



The Pet Rescue Foundation

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# Marketing to Save Lives

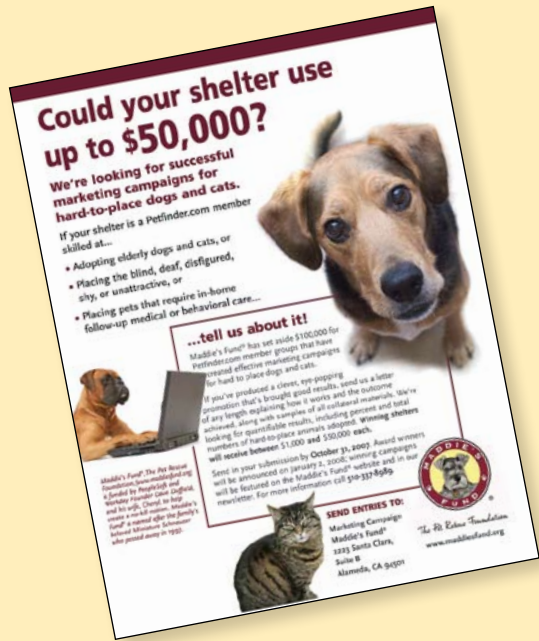
We Redefine PURRfection.



The Pet Rescue Foundation

ANNUAL REPORT / 2007-2008

# Marketing to Save Lives



In Fiscal Year 2007–2008, Maddie’s Fund® inaugurated a Marketing Competition to increase adoptions of hard to place pets. Maddie’s Fund® Marketing Competition invited animal welfare organizations to submit successful marketing ideas for placing elderly, shy, disfigured or unattractive pets as well as cats and dogs requiring in-home medical or behavioral care — pets who are traditionally left behind in animal shelters, but who must be saved if we are to reach our no-kill nation goal. The winners are featured in this year’s Annual Report.

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## 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; in private practice veterinarians to encourage greater participation in the animal welfare cause; and in the implementation of national strategies to collect and report shelter statistics. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.



### The Maddie's Fund Board

Dave Duffield

Cheryl Duffield

Amy Zeifang

Mike Duffield

Laurie Peek, DVM

Peggy Taylor

### The Maddie's Fund Staff

Rich Avanzino

President

Mary Ippoliti-Smith

Vice President of Operations

Laurie Peek, DVM

Veterinary Program Director

Lynn Spivak

Communications Director

Shelly Thompson

Grants Manager

Lynne Fridley

Field Representative

Christina Davis

Communications Specialist

Joey Bloomfield

Grants Assistant

## 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 \$71.6 million so far to save dog and cat lives. In their lifetime, Dave and Cheryl have personally 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.

Animal lovers can understand this sentiment. More and more of us view our companion animals as family, giving them the same care and tenderness we provide our two-legged family members. Our pets enrich our lives with their unconditional devotion to us. They enhance our lives with their stability, love and companionship. The rewards of animal companionship are immeasurable.

Maddie inspired Dave and Cheryl to give generously to help save homeless pets in desperate need of love and care. Thanks to the dog with the indomitable spirit, shelter pets are afforded new opportunities to find compassionate homes in which they, too, may share in the joy, love and companionship that Dave and Cheryl enjoyed with Maddie.

On behalf of all sheltered dogs and cats, we give thanks to Maddie, whose spirit lives on through the lives her memorable gift has touched.



## President's Message

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 grant giving is focused in three areas: increasing adoptions and spay/neuter surgeries to reduce shelter deaths; gathering statistics to measure lifesaving progress; and encouraging private practice veterinarians and colleges of veterinary medicine to actively get involved in animal welfare.

In Fiscal Year 2007–2008, Maddie's Fund and Petfinder.com inaugurated a Marketing Competition to increase adoptions of hard to place pets. The Marketing Competition invited animal welfare organizations to submit successful marketing campaigns for placing elderly, shy, disfigured or unattractive pets, as well as cats and dogs requiring in-home medical or behavioral care — pets who are traditionally left behind in animal shelters, but who must be saved if we are to reach our no-kill nation goal.

Maddie's Fund invested heavily in this competition to accomplish several objectives:

- Demonstrate that there is a market for "less than perfect" dogs and cats.
- Focus national attention on adopting hard to place shelter pets.
- Reward organizations that are doing it well.
- Encourage shelters not placing difficult pets to invest their resources and increase their efforts in this area.
- Provide valuable "how-to" information for other shelters to utilize.

From the trends I see today, it won't be long until the supply of puppies, small dogs, and adorable, young "peak of health" pets are a very small fraction of homeless pet populations. That is the case already in many communities. And so we're faced with a choice. Do we euthanize the elderly dog with arthritis and import a puppy from another part of the country (or another country)? Or do we step up to the plate, proclaim that every healthy and treatable homeless dog or cat is entitled to a second chance, and take on the challenge of finding homes for the tough cases?

If animal welfare leaders are serious about wanting to end the killing, every animal control agency, traditional shelter, and adoption guarantee organization is going to need to sharpen their marketing skills to get the hard to place animals adopted. Some organizations have started already, as you'll see in this year's Annual Report, *Marketing to Save Lives*.

Sincerely,

  
Rich Avanzino  
President

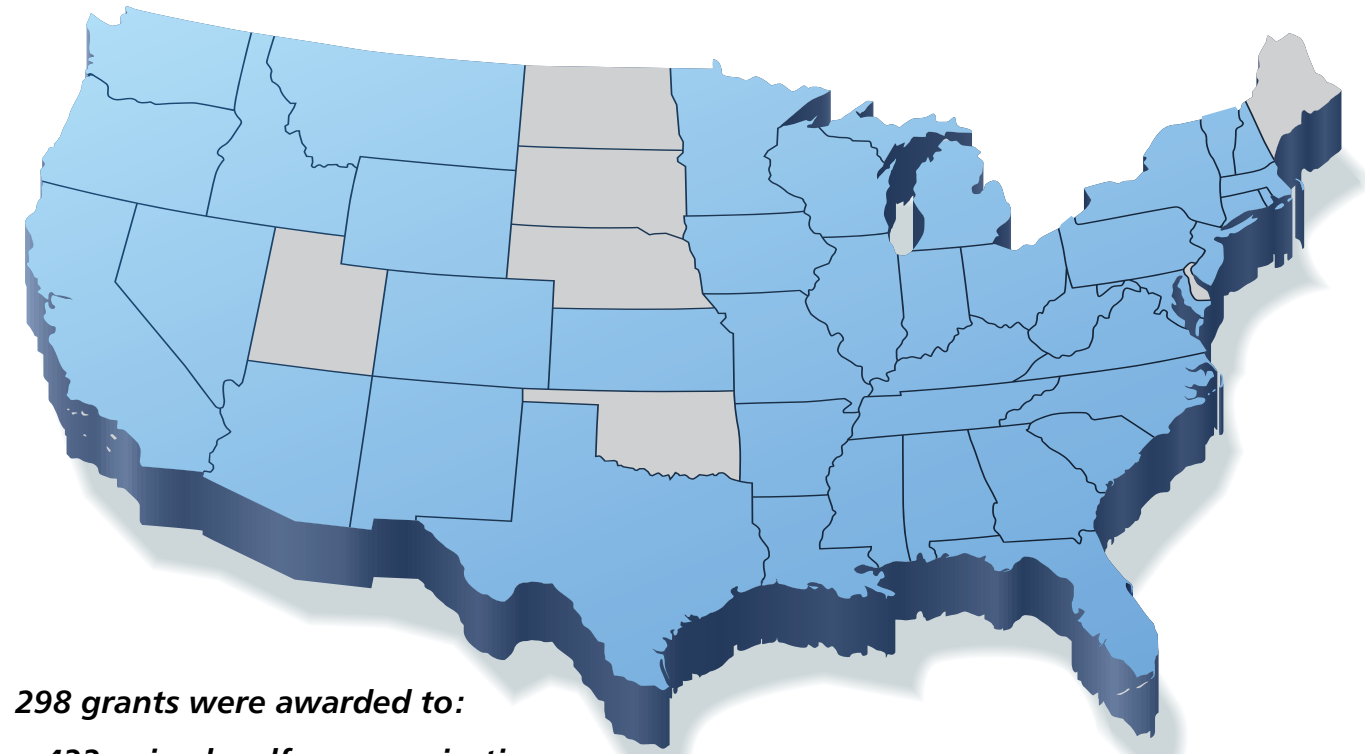
## Marketing to Save Lives



To find homes for an onslaught of black cats, the SPCA of the Triad capitalized on the popularity of the Carolina Panthers and created Adopt a "Mini Panther."

## Where is Maddie's Fund®?

*In Fiscal Year 2007–2008, Maddie's Fund® distributed \$14.5 million in grant funds.*



**298 grants were awarded to:**

- 422 animal welfare organizations
- 109 veterinary hospitals
- 9 universities
- 4 veterinary medical associations

*Maddie's Fund® has supported programs in 41 states (in blue) and the District of Columbia.*

## Lifesaving Accomplishments

*In Fiscal Year 2007–2008, our 6 community collaborative projects:*

- found new homes for a total of 69,701 dogs and cats
- performed 16,563 spay/neuter surgeries and
- reduced euthanasia by a total of 20,987 deaths

## Shelter Medicine Education

### Maddie's® Shelter Medicine Program, Cornell University

Maddie's® Residents broadened their shelter medicine experiences with extended field training at model spay/neuter clinics and shelters and through weeks-long shelter behavior rotations.

**Veterinary Student Training:** Students were exposed to shelter medicine through ongoing core and elective shelter medicine-related lectures and courses, student externships and in-shelter rounds.

**Shelter Medicine Outreach:** Program staff lectured at over a dozen national and regional animal welfare and veterinary conferences, provided shelter consultations via telephone and e-mail, and offered in-depth instruction on dog and cat training and animal behavior for Tompkins County SPCA staff.

- The Veterinary Students for the Prevention of Cruelty to Animals (VSPCA) established a Shelter Medicine Clinic to give veterinary students hands-on learning in shelter medicine while providing valuable care to the animals at the Tompkins County shelter.
- A behavioral component was added to Cornell's Residency program.
- An endowment for the Director of Clinical Programs was added, which will help to ensure the sustainability of Maddie's® Program after our funding ends.



**Project Start:** September 1, 2005

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

**Core Shelter:**  
Tompkins County SPCA

**Affiliated Shelters:**  
The Humane Society at Lollypop Farms,  
Peace Plantation Animal Sanctuary,  
Pet Pride of New York



## SHELTER MEDICINE EDUCATION



## Shelter Medicine Education

### Maddie's® Shelter Medicine Program, University of Florida

The University of Florida, College of Veterinary Medicine received a grant to create a comprehensive shelter medicine program that will enhance support for local animal shelter operations, improve disease control and adoption rates among shelter animals, and expand professional training to fill the current shortage of skilled providers in animal shelters.

Maddie's® Shelter Medicine Program is focused on four central strategies:

- Shelter evaluation and extension services, including shelter assessments and disease diagnostic, control and prevention services.
- Shelter medicine training for shelter medicine residents, shelter veterinary technicians, shelter veterinarians and animal cruelty investigators.
- Veterinary student training through core courses, shelter medicine electives and externships.
- Development of new knowledge through in-shelter research projects, shelter medicine symposia, continuing education seminars and the development of a shelter medicine website.

**Project Start:** July 1, 2008

**Funding for Years 1-3:**  
\$1,706,304

**Total Potential Funding:**  
\$4.43 million



**Project Start:** April 1, 2003

**Funding for Year Four:** \$69,000

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



### Maddie's® Shelter Medicine Program, Iowa State University

**Maddie's® Shelter Medicine Class** reached a record number of students (47), including attendees from the University of Nebraska (via video link).

**Twenty-seven Maddie's® Summer Scholars** participated in projects to study upper respiratory infection in shelters and determine the effectiveness of L-lysine in preventing feline upper respiratory disease.

**To the Rescue:** When Cedar Rapids and Iowa City shelters were forced to evacuate their animals due to massive flooding in June 2008, Maddie's® Shelter Medicine staff and Maddie's® Summer Scholars rushed to temporary shelters to facilitate animal housing, implement sanitation and disinfection protocols to minimize the spread of infectious diseases, and help with adoptions.



**Student Learning:** Senior veterinary students and students in the Public Health rotation were given hands-on experience at several Iowa shelters. Maddie's® Infection Control Manual for Animal Shelters was the primary textbook (see page 36).

## Shelter Medicine Education

### Maddie's® Shelter Medicine Research Project, Colorado State University

**Project Start:** January 1, 2008

**Total Funding:** \$60,348

Colorado State University received a grant to develop, implement and evaluate a training program for animal shelter workers and volunteers to increase their knowledge of zoonotic diseases and infection control measures. The training took place in Colorado, Wyoming, Montana, North Dakota, South Dakota and Utah.

**Trainees:**

- Learned clinical signs and transmission routes of zoonotic diseases.
- Investigated the potential impact of zoonotic diseases on immune compromised individuals.



- Learned infection control measures critical for disease prevention and control.
- Worked through zoonotic disease scenarios that might occur in animal shelters.

### Maddie's® Shelter Medicine Course, University of Wisconsin-Madison

**Project Start:** January 1, 2008

**Total Funding:** \$15,000

The University of Wisconsin-Madison received a grant to provide shelter medicine instruction. Maddie's® Shelter Medicine Course was offered in February, March and April 2008 as an elective for veterinary students in their

first, second or third year. Topics included: *Vaccinations and Immunology in Shelters, Canine and Feline Behavior Evaluation, High Volume High Quality Spay Neuter, and Shelter Design.*

### Maddie's® Shelter Medicine Externships

- University of Georgia
- University of Missouri-Columbia
- University of Pennsylvania
- University of Wisconsin-Madison

Externships of \$6,000 each were given to four colleges of veterinary medicine to enable veterinary students to work alongside a full-time veterinarian at an adoption guarantee animal shelter(s)\*.

\* An adoption guarantee animal shelter is an animal shelter that saves all the healthy and treatable dogs and cats under its care, with euthanasia reserved only for unhealthy/untreatable dogs and cats



## COMMUNITY COLLABORATIVE PROJECTS

## Maddie's® Projects in Alachua County, Florida

### Maddie's® Pet Rescue Project

**Project Start:**  
July 1, 2002

**Funding for Year Six:**  
\$451,790

**Funding through Year Six:**  
\$3,065,007

**Total Potential Funding:**  
\$3.7 million



*By the end of Year Six, Maddie's® Pet Rescue Project in Alachua County had increased adoptions by 79% and reduced total deaths by 54% from the baseline year.*

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

### 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	Year Five	% of Annual Goal	Year Six	% of Annual Goal
Impounds	11,387	11,359	n/a	10,810	n/a	9,766	n/a	9,822	n/a	9,346	n/a	8,570	n/a
AG Adoptions*	692	1,692	119%	1,938	90%	2,451	85%	2,708	75%	3,155	97%	3,550	103%
All Adoptions	2,551	3,367	103%	4,025	100%	3,971	84%	4,194	76%	4,780	93%	4,558	86%
Healthy Deaths	2,219	1,696	173%	981	224%	260	563%	61	1200%	5	99%	262	87%
Treatable Deaths	4,714	3,901	n/a	3,460	n/a	2,815	n/a	2,462	n/a	2,206	128%	3,014	89%
All Deaths	8,063	6,631	111%	5,209	127%	4,820	122%	4,071	126%	3,335	134%	3,695	103%

\*AG stands for Adoption Guarantee Organizations

With the outstanding lifesaving performance of Maddie's® Pet Rescue Project in Alachua County over five years, Maddie's Fund® expected the coalition to not only maintain an adoption guarantee for healthy pets in Year Six, but begin to make significant inroads into saving the county's treatable dogs and cats as well. In Year Six, however, a distemper outbreak hit the animal control facility, a statewide budget crisis affected the county, and leadership changed at both animal control and Alachua County Humane Society. As a result, the coalition was unable to put a delivery system in place to extend the adoption guarantee to treatable pets. In the future, we look forward to the groups being able to develop a viable plan for saving the treatable shelter population. For now, Maddie's® funding will continue through Year Seven for placing healthy shelter pets.

### Maddie's® Spay/Neuter Project

**Project Start:**  
July 1, 2003

**Funding through Year Six:**  
\$130,390

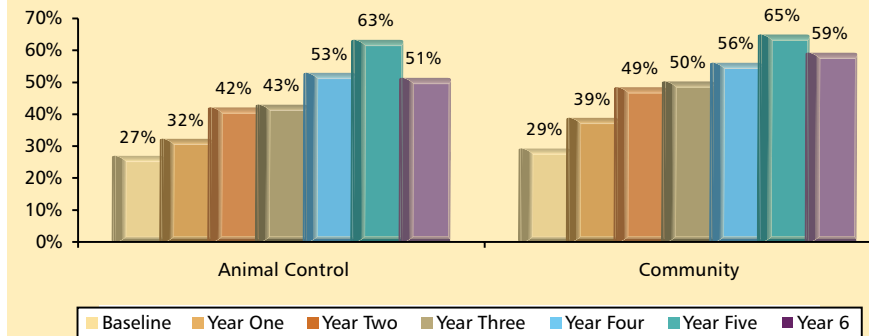
**Total Potential Funding:**  
\$1.8 million

**Participants:** Alachua County Veterinary Medical Association (Lead Agency), 9 private practice veterinary hospitals and one non-profit clinic.



	Maximum	6-Year Actual
Medicaid Spay/Neuter Surgeries	25,648	1,434

### Annual Live Release Rates – Alachua County





Maddie's® Projects in Baldwin County, Alabama

Maddie's®  
Pet Rescue Project



**Project Start:**  
October 1, 2005

**Funding for Year Three:**  
\$205,551

**Funding through Year Three:**  
\$516,600

**Total Potential Funding:**  
\$725,760

**Participants:** Baldwin Animal Rescue Center (Lead Agency),\* Baldwin County Animal Control Center, City of Bay Minette Animal Control, City of Fairhope Animal Control, Daphne Animal Shelter and The Haven for Animals.

Baldwin County Achievements  
(Baseline + Above Baseline Performance)

	Baseline Year	Year One	% of Annual Goal	Year Two	% of Annual Goal	Year Three	% of Annual Goal
Impounds	9,084	10,143	n/a	9,668	n/a	8,960	n/a
AG Adoptions**	1,894	2,390	110%	2,236	91%	1,271	72%
All Adoptions	3,053	3,300	99%	3,079	85%	2,227	76%
Healthy Deaths	1,425	1,476	77%	1,127	76%	957	60%
All Deaths	5,149	5,431	90%	5,239	87%	5,664	76%



\* In April, 2008, the Board of the Baldwin Animal Rescue Center decided to bow out of the Maddie's® coalition. Maddie's® Project has continued on, with The Haven for Animals serving as lead agency. However, because of its small size, The Haven cannot reach the goals previously established for the project. Maddie's Fund is continuing to support the remaining partners at a reduced level through the end of Year Three and for Year Four.

\*\* AG stands for Adoption Guarantee Organizations

Maddie's®  
Spay/Neuter Project

**Project Start:**  
October 1, 2005

**Funding for Year Three:**  
\$49,000

**Funding Through Year Three:**  
\$131,756

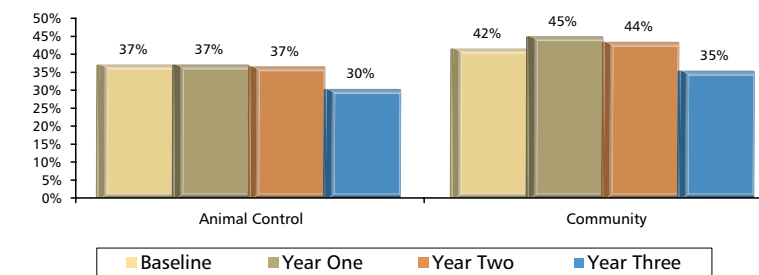
**Total Potential Funding:**  
\$735,436

**Participants:** Alabama Veterinary Medical Association (Lead Agency) and 16 private practice veterinary hospitals.



	Maximum	3 Year Actual
Spay/Neuter Surgeries	9,975	1,809

Annual Live Release Rates – Baldwin County



# Community Collaboration

## Maddie's® Projects in Maricopa County, Arizona

### Maddie's® Pet Rescue Project

**Project Start:**  
November 1, 2002

**Funding for Year Six (est.):**  
\$1.5 million

**Funding Through Year Six:**  
\$5.6 million

**Total Potential Funding:**  
\$7 million

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



*As of June 30, 2008,  
the coalition had saved 100%  
of the county's healthy shelter  
dogs and cats for  
33 consecutive months.*

### 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	Year Five	% of Annual Goal	Year Six (6 mos)	% of 6 mo Goal
Impounds	105,708	94,352	n/a	103,092	n/a	106,349	n/a	104,507	n/a	98,816	n/a	43,896	n/a
AG Adoptions*	2,951	6,510	106%	7,612	137%	8,242	123%	6,885	96%	6,944	83%	3,526	79%
All Adoptions	33,570	37,276	101%	37,615	104%	33,564	90%	32,196	85%	29,431	76%	14,405	79%
Healthy Deaths	5,706	3,917	117%	1,793	191%	3,443	66%	0	125%	0	100%	0	100%
Treatable Deaths	21,959	17,805	n/a	20,687	n/a	21,295	n/a	25,157	n/a	23,069	n/a	6,309	130%
All Deaths	59,233	46,118	129%	49,796	113%	58,036	93%	59,093	92%	57,287	93%	23,777	96%

\* AG stands for Adoption Guarantee Organizations

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

### Maddie's® Spay/Neuter Project



	Maximum	5 1/2-Year Actual
Medicaid Spay/Neuter Surgeries	39,942	18,315

**Project Start:**  
November 1, 2002

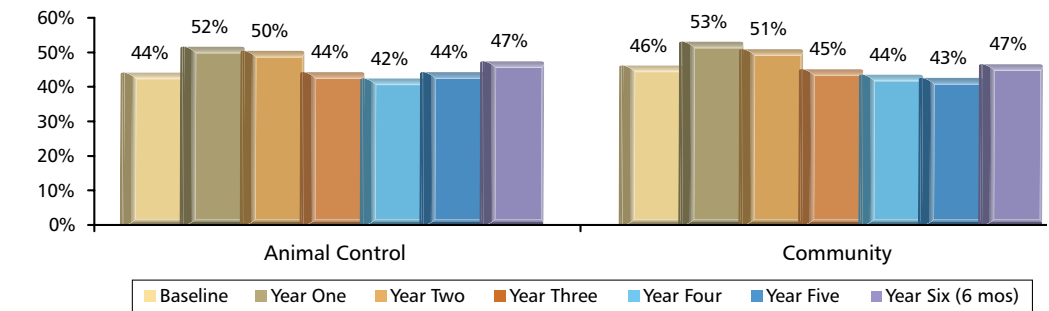
**Funding for Year Six:**  
\$573,090

**Funding Through Year Six:**  
\$1,752,535

**Total Potential Funding:**  
\$3 million

**Participants:** Arizona Animal Welfare League (Lead Agency Years 3-6); Arizona Veterinary Medical Association (Years 1 & 2), 16 private practice veterinary hospitals and 4 non-profit clinics.

### Annual Live Release Rates – Maricopa County



## Maddie's® Projects in Mobile, Alabama

### Maddie's® Pet Rescue Project

#### 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 (6 mos)	% of 6 mo Goal
Impounds	16,353	15,018	n/a	14,537	n/a	17,296	n/a	9,147	n/a
AG Adoptions*	983	1,783	98%	2,431	91%	2,523	71%	1,336	61%
All Adoptions	3,088	3,548	90%	3,991	83%	3,595	64%	2,223	68%
Healthy Deaths	4,229	2,865	118%	2,372	107%	1,837	92%	479	92%
All Deaths	12,243	10,171	112%	9,653	109%	12,516	78%	6,232	57%

\* AG stands for Adoption Guarantee Organizations

#### Project Start:

January 1, 2005

#### Funding for Year Four:

\$860,580

#### Funding through Year Four:

\$2,464,633

#### Total Potential Funding:

\$4.4 million

#### Participants:

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



*In November 2007, the coalition saved 100% of the county's healthy dogs and cats.*

\*Starting July 1, 2008, the focus of the project shifted from Mobile County to the City of Mobile. The Mobile County Shelter and Saraland Animal Shelter will continue to support the goals of the project and report their statistics, but the adoption guarantee partners will focus their rescue efforts only on the animals in the City of Mobile Animal Shelter.

### Maddie's® Spay/Neuter Project



	Maximum	3 1/2 Year Actual
Medicaid Spay/Neuter Surgeries	29,603	6,985

#### Project Start:

January 1, 2005

#### Funding for Year Four:

\$175,000

#### Funding through Year Four:

\$612,244

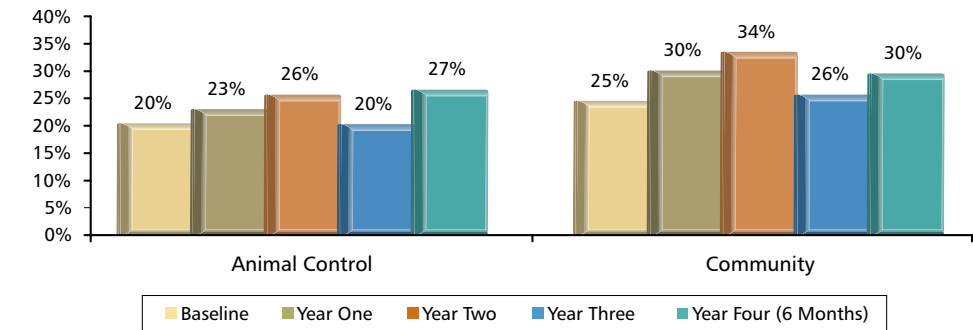
#### Total Potential Funding:

\$2.1 million

#### Participants:

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

#### Annual Live Release Rates – Mobile County



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



### Maddie's® Pet Rescue Project

**Project Start:**  
January 1, 2005

**Funding for Year Four:**  
\$4,221,000

**Funding through Year Four:**  
\$9,522,450

**Total Potential Funding:**  
\$19 million

**Participants:** Mayor's Alliance for NYC's Animals (Lead Agency), Animal Care & Control of NYC, 98 adoption guarantee organizations.

**Six months into Year Four, Maddie's® Pet Rescue Project in New York City had increased adoptions by 96 % and reduced total deaths by 49% from the baseline year.**



### Maddie's® Spay/Neuter Project

**Project Start:**  
January 1, 2005

**Funding for Year Four:**  
\$441,415

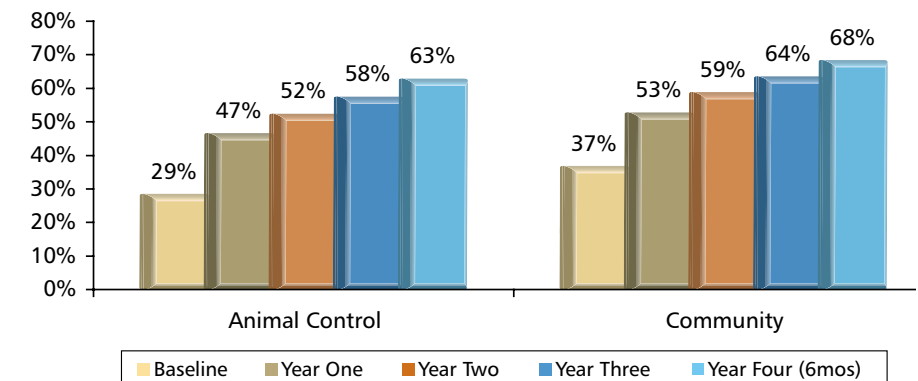
**Funding through Year Four:**  
\$909,133

**Total Potential Funding:**  
\$6.4 million

**Participants:** Mayor's Alliance for NYC's Animals (Lead Agency, Years 3 & 4), Veterinary Medical Association of NYC (Lead Agency, Years 1 & 2), 12 private practice veterinary hospitals and 4 non-profit clinics.



### Annual Live Release Rates – New York City



*Maddie's® Project in New York City has consistently met or exceeded all goals. The coalition saved 100% of the city's healthy shelter dogs and cats in February and March of 2008.*

### 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 (6 mos)	% of 6 mo Goal
Impounds	52,497	50,929	n/a	51,984	n/a	51,571	n/a	24,677	n/a
AG Adoptions*	7,753	10,747	112%	13,579	101%	16,081	99%	8,648	103%
All Adoptions	12,680	21,612	149%	22,892	124%	24,986	118%	12,495	102%
Healthy Deaths	14,000	8,490	132%	3,831	219%	2,236	250%	391	380%
All Deaths	31,820	23,399	124%	20,818	126%	18,703	125%	7,471	131%

\* AG stands for Adoption Guarantee Organizations

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



**Medicaid Spay/Neuter Surgeries**

Maximum 3 1/2 Year Actual

98,000

12,816



Maddie's® Projects in Tuscaloosa County, Alabama

Maddie's®  
Pet Rescue Project

**Project Start:**  
April 1, 2005

**Total Potential Funding:**  
\$2.7 million

**Funding for Year Four:**  
\$492,030

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

**Funding through Year Four:**  
\$1,212,010



Maddie's®  
Spay/Neuter Project

**Project Start:** April 1, 2005

**Funding for Year Four:** \$34,400

**Funding through Year Four:** \$120,550

**Total Potential Funding:** \$1.1 million

**Participants:**  
Alabama Veterinary  
Medical Association  
(Lead Agency)  
and 6 private practice  
veterinary hospitals.

	Maximum	3 1/2 Year Actual
Medicaid Spay/Neuter Surgeries	13,664	1,515

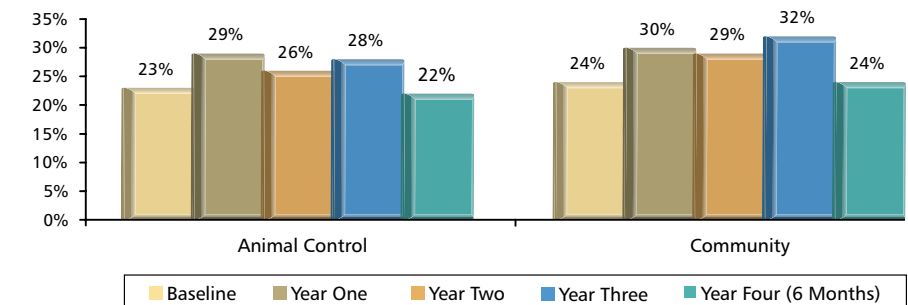
Tuscaloosa County Achievements (Baseline + Above Baseline Performance)

	Baseline Year**	Year One	% of Annual Goal	Year Two	% of Annual Goal	Year Three	% of Annual Goal	Year Four (6 mos)	% of 6 mo Goal
Impounds	7,823	7,351	n/a	7,679	n/a	8,346	n/a	5,167	n/a
AG Adoptions*	73	821	118%	993	96%	1,221	98%	679	84%
All Adoptions	1,023	1,500	91%	1,672	84%	1,864	85%	919	71%
Healthy Deaths	1,952	946	165%	1,516	77%	1,420	55%	597	50%
All Deaths	5,833	4,982	109%	5,313	95%	5,536	84%	3,715	72%

\* AG stands for Adoption Guarantee Organizations

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

Annual Live Release Rates – Tuscaloosa County



*SHELTER  
GRANTS*

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*SPAY/NEUTER  
GRANTS*

---

*SPECIAL  
GIVING*

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*AWARENESS  
& EDUCATION*

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*APPENDICES*



## Maddie's® Marketing Competition \$305,000

121 animal welfare organizations received between \$500 and \$25,000 for their entries in the Maddie's Fund®/Petfinder.com marketing competition for hard to place pets.

195 agencies sent in submissions from 40 states plus Washington D.C. and Puerto Rico. One hundred entries came from non-sheltered groups; the rest evenly divided among animal control agencies, traditional shelters and adoption guarantee shelters.

The winning entries described clever and creative methods they have used to place elderly, disfigured, blind, deaf, unattractive and shy pets as well as dogs and cats with medical and behavioral problems.

Entries were judged by the marketing concept, it's implementation, the number of animals placed, documentation of results, and the quality of the submission.

The quality and quantity of the entries prompted the Maddie's Fund Board of Directors to triple the award over the originally announced sum of \$100,000.



KittyKind's Extra  
Special Cat  
We Redefine  
Puurfection

### Top Prize Winners

#### \$25,000

Kitty Kind,  
New York, New York

Senior Dog Rescue of Oregon,  
Philomath, Oregon

#### \$15,000

Humane Society  
for Hamilton County,  
Noblesville, Indiana

Pom Rescue.com,  
Spartanburg, South Carolina

SPCA of the Triad, Inc.,  
Greensboro, North Carolina

#### \$10,000

Nevada Humane Society,  
Reno, Nevada

Pets for Seniors,  
Edwards, Illinois

Richmond SPCA,  
Richmond, Virginia

### Maddie's® Marketing Competition Winners

A Voice for Pets	Greenville, TN	Coalition for Animal Rescue & Education	Hillsboro, MO
A.N.N.A. Shelter	Erie, PA	Col. Potter Cairn Rescue Network	Houston, TX
Ace of Hearts	Beverly Hills, CA	Concord-Merrimack County SPCA	Penacook, NH
Agape Animal Rescue	Mt. Juliet, TN	Contra Costa County Animal Services	Martinez, CA
Almost Home Animal Shelter	Mora, MN	Crawford Area Shelter For Animals	Ferryville, WI
Angel Ridge Animal Rescue	Washington, PA	Connecticut Greyhound Adoption	Avon, CT
Angel's Wish	Verona, WI	Dachshund Rescue of North America	Manassas, VA
Animal Adoption Center	Jackson, WY	Dubuque Regional Humane Society	Dubuque, IA
Animal Advocates of Moore County	Pinehurst, NC	Foothills Humane Society	Columbus, NC
Animal Friends	Pittsburgh, PA	Franklin County Department of Animal Care & Control	Columbus, OH
Animal Friends Humane Society	Trenton, OH	Friends Forever Rescue	Miami, FL
Animal Humane Association of New Mexico	Albuquerque, NM	Friends of Greyhounds	Sunrise, FL
Animal Placement Bureau	Lansing, MI	Friends of Somerset Regional Animal Shelter	Bridgewater, NJ
Animal Protection League of SC	Columbia, SC	Gainesville Pet Rescue	Gainesville, FL
Animal Shelter Adoption Partners	Arroyo Grande, CA	Golden Retriever Rescue of the Rockies	Golden, CO
Animal Shelter of Texas County	Houston, MO	Greyhound Adoption League of Texas	Addison, TX
Animal Shelter of the Wood River Valley	Hailey, ID	Guardian Angels for Animals	Sault Ste. Marie, MI
Animal Welfare Society	New Milford, CT	Hope Animal Rescues	Edwardsville, IL
ARFhouse Chicago	Chicago, IL	Humane Society for Hamilton County	Noblesville, IN
Atlanta Dog Squad	Roswell, GA	Humane Society of Carroll County	Westminster, MD
Australian Shepherd and Border Collie Rescue of N. NV	Minden, NV	Humane Society of Catawba County	Hickory, NC
Berkeley-East Bay Humane Society	Berkeley, CA	Humane Society of Greater Kansas City	Kansas City, KS
Boston Terrier Rescue of Greater Houston	Woodlands, TX	Humane Society of Independence County	Batesville, AR
Bowling Green-Warren County Humane Society	Bowling Green, KY	Humane Society of Madison County	London, OH
Brittany Foundation	Agua Dulce, CA	Humane Society of Morgan County	Madison, GA
Brown County Humane Society	Nashville, IN	Humane Society of Richmond County	Rockingham, NC
Cat Adoption and Rescue Efforts	Richmond, VA	Humane Society of Somerset County	Somerset, PA
Cat Adoption Team	Sherwood, OR	Humane Society of Tampa Bay	Tampa, FL
Cat Depot	Sarasota, FL	Humane Society of Williamson County	Leander, TX
Catahoula Rescue	Flatonina, TX	Kindred Kitties Ltd	Kenosha, WI
CatNap from the Heart	La Grange Park, IL	Kitten Rescue	Los Angeles, CA
Catnip Cottage	Summerville, SC	Kitty Kind	New York, NY
Cats' Cradle	Morgantown, NC	Knox County Humane Society	Mount Vernon, OH
Chicago Canine Rescue	Chicago, IL	Lange Foundation	Los Angeles, CA
Chihuahua Rescue	Tehachapi, CA	Lost Paws Rescue of Texas	Carrollton, TX
Clark County Humane Society	Neillsville, WI		

(continued on next page)

## Shelter Grants

### Maddie's® Marketing Competition Winners

Loudon County Animal Care & Control	Waterford, VA	Rocket Dog Rescue	San Francisco, CA
Maine Coon Adoptions	Oakland, CA	Sammie's Friends	Grass Valley, CA
Marley Fund	Greenville, NC	San Diego Humane Society and SPCA	San Diego, CA
Marshall Animal Shelter	Marshall, TX	San Francisco Samoyed Rescue	San Carlos, CA
Midwest Animal and Potbellied Pig Association	Pardeeville, WI	Second Chance Center for Animals	Flagstaff, AZ
Monmouth County SPCA	Eatontown, NJ	Senior Dog Rescue of Oregon	Philomath, OR
Muscogee County Humane Society	Columbus, GA	Shelter to Home	Allen Park, MI
Nevada Humane Society	Reno, NV	Sheltering Hands	Williston, FL
Nine Lives Foundation	Redwood City, CA	Smitten by Kittens	Morristown, NJ
Oshkosh Area Humane Society	Oshkosh, WI	SNIPP (Spay & Neuter Intermountain Pets and Pet Placement)	Burney, CA
Our Companions	Bloomfield, CT	Sonora Cat Rescue	Sonora, CA
Philadelphia Animal Care and Control Association	Philadelphia, PA	Southeastern Greyhound Adoption	Newnan, GA
Peke A Tzu Rescue	Trufant, MI	SPCA of the Triad	Greensboro, NC
Peninsula Humane Society & SPCA	San Mateo, CA	Stafford Animal Shelter/ Humane Society of Park County	Livingston, MT
Pennsylvania SPCA	Philadelphia, PA	Stanly County Humane Society	Albemarle, NC
Pet Adoption League	Yonkers, NY	Stray Rescue of St. Louis	St. Louis, MO
Pet Haven	Minneapolis, MN	Terre Haute Humane Society	Terre Haute, IN
Pet Matchmaker Rescue	Walpole, MA	Tree House Animal Foundation	Chicago, IL
Pet Orphans of Southern California	Van Nuys, CA	TLC Canine Center	Newell, IA
Pets for Seniors	Edwardsville, IL	Toledo Area Humane Society	Maumee, OH
Pets with Disabilities	Prince Frederick, MD	Walkin' the Bark Rescue	Antioch, CA
Pickens Animal Rescue	Jasper, GA	Washington Animal Rescue League	Washington, DC
PomRescue.com	Spartanburg, SC	West Warwick Animal Shelter	West Warwick, RI
Posh Pets Rescue	New York, NY		
Rawhide Rescue	Green Brook, NJ		
Richmond SPCA	Richmond, VA		
Roanoke Valley SPCA	Roanoke, VA		

### Maddie's® Shelter Data Grants

Maddie's® Shelter Data Grants are for community collaborations that collect and report shelter statistics using terminology/definitions presented in the Asilomar Accords.

#### Bexar County, TX Funding: \$40,000

**Lead Agency:**  
Humane Society/SPCA of Bexar County

**Participants:**  
Animal Defense League, City of San Antonio Animal Care Services, Converse Animal Shelter, Homes for Pets, Live Oak Animal Care & Control, Scherz Animal Services, SNIPSA, Universal City Animal Care & Control

#### Calhoun County, AL Funding: \$20,000

**Lead Agency:**  
Calhoun County Humane Society

**Participants:**  
Calhoun County Animal Control Center, League of Animal Welfare, Rockin "P" Boxer Rescue, Southern Shih Tzu Rescue

#### Chicago, IL Funding: \$36,025

**Lead Agency:**  
Tree House Animal Foundation

**Participants:**  
Anti Cruelty Society, Animal Welfare League, Chicago Animal Care & Control, Felines, Inc., Harmony House for Cats, Lake Shore Animal Shelter, PAWS Chicago, Red Door Animal Shelter

#### Fayette County, WV Funding: \$8,000

**Lead Agency:**  
New River Humane Society

#### Huntingdon County, PA Funding: \$5,000

**Lead Agency:** Huntingdon County Humane Society



#### Rockingham County, VA Funding: \$10,000

**Lead Agency:** Rockingham/Harrisonburg SPCA

#### Rutherford County, NC Funding: \$13,000

**Lead Agency:** Community Pet Center

**Participants:** Rutherford County Animal Control, Rutherford County Humane Society

#### St. Lucie County, FL Funding: \$13,000

**Lead Agency:**  
Humane Society of St. Lucie County

### Maddie's® Business Plan Grant

This grant is for community collaborations that develop a one-year business plan to save more animal lives.

#### Dane County, Wisconsin Funding: \$20,000

**Lead Agency:**  
Dane County Humane Society





## Shelter Grants

### Maddie's® Medical Equipment Grants

Medical Equipment grants are awarded to adoption guarantee shelters that have a full-time veterinarian on staff who is responsible for the care of the shelter animals.

#### **ASPCA** **Funding: \$15,765**

**Purpose:** Purchase a variety of equipment for their adoption center including walk-on platform scale; nebulizers; ophthalmoscopes; instruments; microscopes; horizontal centrifuge; stethoscopes; pulse oximeters; ultrasonic dental scaler/polisher; eye surgery packs; microwave heat pads; clippers.

#### **Berkeley-East Bay Humane Society** **Funding: \$15,000**

**Purpose:** Purchase medical equipment for their veterinary hospital, including surgery & treatment lights; multiparameter veterinary monitor; and veterinary infusion pump.

#### **St. Tammany Humane Society** **Funding: \$3,235**

**Purpose:** Purchase a hydraulic exam table which will allow staff to handle heavier dogs and more animals.

#### **Tompkins County SPCA** **Funding: \$118,000**

**Purpose:** Purchase a wide range of equipment to support their shelter medicine program with Cornell University.

#### **Tony La Russa's Animal Rescue Foundation** **Funding: \$6,280**

**Purpose:** Purchase replacement anesthesia equipment.



### Maddie's® Lifesaving Award

#### **Charlottesville-Albemarle SPCA** **Funding: \$412,050**

The Charlottesville-Albemarle SPCA has achieved no-kill status for healthy and treatable shelter dogs and cats and maintained it for two years in the City of Charlottesville and County of Albemarle, Virginia.

The shelter takes in approximately 4,700 dogs and cats per year. In 2006, the annual live release rate community wide was 90%. In 2007, the live release rate was 87%.

In recognition of this outstanding achievement, Maddie's Fund® gave the SPCA its Lifesaving Award and an unrestricted grant of \$412,050.

Grant funds have been put to good use, according to Executive Director, Susanne Kogut:

*"The money went to underwrite growing medical costs related to providing an adoption guarantee for treatable pets, into all our existing programs, capital improvements such as drainage and flooring, and to increase spay/neuter surgeries. We also used it to expand marketing efforts to boost adoptions. We had a number of adopt-a-thons, including a pirate themed one with the slogan 'Find Your Hidden Treasure at the SPCA.' The staff dressed as pirates, and we had lots of games for the kids. We like to make it fun."*



Maddie's® Lifesaving Award acknowledges the outstanding contributions being made by organizations that have implemented an adoption guarantee for all healthy shelter pets or have achieved no-kill status (an adoption guarantee for healthy and treatable pets) in their target community and are likely to sustain it in the future. Awards range from \$200,000 to \$3 million, depending upon the size of the community.



## Spay/Neuter Grants



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

This two-year spay/neuter program aims to reduce intake and euthanasia in Duval County shelters by targeting the population of cats living in three of the top seven zip codes in Duval County for feline shelter admissions. The goal is to alter 3,402 above baseline cats residing in those zip codes.

#### Participants:

First Coast No More Homeless Pets (Lead Agency), 9 private practice veterinary hospitals, City of Jacksonville Animal Control, Jacksonville Humane Society

**Project Start:** January 1, 2008

**Funding for Year One:** \$100,000

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

**Surgeries Performed after 6 Months:** 789



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

This eighteen-month spay/neuter program targets dogs and cats belonging to low-income residents living in six Northern Nevada counties. Special grants were also given to 10 local shelters for collecting and reporting their annual statistics and to measure the impact of this program on shelter intake.

#### Participants:

SPCA of Northern Nevada (Lead Agency), Carson City Animal Services, City of Elko Animal Shelter, City of Fallon Animal Control, Douglas County Animal Care & Services, Lyon County Animal Control, Nevada Humane Society, Pet Network, SPCA of Northern Nevada, Washoe County Regional Animal Services, Wylie Animal Rescue Foundation, and 30 private practice veterinary hospitals

**Project Start:** February 1, 2008

**Funding for Year One:** \$121,500

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

**Surgeries Performed after 5 Months:** 285

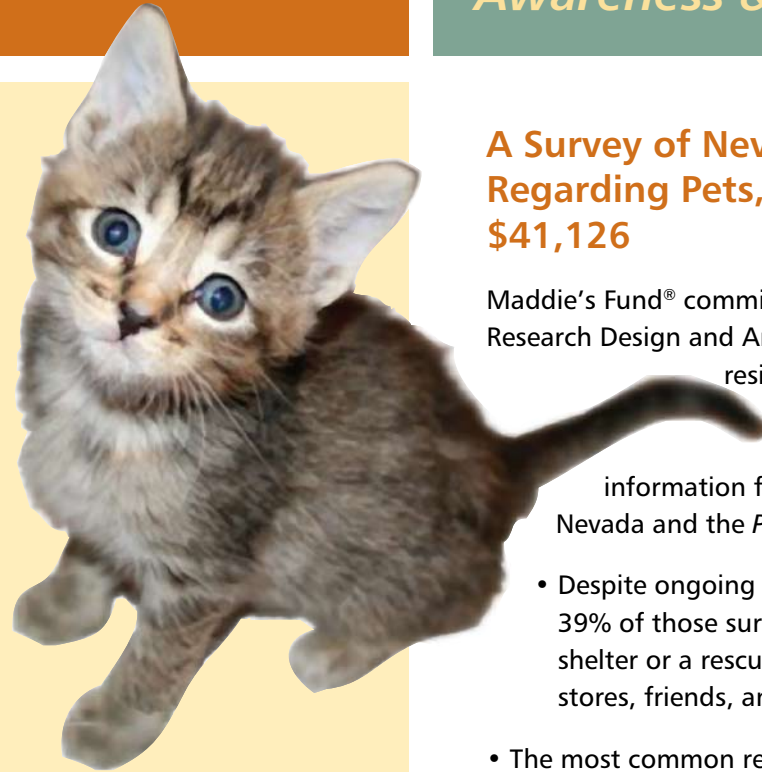
## Special Giving Program

In FY 2007–08 Maddie's Fund® awarded a total of \$1.602 M through our Special Giving Program.

#### Maddie's Fund® Special Giving Recipients:

Adams County Animal Control, \$20,000  
 Alabamians Defending Animal Rights, \$7,000  
 Alachua County Humane Society, \$20,000  
 All Breed Rescue Network, \$20,000  
 Allen County SPCA, \$20,000  
 Angels with Paws, \$20,000  
 Animal Friends Connection Humane Society, \$20,000  
 Animal Haven, \$20,000  
 Animal Rescue Center, \$20,000  
 Animal Shelter League of Rohnert Park, \$20,000  
 Animal Shelter of the Wood River Valley, \$20,000  
 Arizona Animal Rescue & Sanctuary, \$20,000  
 Arizona Animal Welfare League, \$20,000  
 Association of Shelter Veterinarians, \$5,000  
 ASPCA, \$20,000  
 Aurora Animal Shelter, \$20,000  
 Baldwin County Animal Control Center, \$20,000  
 Baldwin County Humane Society, \$20,000  
 Beaver County Humane Society, \$10,000  
 Berkeley Animal Services, \$20,000  
 Berkeley-East Bay Humane Society, \$20,000  
 Bide-A-Wee, \$20,000  
 Bobbi & the Strays, \$20,000  
 Capital Area Humane Society, \$10,000  
 Cat Adoption Team, \$10,000  
 Cat Care Society, \$20,000  
 City Critters, \$20,000  
 City of Antioch Animal Services, \$20,000  
 City of Bay Minette Animal Control, \$20,000  
 City of Petaluma Animal Services, \$20,000  
 City of Saraland Animal Shelter, \$20,000  
 Colorado Veterinary Medical Foundation, \$5,000  
 Cornell University, \$20,000  
 Dane County Friends of Ferals, \$20,000  
 Dane County Humane Society, \$20,000  
 Daphne Animal Shelter, \$20,000  
 Denver Dumb Friends League, \$20,000  
 Denver Municipal Animal Shelter, \$20,000  
 Feline Rescue of Staten Island, \$20,000  
 Fort Wayne Animal Care & Control, \$20,000

Franklin County Animal Care & Control, \$20,000  
 Friends of the Mobile Animal Shelter, \$20,000  
 Gainesville Pet Rescue, \$20,000  
 Green County Humane Society, \$20,000  
 Greeneville-Greene County Humane Society, \$20,000  
 Grosse Pointe Animal Adoption Society, \$20,000  
 Haile's Angels Pet Rescue, \$20,000  
 Healdsburg Animal Shelter, \$20,000  
 Helping Animals Live On, \$20,000  
 Hopalong Animal Rescue, \$20,000  
 Humane Society for Seattle/King County, \$20,000  
 Humane Society of Boulder Valley, \$20,000  
 Humane Society of Chittenden County, \$20,000  
 Humane Society of Huron Valley, \$20,000  
 Humane Society at Lollypop Farms, \$20,000  
 Humane Society of Silicon Valley, \$20,000  
 Iowa State University, \$20,000  
 Maricopa County Animal Care & Control, \$20,000  
 Mobile County Animal Shelter, \$20,000  
 Monterey County Animal Services, \$20,000  
 Multnomah County Animal Services, \$20,000  
 Muscogee County Humane Society, \$20,000  
 Northern California Animal Rescue Friends, \$5,000  
 People Assisting Lodi Shelter, \$20,000  
 Pet Pride of New York, \$10,000  
 Pet Lifeline Animal Shelter, \$20,000  
 Pets Unlimited, \$20,000  
 Posh Pets, \$20,000  
 Puppy Hill Farms, \$20,000  
 Richmond Animal Care and Control, \$20,000  
 Rocky Mountain Alley Cat Alliance, \$20,000  
 Salinas Animal Shelter, \$20,000  
 San Francisco SPCA, \$20,000  
 Seattle Animal Control, \$20,000  
 Social Tees, \$20,000  
 SPCA of Erie County, \$20,000  
 SPCA of Monterey County, \$20,000  
 Staring Over Animal Rescue, \$20,000  
 Staten Island Council of Animal Welfare, \$20,000  
 Sun Valley Animal Rescue, \$20,000  
 Table Mountain Animal Center, \$20,000  
 Toledo Area Humane Society, \$20,000  
 Tony La Russa's Animal Rescue Foundation, \$20,000  
 University of Wisconsin-Madison, \$20,000  
 Zani's Furry Friends, \$20,000



### A Survey of Nevada Residents' Attitudes Regarding Pets, Veterinarians and Animal Shelters \$41,126

Maddie's Fund® commissioned the University of Nevada Reno's Center for Research Design and Analysis to conduct a statewide survey of Nevada residents' attitudes concerning pets, veterinarians and animal shelters. The Survey of 608 households revealed important background information for Maddie's® Spay/Neuter Project in Northern Nevada and the *Pets Love Vets* campaign. Among the findings:

- Despite ongoing efforts to promote adoption of shelter animals, only 39% of those surveyed had obtained one or more of their pets from a shelter or a rescue group. The rest were obtained from breeders, pet stores, friends, and family.
- The most common reason why people did not adopt from a shelter was a preference for a particular breed, or for young animals.
- Over 80% of those surveyed had spayed or neutered their pets.
- 80% of households had dogs; 47% cats.

### *Pets Love Vets* Campaign \$200,000

*Pets Love Vets* was a public awareness campaign in Northern Nevada to promote regular veterinary visits and to foster the notion that it's as important for pets to have a doctor as it is for children.

Maddie's Fund actively sought the engagement and support of local veterinarians for the campaign. The Nevada Veterinary Medical Association and the veterinary community enthusiastically endorsed the effort to improve the health and well-being of Northern Nevada's pets and in so doing, more veterinarians became involved in other animal welfare initiatives such as Maddie's® Spay/Neuter Project in Northern Nevada.

The key element of *Pets Love Vets* was a TV commercial which aired 500 times for one month on more than a dozen network and cable outlets. The reach and frequency of the buy insured that nearly 100 percent of our target saw the spot 13 times.

In addition to its primary message, the spot also directed pet guardians to a web site where they could learn more about preventative care for their pets and find local veterinarians. A flyer posted at pet retailers and veterinary hospitals complimented the effort.



Two surveys were created to measure the campaign's effectiveness: a telephone survey to veterinary offices while the TV commercial was airing to determine if the spot increased office visits; a survey after the spot aired asking veterinarians to compare the number of routine office visits from April-September 2007 to April-September 2008.

The *Pets Love Vets* Campaign was created by Fenton Communications, the largest public interest communications firm in the country.

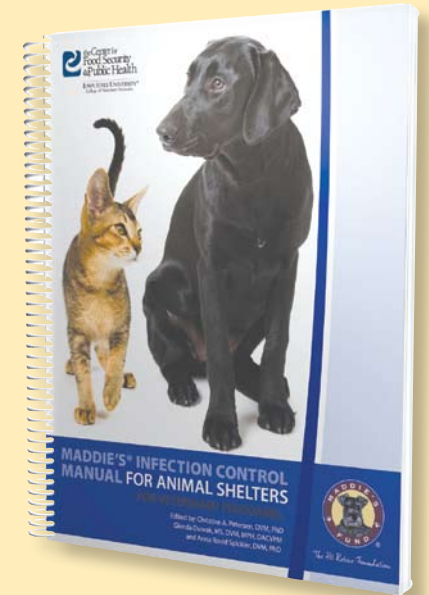
### Maddie's® Infection Control Manual \$75,282

The Center for Food Security and Public Health at Iowa State University developed and produced Maddie's® Infection Control Manual for Veterinary Students and Animal Shelter Veterinarians.

The purpose of the handbook is to enhance knowledge about infection control measures in the shelter environment and to aid veterinary professionals in the development and implementation of infection control protocols.

The manual includes training materials on CD as well as disease-specific fact sheets and PowerPoint presentations for animal shelter veterinarians to use in training shelter staff and volunteers.

Nearly 2,700 copies have been distributed so far, the majority to eighteen colleges of veterinary medicine and to members of the Association of Shelter Veterinarians. They are available upon request at the University for \$30

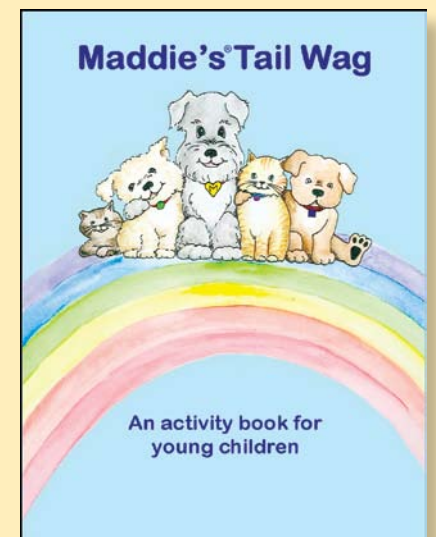


### Maddie's® Tail Wag

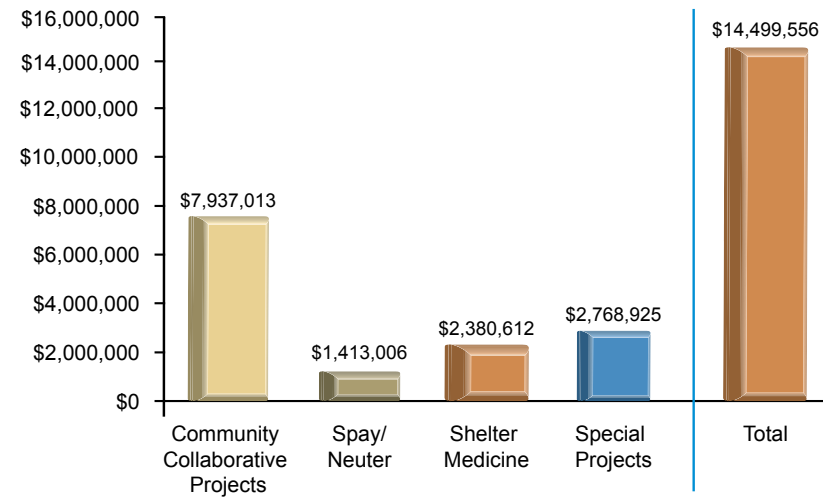
Maddie's® *Tail Wag* activity book continues to earn fans nationwide and is recognized as an important humane education tool. More than 43,000 free copies were distributed in Fiscal Year 2007–08 to humane societies, veterinary hospitals, spay/neuter clinics, and humane education organizations.

### Maddie's® ID Tags

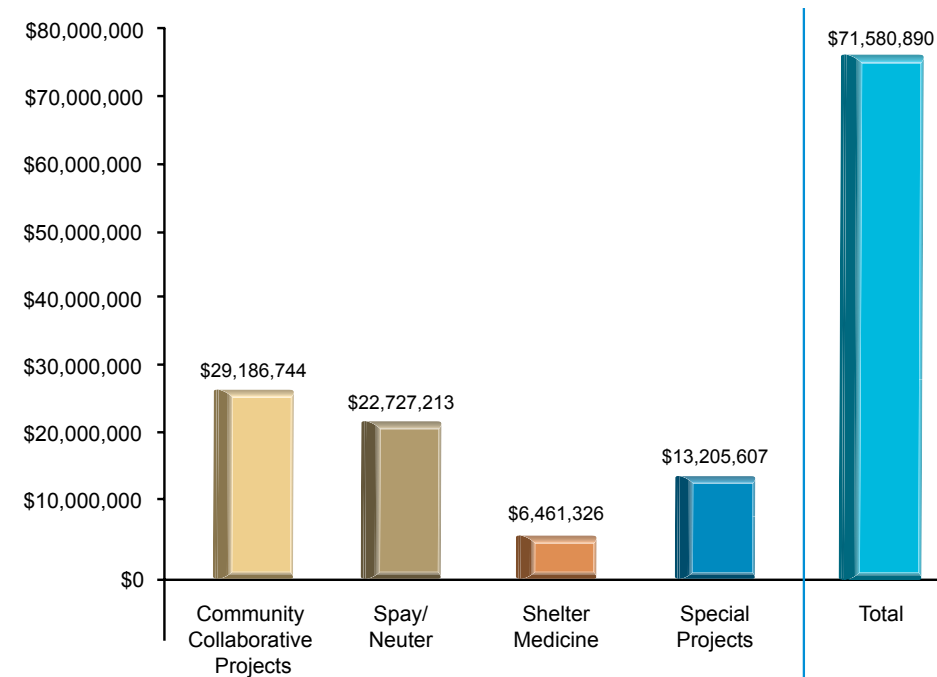
Maddie's® Shrink ID Tags are a great way for youngsters to have fun and keep their pet safe. Once the pet's information is written on the tag, it bakes in the oven and shrinks down to size — just like magic!



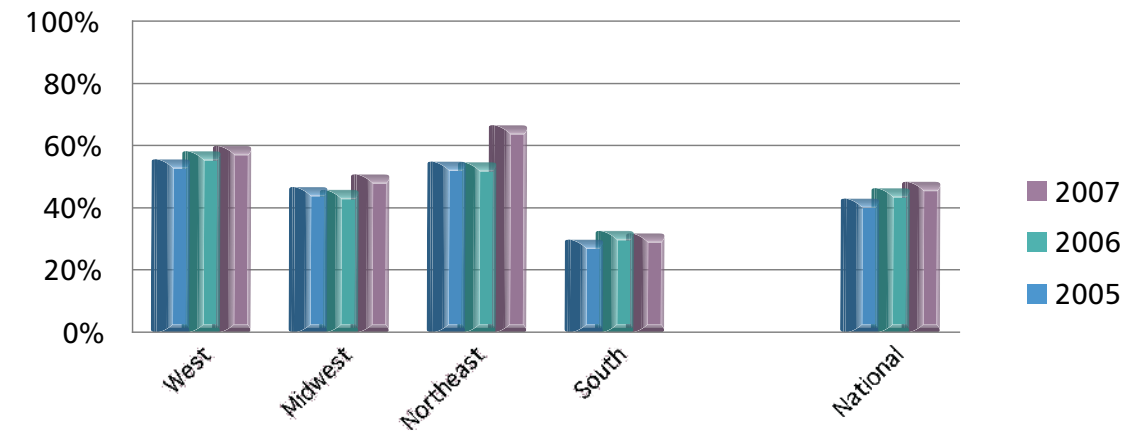
Maddie's Fund® Grants 2007–2008



Maddie's Fund® Cumulative Grant Giving 1998–2008



Community Live Release Rates for the Nation



Maddie's Fund® has been collecting shelter statistics from an ever growing number of animal control agencies, traditional shelters, adoption guarantee and rescue groups over the past four years. The progress we've charted above represents data gathered from 430 organizations.

Community Deaths per Thousand Rates

West	Midwest	Northeast	South	National
8.9	6.6	2.4	22.3	10.3

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

