established and recognized practice. In December 2020, the partners agreed to evolve this campaign's focus to keeping pets and people together. Most of 2021 involved market research exploration and creative concept messaging for this new direction.

In January 2022, what was formerly The Shelter Pet Project became Pets and People Together campaign. Focus group research was initiated to determine how the general public felt about the opportunity to

play a role to help keep pets and people together in their communities. When asked, an overwhelming majority said that pets are family. They were shown creative advertising elements to gauge what would be memorable and inspire them to take action to help their neighbors and community members. Based on this feedback, production commenced on creative assets for multimedia public service advertisements, including television, radio, outdoor, print, digital and social media content and is expected to launch in the Fall of 2022.

To date, Maddie's Fund has provided over \$6.3 million in total funding for this campaign. **The Shelter Pet Project** marked the first Ad Council campaign to focus on pets.



California Animal Welfare Funders Collaborative

This year, Maddie's Fund contributed \$50,000 to the California Animal Welfare Funders Collaborative (CAWFC). In its second year, this is a joint project of multiple funders, including Annenberg Foundation with support from Wallis Annenberg PetSpace, Best Friends Animal Society, Maddie's Fund®, California for All Animals, California Community Foundation and Michelson Found Animals Foundation. With a goal to collectively respond to the needs of animal shelters

throughout the state of California, CAWFC provided \$300,000 in grants to 19 organizations in California.

Results from the first year include 10,678 pets impacted through projects ranging from Trap Neuter Return (TNR)/Shelter Neuter Return (SNR) and increased focus on foster care, adoptions and return to home to community support for medical needs and microchipping in the field.

Best Friends Shelter Embed Program

In March 2022, we awarded Best Friends Animal Society a four-year, \$3,000,000 National Partnerships Grant to support their Shelter Embed Program (SEP) through FY2024-25. Through the SEP, Best Friend's team members work alongside staff at partner shelters to create systemic change.

Maddie's Fund has supported the SEP since 2017 with a total of \$6,900,000 in funding. From October 2020 through September 2021, the SEP partner shelters reduced euthanasia by 23%, saving more than 13,000 dogs and cats.

"IN PARTNERSHIP WITH BEST FRIENDS ANIMAL SOCIETY, WE CAN BOOST OUR ANIMAL WELFARE STAFF'S TOTAL BUY-IN OF OUR NEW PHILOSOPHY WHICH FOCUSES LIVE RELEASES, OUR OVERALL QUALITY OF CARE FOR ANIMALS, AND ENHANCED RELATIONSHIPS WITH COMMUNITY PARTNERS WHICH HAS CHANGED THE PERCEPTION OF OUR SHELTER, AND OUR REPUTATION IN A SUSTAINABLE WAY."

- Dwain Midget, Director of Working in Neighborhoods Department, City of Tulsa

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Awards

Avanzino Leadership Award

The Avanzino Leadership Award is named after Rich Avanzino, known for his ground breaking and creative approach to innovative programs that promote live outcomes and Maddie's Fund President from 1998 – 2015. It recognizes significant achievement and courage to look beyond the status quo and make bold decisions to improve the lives of pets and their people.

Lila Miller, Doctor of Veterinary Medicine (DVM), was selected as Maddie's Fund's 2021 Avanzino Leadership Award winner for her trailblazing leadership and purposeful dedication to the field of veterinary shelter medicine.

The Avanzino Leadership Award is presented with a \$25,000 grant which Dr. Miller has designated to Animal Care Centers of New York City.

Dr. Miller has long been a pioneer and leading voice in veterinary shelter medicine. She transformed the lives of countless pets, developing the first veterinarian-written guidelines for shelter animal care, which are now used in shelters across the country to ensure the humane treatment of shelter pets. An unassuming trailblazer, she's educated a generation of students about issues shelters face and has paved the way for women of color in veterinary medicine. In 1977, Dr. Miller was one of the first two African American

women to ever graduate from Cornell University's College of Veterinary Medicine. In 1999, Dr. Miller taught the first shelter medicine class in the U.S. at Cornell, and in 2003 taught the first shelter medicine course on Veterinary Information Network (VIN).



"DR. MILLER IS THE MOTHER OF SHELTER MEDICINE," SAID DR. LAURIE PEEK, MADDIE'S FUND EXECUTIVE LEADERSHIP TEAM. "SHE HAS FORGED A PATH TO ACHIEVE NOT ONLY HER CHILDHOOD DREAM OF BECOMING A VETERINARIAN, BUT ALSO INSPIRES GENERATIONS OF VETERINARIANS ALONG THE WAY. SHELTER MEDICINE CHANGES EVERYTHING BECAUSE OF HER. WE OWE DR. MILLER OUR DEEPEST GRATITUDE FOR HER BOLD IDEAS AND INNOVATIVE WORK. WE ARE SO VERY FORTUNATE TO HAVE A LIVING LEGACY IN THE FIELD OF ANIMAL WELFARE AND OUR WORLD."



She spent her entire groundbreaking veterinary career with the ASPCA as the Director of the ASPCA's Brooklyn Clinic, Veterinary Advisor, Vice President of Veterinary Outreach, and Vice President of Shelter Medicine, retiring in 2019. She currently serves as a member of the American Association of Veterinary State Boards advocating for animal shelters.

Shelter Medicine Education

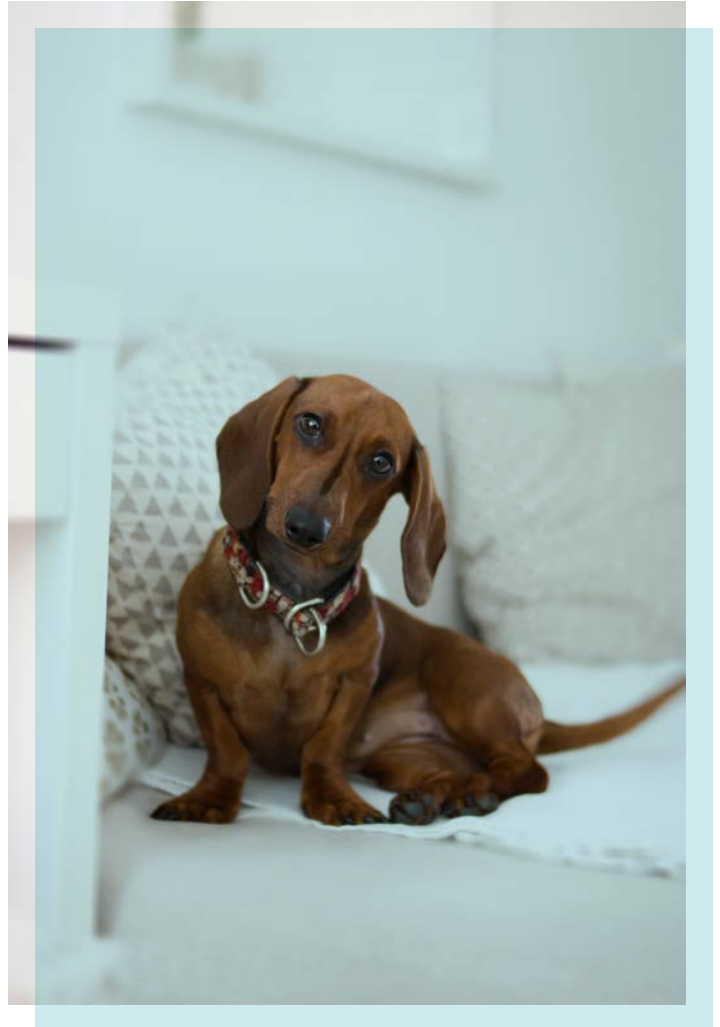
We funded a total of \$662,979 in shelter medicine education grants this year to two universities: the University of Wisconsin-Madison Shelter Medicine Program and Maddie's® Shelter Medicine Program at Cornell University. Together, they're providing shelter consultations, fellowships and online certificates for veterinarians, and training veterinary students in shelter medicine.

University of Wisconsin-Madison Shelter Medicine Program

Dr. Emily Pellatt was welcomed as the new Maddie's® Clinical Instructor in May 2021 and provided direct education training to 1 intern, 2 residents and 70 students. Dr. Elizabeth Roberts completed her third year of the Maddie's® Shelter Medicine Residency Program and Dr. Allie Stevens, completed her second year. Maddie's® Shelter Medicine Intern, Dr. Sarah Heffernan, performed over 2,000 routine canine, feline and rabbit spay/neuters and other surgeries. A total of 32 students, interns and residents were introduced to shelter medicine in Maddie's® Shelter Medicine Elective Course and an additional 21 students and fellows furthered their studies with Maddie's® Shelter Medicine Fellowship Program and Maddie's® Shelter Medicine Weeklong Intensive.

Cornell University Maddie's® Shelter Medicine Program

Funding for Cornell University Maddie's® Shelter Medicine Program resulted in two shelter medicine interns trained in partnership with SPCA of Tompkins County; enrollment of over 250 students in seven courses; and 60 humane organizations registering for subsidized diagnostic services. Cornell VetCares Community Cat Clinics offered free alterations to a total of 200 cats in this fiscal year; and held the ASPCA Cornell Maddie's® Shelter Medicine Conference virtually for 614 veterinarians, students and shelter professionals.



Research Grants

This year we funded \$1.2 million in research grants focused on access to care. We funded research projects at the University of Tennessee, ASPCA and Michigan Humane. Below are the results of current projects.

University of Tennessee, AlignCare Program

In July 2021, we approved a \$3,448,181 grant over three years to the University of Tennessee's (UT) Program for Pet Health Equity to support the establishment of **AlignCare™** as a sustainable, community-based national veterinary care network.

The pilot program enabled UT to identify optimal characteristics of Veterinary Service Providers and AlignCare families. Goals for the future include: Achieving AlignCare sustainability and expanding to new communities, building a research infrastructure to improve access to veterinary care and educating veterinary and social work professionals and students.

Trainings of Human Support Coordinators began in 2021 in Asheville, Raleigh and Cherokee Boundary, NC; Knoxville, TN; Phoenix, AZ; Long Island, NY and Las Vegas and Reno, NV; and Los Angeles, CA in 2022.

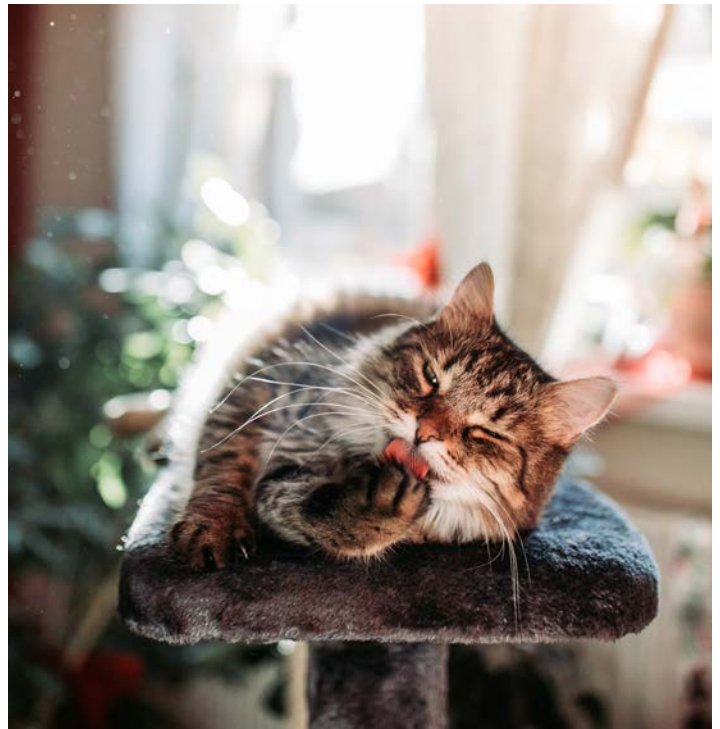
The Dave and Cheryl Duffield Foundation, PetSmart Charities and IDEXX Foundation are providing additional funding to the program.

Arizona State University

Nationwide Deployment and Evaluation of Fostering Programs in Animal Shelters

In March 2018, Maddie's Fund awarded \$1,728,495 over 3.5 years to Arizona State University (ASU) to support this Research Grant. This project's goal was to implement or build upon 100 foster programs across the country, including sleepovers, field trips and long-term fostering.

For Year 4, ASU changed the project scope for the remaining 18 foster programs to implement safety net fostering for owned dogs in response to the potential financial and housing crises. This part of the research includes the identification of active safety net fostering programs, interviews of at least 10 foster coordinators, development of online education in collaboration with Maddie's® University team and the enrollment of the 18 animal shelters providing remote support, implementation and collection of data.



Community-Centric Animal Welfare Survey

The Community-Centric Animal Services Practices (CCASP) survey was launched in March 2021 and distributed by Maddie's Fund® and several national partners.

Community-Centric Animal Services Practices (CCASP) are programs and policies that sheltering organizations use to support people and pets through engagement with their community. CCASP include programs such as returning lost animals in the field, using foster care instead of housing animals in a shelter facility, helping people to keep their pets instead of surrendering them and more.

The objective was to establish baseline data on the utilization of various CCASPs in this first survey. The survey audience was comprised of representatives from government organizations with a physical shelter and private organizations with a physical shelter and a government contract. We'll be conducting this survey again in the future so we can track progression of community-centric animal services.

A FEW RESULTS OF NOTE:

Over 50% of shelters rated its programs good or excellent:

- Foster care for cats/kittens: 66% (230)
- Foster care for dogs/puppies: 57% (199)
- Partnerships with other shelters and rescue organizations: 72% (255)
- Fee-waived or reduced-fee return to home: 55% (190)

More than 75% of shelters said it offers:

- Guidance to people who found a pet: 95% (341)
- Pet food support, e.g., pet food pantry: 83% (298)
- Phone support to the community: 97% (348)



Educational Opportunities

Maddie's® University: Online Courses

Maddie's® University, an online learning management system, issued 19,476 certificates to learners from 1,505 organizations for completing self-paced courses and on-demand presentations. Most popular courses included: *Feline Communication: How to Speak Cat*, *Canine Body Language in the Shelter*, *Bringing a New Dog Home*, *Feral and Fractious Cat Handling*, *Human Animal Support Services: Animal Sheltering Reimagined*.

Companions and Animals for Reform and Equity (CARE) and Maddie's Fund collaborated to create the *CARE REDI Certification: Bronze Level* course. The REDI (Racial Equity, Diversity and Inclusion) course aims to help students examine current and historical failures as it pertains to racial equity. The hope is to create

action that will then lead to systemic and equitable shifts. Employees of Maddie's Fund, Best Friends Animal Society, Life of Riley and more have enrolled in the course, and Petfinder Foundation is requiring the course of grantees.

Additionally, we collaborated with National Animal Care and Control Association to create a Field Services Series. Two self-paced courses were released: *Using Tools and Equipment* and *Community-Centered Programming*.

We currently offer 19 RACE (Registry of Approved Continuing Education) CE courses, including the *Big Dog Master Class*, which accounted for 925 of 1,458 RACE continuing education certificates issued this fiscal year.

"AS A FOSTER COORDINATOR FOR A NON-PROFIT SHELTER, RESOURCES SUCH AS THIS ARE SUCH A GIFT. THANK YOU FOR MAKING IT AVAILABLE TO THE PUBLIC SO WE CAN ALL HOPEFULLY CREATE THE BEST FOSTER PROGRAMS POSSIBLE."

- *A New Model for Shelter Care: Replacing Kennels with Foster Homes*

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Online Instructor-Led Courses, formerly known as Online Apprenticeships

Maddie's® University Online Instructor-Led Courses involve a combination of self-paced reading material, instructor-led lectures and a final project. To date, we have offered courses on 11 different topics, including: foster care, shelter clinic management, feline lifesaving, shelter health and care, lost pet reunification, humane education, marketing communications, ringworm management, rehoming and pet support - with plans to bring even more opportunities to students. Holding these courses online have opened up this professional development to a larger pool of people; providing over 400 students from 43 states and D.C. the chance to learn from the best in the industry.

Webcasts

Maddie's Fund offered 29 live webcasts attracting 13,469 live and on-demand viewers. The top five webcasts in viewership this year were: *Big Dog Masterclass Day One and Day Two*, *Ensuring Transparency While Keeping Marketing and Adoption Counseling Separate*, *Feline Leukemia Testing: One and Done for Everyone*, and *Language That Harms Cats*.

Memphis Animal Services used the tips they learned from Day 1 of the Big Dog Masterclass to get four urgent dogs placed by the next day!

The entire Maddie's Fund webcast library saw a total of 27,416 views this fiscal year.

Conferences

This year, we slowly dipped our paws back into in-person conferences. At the Humane Society of the United States Animal Care Expo, held April 2022 in Orlando, Florida, we focused our booth space on creating connection among all people who are doing this important work. This conference attracted 2,537 registrants, with 893 attending virtually. Maddie's Fund sponsored the **inspirational keynote session** given by Dr. Lila Miller after a special introduction by Dr. Michael J. Blackwell. Both Drs. shared a conversation immediately following along with an audience-led (both in person and virtual) Q&A session. We also sponsored 181 scholarships for virtual attendees.

Maddie's® Connection Zone booth provided a place for attendees to reconnect with colleagues after over 2 years of virtual zoom calls. The booth featured Drs. Miller and Blackwell who were on hand to meet and greet with the attendees. Additionally, Maddie's Fund's Dr. Sheila Segurson, veterinary behaviorist, held conversations about dog behavior with conference goers and American Pet's Alive! Content Manager, Rory Adams, led discussions regarding LGBTQ+ (lesbian, gay, bisexual, transgender, queer and/or questioning) inclusion.

Many conferences had a hybrid option or continued to be virtual only. Maddie's Fund provided a total of \$127,500 in sponsorship of 12 conferences during fiscal year 2021-22. Additionally, we provided \$31,000 for 451 scholarships for conference registrations, both virtual and in-person. While conference planners had to do things differently this year, there were many thought-provoking and informative sessions. Annual conferences sponsored this fiscal year were *Veterinary Access to Care Symposium*, *The Association for Animal Welfare Advancement Fall Conference*, *The Multicultural Veterinary Medical Association Conference*, *CalAnimals CEO Forum*, *Online Cat Conference*, *My Dog is My Home Co-Sheltering Conference* and *Humane Society of the United States Animal Care Expo*.

Community Conversations

Every Monday and Friday morning since they were established in March 2020, shelter and rescue organization professionals across the country and beyond gathered virtually to discuss everything from transport, foster recruitment, inclusivity, mental health and so much more over Zoom. Maddie's Fund hosted these calls which started as a response to the COVID-19 pandemic and evolved to include the issues that animal welfare organizations are facing every day.

Starting in January 2022, as an extra incentive to attend these calls, Maddie's Fund provided a monthly random grant giveaway just for attending the conversations live or watching later on-demand. As of June 30, 2022, a total of \$50,000 in grants was awarded to 33 organizations either attending live or viewing on-demand. Total views for these calls, live and on-demand, during this timeframe was 16,823 views.



Maddie's® Pet Forum

Maddie's® Pet Forum (MPF) is a place for animal well-being professionals to collaborate, share resources, and provide/receive support among their peers.

This year Maddie's® Pet Forum grew by leaps and bounds. Visitors increased 166% from last year to 85,611 visitors from all 50 states plus the District of Columbia and 157 countries. And there was a 222% increase in the average number of monthly posts from the previous year's average.

With the redesign of a more user-friendly Resource Library in November 2021, Maddie's® Pet Forum began monthly themed "resource drives" to encourage the sharing of more resources. Just under 600 resources were added this year on subjects such as kitten season, adoption, behavior/training and more. These resources were downloaded 8,532 times over a seven-month period.

Open Arms and We Foster Challengers were hosted on Maddie's® Pet Forum in our Challenge group. Challengers shared resources, supported one another and participated in zoom huddles focused on Open Arms and We Foster practices. Between the two Challenge groups, there were 170 discussion posts and 102 library resources added to the forum.



"IT IS A LARGE GROUP WITH A BROAD REPRESENTATION FROM OUR INDUSTRY SO THERE IS A LOT OF VALUABLE INPUTS. THE FORUM TOPICS ARE TIMELY AND DEAL WITH COMPLEX AND CURRENT ISSUES."

"GREAT MODERATORS, INFORMATIVE PRESENTATIONS/ACCESS TO PRESENTATIONS IN THE FORUM AFTER THE EVENTS [COMMUNITY CONVERSATIONS], RESPECTFUL DISCUSSION EVEN WHEN FOLKS DO NOT HAVE THE SAME GOALS OR OPINIONS."

- Comments from MPF Surveys

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Diversity, Equity and Inclusion



Maddie's Fund invests its resources in a commitment to keeping pets and people together, creating a safety net of care for animals in need and operating within a culture of inclusiveness and humility. We are working towards the day when the animal well-being field more accurately represents the diversity of our country.



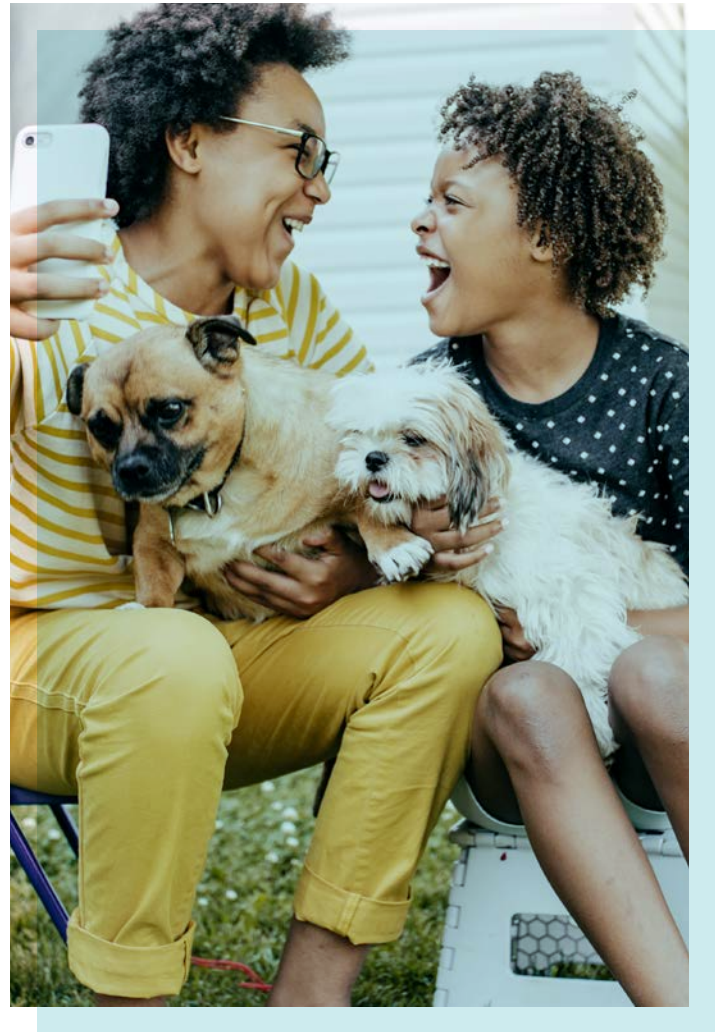
Companions and Animals for Reform and Equity

In April, we awarded Companions and Animals for Reform and Equity (CARE) a \$1.7 million grant. This three-year grant will support the expansion of their CARE Centers by adding five to ten centers each year.

CARE is a national nonprofit whose mission is to prioritize and amplify Black, Indigenous and People of Color (BIPOC) voices using narratives, research, and community-centered investments. Using this multidisciplinary approach, CARE seeks to inspire all organizations to be more inclusive and less biased in an effort to keep families, including their pets, together.

"Equity is the outcome we seek for all communities," said James Evans, CEO and founder of CARE. "We will expand our CARE Center model focused on work with proximate leaders, who have meaningful relationships with marginalized communities who seek to keep pets with their families. CARE Centers assist in creating workforce development opportunities that are created by and for the community, placing value on their wisdom."

CARE Centers are networks of individuals and organizations working within their communities, who are already doing this important work. CARE's intention is to partner with community leaders to add pet wellness and resources. The CARE Center model creates sustainable community-led networks by using a human and animal well-being model in an effort to keep pets home and uplift their human companions.



Dr. Jodie G. Blackwell Scholarship

In 2022, we contributed \$50,000 towards the CARE-administered Dr. Jodie G. Blackwell Scholarship. This scholarship honors the graduate of the second class of the Tuskegee Veterinary School and father of Dr. Michael Blackwell. The goals of raising the scholarship funds were to raise global awareness of the lack of representation of African American Veterinarians (only 2% of the field) and to assist any current African American veterinary students in need of financial assistance.

Black, Indigenous People of Color-Led Operating Support Grants

Maddie's Fund introduced a new grant opportunity to support the operations of U.S.-based Black, Indigenous and People of Color (BIPOC)-led government agencies or nonprofit animal well-being or veterinary medicine

organizations. Focus was on organizations who primarily deal with dogs and/or cats and/or their people. Grant funding in the amount of \$1,010,000 was awarded to 107 organizations.

Candid Conversations

This year we continued with **Maddie's® Candid Conversations**, a series of open, informal 30-minute Zoom conversations and Question & Answer sessions with DEI leaders focusing on a speaker's journey in furthering equity, diversity and inclusion in their daily work. Hosted by Maddie's Fund, these thought-provoking and inspiring conversations, which continue on Maddie's® Pet Forum, attracted over 3,197 live and on-demand views.

We held five conversations this year with Dr. Lila Miller, DVM, and Mother of Shelter Medicine; Akisha Townsend Eaton, Attorney; Allison Cardona, Deputy Director for the Los Angeles County Department of Animal Care and Control; Dr. Michael J. Blackwell, DVM, MPH; and James Evans, founder and CEO of Companions and Animals for Reform and Equity (CARE), and Jennifer Evans, CARE's Chief Operating Officer.



DR. LILA MILLER
DVM & MOTHER
Shelter Medicine



AKISHA TOWNSEND EATON
ATTORNEY



ALLISON CARDONA
DEPUTY DIRECTOR
*Los Angeles County Department
of Animal Care & Control*




DR. MICHAEL J. BLACKWELL
DVM & MPH



JAMES EVANS
FOUNDER & CEO
Companions & Animals for Reform & Equity (CARE)



JENNIFER EVANS
CHIEF OPERATING OFFICER
Companions & Animals for Reform & Equity (CARE)



**"NOT EVERYTHING THAT IS FACED
CAN BE CHANGED. BUT NOTHING
CAN BE CHANGED UNTIL WE FACE IT."**

- James Baldwin

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