

# MADDIE'S FUND® • ANNUAL REPORT



*Soul Mates*



2005 - 2006



The Pet Rescue Foundation

## 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, the Pet Rescue Foundation, is helping to fund the creation of a no-kill nation. The first step is to help create programs that guarantee loving homes for all healthy shelter dogs and cats throughout the country. The next step is to save the sick, injured and poorly behaved pets in animal shelters nationwide.

### 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  
Sarah Engel, Communications Specialist  
Shelly Thompson, Grants Specialist  
Lynne Fridley, Field Representative

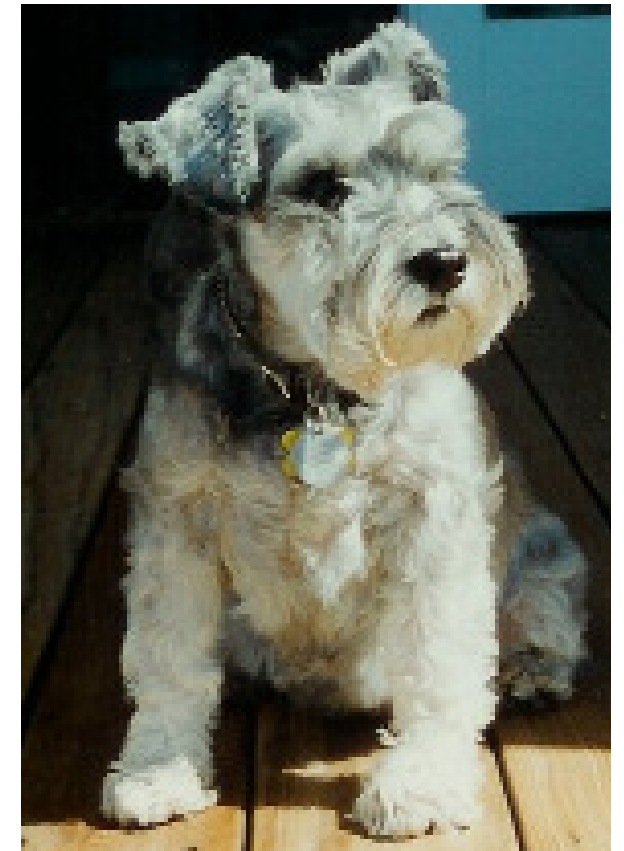
## Table of Contents

### Introduction

- P. 1 About Maddie's Fund
- P. 2 Table of Contents
- P. 3 Thanks to Maddie
- P. 5 President's Letter

### Community Projects

- P. 7 Alachua
- P. 11 Maricopa
- P. 15 Mobile
- P. 18 New York
- P. 21 Tuscaloosa
- P. 24 Baldwin



### Veterinary Schools

- P. 28 Florida
- P. 29 Cornell
- P. 31 Auburn
- P. 33 Iowa and Missouri

### New Grants and Funding

- P. 35 New Funding Opportunities
- P. 36 New Funding Strategies

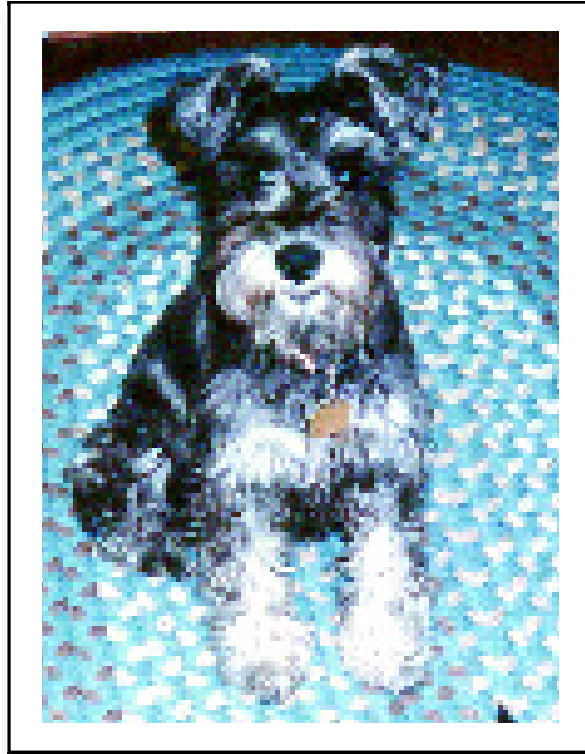
### Appendices

- P. 38 Maddie's Grantmaking
- P. 39 Where is Maddie's Fund
- P. 40 Annual Live Release Rates
- P. 41 Web Article Listing





# Thanks to Maddie

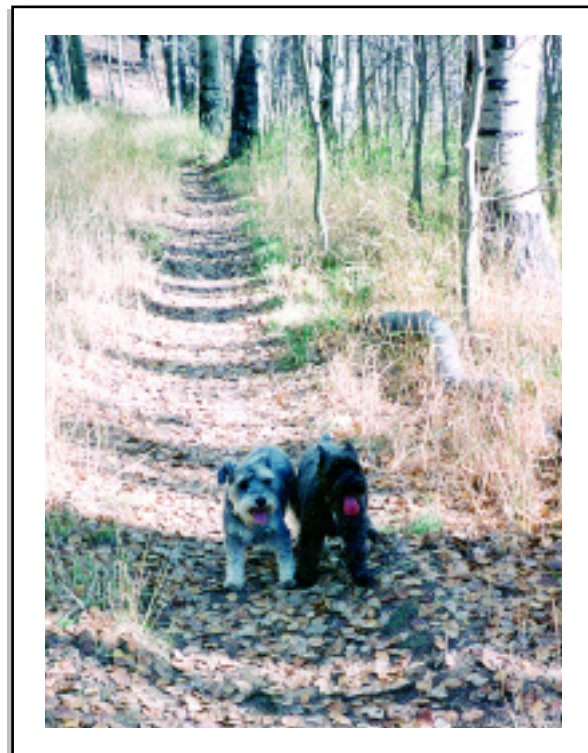


## The Inspiration

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 in love with 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. "We loved 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 that others can be as happy as we are today."

The love Dave and Cheryl shared with Maddie inspired them to give generously to help save homeless, abandoned pets in need of love and care. Thanks to Maddie, shelter dogs and cats are afforded new opportunities to find loving homes in which they, too, may share in the joy, love and companionship that Dave and Cheryl enjoyed with Maddie.



## The Legacy

With the Duffields' backing of more than \$300 million, Maddie's Fund is investing in model programs that are leading the way to a no-kill nation. After just one year in New York City, for example, Maddie's® Pet Rescue Project reduced euthanasia city-wide by 26%. An adoption guarantee for healthy shelter dogs and cats in Alachua County, Florida will be in place by the start of the Project's fifth year.

Not long ago, the idea of a no-kill nation was scoffed at by people in the animal welfare movement, not because they didn't want it, but because they didn't think it was possible. Today, several models are demonstrating that no-kill communities are possible in diverse geographic, demographic and socio-economic regions of the country. Maddie's Fund is championing and investing in such communities. Now most people in animal welfare believe we'll have a no-kill nation within our lifetime. Maddie's Fund believes we'll get to the no-kill goal by 2015.



We're grateful to Maddie, the little dog who sparked a movement. Her legacy continues on through the lives she has saved.

## President's Letter

*Dear Friends,*

*This year's Annual Report focuses on the lifesaving achievements of Maddie's® Pet Rescue Project in Alachua County, Florida, currently our longest running project.*

*Maddie's® Project in Alachua County saved all but 61 healthy shelter dogs and cats in Project Year Four, reducing total deaths by nearly 50%. So far in Project Year Five, Alachua has exceeded goal in every category and maintained four consecutive months with zero healthy deaths.*

*Collaboration has been a big factor in Alachua's success. Working together has enabled project partners to maximize resources; enhance public confidence, trust and support; and to sustain the lifesaving focus even as project founders and directors moved on. Organizations within the coalition have been able to maintain their individuality while coming together to speak with a common voice and articulate a consistent lifesaving message to the community.*

*As pages seven through ten illustrate, Alachua's road has been rocky at times. But, in spite of organizational and personnel changes, the larger no-kill goal was never lost. Discipline, focus and cohesiveness never faltered. The fluid reality of day-to-day ups and downs never prevented the project from getting the job done. We're confident that Alachua County is well on its way to becoming a no-kill community.*

*Sincerely,*



**Rich Avanzino**

## COMMUNITY PROJECTS



## Maddie's® Pet Rescue and Maddie's® Spay/Neuter Projects ALACHUA COUNTY, FLORIDA

**Project Start: July 1, 2002**  
**Year Four Funding: \$527,760**  
**Funding through June 30, 2006: \$1,799,770**  
**Total Anticipated Funding: \$5,145,940**

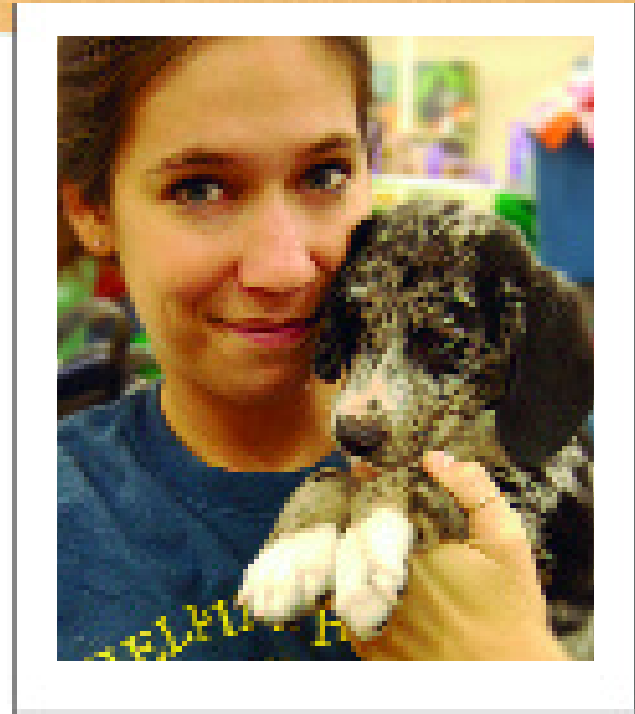
### COMMUNITY PROFILE:

Alachua County, population 224,000, is located in North Central Florida. Gainesville, the largest city and the county seat, serves as the cultural, educational and commercial center for the region and is home to the University of Florida.

### PROJECT PROFILES:

**Maddie's® Pet Rescue Project** is led by the Alachua County Humane Society, working with Alachua County Animal Services, Gainesville Pet Rescue, Haile's Angels Pet Rescue, Helping Hands Pet Rescue and Puppy Hill Farm.

**Maddie's® Spay/Neuter Project** is administered by the Alachua County Veterinary Medical Association, with surgeries performed by private practice veterinarians.



### Alachua at a Glance:

July 1, 2002–June 30, 2006

### Lifesaving Highlights

- Four consecutive months of zero healthy deaths in Year Three
- Eight months of zero healthy deaths in Year Four, with only 61 healthy deaths the entire year
- Shelter deaths decreased nearly 50% over four years, from 8,063 to 4,071

### Challenges and Opportunities

- Severe weather conditions hit the area in 2004, setting back adoption efforts
- Original applicants left the coalition
- New Director at Alachua County Animal Services
- New Director at lead agency
- Project partners entered into formal dispute mediation

Photos courtesy of Charmaine M. Barnes

### Collaborative Accomplishments

- Created a Strategic Plan and updated it annually
- Developed a Pet Evaluation Matrix
- Established fundraising goals for each partner and for the project as a whole
- Increased Maddie adoptions 291% by:
  - Expanding online services
  - Adding hours and staff
  - Streamlining adoption procedures
  - Designing facility improvements
  - Growing foster networks
  - Organizing new events

### Spay/Neuter Accomplishments

- Replaced voucher program with low-income program
- Increased surgeries from 87 in Year Two to 369 in Year Four



### Alachua 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
Impounds	11,387	11,359	n/a	10,810	n/a	9,766	n/a	9,822	n/a
Maddie Adoptions*	692	1,692	119%	1,938	90%	2,451	85%	2,708	75%
All Adoptions	2,551	3,367	103%	4,025	100%	3,971	84%	4,194	76%
Healthy Deaths	3,664	1,696	173%	981	224%	260	563%	61	1200%
All Deaths	8,063	6,631	111%	5,209	127%	4,820	122%	4,071	126%

\* Maddie Adoptions are those performed by participating adoption guarantee groups.

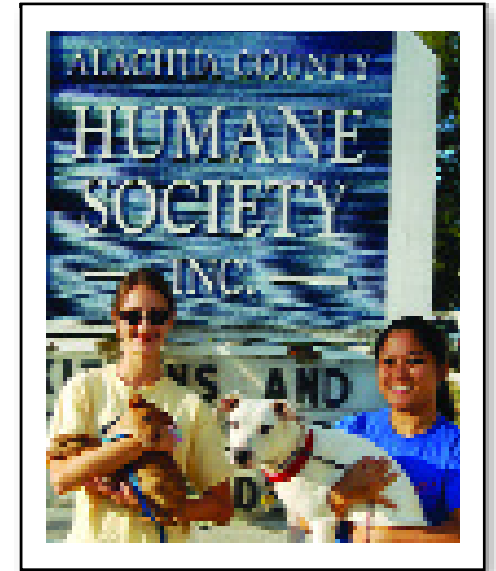
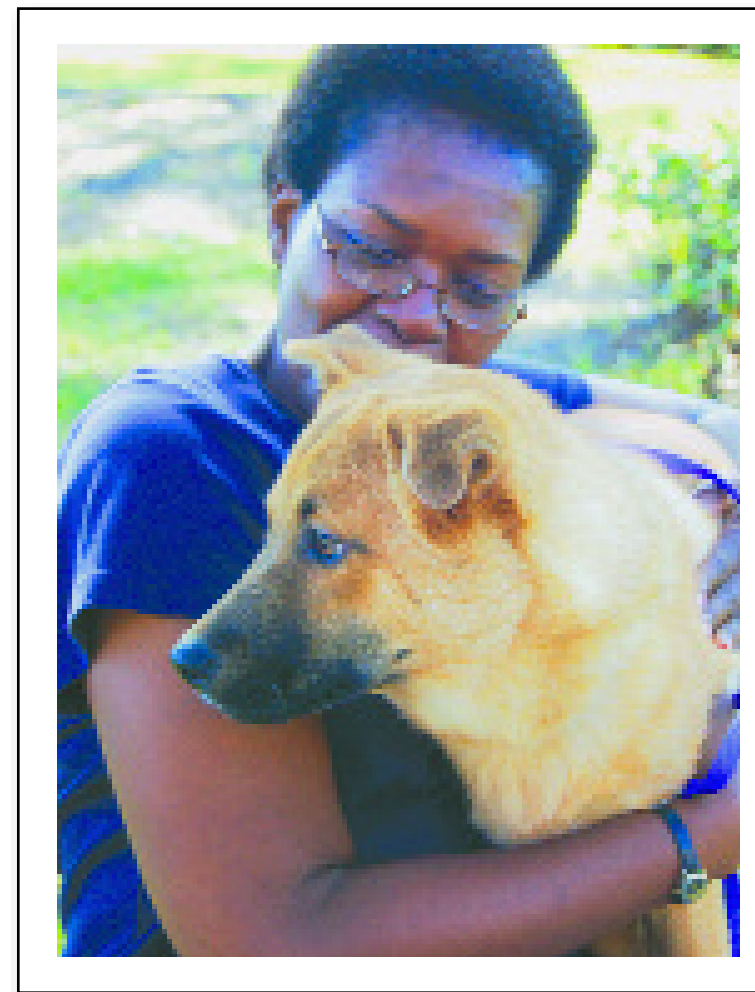
*"The Alachua County Humane Society begins Year Five with enthusiastic anticipation and determination to make our County a true no-kill community. With the help of Maddie's Fund, we are closing in on the ultimate goal: guaranteeing every healthy and treatable shelter pet a loving home."*

— Becky Goodman, Alachua County Humane Society

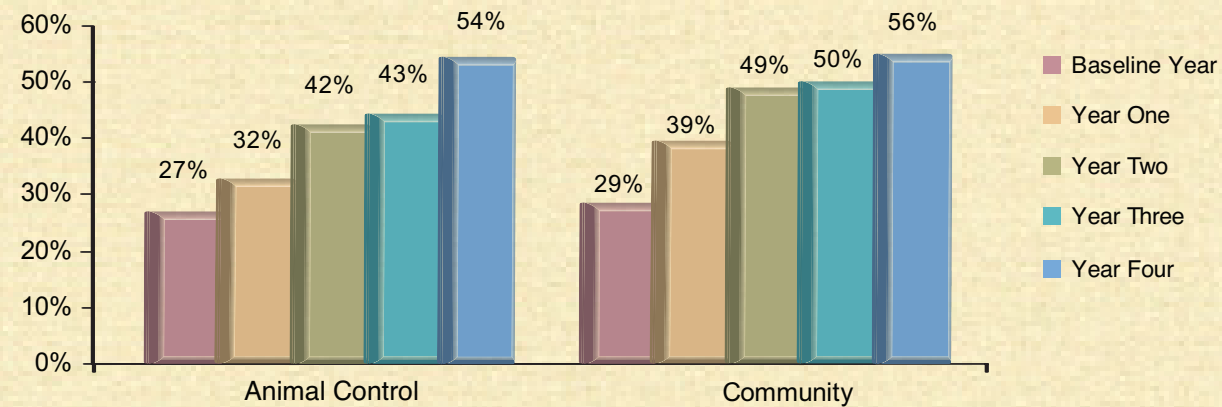


# COMMUNITY PROJECTS

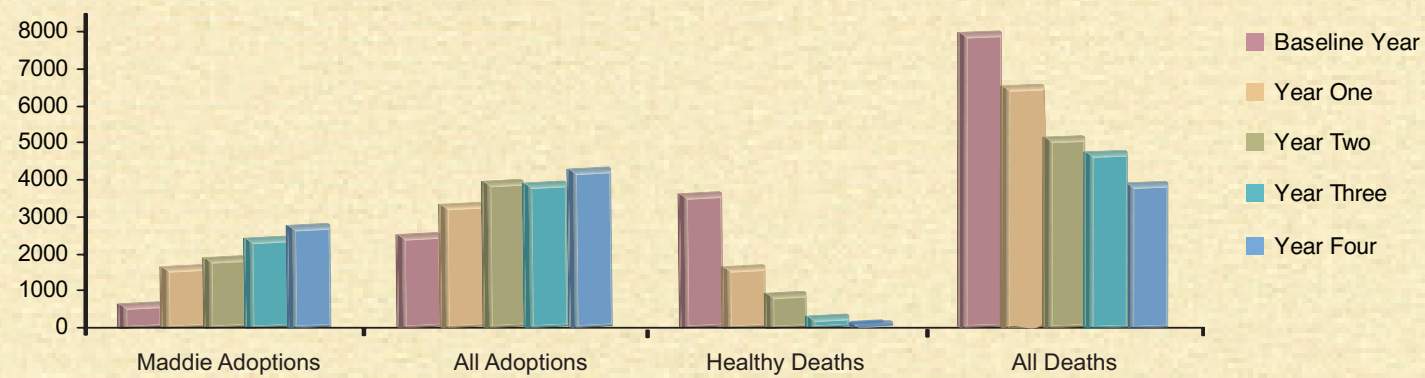
## ALACHUA COUNTY, FLORIDA



**Alachua County: Annual Live Release Rates**



**Alachua County: Comparative Annual Progress on Goals**



*"I have loved being able to place more animals, upgrade some of our equipment and supplies, watch our organization grow and not worry about how we were going to pay vet bills. I feel that we have all been very fortunate to have the resources that have been made available to us — how many small rescues in the nation ever get this type of opportunity?"*

*— Laurie E. Trenholm, Ph.D.,  
Puppy Hill Farm*

## Maddie's® Pet Rescue and Maddie's® Spay/Neuter Projects MARICOPA COUNTY, ARIZONA

**Project Start: November 1, 2002**

**Year Four Funding: \$1,210,751**

**Funding through October 31, 2006: \$3,386,385**

**Total Anticipated Funding: \$9,758,065**

### COMMUNITY PROFILE:

With 3.6 million residents, Maricopa County, Arizona, is the nation's fourth largest in population size. Collectively, 23 diverse communities compose what is known as "Greater Phoenix." As the seat of Arizona's state capital, Maricopa County is also the center of the state's political and economic activity.

### PROJECT PROFILES:

**Maddie's® Pet Rescue Project** is led by the Arizona Animal Welfare League. Project partners include Animal Rescue Center, Arizona Animal Rescue & Sanctuary, Arizona Humane Society, HALO, Maricopa County Animal Care & Control, SOAR, and Sun Valley Animal Shelter. **Maddie's® Spay/Neuter Project** is administered by the Arizona Animal Welfare League, with surgeries performed by private practice veterinarians and non-profit spay/neuter clinics.



### Maricopa at a Glance:

November 1, 2002–October 31, 2006

### Lifesaving Highlight

- Thirteen consecutive months (October 2005–October 2006) of zero healthy deaths

### Challenges and Opportunities

- Population increased by 600,000 between 2000 and 2005
- New Director at Maricopa County Animal Care & Control
- New Maddie's® Project Directors
- Major staffing changes among all project partners
- The coalition started with eleven groups; eight are currently active

### Collaborative Accomplishments

- Developed a Pet Evaluation Matrix
- Created a Strategic Plan and updated it annually
- Partners created their own fundraising plans
- Increased Maddie adoptions 161% by:
  - Adding staff
  - Implementing new software/hardware
  - Increasing foster homes
  - Organizing new events, marketing campaigns and publicity
  - Providing training in animal handling and behavior assessment
- Built capacity through:
  - Technical assistance in grassroots fundraising and organizational development

### Spay/Neuter Accomplishments

- Initiated pilot spay/neuter project for pit bulls and pit mixes
- Included spay/neuter clinics in the Project
- Increased surgeries, from 921 in Year One to 4,784 by the end of Year Four

*NOTE: In Year Three, the administration of Maddie's® Spay/Neuter Program shifted from the Arizona Veterinary Medical Association to the Arizona Animal Welfare League.*



### Maricopa 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
Impounds	105,976	94,352	n/a	103,092	n/a	106,349	n/a	104,499	n/a
Maddie Adoptions**	2,635	6,510	106%	7,612	137%	8,242	123%	6,884	96%
All Adoptions	33,254	37,276	101%	37,615	104%	33,564	90%	32,195	85%
Healthy Deaths	5,706	3,917	117%	1,793	191%	3,443	66%	0	1141%
All Deaths	59,222	46,118	129%	49,796	113%	58,036	93%	59,093	92%

\* Baseline is from Year Four – each year the baseline has changed due to changes in participating organizations.  
\*\* Maddie adoptions are those performed by participating adoption guarantee groups.

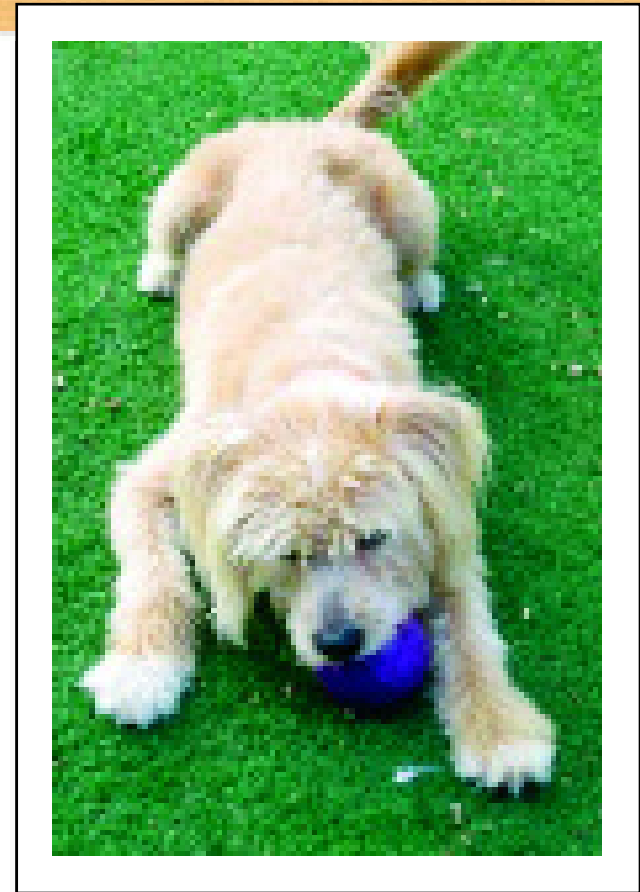
# COMMUNITY PROJECTS

## MARICOPA COUNTY, ARIZONA

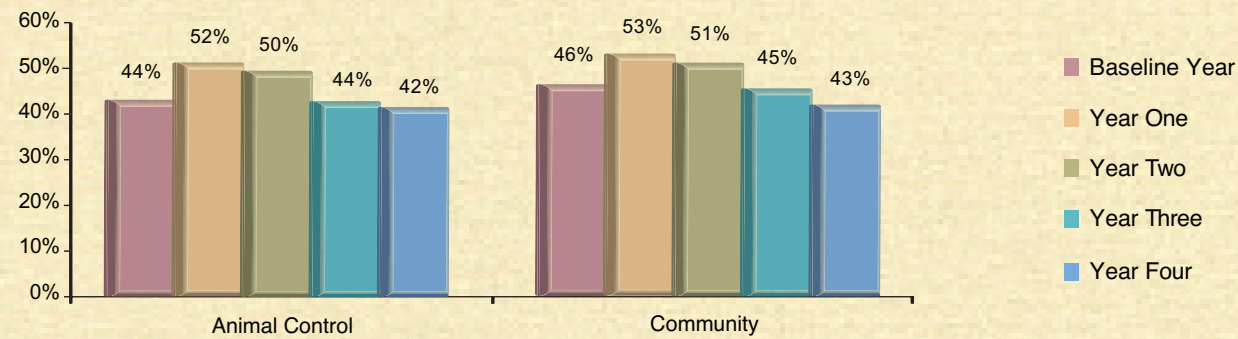


*"The hardest part of the past four years was the fact that, despite strong spay/neuter efforts, we continued to see a dramatic increase in the number of intakes. The acceptance and integration of the Asilomar Accords has been the best aspect of the past four years—it truly helps to have everyone speaking the same language. We can better understand each other's challenges and utilize our collective resources more effectively."*

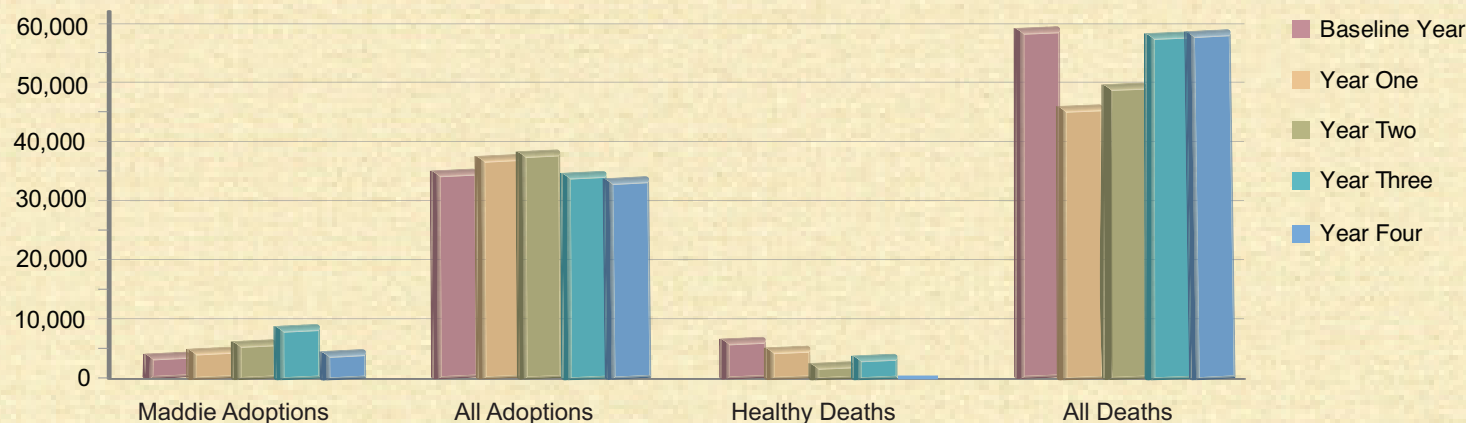
— Jill Van Tuyl, Arizona Humane Society



**Maricopa County: Annual Live Release Rates**



**Maricopa County: Comparative Annual Progress on Goals**



*"We must continue our efforts to increase cooperation among ALL animal welfare organizations. Only true partnership will allow us to achieve our goals."*

— Rodrigo Silva, Maricopa County Animal Care and Control





# COMMUNITY PROJECTS

## Maddie's® Pet Rescue and Maddie's® Spay/Neuter Projects MOBILE COUNTY, ALABAMA

Project Start: January 1, 2005

Year Two Funding: \$730,678

Funding through December 31, 2006: \$1,121,237

Total Anticipated Funding: \$7,513,157

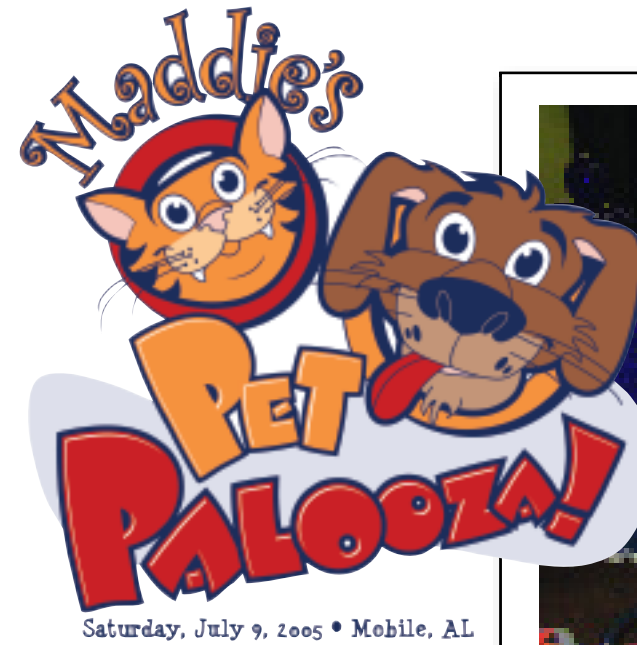
### COMMUNITY PROFILE

Situated on the Gulf of Mexico, Mobile County is a shipping, fishing and resort community with a population of 400,000.

### PROJECT PROFILES

**Maddie's® Pet Rescue Project** is led by the Mobile SPCA. Project partners include the Animal Rescue Foundation, City of Mobile Animal Shelter, City of Saraland Animal Shelter, Friends of the Mobile Animal Shelter, and the Mobile County Animal Shelter.

**Maddie's® Spay/Neuter Project** is administered by the Alabama Veterinary Medical Association, with surgeries performed by private practice veterinarians. To date, 2,747 surgeries have been performed.



### Mobile County Achievements

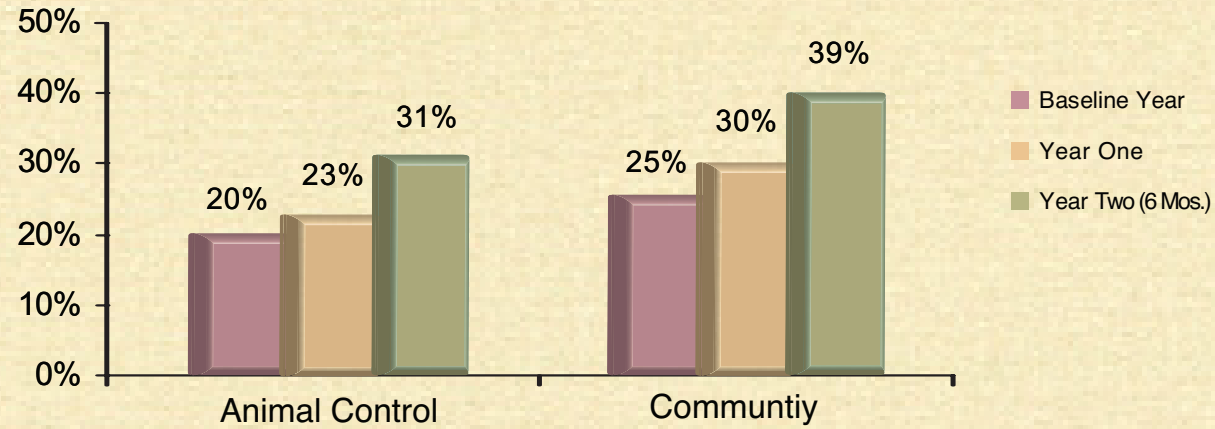
(Baseline + Above Baseline Performance)

	Baseline Year	Year One	% of Goal	Year Two (6 mos.)	% of 6 Month Goal
Impounds	16,353	15,018	n/a	6,573	n/a
Maddie Adoptions*	983	1,783	98%	1,284	95%
All Adoptions	3,088	3,548	90%	2,100	86%
Healthy Deaths	4,229	2,865	118%	1,118	96%
All Deaths	12,243	10,171	112%	3,937	107%

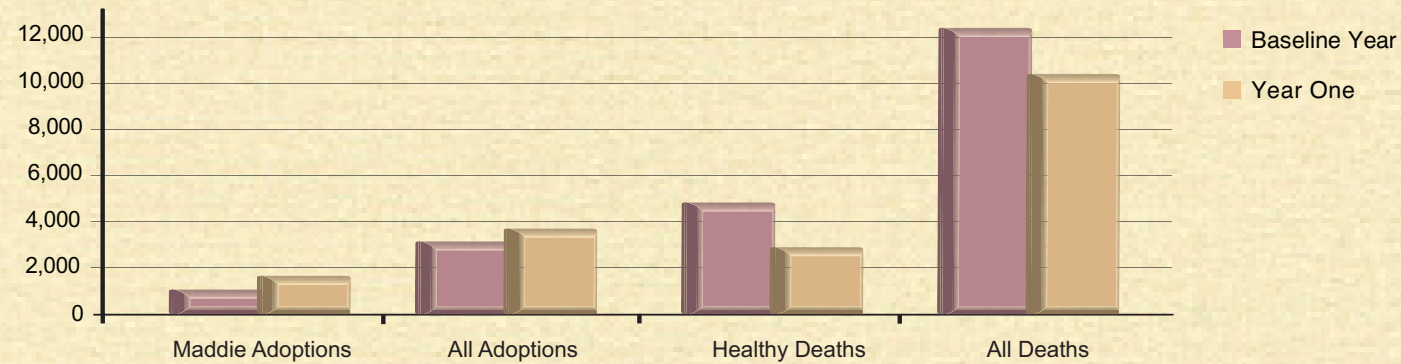
\* Maddie adoptions are those performed by participating adoption guarantee groups.

## MOBILE COUNTY, ALABAMA

*Mobile County: Annual Live Release Rates*



*Mobile County: Comparative Annual Progress on Goals*



## Maddie's® Pet Rescue and Maddie's® Spay/Neuter Projects NEW YORK, NEW YORK

**Project Start: January 1, 2005**  
**Year Two Funding: \$1,804,450**  
**Funding through December 31, 2006: \$2,703,450**  
**Total Anticipated Funding: \$23,543,450**

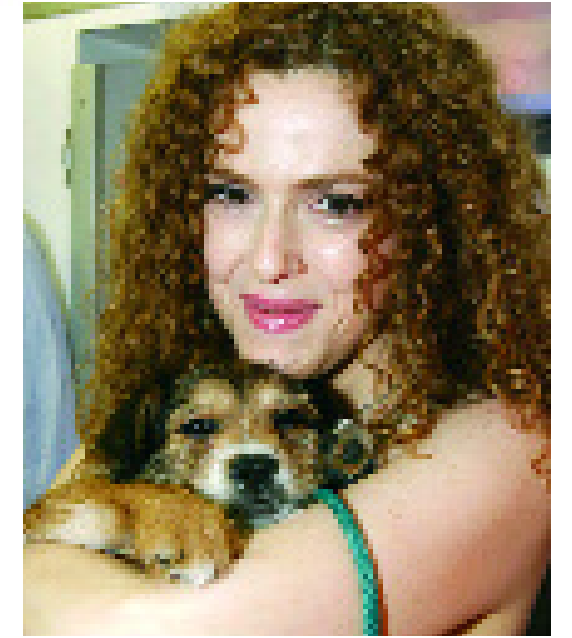
### COMMUNITY PROFILE

New York City comprises five boroughs: Brooklyn, the Bronx, Manhattan, Queens and Staten Island. With more than eight million residents, New York is the most populous city in the United States.

### PROJECT PROFILES

**Maddie's® Pet Rescue Project** is led by the Mayor's Alliance for NYC's Animals. The Mayor's Alliance is a coalition that includes Animal Care & Control of New York City and more than 90 animal rescue groups and shelters working with the city of New York to find a family for every homeless pet.

**Maddie's® Spay/Neuter Project** is administered by the Veterinary Medical Association of New York City, with supervision by the Mayor's Alliance. Surgeries are performed by participating private practice veterinary hospitals. Maddie's® Spay/Neuter Project began in July 2005. To date, 68 surgeries have been performed.



Photos courtesy of Judy Katz Public Relations, NY, NY

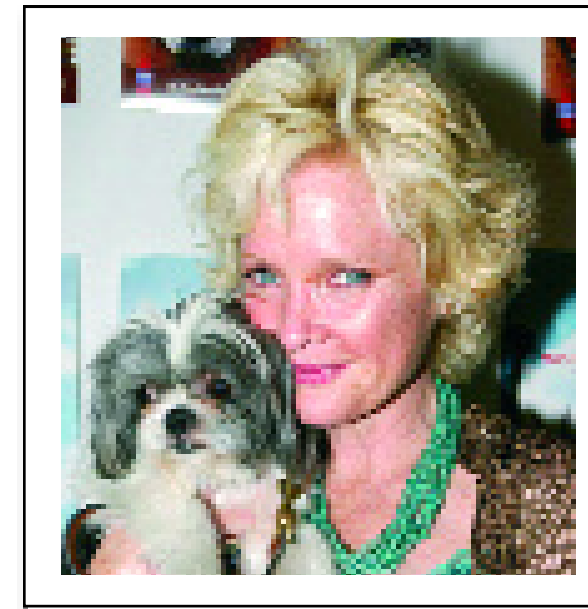
## NEW YORK, NEW YORK

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

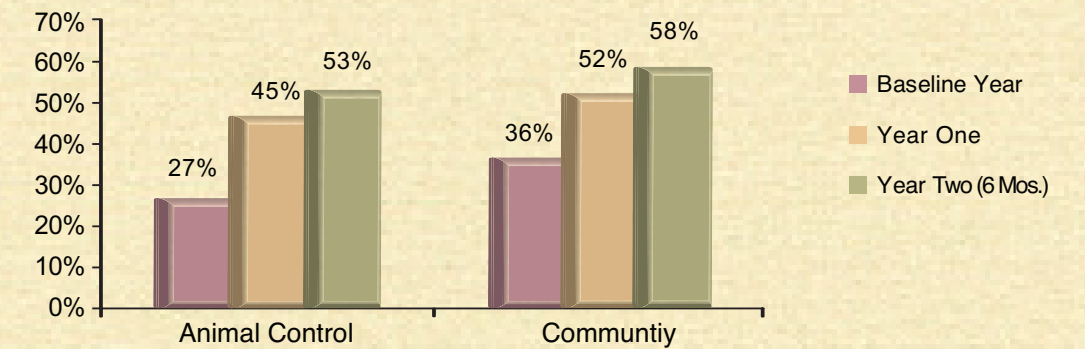
	Baseline Year*	Year One	% of Goal	Year Two (6 mos.)	% of 6 Month Goal
Impounds	52,561	50,929	n/a	25,213	n/a
Maddie Adoptions**	7,904	10,747	112%	6,476	99%
All Adoptions	12,831	21,612	149%	10,990	123%
Healthy Deaths	14,000	8,490	132%	1,758	205%
All Deaths	31,815	23,399	124%	9,402	126%

\* Baseline is from Year Two — each year the baseline has changed due to changes in participating organizations.

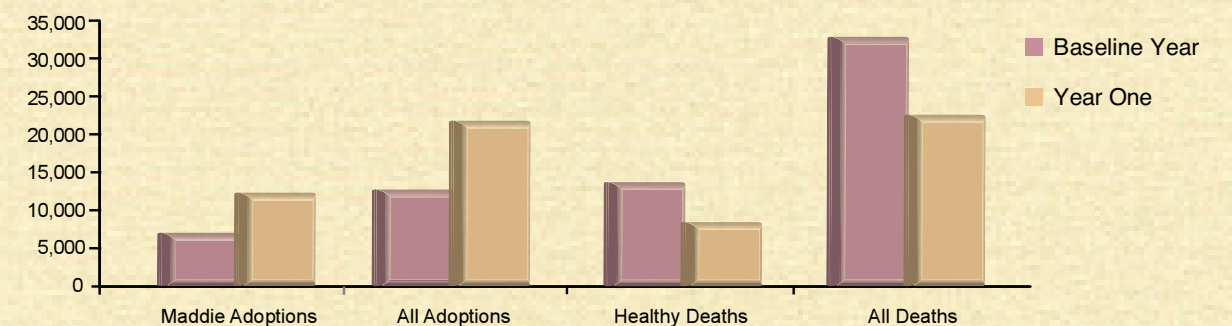
\*\* Maddie adoptions are those performed by participating adoption guarantee groups.



### New York City: Annual Live Release Rates



### New York City: Comparative Annual Progress on Goals





## Maddie's® Pet Rescue and Maddie's® Spay/Neuter Projects TUSCALOOSA COUNTY, ALABAMA

**Project Start: April 1, 2005**  
**Year Two Funding: \$262,509**  
**Funding through March 31, 2006: \$378,370**  
**Total Anticipated Funding: \$3,396,490**

### COMMUNITY PROFILE

Located in west central Alabama, Tuscaloosa County is a manufacturing center and home to the University of Alabama. The County has a population of 186,000.

### PROJECT PROFILES

**Maddie's® Pet Rescue Project** is led by T-Town P.A.W.S., working with Alabamians Defending Animal Rights, the Humane Society of West Alabama, Tuscaloosa Metro Animal Shelter and West Alabama Animal Rescue. **Maddie's® Spay/Neuter Project** is administered by the Alabama Veterinary Medical Association, with surgeries performed by private practice veterinarians. To date, 286 surgeries have been performed.



### Tuscaloosa: Maddie's® First Pet Saving Enterprise Zone

A Pet Saving Enterprise Zone (PEZ) has the outward appearance and the requirements of a community collaborative grant: the community coalition is expected to increase adoptions, to reduce deaths, and to spay and neuter more pets. However, in a PEZ, additional technical assistance is provided via expert consultants to help the coalition reach its goals. Consultants advise on project management, fundraising, volunteer recruitment, technology, event planning... whatever's needed to help the coalition save more lives and grow stronger.

Maddie's® Pet Rescue Project in Tuscaloosa is receiving technical assistance in the areas of adoptions and promotions, strategic planning, and financial management. As the lead agency's own expertise in these areas grows, we expect the project to become fully self-sufficient and capable of achieving even more on its own.



### Tuscaloosa County Achievements

(Baseline + Above Baseline Performance)

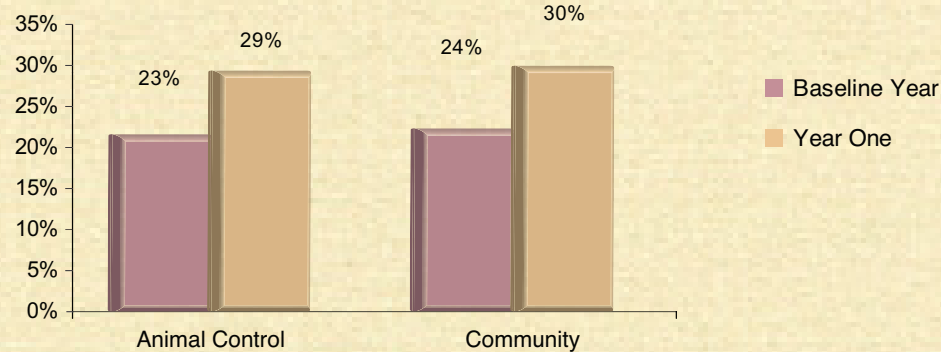
	Baseline Year	Year One	% of Annual Goal
Impounds	7,928	7,351	n/a
Maddie Adoptions*	303	821	118%
All Adoptions	1,253	1,500	91%
Healthy Deaths	1,952	946	165%
All Deaths	5,832	4,982	109%

\* Maddie adoptions are those performed by participating adoption guarantee groups.

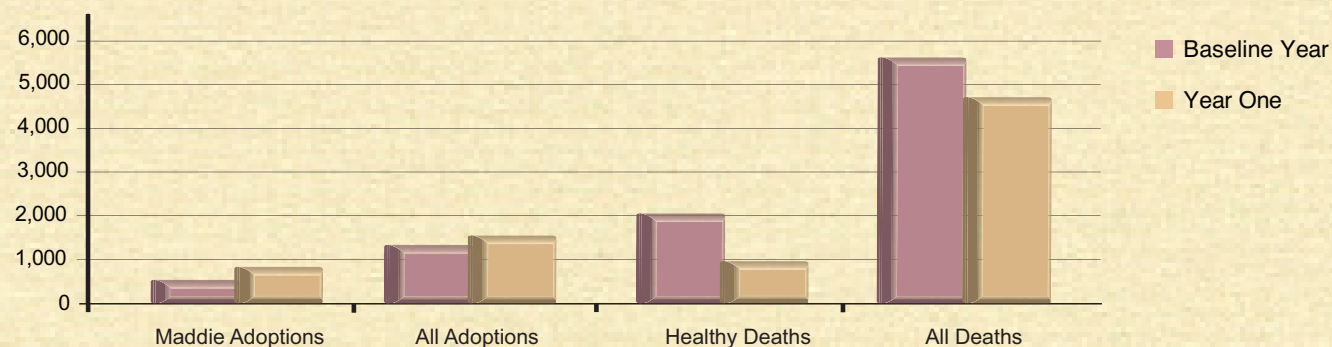
## TUSCALOOSA COUNTY, ALABAMA



*Tuscaloosa County: Annual Live Release Rates*



*Tuscaloosa County: Comparative Annual Progress on Goals*



## Maddie's® Pet Rescue and Maddie's® Spay/Neuter Projects BALDWIN COUNTY, ALABAMA

**Project Start: October 1, 2005**  
**Year One Funding: \$121,485**  
**Total Anticipated Funding: \$2,548,455**



### COMMUNITY PROFILE

Baldwin County is located in south Alabama on the shores of the Gulf of Mexico and Mobile Bay. With a population of 151,000, the popular recreation and retirement community is the fastest growing county in the state.

### PROJECT PROFILES

**Maddie's® Pet Rescue Project** is led by the non-sheltered Baldwin County Humane Society. Project partners include Baldwin County Animal Control Center, City of Bay Minette Animal Control, City of Fairhope Animal Control, Daphne Animal Shelter, and

The Haven for Animals. **Maddie's® Spay/Neuter Project** is administered by the Alabama Veterinary Medical Association, with surgeries performed by private practice veterinarians. To date, 433 surgeries have been performed.



## BALDWIN COUNTY, ALABAMA



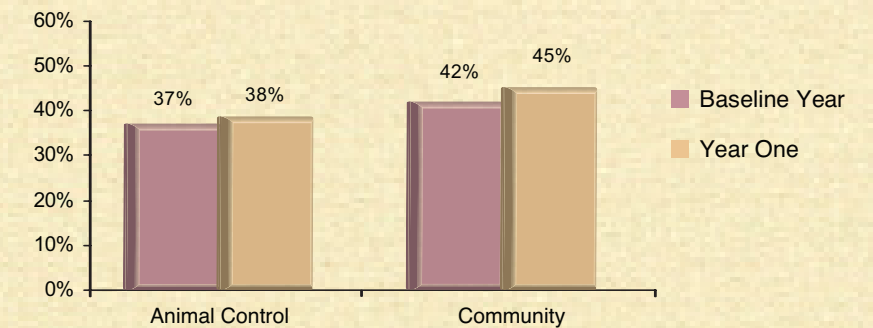
### Baldwin County Achievements

(Baseline + Above Baseline Performance)

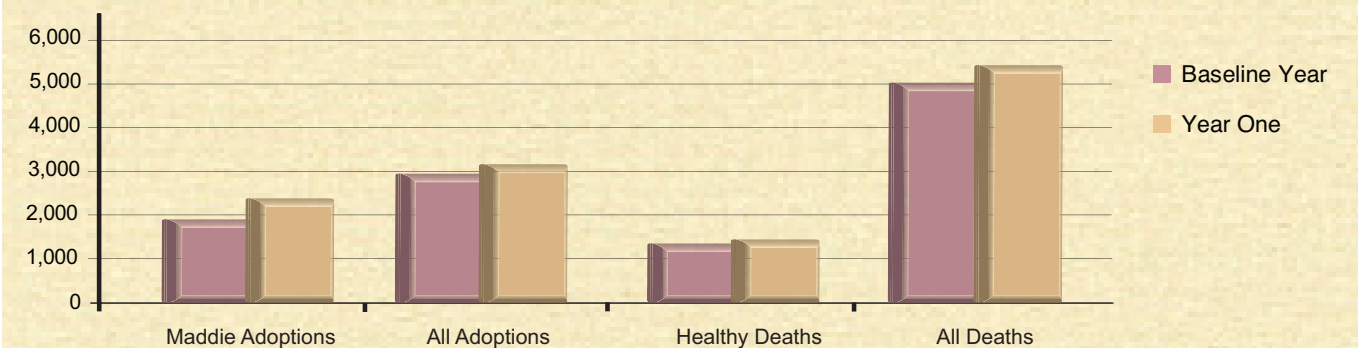
	Baseline Year	Year One	% of Annual Goal
Impounds	9,084	10,135	n/a
Maddie Adoptions*	1,894	2,390	110%
All Adoptions	3,053	3,300	99%
Healthy Deaths	1,425	1,479	77%
All Deaths	5,149	5,432	89%

\* Maddie adoptions are those performed by participating adoption guarantee groups.

**Baldwin County: Annual Live Release Rates**  
(Baseline + Above Baseline Performance)



**Baldwin County: Comparative Annual Progress on Goals**





## VETERINARY SCHOOLS

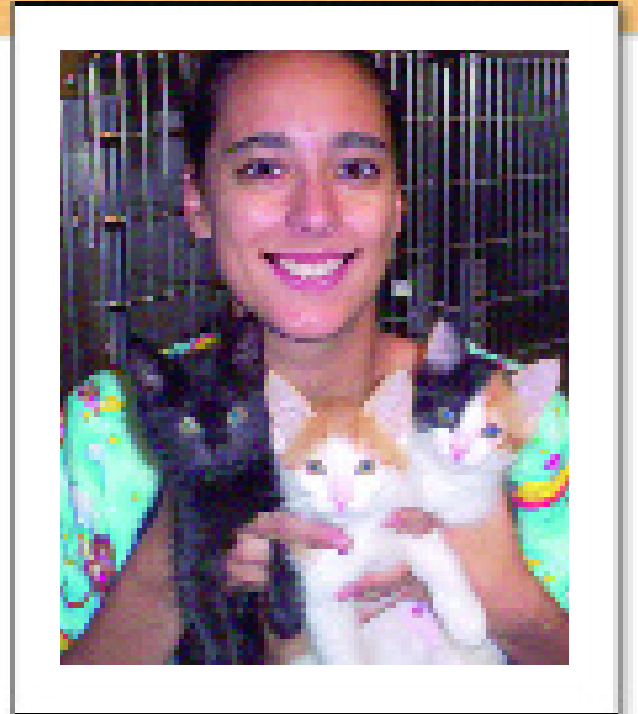
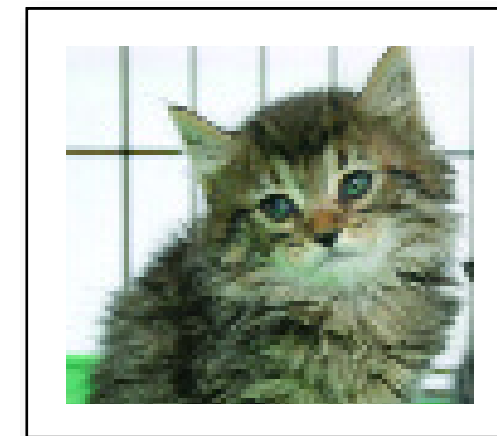


### Maddie's® Outdoor Cat Program THE UNIVERSITY OF FLORIDA

**Project Duration:**  
**January 2006– December 2007**  
**Year One Funding: \$135,172**  
**Total Funding: \$256,920**

**Maddie's® Outdoor Cat Program** is studying the effect of an intensive Trap-Neuter-Return (TNR) program on shelter cat admissions at Alachua County Animal Services (ACAS) in Gainesville, Florida.

A team comprised of the ACAS Director and two University of Florida veterinarians identified one neighborhood in downtown Gainesville with disproportionately high cat admissions to the shelter. Over the past six years, this zip code contributed 22% of the cat admissions, even though it makes up only 8% of the County's human population and 0.5% of the County's land mass.



**Maddie's® Outdoor Cat Program** is focused on controlling the cat population in this zip code through increased TNR, the adoption of friendly kittens, and complaint mediation.

To reach the goal of sterilizing 55% of the stray cat population in the area, 1,000 cats from this neighborhood must be sterilized each year. If the Program is successful, the shelter should witness a decrease in complaints about cats and fewer cat admissions from the area, particularly of kittens.

In the first six months, the Project Coordinator trapped 514 cats for surgery.

Of these, 94 socialized cats were adopted directly to the public or transferred to local rescue groups.

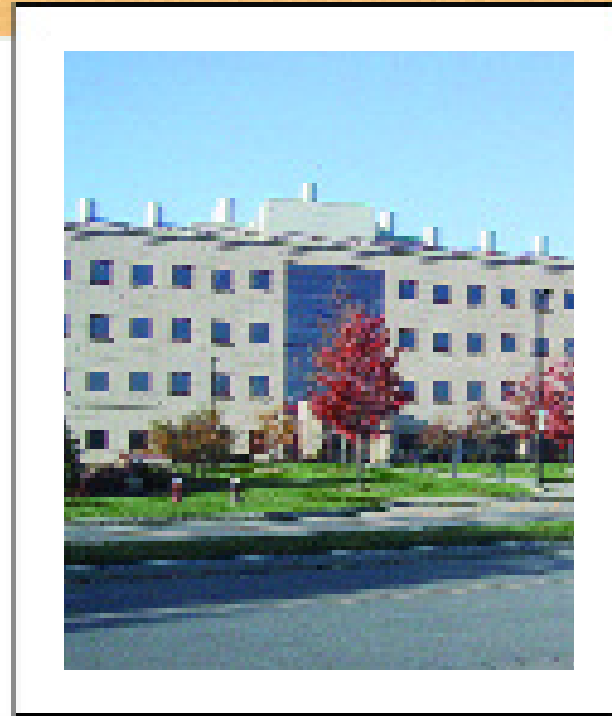
## Maddie's® Shelter Medicine Program CORNELL UNIVERSITY

**Project Start: September 1, 2005**  
**Project Duration: Six years**  
**Year One Funding: \$265,161**  
**Total Funding: \$1.7 million**

Cornell University's College of Veterinary Medicine designed a comprehensive shelter medicine program to educate veterinary residents and students, who will serve communities by helping eliminate the killing of healthy and treatable shelter pets.

### COMPONENTS

**Maddie's® Shelter Medicine Program** consists of residency training, veterinary student training, diagnostic and consultative support, and shelter medicine research. Two core shelters (the Tompkins County SPCA and the Humane Society of Rochester and Monroe County at Lollypop Farm) and two affiliated shelters (Pet Pride of New York, Inc., and Peace Plantation Animal Sanctuary) are included in the program.



### ACCOMPLISHMENTS

#### Staffing

The Program Director hired key staff including: Maddie's® Shelter Medicine Resident, Maddie's® Shelter Medicine Clinician and Maddie's® Shelter Medicine Technician.

#### Veterinary Student Training

- Taught two 16-hour courses for third and fourth year students: *Issues and Preventive Medicine in Animal Shelters* and *Managing Infectious Diseases in Small Animal Populations*
- Started Maddie's® Shelter Medicine/Community Practice Rounds (required of all students)
- Initiated core visits to the Tompkins County SPCA (required of all first year veterinary students)
- Organized monthly Maddie's® Brown Bag Discussions to familiarize students with animal welfare issues

#### Shelter Support Service

- Launched Maddie's® Shelter Medicine Website at <http://www.vet.cornell.edu/maddiesfund>
- Designed a computer program to automate the generation of reports of annual and long-term intake/disposition data in the Tompkins County SPCA. This program will serve as a template for managing the data from two other shelters: Pet Pride of New York and Peace Plantation
- Assisted in identifying an unknown respiratory disease outbreak at Lollypop Farm and made recommendations to control and prevent future outbreaks
- Implemented a surveillance system at core shelters to identify dogs with canine influenza

#### Continuing Education

Presented more than a dozen lectures on shelter medicine topics at regional veterinary conferences and animal welfare organizations

#### Research

Collected cat stool samples from participating shelters to estimate the prevalence of parasites in cats who have been wormed at entry

The information will ultimately enable staff to make preventive medicine recommendations.



## Maddie's® Shelter Medicine Program AUBURN UNIVERSITY

**Project Duration:**  
July 2004 – July 2006  
**Year Two Funding:** \$250,000  
**Total Funding:** \$500,000

**Maddie's® Shelter Medicine Program** at Auburn University aimed to improve the quality of life for shelter pets, decrease shelter deaths, increase adoptions, create a pool of veterinarians to practice in this emerging field and bring an awareness of shelter issues to private practitioners outside of the shelter industry. Program components included student training, continuing education and research.



### ACCOMPLISHMENTS

#### Maddie's® Shelter Medicine Training

- Provided didactic coursework for freshmen, sophomore, and junior veterinary students through eight core classes
- Maintained a core clinical shelter medicine rotation for all senior veterinary students  
The rotation included weekly trips to the Muscogee County Humane Society to provide learning opportunities for students and on-site consultations for shelter staff.
- Instituted Maddie's® Shelter Medicine Rotation, an intensive, two-week elective clinical rotation for seniors wanting to enhance their surgical skills
- Offered electives on feral cat trap-neuter-return programs and shelter cat and dog behavior
- Added a mandatory freshman feline laboratory on the examination, humane handling and restraint of shelter cats

- Started Maddie's® Special Problems Course for pre-veterinary undergrads to enable students to study real life shelter medical situations
- Created opportunities for Maddie's® Summer Fellows to assist with research projects

#### Continuing Education

- Established a website for Maddie's® Shelter Medicine Program at Auburn University
- Promoted shelter medicine at a campus lecture series for veterinary interns
- Responded to over a thousand e-mails and phone calls on shelter medicine topics from shelter managers, veterinarians and students

- Presented shelter medicine lectures and seminars online and at nearly two dozen regional and national animal welfare and veterinary conferences

#### Research

- Collected paired serum samples from shelter dogs with respiratory disease for inclusion in a study of canine influenza in shelter dogs
- Conducted a survey of medical care provided by Alabama animal shelters
- Embarked on a project to determine the effectiveness of specific drugs on coccidiosis and diarrhea in shelter puppies and kittens
- Researched methods to prevent ringworm in shelter cats

The following quotes were taken from student surveys:

*"I feel like I got everything I expected out of this rotation. I gained some confidence in surgery, feel more educated as to what goes on at shelters, learned the importance of spay/neuter and adoption programs and was exposed to the pros and cons of different shelter models."*

*"Before this rotation, I had not planned on helping shelters... These two weeks have changed my mind and motivated me to make a difference in my county."*

*"I hope to work in a practice that is active in shelter medicine and client education about shelters. I hope I am able to promote shelters to clients. Otherwise I don't think I can work in a practice that ignores shelter needs."*

*"This rotation definitely enables the veterinary student to walk in (shelter staffs) shoes and I think this is important. It would be easy to isolate yourself in private practice and ignore the problem of over-population, but the experience at Muscogee leaves a lasting impression."*



## Maddie's® Shelter Medicine Program IOWA STATE UNIVERSITY

**Project Duration:**  
April 2003–June 2006  
**Year Two Funding: \$50,050**  
**Total Funding: \$99,550**



**Maddie's® Shelter Medicine Program** at Iowa State University completed a second year grant that focused on veterinary student education, engagement and discovery.

- **Maddie's® Shelter Medicine Course** enrolled almost 30 students. Course speakers presented additional seminars on specific health and behavior issues to students at large.
- **Maddie's® Summer Scholars** visited five local animal shelters to collect fecal samples and determine the prevalence of diarrhea-causing organisms in cats. The University is now working with the shelters to make changes in de-worming, sanitation and disinfection protocols to decrease parasitism in their populations.
- **Maddie's® Student Externs** visited progressive shelters and shelter medicine programs in New York, Utah and California.
- **Maddie's® Senior Student Award** for outstanding commitment to shelter medicine was presented for the first time.

## Maddie's® Shelter Medicine Externships THE UNIVERSITY OF MISSOURI-COLUMBIA

**Total Funding: \$3,000**

Thanks to Maddie's® Shelter Medicine Externship grants, two University of Missouri-Columbia veterinary students were able to gain valuable experience working alongside shelter veterinarians at adoption guarantee shelters in New York and Utah.

The students' oral and written reports about their externships were presented to the University in Fall 2006.

## NEW GRANTS & FUNDING



## New Funding Opportunities

**To broaden participation in Maddie's® grant giving, the Foundation established several new grants this year.**

### STARTER GRANTS

Maddie's Fund believes the quickest and most effective way to build no-kill communities is through collaboration.

Maddie's Fund created starter grants that offer collaborations monetary assistance to:

- collect and report shelter statistics using terminology/definitions presented in the Asilomar Accords
- prepare a one-year business plan
- formulate a ten-year strategic plan



To learn more about Starter Grants and the Lifesaving Award, go to the Maddie's Fund website at [http://www.maddiesfund.org/grant/starter\\_grants.html](http://www.maddiesfund.org/grant/starter_grants.html).

### LIFESAVING AWARD

Maddie's Fund has established a special Lifesaving Award to recognize communities that are leading the way in saving animal lives.

This award is designed to acknowledge the outstanding contributions being made by coalitions that have already implemented an adoption guarantee for healthy pets or achieved no-kill status (whereby all healthy and treatable shelter pets are being saved) in their target communities and are likely to sustain it in the future.

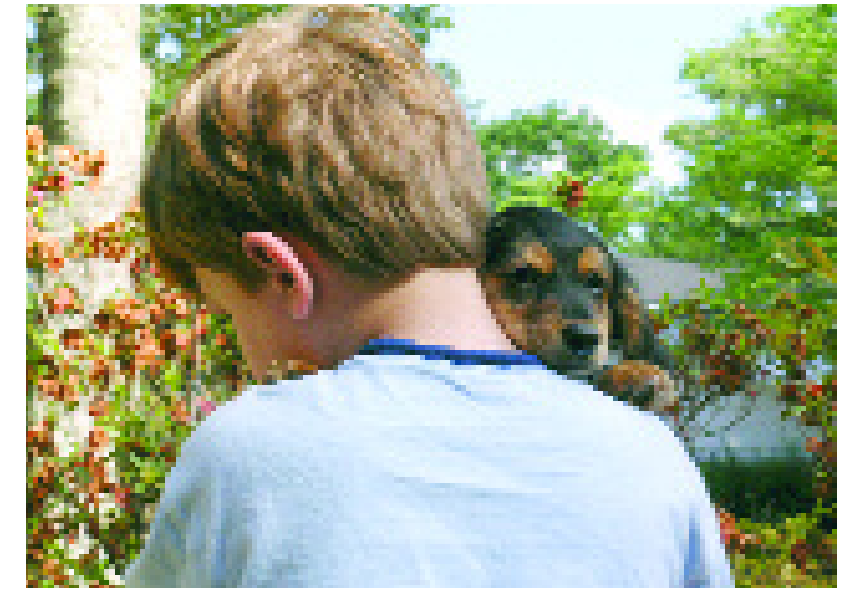
The award ranges from \$100,000 to \$3 million.

## New Funding Strategies

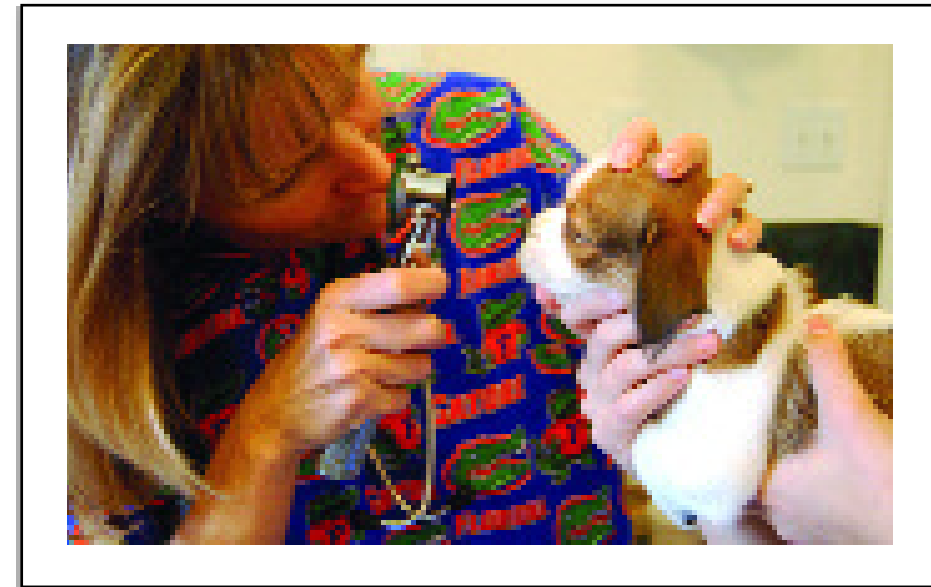
The Maddie's Fund Board and staff understand how hard it is for community collaborations to stay together and reach ambitious lifesaving goals over a period of ten years. The job gets especially difficult as organizations focus their efforts on saving all sick, injured or poorly-behaved treatable animals. This year, the Board approved new measures to help community collaborations with the extra effort.

### MADDIE MODIFICATIONS

- Increased the funding for the adoption component of the community collaborations by a minimum of 33%
- Increased the amount of money going to the partners in community collaborations for adoption subsidies and contingency funds by a minimum of 60%
- Increased the fees for the spay/neuter component of community collaborations by a minimum of 25%
- Provided money for the care of treatable dogs and cats to community collaborations that have achieved an adoption guarantee for healthy pets
- Increased the size of shelter medicine research grants
- Expanded funding so that animal control and traditional shelters could receive subsidies for above baseline adoption performance in adoption guarantee months of community collaborations
- Expanded funding so that non-profit and government spay/neuter clinics could participate in the spay/neuter component of community collaborations
- Lowered the eligibility requirement for starter grants to include communities with human populations of 100,000 or more
- Broadened lead agency options so that animal control and traditional shelters can be considered as lead agencies for the adoption component of community collaborations: Non-profit animal groups or spay/neuter organizations can be considered as lead agencies for the spay/neuter component of community collaborations

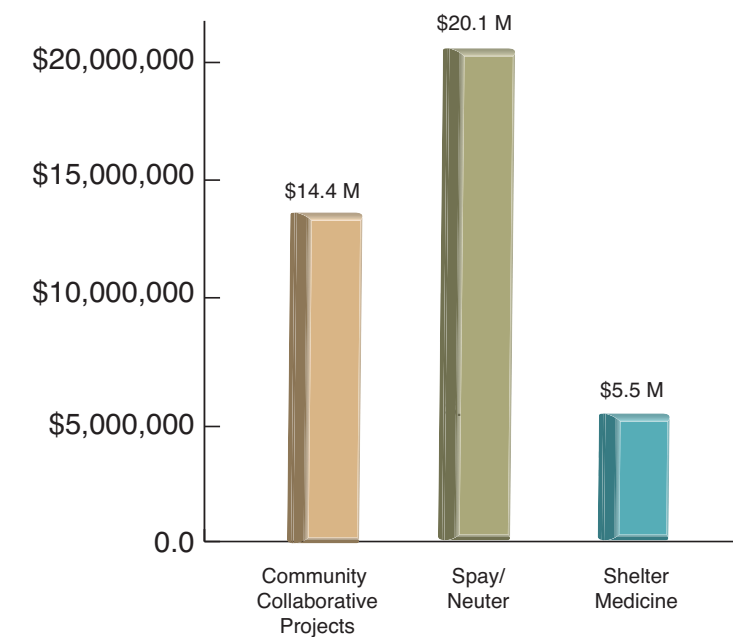


# APPENDICES



## Maddie's Fund Cumulative Grantmaking – Focus Areas

September 1, 1998 –  
June 30, 2006



Maddie's Fund changed its fiscal year from September 1–August 31 to July 1–June 30. As a result, this year's Annual Report reflects only ten months of grant giving. Our \$3.2 million in giving this year included \$2.3 million for Community Collaborative Projects; \$850,000 for Spay/Neuter and \$46,000 for other programs.

Individual grant awards referenced in the report relate to the projects' performance year and not the Maddie's Fund fiscal year.



## Where Is Maddie's Fund®?



Since inception, Maddie's Fund has spent \$54 million to support lifesaving projects in:

**22 states**

**238 counties**

**5,085 cities**

### GRANTS HAVE GONE TO:

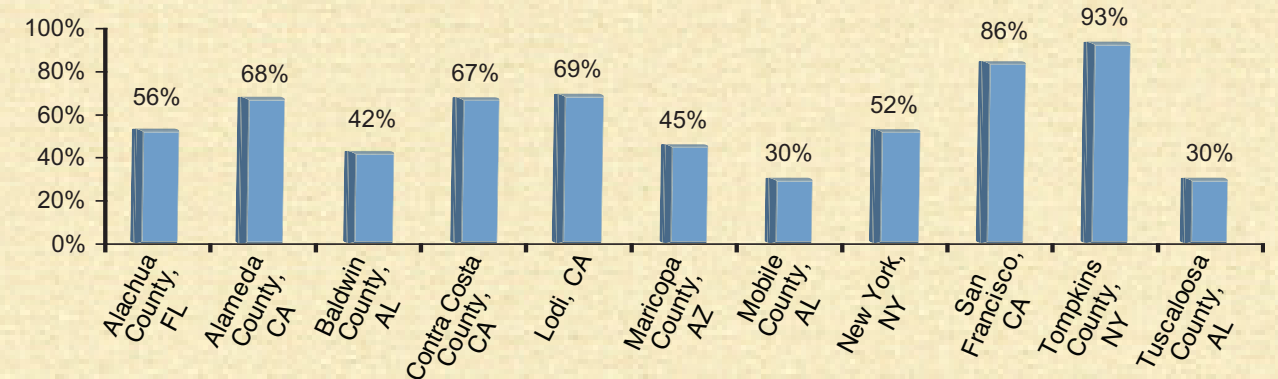
- 540 animal welfare organizations (including 291 adoption guarantee organizations)
- 1,461 private practice veterinary hospitals
- 9 universities
- 8 veterinary medical associations

## Annual Live Release Rates: Where Are We Today?

To support the implementation of the Asilomar Accords, Maddie's Fund® adopted the Live Release Rate as one of our measurement tools to track the progress of shelters and communities and to evaluate the advancement of the No-Kill Movement.

The Live Release Rate looks at the rate of lives saved as a percentage of all animals going out of the shelter system.

**Community-Wide Annual Live Release Rates — 2004 and 2005 Data**  
(Communities that have received Maddie's Fund® support)



The current national norm for animal control shelters is about 45%.

Note: These Live Release Rates do not include owner/guardian requested euthanasia which were unhealthy and untreatable and dogs and cats that died or were lost in the shelter/care.

# ***Best shelter practices***

*Most successful lifesaving strategies*

*Latest trends in  
animal welfare*

***Provocative articles and editorials***

*...they're all on the Maddie's Fund® website*

**([www.maddiesfund.org](http://www.maddiesfund.org)):**

**Topics include:**

- Collaboration
- Defining No-Kill
- Transparency
- Accountability
- Dog Transport
- Feral Cat Advocacy, Programs, and Pilot Projects
- A Guide to the Asilomar Definitions
- Creating a Pet Evaluation Matrix

***PLUS* successful lifesaving  
strategies used in:**

- New York City
- Phoenix, Arizona
- Alachua County, Florida
- And many other communities



*The Pet Rescue Foundation*



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