



Maddie's Fund

# ANNUAL REPORT 2012-2014

## Maddie's Story

You don't have to be big and powerful to do great things. Maddie was a Miniature Schnauzer who helped positively affect more than 1 million dogs and cats across America. The love and companionship of this one little dog inspired a growing movement that is now on track to end the euthanasia of healthy and treatable pets by 2015.

Adopted by Dave and Cheryl Duffield when she was just ten days old, Maddie melted everyone's hearts. "We held her in our arms and loved her immediately – her sweet ways, her stubbornness, her independence, her intelligence, and her spirit," Cheryl recalls.

Over the years, Maddie's unconditional love and devotion inspired Cheryl and Dave to do something to help homeless pets. "Maddie was a small dog with an enormous heart. She made every day better simply by being herself. In return for all of the happiness she gave to us, we established Maddie's Fund," Dave said.

Maddie sadly passed away in 1997, but her legacy lives on through Maddie's Fund® and in the hearts of those who knew her. She may have been small, but her impact was gigantic. Thank you, Maddie.



THE UNCONDITIONAL LOVE OF A PET  
MAKES US ALL BETTER PEOPLE.

– Dave Duffield

## About Maddie's Fund

Maddie's Fund is a family foundation founded in 1994 by Workday co-founder Dave Duffield and his wife, Cheryl, who have endowed the Foundation with more than \$300 million. Since then, they have awarded more than \$153 million in grants toward increased community lifesaving, shelter medicine education and pet adoptions across the U.S. The Duffields named Maddie's Fund after their Miniature Schnauzer, Maddie, who always made them laugh and comforted them during stressful business times when Dave was launching a startup software company. Maddie was with Dave and Cheryl from 1987 – 1997, and continues to inspire them today.

### Meet the Pack

*Add up everyone's experience, and our team has over 100 years of animal welfare expertise.*

*President Rich Avanzino has led the industry for over 37 years and is widely considered to be the father of the no-kill movement.*

#### The Maddie's Fund Board

Dave Duffield

Cheryl Duffield

Amy Zeifang

Laurie Peek, DVM

Mike Duffield

Peggy Taylor



# Letter from the President

Dear Friends,

Please join me as we celebrate the companion animals in our lives. Maddie's Fund was inspired by the love and companionship of one little dog – pets give so much to us, we are honored to give back to them. Together with our industry partners, community professionals and members, and the American public, we're committed to finding every adoptable pet a home – that includes the often overlooked in the pet population, the adult and senior pets as well as those with treatable conditions.

We are close to becoming a no-kill nation. How close? The finish line is in sight – 2015 could be the year that we become a no-kill nation. Seventeen million Americans are planning on acquiring a pet this year, and there are 2.4 million healthy and treatable shelter animals in need of loving homes. The numbers speak for themselves. If 2.4 million out of those 17 million people adopt a shelter animal, we will succeed in becoming a no-kill nation.

We've come a long way over the years. In 1970, 23 million shelter animals were unnecessarily euthanized. Today, that number has dramatically decreased to 3 million. Thanks to the dedicated efforts of shelters, rescue groups, volunteers, community and university partners, we are changing the way people think about animals. Today, more people are adopting from shelters, fostering pets and rehoming their own pets. Community spay/neuter programs are successfully controlling populations. There are shelter and rescue organizations dedicated to finding vulnerable animals new homes. Shelters now have managed intake programs and improved shelter medicine on site – not only are shelter animals happier and healthier, but there's also decreased euthanasia for the healthy and treatable pets due to space issues.

The finish line is in sight, but we're not there yet. We're working hard to improve shelter medicine and wellness programs, and engage the public like never before with community outreach programs and social media campaigns. Maddie's® Pet Adoption Days – the most successful free pet adoption event in history – continues to bring people and animals together. I am confident that with your help, we will cross the finish line soon.

I'd like to thank everyone who's dedicated their time and talents over the years to help give animals in need a second chance – from shelters and animal rescue organizations to veterinarians and volunteers all across the country. I'd also like to thank the thousands of people who have opened their homes and hearts to shelter animals.

I invite you to learn more about our FY2012-14 achievements in the following pages of this annual report. We're looking forward to another remarkable year.

Warmest regards,

*Rich Avanzino*

President

Add up everyone's experience, and our team has **over 100 years** of animal welfare expertise.

President Rich Avanzino has led the industry for over 37 years and is widely considered to be the **father of the no-kill movement.**





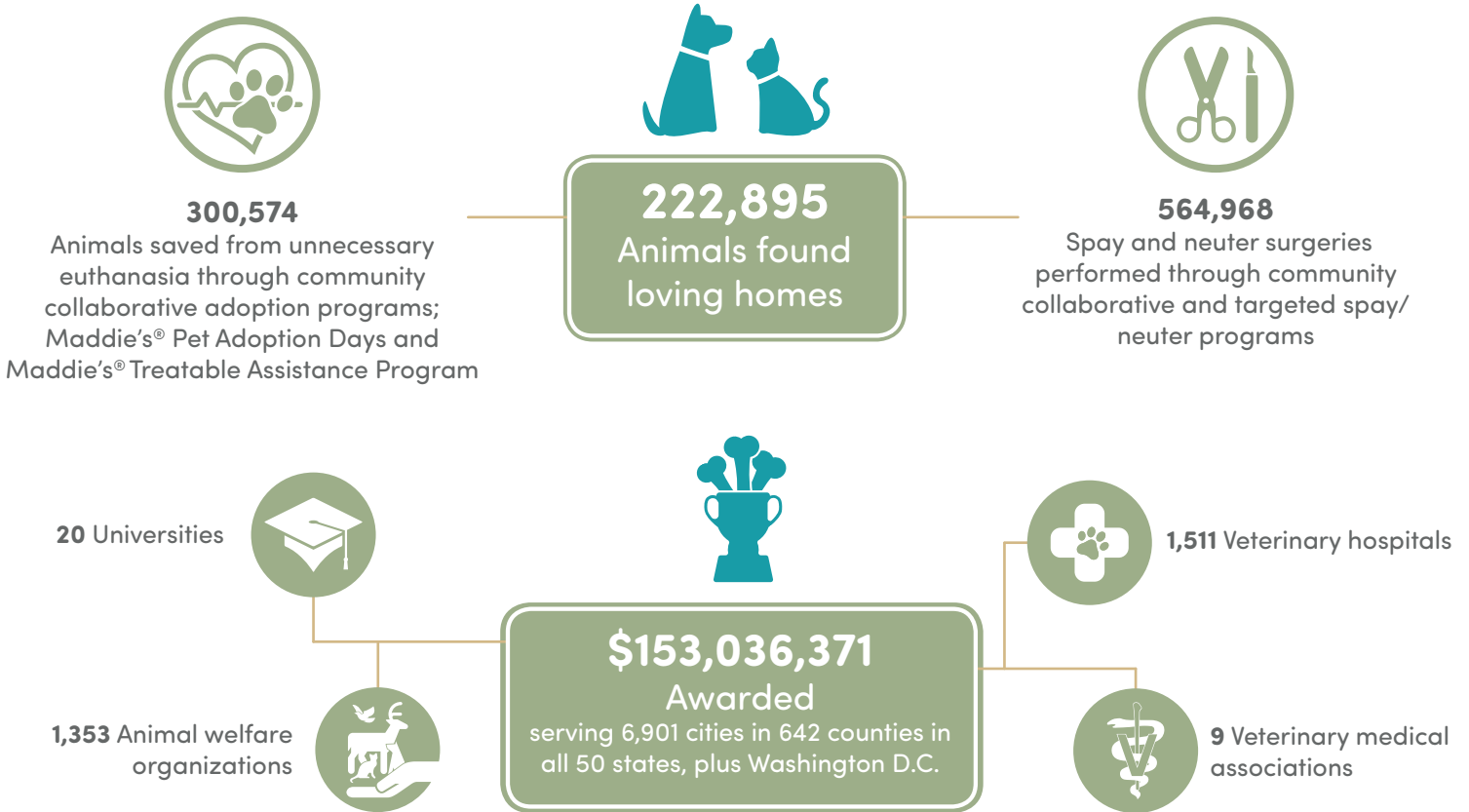
# Grant Funding

Maddie's Fund grants are designed to help build and sustain a no-kill nation so shelter dogs and cats can be guaranteed a loving home.

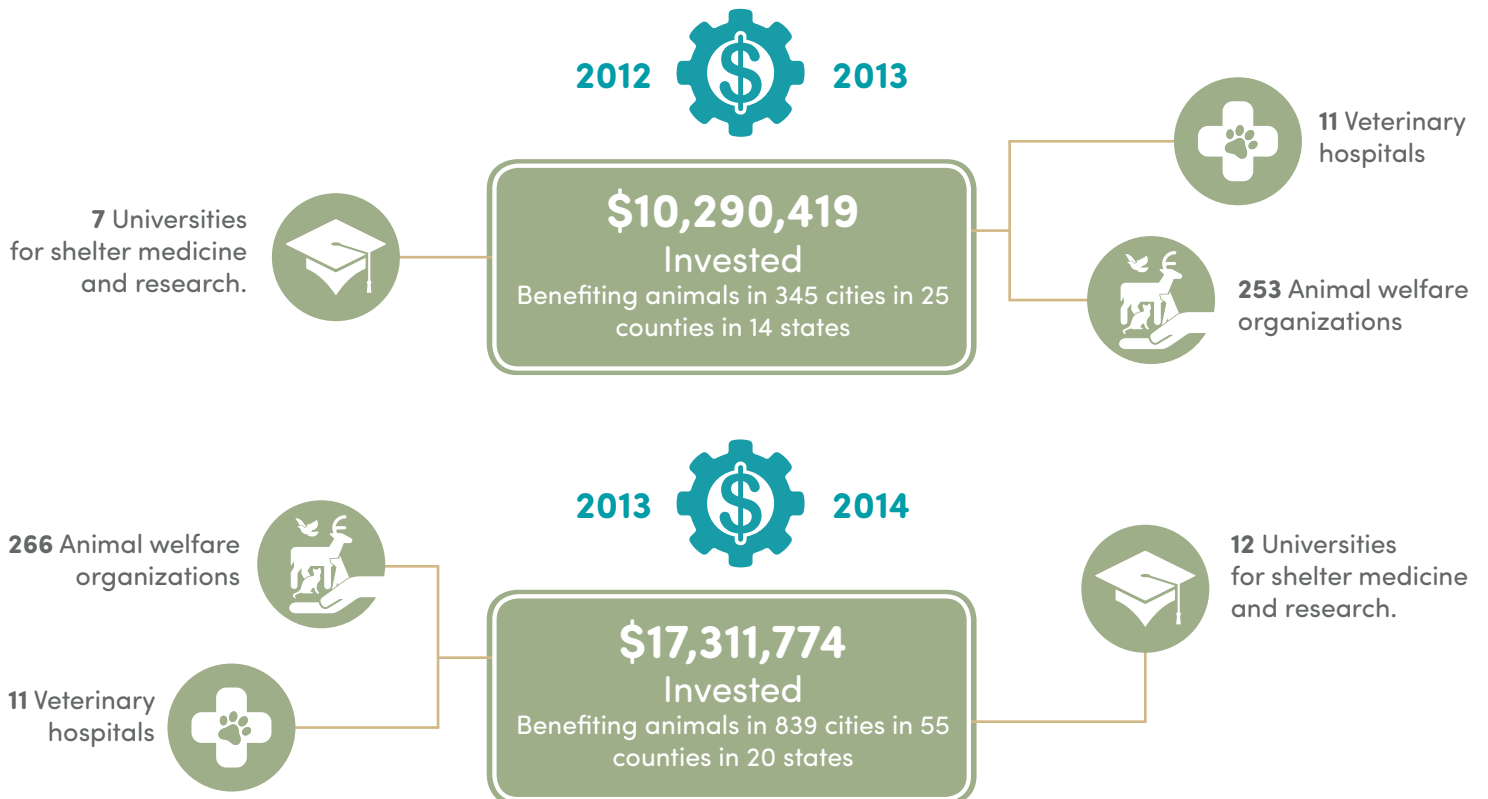


# Success Stories, by the numbers:

## Since the beginning:



## Grant Giving by Fiscal Year:



# Maddie's® Pet Adoption Days

Maddie's® Pet Adoption Days is the largest free collaborative adoption program in the United States, dedicated to saving the lives of shelter animals by placing them in loving forever homes. "We match up the hearts of humans and companion animals. It doesn't get any better than that," says Rich Avanzino, President of Maddie's Fund.

Maddie's® Pet Adoption Days is a first of its kind in the nation because it's free. Studies have shown that the most successful adoption programs don't require a fee, and that when shelters eliminate adoption fees, they dramatically reduce deaths and save even more lives by helping to move animals through the shelter system faster.



"When we look into the eyes of the dogs and cats at our adoption events, we see Maddie's spirit in every one of them. We want all of them to have a chance to inspire, love and enrich the lives of their future families the way Maddie did ours."

—Dave Duffield

## Maddie's® Pet Adoption Days 2014 was an unprecedented success:

- 16,665 pet adoptions were performed nationwide during the weekend of May 31 – June 1 (That's 66% over our goal of 10,000!)
- 236 shelters and rescue groups serving 591 cities participated, including the first state-wide celebration in Vermont
- \$13,318,000 was awarded to groups for qualifying adoptions
- National media and PR generated more awareness than ever for pet adoptions and Maddie's Fund. (Our Facebook page received 3 million visitors thanks to Maddie's® Pet Adoption Days versus 300,000 visitors the previous year)





16,665 ANIMALS WERE SAVED IN JUST TWO DAYS.  
**AMAZING.**

# Maddie's® Lifesaving Awards

## Austin, TX

**Award Date: September 2013**

**Total Funding: \$3 million**

Becoming a no-kill nation is possible – animal welfare groups in Austin, Texas, proved that it can be done. Back in 1997, the community began working towards saving the lives of shelter animals. Thanks to the compassion and commitment of hundreds of people, in 2011, Austin reached a live release rate of 94% and have matched or improved upon that rate each year since.

*Maddie's Fund is proud to award the Austin Coalition \$3,000,000 for their remarkable achievement in saving all of their healthy and treatable animals. This award was divided between Austin Animal Center, Austin Humane Society and Austin Pets Alive!*



On behalf of all of the animals saved, thank you, Austin!

The Austin Coalition is an inspiration to all communities as we strive to become a no-kill nation.



Congratulations Portland, on behalf of all of the animals saved!

## Portland Metro

**Award Date: February 2013**

**Total Funding: \$1 million**

Maddie's Fund awarded a Community Lifesaving Award to six animal welfare organizations in the Portland, Oregon metropolitan area for achieving and maintaining an adoption guarantee for all healthy shelter dogs and cats for at least two years (2010 - 2012). The collaboration has reduced euthanasia in local shelters by a dramatic 65% from 2006 to 2012. The 2012 Live Release Rate was 85%. Once the Portland Metro coalition reached adoption guarantee status for healthy shelter pets, they set their sights on saving all the treatable shelter pets and are well on their way, reaching a 91% Live Release Rate in 2013!

# Maddie's<sup>®</sup> Treatable Assistance Program

**Funding Period: October 2012 – December 2014**

**Funding Through June 2014: \$3,926,400**

All animals deserve loving homes, but unfortunately, the most vulnerable animals – senior and treatable dogs and cats – are often overlooked, and sadly, are never adopted.

Maddie's<sup>®</sup> Treatable Assistance Program supports the adoptions of senior and/or medically treatable homeless dogs and cats originating from animal control shelters in Alameda, Contra Costa and San Francisco Counties. This pilot program provides adoption stipends of \$700 per adoption of medically treatable or senior dogs and cats and \$1,400 per adoption of medically treatable *and* senior dogs and cats.

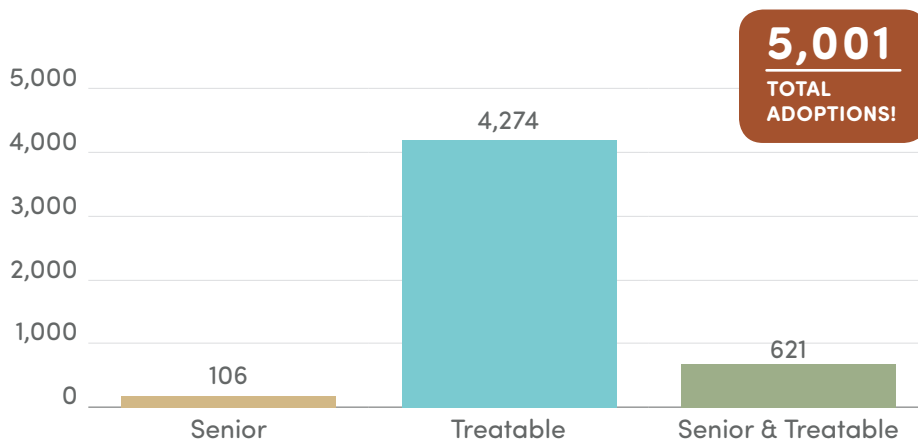
We piloted this program to give local shelters and rescues the means to find more homes for vulnerable shelter pets, to strengthen the relationship between animal control shelters and adoption guarantee groups, and to shift some of the burden of responsibility for these pets away from cash-strapped government agencies.

The first 21 months of the program have been incredibly rewarding, resulting in the adoption of 5,001 animals who might otherwise have been euthanized.

**Billy was a resident of the East Bay SPCA. Thanks to Maddie's<sup>®</sup> Treatable Assistance Program, he received needed dental work and surgery to remove a mass. He now shares his life with a loving family.**



## Maddie's<sup>®</sup> Treatable Assistance Program Success, by the numbers for October 2012 – June 2014:



**“Thank you for providing these often overlooked animals the opportunity to find homes and for providing financial assistance for future animals in their same positions.”**

**–Leeann Lorono,  
Executive Director,  
Contra Costa Humane Society**



THE U.S. MILITARY WORKING DOG TEAMS NATIONAL MONUMENT, LOCATED AT THE JOINT BASE SAN ANTONIO LACKLAND AIR FORCE BASE IN SAN ANTONIO, TEXAS

...er... of an... war dogs who  
... and were left behind in the Vietnam War.  
... John Burnham, Vietnam Scout Dog Handler

# Military Working Dogs National Monument

**Funding Period: 2012 – 2013**

**Total Funding: \$1,019,500**

To celebrate military dogs and their service to our country, Maddie's Fund helped to finance the country's first national monument to honor military working dogs with a grant of \$1,019,500 to the John Burnam Monument Foundation. "We are so excited to help bring awareness to these canine war heroes and the contributions our military personnel (two and four-legged) make each day on our behalf," noted Rich Avanzino.

Unveiled in October 2013 at the Joint Base San Antonio (JBSA) – Lackland Air Force Base in San Antonio, Texas, the U.S. Military Working Dog Teams National Monument depicts the love, devotion and unbreakable bonds between dogs and their handlers. It's the perfect location for such a tribute: the JBSA is the world's largest training center for military dogs and their handlers, as well as the largest veterinary hospital for military working dogs.

**"As a nation we owe our war dogs a tremendous debt of gratitude. Their selfless service, loyalty and sacrifices to our country must never be forgotten. This monument is a treasure for us all to ensure they are honored and remembered forever."**

**–John Burnam, Vietnam  
Infantry Veteran  
Scout Dog Handler**



**Maddie's Fund is proud to support our dogs in uniform – the U.S. Military Working Dogs.**

**John Burnam, a highly decorated Vietnam Infantry Veteran Scout Dog Handler was never able to forget the brave service dogs who were left behind when the troops pulled out of Vietnam. It became his mission to construct a national monument to memorialize all war dogs so they would not be forgotten.**

## Maddie's® Community Collaborative Projects

Community Collaborative Projects began as five-year programs to reach an adoption guarantee for all healthy shelter pets. In 2005, we adjusted the projects to be 10-year programs, with seven years of funding from Maddie's Fund, to reach no-kill, whereby all healthy and treatable shelter animals are guaranteed a loving home. Maddie's Fund currently has three projects in progress, one of which is actively receiving funding.



WE THANK OUR FRIENDS AND PARTNERS IN NEW YORK CITY, DANE COUNTY, WISCONSIN, AND ERIE COUNTY, NEW YORK FOR THEIR OUTSTANDING EFFORTS AND ACHIEVEMENTS.

## Thank you, New York City!

Funding Period: 2005 – 2011

Total Funding: \$26,015,655

The Mayor's Alliance for New York City's Animals leads a coalition of 150+ organizations to save the city's healthy and treatable animals. Thanks to creative marketing, an inner-city transport program, adoption events and an effective spay/neuter program, the coalition has successfully achieved an 88% live release rate in 2013 (up from 36% in 2003), with no healthy animals being euthanized. While this award period ended in 2011, we continued to track progress towards no-kill through Year 10, which was in 2014.



Maddie's Fund awarded \$26,015,655 to the Mayor's Alliance for New York City's Animals for Maddie's® Projects throughout NYC. Keep up the great work!

## Thank you, Dane County, Wisconsin!

Funding Period: July 2008 – June 2013

Total Funding: \$1,396,182

Over the years, Maddie's® Projects in Dane County have worked with the Dane County Humane Society, Dane County Friends of Ferals, Heartland Farm Sanctuary, Shelter from the Storm and 21 veterinary hospitals to help save the community's healthy and treatable animals. Thanks to creative marketing, effective spay/neuter programs and new strategies preventing infectious disease outbreaks, the Dane County coalition has achieved an 86% live release rate (up from 70% in 2007, their baseline year). While this award period ended in 2011, we continue to track progress towards no-kill through Year 7, which is in FY2014-2015.



In 2013, Dane County publicly committed to operating as an adoption guarantee organization where no healthy or treatable animals are euthanized.



Maddie's Fund® awarded \$1,396,182 for Maddie's® Projects in Dane County. You're amazing!



## Thank you, Erie County, New York!

Funding period: October 2009 – September 2014

Funding Through June 30, 2014: \$5,578,229

Erie County is vast, covering over one thousand square miles in western New York, and is home to three major cities, including Buffalo, the second largest city in the state. That's a lot of territory for animal welfare groups to cover, but our friends in Erie County have still managed to achieve miracles.

Over the years, Maddie's® Projects have worked with the SPCA of Erie County, the City of Buffalo Animal Shelter, five adoption guarantee organizations (Black Dog, Second Chance; Buffalo Humane; HEART; Second Chance Sheltering Network; and Ten Lives Club), Operation PETS and 13 private practice veterinary hospitals. Thanks to innovative policies to help place hard-to-adopt animals, spay/neuter programs, cutting-edge strategies to keep cats out of the shelter and those in the shelter happier and healthier, Erie County achieved a live release rate of 86% in Year 4 (up from 69% in 2007, their baseline year). Starting on day one of Maddie's® Projects, no healthy shelter dog or cat has been euthanized in Erie County, and since day one of Year 5 (October 1, 2013), no treatable shelter pet has been euthanized!



In 2014, Erie County became a no-kill community, saving the lives of all of their healthy and treatable animals.

Maddie's Fund® has awarded \$5,578,229 to date for Maddie's Projects in Erie County.

**What an inspiring group!**

## Maddie's® Shelter Medicine Programs

In the 1970s, most animals entering shelters didn't leave them alive. In fact, 23 million homeless pets were killed each year – an appalling 12% save rate. There was no such thing as shelter medicine because animals were usually euthanized within hours or days of entering the shelter.

Today, shelter medicine is a recognized specialty of veterinary practice, and many animal shelters are working with shelter medicine programs and veterinarians to save upwards of 90% of the animals they take in.

Maddie's Fund has been at the forefront of supporting shelter medicine, working with leading universities' curricula, hands-on shelter experience and shelter-related research to develop comprehensive shelter medicine programs, introducing veterinary students to this emerging discipline of veterinary medicine and creating a well-informed pool of shelter medicine specialists for the future.

Shelter medicine prevents outbreaks of infectious diseases, provides immediate and necessary medical care, and makes recommendations to shelters in how to protect, care for and ultimately save the lives of all animals in their care.



“PEOPLE IN THIS COUNTRY TODAY BELIEVE IN A NO-KILL NATION. SHELTER VETERINARY MEDICINE IS MAKING THAT DREAM COME TRUE.”

—**Rich Avanzino,**  
Maddie's Fund President

## University of Florida, \$2,239,119 awarded FY2012–14

Maddie's Fund has awarded University of Florida's College of Veterinary Medicine \$6.4 million over seven years for Maddie's® Shelter Medicine Program. FY2012-14 highlights include:

- The University of Florida is the first university to award Maddie's® Online Graduate Certificates in Shelter Medicine. In 2014, 31 students completed the certification, including 27 veterinarians and 4 veterinary students from 3 countries.
- Maddie's® Shelter Medicine Program gained two new Maddie's® Residents as they and two new Maddie's® Interns joined the Officer Training Program. Residents and interns participated in the Community Cat Management Course, attended Maddie's® Shelter Medicine Conference at UF, performed shelter consultations and audited the online course Integrating Veterinary Medicine with Shelter Systems.
- Residents and interns participated in "Shelter Animal Physical Health"– the first ever course to offer professional resources they can use to enhance the physical health and well-being of shelter dogs and cats.
- Performed 9 full-scope shelter consultations, 12 targeted-topic shelter consultations, 14 disease outbreak responses and responded to 5 emergency shelter operations.
- Research during this period covered success rates of pet adoption programs, accuracy of dog breed assessments, tail vaccination in cats and estimating rates of gastro-intestinal parasites in owned dogs.

## Cornell University, \$475,042 awarded FY2012-14

Maddie's Fund has awarded Cornell University's College of Veterinary Medicine a \$3.5 million grant over ten years for Maddie's® Shelter Medicine Program. FY2012-14 highlights include:

- As part of the Shelter Medicine Rotation Program, Maddie's® Shelter Medicine Club Clinics train veterinary students how to serve shelter animals. Residents perform on-site shelter consultations, present to veterinary students, and work at local veterinary wellness clinics.
- Two new Maddie's® Interns joined the program and attended weekly Journal Club and Infectious Disease Group meetings, presented clinical cases in shelter medicine to veterinary students, participated in Grand Rounds, and continued working at local veterinary wellness clinics.
- Fourteen on-site shelter consultations were conducted.
- Two Maddie's® Shelter Medicine Program graduates are now working in shelter medicine – one at the Bonnie L. Hays Small Animal Shelter in the Portland Metro Area and the other at the Animal Rescue League in Boston.
- A new Shelter Medicine blog was launched, where Shelter Medicine veterinarians, interns and students wrote about internship experiences, kitten season and highlights of what shelter medicine is and its impact on homeless pets. Additionally, broad-scale shelter medicine information was shared through the program newsletter, Shelter Watch.
- To tell the compelling story behind shelter medicine and showcase its impact, Cornell produced the documentary *A Day in the Life of Shelter Medicine*. This inspirational documentary strengthens the public support of no-kill status, and helps to further our cause.



## Purdue University, \$499,340 awarded FY2012-14

Maddie's Fund has awarded Purdue University's School of Veterinary Medicine \$2.8 million over eight years for Maddie's® Shelter Medicine Program. FY2012-14 highlights include:



- Maddie's® Resident in Animal Behavior continued to work with PAWS Chicago and conducted key research, including the development of behavior modification, disposition plans, intake protocols and behavior consultations for newly adopted pets and families considering relinquishing their animals.
- Maddie's® Resident in Animal Behavior worked as a guest lecturer and co-instructor for the online learning course "Shelter Animal Behavior and Welfare" for veterinarians and veterinary students through Maddie's® Shelter Medicine Program at the University of Florida.
- Maddie's® Resident in Animal Behavior successfully completed her residency program and passed the certifying examination for the American College of Veterinary Behaviorists. She has recently accepted a position with VCA specialty hospitals in the Chicago area and continues to work with PAWS Chicago. Her manuscript on predictive nature of behavior assessments was published in Applied Animal Behavior Science.
- Maddie's® PhD students continued to study shelter-based population medicine, researching the prevalence of upper respiratory tract disease in cats, behavior assessment results in shelter dogs at intake and again after a 3-day acclimation period, and one PhD student is preparing her defended dissertation that assessed the preparedness of the veterinary profession in communicating with Spanish-speaking pet owners.
- Through Maddie's® Shelter Medicine Course, the class received a tour of Humane Society of Indianapolis and met with a shelter veterinarian who was able to give real-life insight into a career in shelter medicine.



## University of Wisconsin-Madison, \$208,000 awarded FY2012-14

- Led by Dr. Ron Schultz, one of the world's most prominent experts in animal vaccines and infectious disease, Maddie's® Laboratory at the University of Wisconsin-Madison is making vital strides to help control infectious diseases in shelters nationwide. Diagnostic services are making a significant contribution in reducing disease outbreaks of Canine Distemper, Canine Parvovirus and Feline Panleukopenia at shelters. Maddie's Fund has contributed \$200,000 in FY2012-14 for the work performed at Maddie's® Lab.
- Maddie's Fund awarded \$8,000 to support Maddie's® Shelter Medicine Course, which was offered Spring 2014, and covered targeted spay/neuter, the benefits of community collaborations, shelter housing and design, vaccinations, behavioral wellness programs and infectious diseases.



## Iowa State University, \$164,156 awarded FY2012-14

- With new director Dr. Lin Kauffman on board, Maddie's® Shelter Medicine Program provides students with critical training in infection control, population medicine, and community outreach.
- Students gained hands-on animal care experience at adoption guarantee organizations, giving them the training needed to save healthy and treatable shelter dogs and cats.



## Oregon State University, \$151,500 awarded FY2012-14

- Oregon State University (OSU) was awarded a \$150,000 three-year Maddie's® Shelter Medicine Residency. OSU is partnering with Oregon Humane Society and numerous other shelters to help the Portland Metro area become no-kill. The focus of the program is population management and animal flow, epidemiology, infectious disease prevention and control and behavior management, along with the legal and policy issues surrounding shelter animals.
- OSU was also awarded a \$1,500 Maddie's® Shelter Medicine Externship grant, enabling students to work alongside a full-time veterinarian at adoption guarantee animal shelters.



## Tufts University, \$193,857 awarded FY2013-14

- Tufts University received a \$43,857 Maddie's® Shelter Medicine Research grant for a study of Feline Upper Respiratory Tract Disease to help reduce infectious outbreaks in shelters.
- \$150,000 was also awarded to Tufts University for Maddie's® Shelter Medicine Residency Program, three year program to prepare a resident to take the certification exam for the ABVP Shelter Medicine specialty once it is offered. Their core shelter partners are the Animal Rescue League of Boston for shelter-based clinical work and the Sterling Animal Shelter for rotations in high-volume pediatric spay/neuter programs.



## Recognitions

- Maddie's Fund® awarded a \$6,000 Maddie's® Shelter Medicine Externship grant to both Kansas State University and Virginia Polytechnic Institute and State University.
- Dane County Humane Society received \$17,500 to support a veterinary internship program in conjunction with the UC-Davis Koret Shelter Medicine Program for the 2014-15 academic year.



# Campaigns

Discover and participate in groundbreaking and innovative Maddie's Fund originated campaigns and sponsored programs that we believe are revolutionizing our field.



# The Shelter Pet Project

**Funding Period: August 2008 – December 2014**

**Total Funding: \$2,695,111**

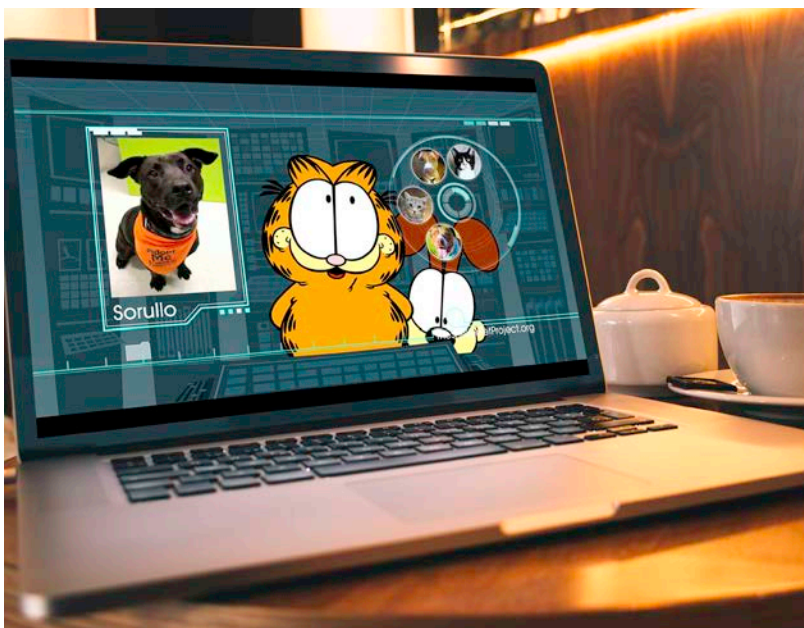
Nearly 8 million dogs and cats enter shelters and rescue groups every year, and of those animals, approximately 2.4 million healthy and treatable animals are euthanized each year. Maddie's Fund has partnered with the Ad Council, The Humane Society of the United States, and the entire animal welfare community for The Shelter Pet Project, a public service advertising campaign that encourages prospective pet owners to go to an animal shelter or contact a rescue group to adopt their new BFF.

Since its debut in 2009, The Shelter Pet Project has helped to change people's minds about shelter animals – and in the process, saved countless lives. The campaign has generated \$200 million in donated media, 1.5 million website visits, a 29% increase in the use of the Petfinder tool on The Shelter Pet Project site, and PSAs (public service announcement) on the Today Show. When you bark, people listen!

*Maddie's Fund has pledged to contribute \$2,695,111 to The Shelter Pet Project from 2008-2014. We are proud to have contributed \$257,683.20 to support this national campaign during FY2012-13 and \$546,285.78 during FY2013-14.*



Disney Princesses Campaign Examples



Campaign Examples

# The Million Cat Challenge

Funding Period: May 2014 – April 2017

Total Funding: \$1,780,961

Imagine trying to save the lives of one million homeless cats in just five years – 200,000 cats every year, 16,666 cats every month. That's what veterinarians Dr. Kate Hurley (The UC Davis Koret Shelter Medicine Program) and Dr. Julie Levy (Maddie's® Shelter Medicine Program at University of Florida) plan to do.

The Million Cat Challenge aims to prevent the death of one million homeless cats in North American shelters over five years by giving shelters the tools and guidance necessary to reduce feline euthanasia and increase cat adoptions. Maddie's Fund is pleased to grant **\$1,780,961** to UC Davis and the University of Florida to help find one million cats loving homes by 2019. It's a challenge, but we believe we can make it happen.

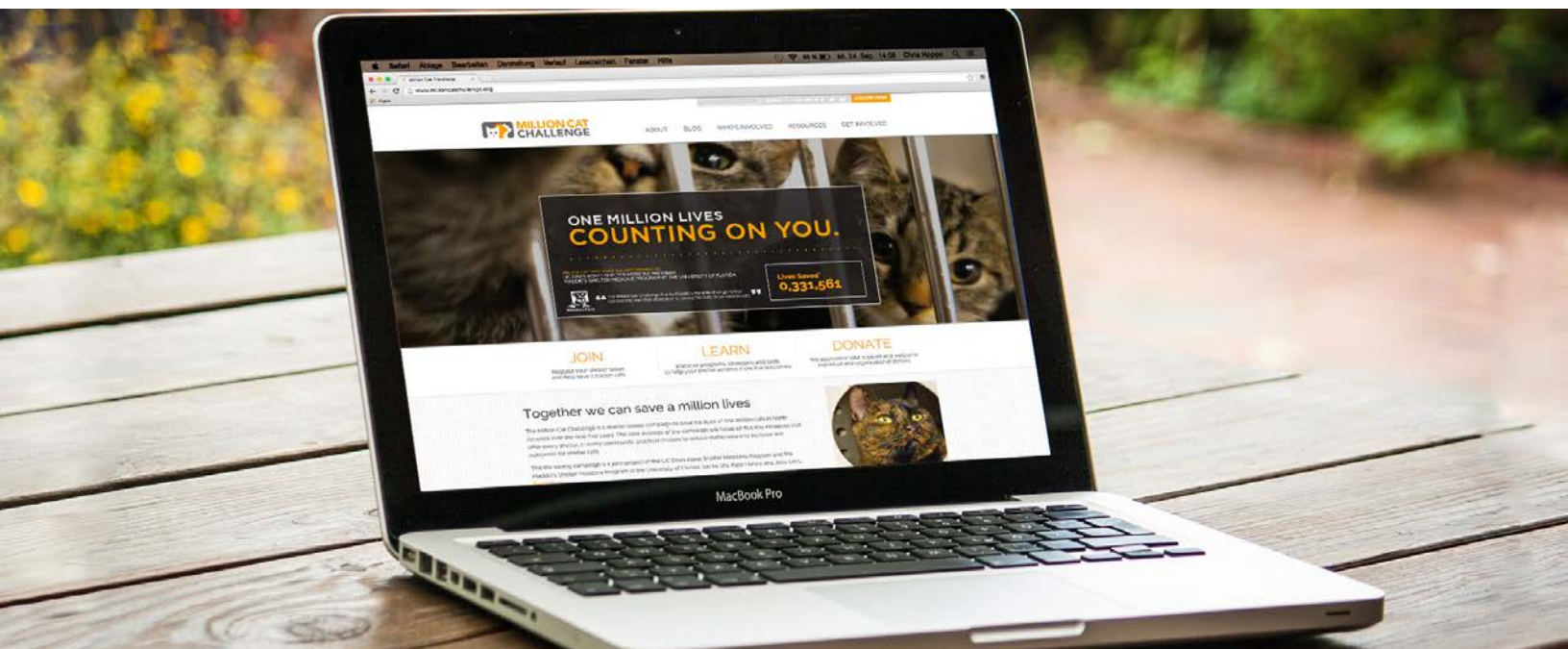


Dr. Hurley



Dr. Levy

Dr. Hurley and Dr. Levy bring a unique and complimentary combination of practical and theoretical expertise spanning more than 50 years of experience in every aspect of community cat health, care and management.









## Education & Research

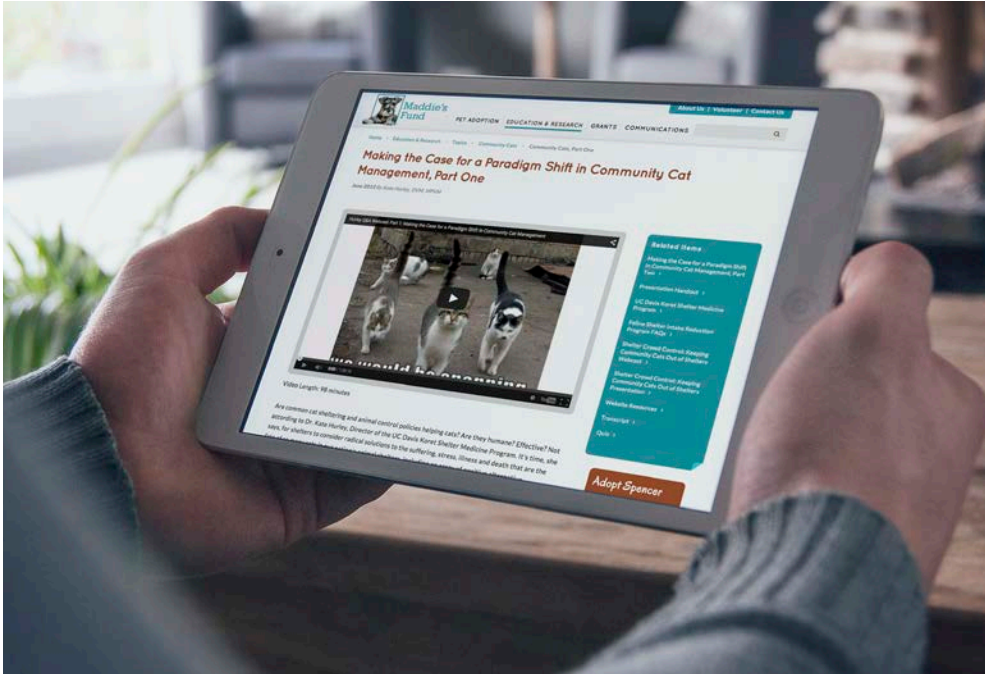
Maddie's Institute® is the educational and research division of Maddie's Fund. The Institute provides the most innovative animal welfare information to shelters, veterinarians, rescue groups and community members through webcasts, conferences, how-to videos, learning tracks, newsletters and Chew On This blog.

*M. Elizabeth*

# Education & Research

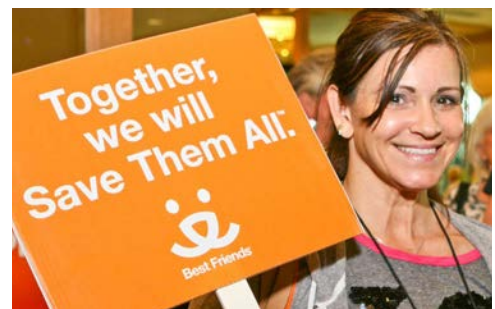
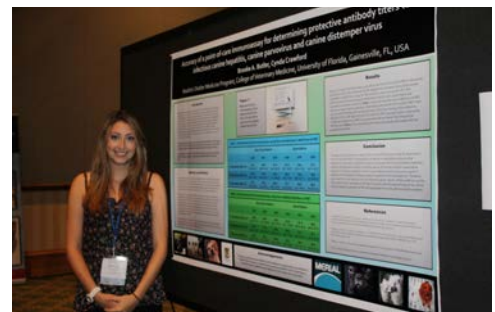
## Webcasts

Our live and on-demand webcasts feature nationally recognized animal health and welfare experts, from veterinarians and animal welfare organizations to social media consultants and Maddie's Fund personnel. Highlights for FY2012-14 include *The Dollars and Sense of Sheltering*; *Critical Care of the Sick Neonatal Kittens*; and *Making the Case for a Paradigm Shift in Community Cat Management*.



## Conferences

Maddie's Fund provides support for animal welfare groups and shelter medicine university partners that hosted conferences and symposiums to present the latest research findings and operational protocols to help save more shelter animals. Highlights for FY2012-14 include *ASPCA Maddie's® Shelter Medicine Program at Cornell University*; *Alley Cat Allies National Conference*; *Best Friends' No More Homeless Pets Conference*; *University of Florida's Maddie's® Shelter Medicine Conference*; and *The Business of Saving Lives at Tony La Russa's Animal Rescue Foundation*.



## Shelter Animals Count

In 2011, Maddie's Fund® was part of a national coalition which formed to discuss how to compile a complete picture of animals entering and leaving shelters in the United States. The result was the formation of a new organization, Shelter Animals Count: The National Database Project.



Webpage screenshot for Shelter Animals Count

## Maddie's® Comparative Database

Maddie's Fund collects shelter data based on our expanded version of the Asilomar Accords from more than 500 animal welfare agencies. We've compiled this data along with demographic information into a searchable database that is available to non-profit agencies, government programs, private citizens and the media to compare different communities' lifesaving efforts. Most recently, the database was updated with 2013 data.



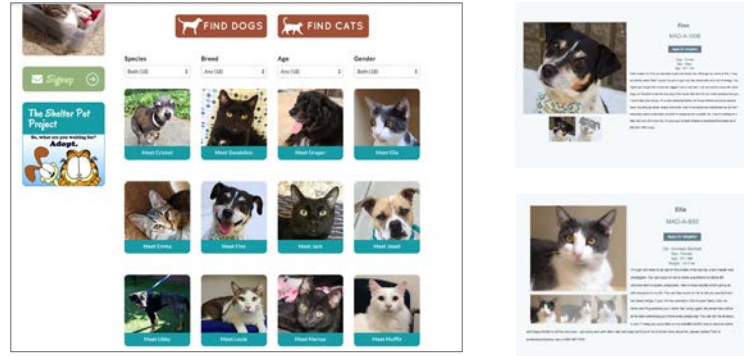
Webpage screenshot for Comparative Database

# Maddie's® Adoption Program

In February 2014, we established an ongoing foster-based adoption program that leverages the power of marketing and social media as well as more traditional strategies to find homes for animals in need. The goal being to case-study the stories of harder to adopt pets and share successful tactics for helping to get these pets adopted with our industry partners.

## Adopt Our Pets Gallery

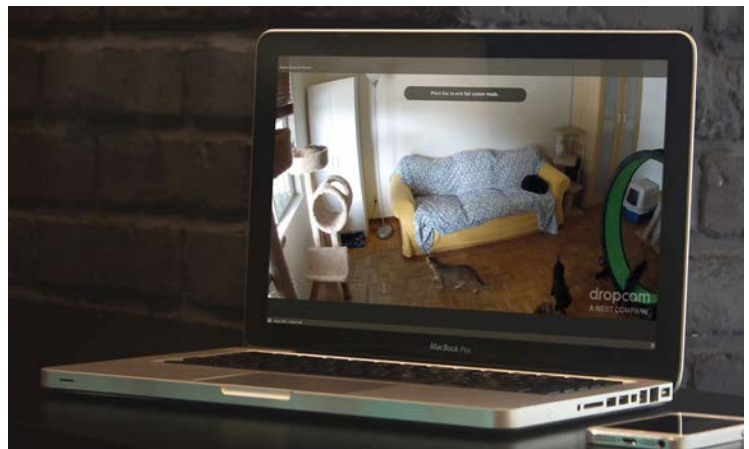
The Maddie's Fund website features animals currently available for adoption. The unique personalities of featured dogs and cats are captured in fun photographs and biographies. The gallery is regularly updated.



Webpage screenshot for Adopt Our Pets

## Kitty Cam

Who can resist fun-loving felines at play? Featured on the Maddie's Fund website, our live Kitty Cam gives the public the chance to fall in love with cats available for adoption.



Webpage screenshot for Kitty Cam

## Fostering Opportunities

Maddie's Fund initiated a foster program to create a safety net of care for the harder to place pets currently in shelters. Recruitment and retention of foster families is essential for a successful program. Marketing commenced in 2014 to recruit various types of fosters for long and short term as well as vacation and one night fosters. Foster families open their homes and hearts to dogs and cats waiting to find their forever homes and work actively to help place them with loving adoptive families.

In February 2014, Maddie's Fund officially launched an adoption program for hard-to-place pets, pulling primarily from East County Animal Shelter in Dublin, CA. In five months, 214 animals were successfully placed in permanent homes.

*"Be the person your dog thinks you are!"*

—J.W. Stephens



Maddie's  
Fund

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