



Maddie's
Fund

Annual Report

2022 – 2023



About Maddie's Fund



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

The Foundation has awarded over \$275 million in grants toward increased community collaborations and live outcomes, pioneering shelter medicine education and establishing foster care as a standard across the U.S.

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

Founders

Dave and Cheryl Duffield

Board of Directors & Officers

Amy Zeifang

BOARD CHAIR

Laurie Peek, DVM

BOARD MEMBER AND SECRETARY

Michael Duffield

BOARD MEMBER

Steve Hill

TREASURER

Mary Ippoliti-Smith

EXECUTIVE LEADERSHIP TEAM

Valerie Stoltenberg

VICE PRESIDENT OF FINANCE

Executive Leadership Team

Amy Zeifang

Laurie Peek, DVM

Mary Ippoliti-Smith

Maddie's Fund Team

Irene Chansawang

Kelly Clardy

Craig Coryell

Kim Domerofski

Kelly Duer

Kelsey Duffield

Amber Eby

Sharon Fletcher

Amber Freiwald

Wendy Frink

Alison Gibson

Jennifer Ortega

Charlotte Otero

Brittany Ransonet

Erika Shaffer

Sheila Segurson, DVM

Valerie Stoltenberg

Shelly Thompson

Kathleen Tran

Lisa Ward

Letter from the Executive Leadership Team

People love their pets. In fact, 97% of people consider pets to be family members. People care for their pets, show great affection towards them, and share a life with them. But sometimes, life doesn't always go as planned. A dog can escape through the fence; an employed person can lose their job and have to move into non-pet-friendly housing; or a pet becomes ill, and the care is beyond what the person can afford.

No matter the circumstances, people love their pets. Which is why we are advocates of community-based sheltering. This approach to sheltering considers *people* at the heart of its operations. This means involving staff and community members in the creation of programs which are built on mutual trust, and operate in a more equitable, inclusive environment that is respectful of everyone.

As an industry, we are beginning to move away from a punitive system to one that provides help. We help the person and as a result, the pet. We repair the fence; we assist the unemployed person by providing emergency pet foster care. We help the person with care for their sick pet instead of having to make the heartbreaking decision to surrender them. We show compassion to the people who love their furry family members, and the results speak for themselves: pets get to stay with the humans they love, and in times when they need it the most.

At Maddie's Fund, our focus remains steadfast on supporting both pets and people with the goal of restoring and enhancing the human-animal bond. This has been achieved through policy changes, enhanced customer service, increased accessibility to affordable veterinary care, and re-imagining sheltering practices as increasingly community oriented. In doing so, we've acknowledged and elevated the community leaders in the field that are already engaged in this vital work.

We continue to invest in organizations that are committed to creating an equitable playing field – which includes pet adoption and beyond – for all, regardless of race, ethnicity, gender, sexual orientation and more. By amplifying voices through our Candid Conversations and Community Conversations, we hope to promote growth and compassion by hearing different lived experiences.

At the same time, the national collaborative grant Challenges continue to excite, grow and play a fundamental role in community-centric sheltering. The Return to Home Challenge and Open Arms Challenge (boasting 23 national partner organizations!) removed barriers, reunited pets with their humans and furthered belonging, both within organizations and communities. We also revived in-person learning with Regional In-Person Events that are one-day education sessions with local instructors and peers.

Maddie's® University continues to serve as an extensive knowledge hub for animal well-being (welfare) professionals by offering free courses, conference recordings and webcasts. Meanwhile, Maddie's® Pet Forum provides a safe space for peers to connect, share ideas and find solutions to challenges while also celebrating triumphs. Our website provides a national platform for our partners, showcasing both established and new leaders and thought influencers.

It's essential to remind ourselves that challenges and change can pave the way for innovative solutions. Maddie's Fund is honored to play a role in the evolution of the animal well-being field. We can't wait to see the results on the horizon, as constructive change serves as a powerful inspiration, reinforcing the core mission of our work.

Warmly,

Amy, Laurie & Mary

Maddie's Story

APRIL 26, 1986 – MARCH 13, 1997



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

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

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

All thanks to Maddie.

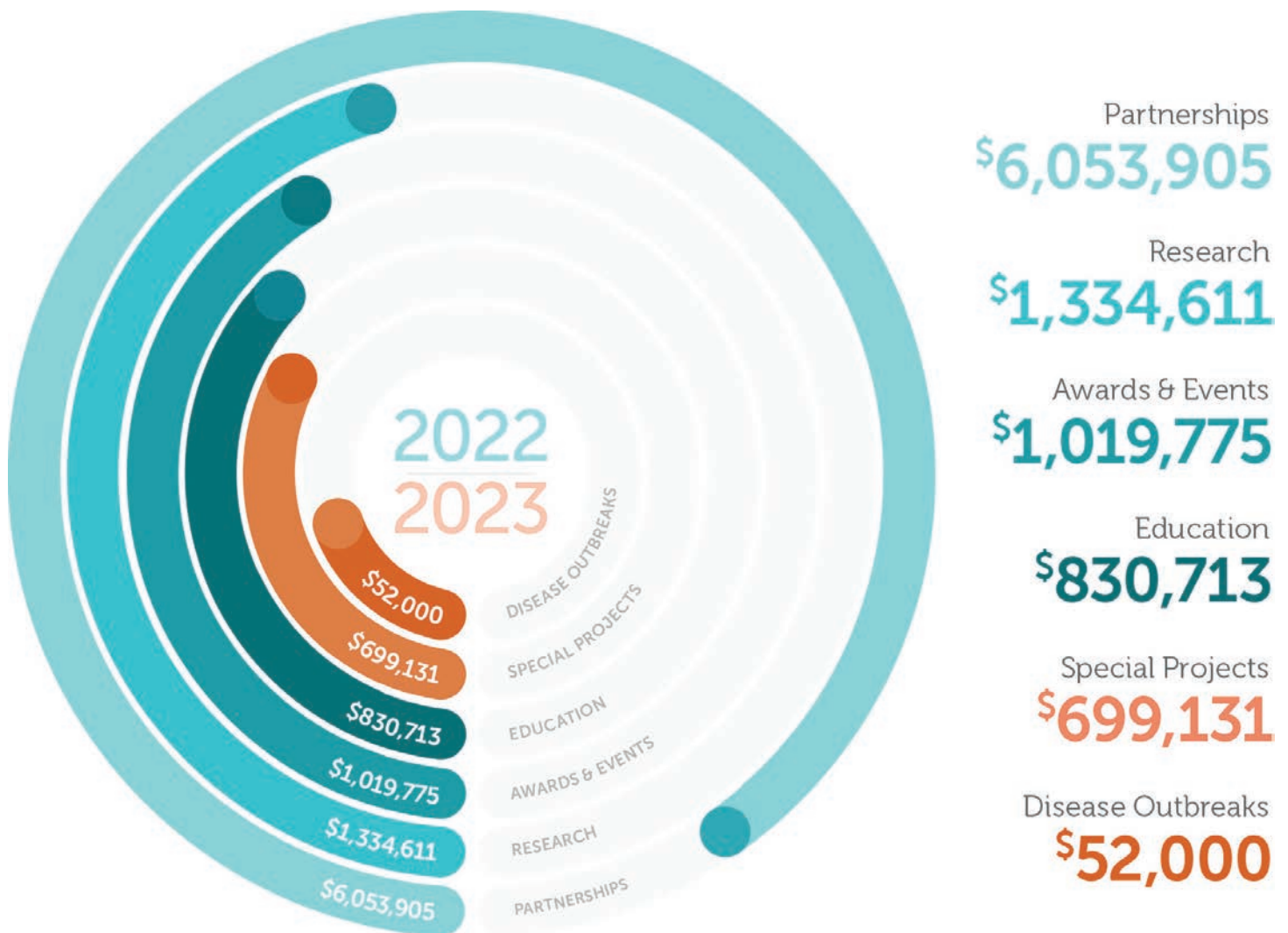
Grant Funding Overview

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

Since our inception, Maddie's Fund has awarded animal well-being (welfare) organizations and universities a total of 8,638 grants totaling over \$275 million to help keep pets and people together. Our grants are designed to benefit organizations that honor the foundation's core values of honesty, integrity and mutual respect.

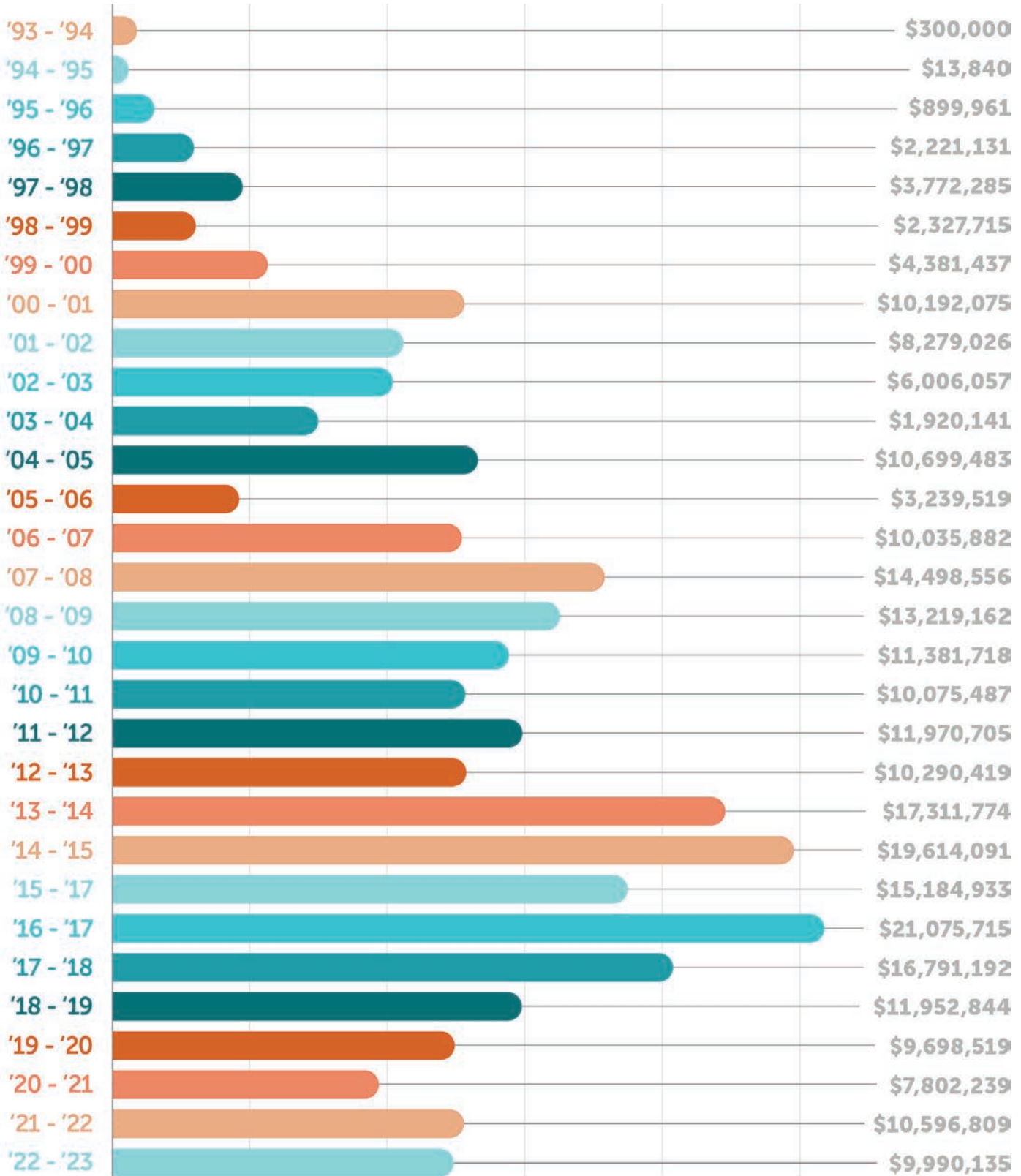
For fiscal year 2022-23 we gave 265 grants totaling \$9,990,135.

Total Grant Giving by Category | FISCAL YEAR 2022-2023



At a Glance

Total Grant Giving by Fiscal Year | FUNDING PERIOD: INCEPTION - JUNE 30, 2023



People at the Heart of Community-based Sheltering

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

Community-based sheltering considers people at the heart of its operations. This means involving staff and community members in the creation of programs which are built on mutual trust, and operate in a more equitable, inclusive environment, that is respectful of everyone.



Challenge Grants

This year we offered two Challenges focused on return to home and open and inclusive programs. Nearly two dozen national organizations came together to encourage shelter and foster-based organizations to start new programs or expand current ones around these two important issues.

RETURN TO HOME CHALLENGE – OCTOBER 2022

Seventeen national organizations collaborated on the Return to Home Challenge, which ran from October 1 – 31, 2022. This Challenge was open to organizations who wanted to create a culture of return to home within their organization and community.

The 140 participating organizations created or expanded inclusive programs and practices to make it easier for communities to help a lost pet or find a pet they have lost, and ultimately keep families together. These efforts resulted in 10,324 reunions (5,536 dogs and 4,788 cats)! Grant prizes were awarded to 70 organizations, for a total of \$300,000.

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

140

PARTICIPATING ORGANIZATIONS



10,324

REUNIONS
(5,536 DOGS AND 4,788 CATS)



\$300,000

GRANT PRIZES AWARDED TO
70 ORGANIZATIONS



“Our staff knows the goal is to get the animal home. On a year where our intake numbers are at record high, our canine Return To Home numbers are at the highest they’ve ever been, causing our live release rates to hold steady and not decrease.”

— *Rebecca Spencer, Director
Peoria County Animal Protection Services (Illinois),
Overall winner*

“

Challenge Grants

OPEN ARMS CHALLENGE – APRIL 2023

A record 23 national organizations came together to partner for the Open Arms Challenge. This Challenge ran from April 1 – 30, 2023, and was all about encouraging animal shelters, foster-based organizations, and other animal welfare organizations focused on keeping pets and people together, to pilot new approaches that open doors to new adopters and volunteers and welcome their communities.

An unprecedented 383 participating organizations created or expanded inclusive programs and practices to make it easier for communities to adopt or foster a pet, as well as expand these practices to the culture of the organizations. Grant prizes were awarded to 94 organizations, for a total of \$420,000.

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

383

PARTICIPATING ORGANIZATIONS



40,221

PETS ADOPTED
(5,536 DOGS AND 4,788 CATS)



\$420,000

GRANT PRIZES AWARDED TO
94 ORGANIZATIONS



299,252

ANIMALS HELPED TO STAY IN
THEIR HOME/COMMUNITY



166,618

VOLUNTEERS



“We accomplished even more than we hoped to achieve! We understand that through these types of initiatives, we learn more about our communities and we also improve our own staff culture. Staff members were excited to think of ways to be more inclusive in our approach to our services and reach a greater audience, especially the more marginalized communities. While it’s easy to continuously work with processes that have been in place for a long time, growth comes through innovation and trying new approaches.”

– Katie Rotramel, Humane Rescue Alliance (Washington DC)

“We made changes in almost every area of the rescue! Getting the community involved has been exciting.”

– Laura Westphall, Happy Tails Rescue (Minnesota)

“One volunteer referred to the Challenge as a ‘treasure hunt’ looking for the treasures of great people who could be hidden under our noses.”

– Claudia Labbé, YOUR Humane Society SPCA (Florida)

“

Community-Centered Grants

VETERINARY AND SOCIAL WORK SUPPORT

In April 2023, we awarded a \$200,000 grant to The Wisconsin Companion Animal Resources, Education and Social Support (WisCARES) program at the University of Wisconsin-Madison (UW-M). This grant supports the salaries of a Certified Veterinary Technician (CVT) and a social worker at the WisCARES program.

WisCARES provides veterinary medical care along with relevant social services and has a social worker available to help keep pets and people together through temporary housing or finding food bank options. This program serves as a teaching facility for veterinary, veterinary technician and social work students to practice and hone their clinical skills.



“WisCARES is a unique facility in that we have veterinary and social work students experiencing service learning while assisting economically constrained families. Our goal is to meet people where they are and to help families stay together and stay healthy.”



— Ruthanne Chun, DVM, DACVIM
Clinical Professor and Director of WisCARES

COMMUNITY MEDICINE EDUCATION TRAINING

The San Francisco SPCA received a \$300,000 grant from Maddie’s Fund to offer three-month paid Community Medicine Education Training (CoMET) programs in partnership with [Young Community Developers](#) (YCD) over three years. This program is designed to reduce the barriers to entry to the animal well-being field while also supporting the SF SPCA’s broader efforts to engage and support communities historically underrepresented in the veterinary field.

CoMET provides an opportunity for individuals to learn about the field and professional paths and develop essential skills by participating in lectures, workshops and assisting at SF SPCA’s various clinics (Community Veterinary Clinic, Mobile Vaccine Clinic and Spay/Neuter Clinic). Upon completion of the program, participants will have broad, introductory experience for work in a variety of roles in animal welfare, receive a certificate, and can apply to be considered for a full-time position at the SF SPCA. Two trainees participate in each CoMET cohort.



SAN FRANCISCO
SPCA

Partnerships

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

MADDIE'S® MILLION PET CHALLENGE

[Maddie's® Million Pet Challenge](#) is a collaboration of University of California at Davis Koret Shelter Medicine Program, Maddie's® Shelter Medicine Program at University of Florida, Open Door Veterinary Collective and Team Shelter USA. The goal of the collaboration is to remove barriers and expand access to pet care. Its focus is on the Four Rights: the Right Care, the Right Place, the Right Time and the Right Outcome for every pet.



Highlights of the past year include:

Team Shelter USA: During its 10 consultations, they learned that community cat programs are normalized in most communities and due to COVID-19, many organizations started Safety Net programs.

UC Davis: Hosted half-day trainings: 800 live attendees with 1,000+ on demand viewers and their Learniverse Bootcamp program served 270,000 animals with 290 participants from 39 shelters.

University of Florida: They performed hurricane assessments to 72 shelters (helping 700 animals), 17 shelter consultations (helping 17 shelters in 8 states caring for 95,138 animals), 8 webcasts and gave 13 presentations along with 10 publications, 3 courses and 2 abstracts.

Open Door: Provided 13 consultations, surpassing its goal of 8. The organizations were trained in financial operations, scheduling best practices, overcoming payment plan barriers, building local and national veterinary, animal-welfare and social-service partnerships and more.

HUMAN ANIMAL SUPPORT SERVICES PROJECT

[Human Animal Support Services](#) (HASS) is a collaborative effort to keep pets and people together through a community-centric animal well-being organizational model. HASS is based on principles that pilot shelters are implementing in their communities. In February 2022, Maddie's Fund awarded a \$3.375 million grant over three years to Austin Pets Alive! to support HASS.



**HUMAN ANIMAL
SUPPORT SERVICES**
by AMERICAN PETS ALIVE!

As of June 30, 2023, there were 22 Pilot Organizations. Vincent Medley was appointed as Maddie's® Director of Human Animal Support Services, leveraging his extensive 21-year experience at major government-funded shelters and as a former CEO of a nonprofit shelter with government contracts. Diaz Dixon joined as Maddie's® Advisor for External Affairs and Partnerships, bringing a strong background in human-services focused nonprofits and national foundations. Maggie Lynch assumed leadership of the Data Team.

HASS implemented a successful 48-Hour Pilot Program for reuniting lost pets, developed a self-evaluation tool (HASS Model Rubric), and created a comprehensive guidebook (HASS Playbook) and a Model Budget Calculator to assist all animal well-being organizations in implementing the HASS model.

Partnerships

BEHAVIOR AND FOSTER CARE CONSULTING

In 2023, Maddie's Fund supported over 40 animal shelters and foster-based organizations with free consultations on behavior, foster care and/or programs that impact the success of behavior or foster care, e.g., adoption. Consultations included guidance and support on program assessment, individual animals, and training presentations.



PETS AND PEOPLE TOGETHER CAMPAIGN

Since 2008, Maddie's Fund and [Humane Society of the United States](#) have partnered with the Ad Council to create and produce public service advertising campaigns focused on helping to get shelter pets adopted. In October 2022, this campaign evolved from a shelter adoption focus to helping public audiences understand the role they can play to help keep pets and people together. Pets and People Together campaign launched its first donated media advertising campaign, #BeAHelper, with a media tour, broadcast media, out-of-home signage (billboards, public transport, taxis, etc.) radio and social media.

"Be a Helper" focused on ways that communities could help keep pets and people together: Reuniting lost pets with their owners, funding pet care such as veterinary services, donating pet food to a pantry and pet fostering for neighbors, friends and community members.

The campaign has received approximately \$16.8 million in donated media. The campaign also received significant Out of Home and TV support (nearly \$10.2 million in donated media). Top TV supporters include local broadcast networks, Better Homes & Gardens, Real Simple, The New York Times, A&E, Yahoo.com and Fox News Channel. "Be a Helper" was also featured in a full-page advertisement in the Sunday edition of the New York Times which delivered an estimated 1.1 million impressions.

[PetsandPeopleTogether.org](#), a new website, was created for this campaign and since the October 12th launch saw 470,000 visitors, with an average of 1,795 visitors daily and saw 35.7% engagement with the site.

To date, Maddie's Fund has provided over \$7 million in total funding for Pets & People Together Campaign and The Shelter Pet Project. [The Shelter Pet Project](#) marked the first Ad Council campaign to focus on pets.

Partnerships

CALIFORNIA ANIMAL WELFARE FUNDERS COLLABORATIVE

This year, Maddie's Fund contributed \$50,000 to the California Animal Welfare Funders Collaborative (CAWFC). In its third year, this is a joint project of multiple funders, including Annenberg Foundation, Best Friends Animal Society, California Community Foundation, California for All Animals, Maddie's Fund and Michelson Found Animals Foundation. With a goal to collectively respond to the needs of animal shelters throughout the state of California, CAWFC provided \$300,000 in grants to 24 organizations in California.

BEST FRIENDS SHELTER EMBED PROGRAM

In 2022, Maddie's Fund awarded Best Friends a \$3 million grant for its Shelter Embed Program over the next four years. The Shelter Embed Program places Best Friend's team members to work alongside staff at partner shelters. This program helps shelter staff learn what they can do to improve animal shelter operations to increase positive outcomes. As of May 2023, shelter euthanasia collectively for participant organizations went down 13.3% while an increase of 10.5% was seen nationally. And shelter intake for Embed Program participant organizations overall was down 6.9% even though the national shelter intake was up 4.4%.

This funding provided embed staff and services for this year at Prattville Autauga Humane Society in Alabama, Oklahoma City Animal Welfare Divisions, El Paso Animal Services in Texas, Prince Georges County Animal Services Facility in Maryland, Fresno Humane Animal Services in California, Merced County Animal Control in California, Rhea County Animal Shelter in Tennessee, Brownsville Animal Regulation and Care Center in Texas, Pine Bluff Animal Control in Arkansas and The Animal Foundation in Nevada.



Awards

Maddie's Fund strives to recognize leaders that are pushing boundaries, exceeding expectations and making a lasting impact in our industry and beyond.

AVANZINO LEADERSHIP AWARD

The Avanzino Leadership Award is named after Rich Avanzino, the father of the progressive sheltering movement and Maddie's Fund President from 1998 – 2015. It recognizes significant achievement and courage to look beyond the status quo and make bold decisions to improve the lives of pets and their people.

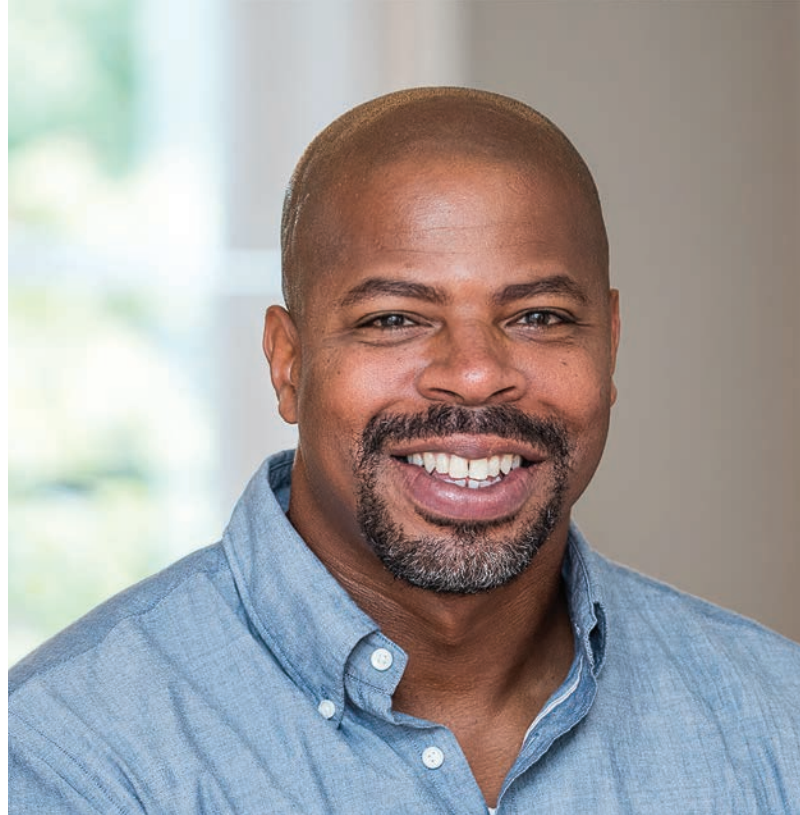
James Evans, Founder and Chief Executive Officer of Companions and Animals for Reform and Equity (CARE) was selected as Maddie's Fund's 2022 Avanzino Leadership Award winner for his trailblazing leadership and purposeful dedication to racial equity, diversity and inclusion in the field of animal well-being.

CARE is a collection of passionate activists and deep thinkers focused on better outcomes for people and pets. The organization is creating tools and opportunities for marginalized people to rebuild their own communities.

In service to its mission, CARE, under James' leadership, partnered with Harvard Project Implicit to develop an Implicit Bias Association Test specifically for the animal well-being field. CARE has created the Racial Equity Diversity Inclusion (REDI) course, initiated and administered the Jodie G. Blackwell Scholarship for veterinary students of color at four universities, and developed and amplified the recognition of 15 CARE Centers in the United States.

James also played an integral part in many animal well-being organization's projects, including HSUS' Adopters Welcome, Outdoor Cats Research, Stop Puppy Mills and Spayathon, as well as Best Friends Animal Society's Outreach Action Team, and SPCA of Texas' Let's Fix This Campaign.

The Avanzino Leadership Award was presented with a \$25,000 grant to CARE.



“James has profoundly transformed our field through racial equity, diversity and inclusion. He is creating a space for Black, Indigenous and People of Color (BIPOC) in the animal well-being sector; and recasting animal well-being within the community, outside the shelter walls.”

— Mary Ippoliti-Smith, Maddie's Fund



Shelter Medicine Education

We funded a total of \$681,713 in shelter medicine education grants this year to two universities: the University of Wisconsin-Madison Shelter Medicine Program and Maddie's® Shelter Medicine Program at Cornell University. Together, they're providing shelter consultations, fellowships and online certificates for veterinarians, and training veterinary students in shelter medicine.

UNIVERSITY OF WISCONSIN-MADISON SHELTER MEDICINE PROGRAM

Maddie's Fund provided funds to support the role of Maddie's® Clinical Instructor for the first full year in 2022. Dr. Emily Pellatt provided academic and practical training for the Maddie's® Shelter Medicine residents, Maddie's® Shelter Medicine interns and fourth year shelter medicine ambulatory rotation students.

Dr. Pellatt supervised 239 student surgeries, 1,300 ambulatory student exams and approximately 200 exams through Pets for Life in Madison and Milwaukee, WI.

"I think it provided access to a component of veterinary medicine I hadn't considered as much, namely, community access and how valuable the shelter setting can be for some clients. It was a helpful reminder that, though everyone deserves access to the love and bond an animal can provide, caring for those animals isn't uniformly available or within reach."

“

— University of Wisconsin-Madison
Vet Student

CORNELL UNIVERSITY MADDIE'S® SHELTER MEDICINE PROGRAM

Maddie's® Shelter Lab saw 60 humane organizations register for subsidized diagnostic services and Cornell VetCares Community Cat Clinics offered free alterations to a total of 200 cats in this fiscal year. In partnership with SPCA of Tompkins County, Cornell University Maddie's® Shelter Medicine Program trained two shelter medicine interns and provided seven courses and 72 hours of training to 210 students.



Research Grants

This year we funded \$1,392,533 in research grants which primarily focused on access to care and foster care.

UNIVERSITY OF TENNESSEE, THE PROGRAM FOR PET HEALTH EQUITY, ALIGNCARE

In May 2021, Maddie's Fund awarded a \$3,448,181 grant over three years for the Establishing AlignCare research grant.

The Program for Pet Health Equity (PPHE) focused on three goals for this fiscal year:

- 1) Expansion of AlignCare and Improve Sustainability
- 2) Continuation of Research
- 3) Educate Veterinary and Social Work Students and Professionals.



[AlignCare™](#) is the first One Health healthcare system that addresses the needs of people, their pets and their ecosystem, which is largely defined by socioeconomic factors. AlignCare connects families with veterinary service providers, while leveraging community resources and activities. This focus on a One Healthcare System merges human-centric social services and public health programs with animal-centric (for-profit and nonprofit) veterinary services to form a more encompassing family-centric veterinary care system for bonded families.

Highlights of the past year include:

Expansion of AlignCare and Improved Sustainability

- AlignCare Los Angeles became self-sustainable, raising funds to provide veterinary care for AlignCare pets and hiring the first development consultant. All other AlignCare communities are in the process of transitioning to the Community Ownership Model to be self-sustainable.
- PPHE launched the [AlignCare Engage App](#) to better connect families with their pet's medical needs. With this App, families can update contact information, view their pet's medical history, and see follow-up recommendations from their vet.
- [Spanish translation of the AlignCare website](#) and family materials was completed in order to reduce language barriers for an increasing number of Spanish speaking AlignCare families.

Continuation of Research

- Partnered with external organizations to develop and standardize a community needs assessment tool to be used for conducting assessments that include the needs of human and nonhuman family members.
- Publication accepted in a peer reviewed journal.

Educate Veterinary and Social Work Students and Professionals

- Convened a group of Certified Veterinary Medical (CVM) faculty and staff to build a network to discuss access to veterinary care and options currently provided to Veterinary DVM students. The purpose of the network is to develop strategies to increase awareness and curriculum resources focusing on access to veterinary care.
- Partnered with 3 Universities for Master of Social Work (MSW) intern placement.

Activities

- PPHE staff participated in four conferences with exhibitor booths, made 26 presentations at conferences and colleges, produced 2 Publications including [Access to Veterinary Care – A National Family Crisis and Case For One Health](#) and [Advancements in Small Animal Care](#), was featured in two articles and five interviews, including one by [Cat Wise on PBS NewsHour with Dr. Michael J. Blackwell](#).

Research Grants

NATIONAL FOSTER CARE SURVEY

In 2022, a biennial [national foster care survey](#) was conducted with animal shelters. The survey examined the dynamics of foster care programs and identified important factors impacting foster care placement. The survey had previously been conducted in 2018 and 2020, enabling us to see the changes to foster programs over time at a national level.

Takeaways from the 2022 include:

- A noticeable shift towards moving foster training online instead of holding it in-person.
- A shorter duration of time from signing up to foster to being placed with a pet were associated with a higher median number of pets sent to foster care.
- Shelters that require a home check have an average of 74% fewer foster placements.



Educational Opportunities

MADDIE'S® UNIVERSITY

Maddie's® University, an online learning management system, issued 26,840 certificates to learners from 1,705 organizations for completing self-paced courses and on-demand presentations. Most popular courses included: *Feline Communication: How to Speak Cat*, *Dog Handling in the Shelter*, *Customer Service for Animal Shelters*, *Feral and Fractious Cat Handling* and *Community Cat Programming*.

Maddie's® University offers 72 RACE CE (Registry of Approved Continuing Education) courses, including select Maddie's® Million Pet Challenge Learniverse courses, videos and 2023 Shelter Summit session recordings.

We collaborated with Jyothi V. Robertson, DVM, DAVBP (Shelter Medicine) and The Journey You Own team to create a course to help staff and volunteers increase their well-being and productivity.

“

“All of the topics were great, highlighting what other agencies were doing was helpful so we don't have to reinvent the wheel and it shows administration that programs like these are possible and already working.”

— *Field Services Series:*
Community-Centered Programming student

ONLINE INSTRUCTOR-LED COURSES

Maddie's Fund Online Instructor-Led Courses (OILC) involve a combination of self-paced reading material, instructor-led live online classes and a final project. This year, we offered 20 courses on 12 different topics, including: Foster Care, Shelter Clinic Management, Feline Lifesaving, Shelter Health and Care, Lost Pet Reunification, Humane Education, Marketing Communications, Rehoming, Transport and Pet Support; with plans to bring even more opportunities to students. Holding these courses online have opened up this professional development to a larger pool of people; providing over 380 students representing 213 organizations from 43 states and D.C. the chance to learn from the best in the industry.

Humane Education: Tools & Techniques to Expand Your Reach, taught by Charleston Animal Society, was voted Best Professional Development Opportunity in Humane Education 2022 by the Association of Professional Humane Educators (APHE).



Educational Opportunities

WEBCASTS

Maddie's Fund offered 10 live webcasts attracting 5,407 live and on-demand viewers. Eight of these webcasts were part of the Maddie's® Insights series, which focuses on making research digestible and applicable. Additionally, 193 webcasts available on-demand in our library garnered 24,663 viewers. The top three webcasts in viewership this year, all from the Maddie's® Insights series, were: Social Pain in Dogs, Gabapentin and Behavior Modification for Shelter Cats, and Treatment Options for Canine Fears and Anxiety.

SELF-PACED COURSES

This year, 10 self-paced courses were created and launched. New courses included:

- *How to Place More Pets in Foster Homes*
- *Care Pathways: Guiding Animals Through the Shelter*
- *Building a Volunteer-Based Pet Marketing Team*

Additionally, 10 foster care resource collections were created within Maddie's® University and included a focus on foster caregiver support, onboarding, recruitment and more.

REGIONAL IN-PERSON LEARNING EVENTS

After a several-year hiatus, in-person learning returned. Maddie's Fund hosted four, one-day education events that included online coursework in preparation for learning. Instructors and peers were chosen locally, which contributed to its success. These regional events facilitated local connections, a sense of community, presented solutions and partnership-building for a combined 97 participants.

The events were:

- Field Services and Community Solutions Events from The National Animal Care & Control Association, held in San Diego and Sacramento, CA
- Foster Idea Exchange at Animal Welfare League of Arlington, VA
- Behavior Event, called *Shelter Dog Evaluation and Training Through Play*, held at Oakland Animal Services

ATTENDEES WERE THRILLED TO BE BACK TO LEARNING IN-PERSON, MEETING OTHER PEERS AND LEARNING FROM EACH OTHER:

"The chance to sit with and network with other ACOs (Animal Control Officers) is so important — our job can feel very isolated and underappreciated, so it is wonderful to meet another in person and talk."

— *Field Services and Community Solutions attendee*

"This was the best class that I have ever been to and would highly recommend it to anyone in the animal rescue/sheltering field. I took away so much information from this event and I am excited to implement all the new ideas for our foster program."

— *Foster Idea Exchange attendee*

“

Educational Opportunities

CONFERENCES

This fiscal year, we provided a total of \$191,890 for sponsorship of 16 conferences. Additionally, we provided \$454,408 for 655 scholarships for both virtual and in-person events.

The Gathering Conference

In the fall of 2022, we awarded \$25,000 to sponsor Companion and Animals for Reform and Equity's (CARE) 2022 The Gathering conference. Additionally, \$30,000 was provided for conference scholarships. The BIPOC-focused conference sold out with 101 in-person attendees and 40 virtual participants. The event featured 10 BIPOC vendors, partnerships with two historically Black colleges/universities, 13 sponsors, and 12 organizations, with a focus on advancing the work of underrepresented BIPOC leaders. The conference aimed to redefine the traditional format by emphasizing community, well-being, accessibility, and new partnerships, resonating with attendees who praised its shared commitment and inclusivity.



My Dog is My Home Co-Sheltering Conference

My Dog is My Home's second annual virtual Co-Sheltering Conference had 513 attendees from 9 countries and 42 states who joined to learn from 53 speakers and 8 storytellers. The goal of the conference was to educate, entertain, and engage attendees while addressing the complexities of homelessness, animal companionship and how the co-sheltering movement connects to the broader struggle for a more just society. We provided \$10,000 for conference sponsorship and \$5,000 in scholarships that enabled 59 people to attend.



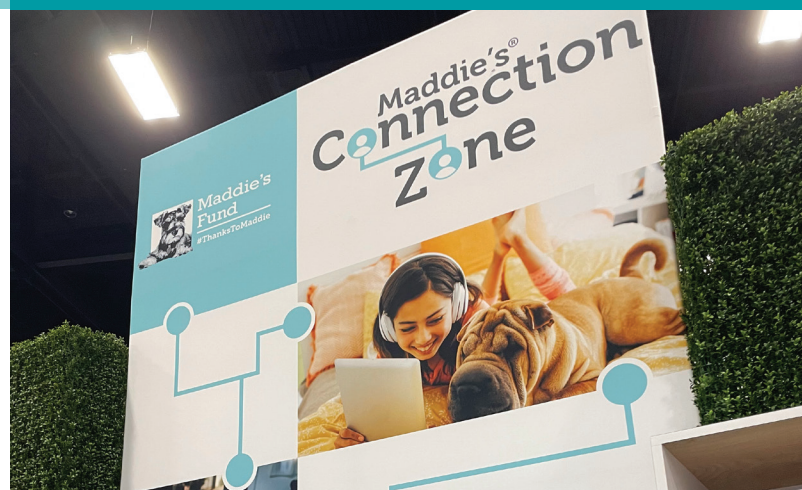
"LOVE that this conference was organized, moderated and featured so many BIPOC folks! I have been in animal welfare for 20 years and this is the first conference I have been to where I felt the representation and inclusion. This was monumental, I can't thank you enough and tell you how much it means as a BIPOC person in animal welfare who has felt alone for so long."

“

— My Dog is My Home
Conference Attendee

Best Friends National Conference and Animal Care Expo (HSUS)

At the two national conferences, Best Friends National Conference (BFNC) and Humane Society of the United States (HSUS), our booth space, Maddie's® Connection Zone, provided a place for attendees to reconnect with colleagues and create new connections among those in our field who are doing this important work. For the HSUS conference, Maddie's Fund sponsored the inspirational keynote session given by Dr. Jyothi Robertson, the Marketing track and six Black, Indigenous and People of Color (BIPOC)-led pet businesses as exhibitors.



Educational Opportunities

WEEKLY COMMUNITY CONVERSATIONS #THANKSTOMADDIE

Every Monday, an average of 255 animal shelter and foster-based organization professionals gathered virtually over Zoom from across the country and beyond. Conversation topics included everything from the importance of grooming services to dog training prison programs, helping pets of the unhoused to retaining staff and much more. Maddie's Fund hosted 36 calls this year with 54 speakers and had a total of 14,645 views from those attending live and watching on-demand.

Maddie's Fund provided a \$10,000 monthly random grant giveaway just for attending the conversations live or watching later on-demand. As of June 30, 2023, a total of \$110,000 in grants was awarded to 50 organizations either attending live or viewing on-demand.

"Thank you, Maddie's for this heartfelt and deeply moving call today. Dr. Kwane Stewart conveyed what every shelter vet and staff member feels. My heart is full. I am truly grateful to have the opportunity to work in this space."

— Lisa Pearce,
Charleston Animal Society
(South Carolina)

“



Educational Opportunities

MADDIE'S® PET FORUM

[Maddie's® Pet Forum](#) (MPF) continues to be safe place for animal well-being professionals to collaborate, share resources and provide/receive support among their peers. Maddie's® Pet Forum had incredible growth this past year. We saw 197,571 visitors, an increase of 130% over last year. Visitors interacted with each other from all 50 states plus the District of Columbia and 167 countries. Engagement on Maddie's® Pet Forum was high as there were twice as many members who posted for the first-time this year, 838 compared to 414 last year.

In September 2022, a redesign was completed which gave members a new home page experience that was more intuitive and easier to use. And in November 2022, we began a monthly grant program in which members who contributed meaningful content were eligible to receive a \$3,000 grant. To date, seven grants were given for a total of \$21,000 this fiscal year.

In December 2022, a new resource page was added on MPF: the Racial Equity, Diversity & Inclusion resource page. This page, curated by Maddie's Fund, is intended as a single place to find a variety of resources including blogs, Candid Conversations, conference recordings, courses, podcasts, research & surveys, webcasts and webpages.

The MPF Resource Library continued to grow with the addition of themed monthly Resource Drives. A total of 596 resources were added during this year by industry members and have been downloaded by members 35,913 times. Downloads are especially important as it implies that members are downloading these resources to be used later and hopefully implemented at their organization.

596
RESOURCES
ADDED



4,613
MEMBERS VIEWED
AT LEAST ONE RESOURCE



39,521
TOTAL VIEWS



3,020
MEMBERS DOWNLOADED
AT LEAST ONE RESOURCE



35,913
TOTAL
DOWNLOADS



“

“Maddie's® Pet Forum is a large group with a broad representation from our industry so there is a lot of valuable inputs. The Forum topics are timely and deal with complex and current issues.”

“Great moderators, informative presentations/ access to presentations in the forum after the events [Community Conversations], respectful discussion even when folks do not have the same goals or opinions.”

— Comments from Maddie's® Pet Forum Surveys

A young girl with curly hair, wearing a patterned sweater, smiling and holding a small tabby kitten. The background is a teal color with white text.

Racial Equity, Diversity and Inclusion

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

Racial Equity, Diversity and Inclusion

COMPANIONS AND ANIMALS FOR REFORM AND EQUITY

In January 2022, Maddie's Fund provided Companions and Animals for Reform and Equity (CARE) a grant in the amount of \$1.7 million over three years. This three-year grant has supported the expansion of their CARE Centers by adding five to ten centers each year.

CARE is a national nonprofit whose mission is to prioritize and amplify Black, Indigenous and People of Color

(BIPOC) voices using narratives, research and community-centered investments. CARE seeks to inspire all organizations to be more inclusive and less biased in an effort to keep families, including their pets, together.

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

To honor Juneteenth, scholarships were provided by CARE for their Racial Equity, Diversity and Inclusion (REDI) virtual course. Juneteenth (June 19th) is the U.S. federal holiday that commemorates the end of slavery in the United States, when federal troops arrived in Galveston, Texas in 1865 to take control of the state and ensure that all enslaved people be free. CARE's REDI course is an introductory guide to understanding racial equity, diversity and inclusion. The coursework consists of videos and graphics that are shareable and activities that are meant to get individuals thinking about the world around them. We provided \$350,000 in funding which covered the cost of 437 scholarships. All told, there were 1,522 registrations for the course during the Juneteenth promotion.



DR. JODIE G. BLACKWELL SCHOLARSHIP

In 2023, Maddie's Fund contributed \$50,000 towards the CARE-administered Dr. Jodie G. Blackwell Scholarship. This scholarship honors the graduate of the second class of the Tuskegee Veterinary School and father of Dr. Michael Blackwell. The goals of raising the scholarship funds were to raise global awareness of the lack of representation of African American Veterinarians (only 2% of the field) and to assist any current African American veterinary students in need of financial assistance. Established in 2022, Maddie's Fund has provided a total of \$150,000 to this scholarship fund.



BLACK, INDIGENOUS PEOPLE OF COLOR-LED OPERATING SUPPORT GRANTS

Maddie's Fund introduced a new grant opportunity to support the operations of U.S.-based Black, Indigenous and People of Color (BIPOC)-led animal well-being or veterinary medicine organizations who primarily focus on dogs and/or cats and/or their people. We funded \$1,010,000 to 107 organizations.

Racial Equity, Diversity and Inclusion

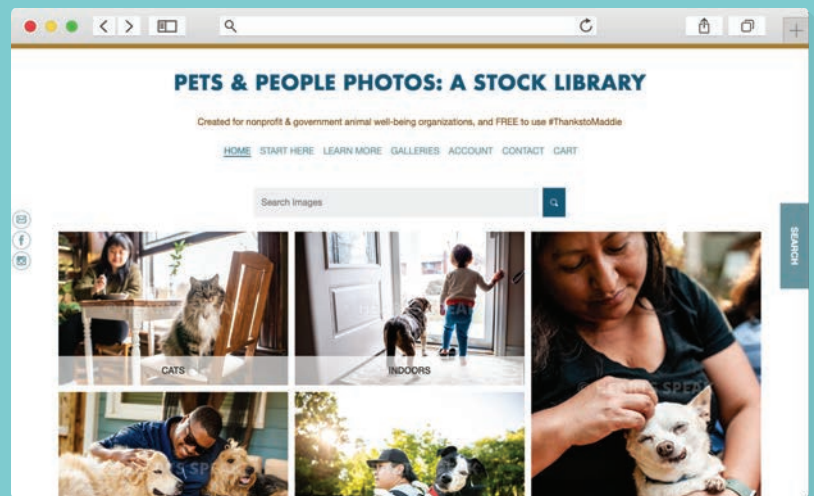
PETSANDPEOPLEPHOTOS.ORG

Maddie's Fund provided a 2-year \$84,700 grant to [HeARTs Speak](#) to create a free photo library to increase belonging and help animal organizations create stronger community connections, a more welcoming environment and impactful marketing by reflecting the diversity of the pet-loving community. HeARTs Speak is a national nonprofit dedicated to amplifying the critical work of animal shelters and rescues through art and creative marketing,

HeARTs Speak worked with five photographers and 35 community members and their pets from across the country to capture the connection and love between people and pets. This resulted in an online, free for animal well-being organizations, photography database, [PetsAndPeoplePhotos.org](#).

In the first year of this project, nearly 600 pictures captured the bond between pets and their people. The goal is to continue to grow this library, partnering with additional photographers and community members to add more elements of diverse communities and regions.

Since the launch of the website over 2,000 visitors have registered accounts and over 500 images have been downloaded.



“

“Our greatest hope is that these photos can be used to open the community with welcome arms, and in doing so help change the lives of more pets and the people who love them.”

— Lisa Prince Fishler
Executive Director of HeARTs Speak

Racial Equity, Diversity and Inclusion

CANDID CONVERSATIONS

We continued to build [Maddie's® Candid Conversations](#), our video series of open, informal Zoom conversations and Q&A's with leaders focusing on the speaker's journey in furthering diversity, equity and inclusion in their daily work. Hosted by Maddie's Fund, these thought-provoking and inspiring conversations, which continue on Maddie's® Pet Forum and Maddie's® University, attracted over 5,537 live and on-demand views. This series is also available in audio-only (podcast), which attracted 176 downloads in 12 countries.

We held four conversations this year which included: Humane Rescue Alliance's Bobby Mann, Chief Program Officer, and Shakela Brown, Humane Educational Outreach Program Manager; Geraldine D'Silva, now Maddies® National Director of Programs at Open Door Veterinary Collective; Jose Ocaño, now the Founder of Hatching, LLC.; and Elijah Bryce-Middleton, now Executive Director at Animals & Society Institute.



Bobby Mann
CHIEF PROGRAM OFFICER,
HUMANE RESCUE ALLIANCE



Shakela Brown
HUMANE EDUCATIONAL
OUTREACH PROGRAM MANAGER



Geraldine D'Silva
MADDIES® NATIONAL DIRECTOR OF PROGRAMS,
OPEN DOOR VETERINARY COLLECTIVE



Jose Ocaño
FOUNDER, HATCHING, LLC



Elijah Bryce-Middleton
EXECUTIVE DIRECTOR,
ANIMALS & SOCIETY INSTITUTE

“

“Thank you for having this conversation and thank you so much for breaking the silence!”

— *Candid Conversations attendee*



"Kindness is a superpower."

— *Dr. Kwane Stewart*

“