



Maddie's Fund

# ANNUAL REPORT 2014-2015



# Maddie's Story

You don't have to be big and powerful to do great things. Maddie was a beloved Miniature Schnauzer whose unconditional love, devotion, loyalty and spirit inspired a revolution, and the formation of a charitable foundation, Maddie's Fund®.

Dave and Cheryl Duffield created Maddie's Fund to honor their sweet yet feisty and spirited dog. The fulfillment of a promise made to Maddie while playing together on the living room rug: that, if they ever had any money, they would give back to her and her kind, so other families could experience the immense joy they have with her. And the rest, as they say, is history.

Dave and Cheryl made good on that promise after successfully having founded several high tech companies. To date, Maddie has positively affected the lives of over 1 million dogs and cats in America.

The Duffields have invested their resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. In their lifetime, they have given more of their personal wealth to the companion animal welfare cause than any other individuals. All thanks to 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 created in 1994 by Workday co-founder Dave Duffield and his wife, Cheryl, who have endowed the Foundation with more than \$300 million. Since then, the Foundation has awarded, as of June 30, 2015, more than \$172 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 made them laugh and gave them comfort. Maddie was with Dave and Cheryl from 1987 - 1997 and continues to inspire them today.

Maddie's Fund is the fulfillment of a promise to an inspirational dog, investing its resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. **#ThanksToMaddie.**

## 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 of Directors

Dave Duffield

Cheryl Duffield

Amy Zeifang

Laurie Peek, DVM

Mike Duffield

Peggy Taylor



# From the Board

This year marked a milestone for Maddie's Fund. After almost 17 years at the helm, Rich Avanzino retired as our President. We truly appreciate everything Rich contributed to Maddie's Fund – thought leadership, a no-kill purpose, a dedicated and talented team, and a good sense of humor.

Under Rich's leadership, Maddie's Fund introduced concepts and practices to advance the no-kill movement and tested new ways of supporting the adoptions of shelter pets. With his guidance and support, Maddie's Fund was able to:

- Shift the national conversation toward no-kill standards for homeless dogs and cats, and community-wide goals and solutions.
- Award more than \$172 million dollars in grants to animal welfare organizations.
- Promote community-wide collaborations focused on pet lifesaving.
- Establish the first comprehensive shelter medicine program at the University of California Davis, and supported additional shelter medicine programs at the University of Florida, Cornell University, and Purdue University, among others.
- Sponsor Maddie's® Pet Adoption Days, an annual weekend – long event in which Maddie's Fund sponsors the adoptions of pets at participating shelters. Since the program's inception in 2010, Maddie's® Pet Adoption Days has supported the adoptions of 36,503 homeless dogs and cats.
- Focus national attention on the importance of data and delivered the first searchable database that compares shelter data based on the Asilomar Accords from more than 500 animal welfare organizations.
- Help establish a more responsibility- and results -driven venture philanthropy view in the animal welfare industry by requiring that grantees commit to business management practices, including data collection, numerical goals, strategic planning and performance measurement.
- Partner with the Ad Council and The Humane Society of the United States to produce a national public-service advertising campaign promoting the adoption of shelter pets.
- Partner with The Humane Society of the United States to help stop the suffering of breeding dogs and their offspring in puppy mills.

With no-kill now a mainstream ideal, Rich has left us with an incredible legacy of lifesaving. He is an inspiration to the entire animal welfare movement, and we are grateful for his vision at Maddie's Fund.

Please join us in wishing Rich the very best as he tackles his next big adventure in retirement! And we invite you to take a closer look at some of our Rich-inspired achievements in the following pages of this year's Annual Report.









# 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.

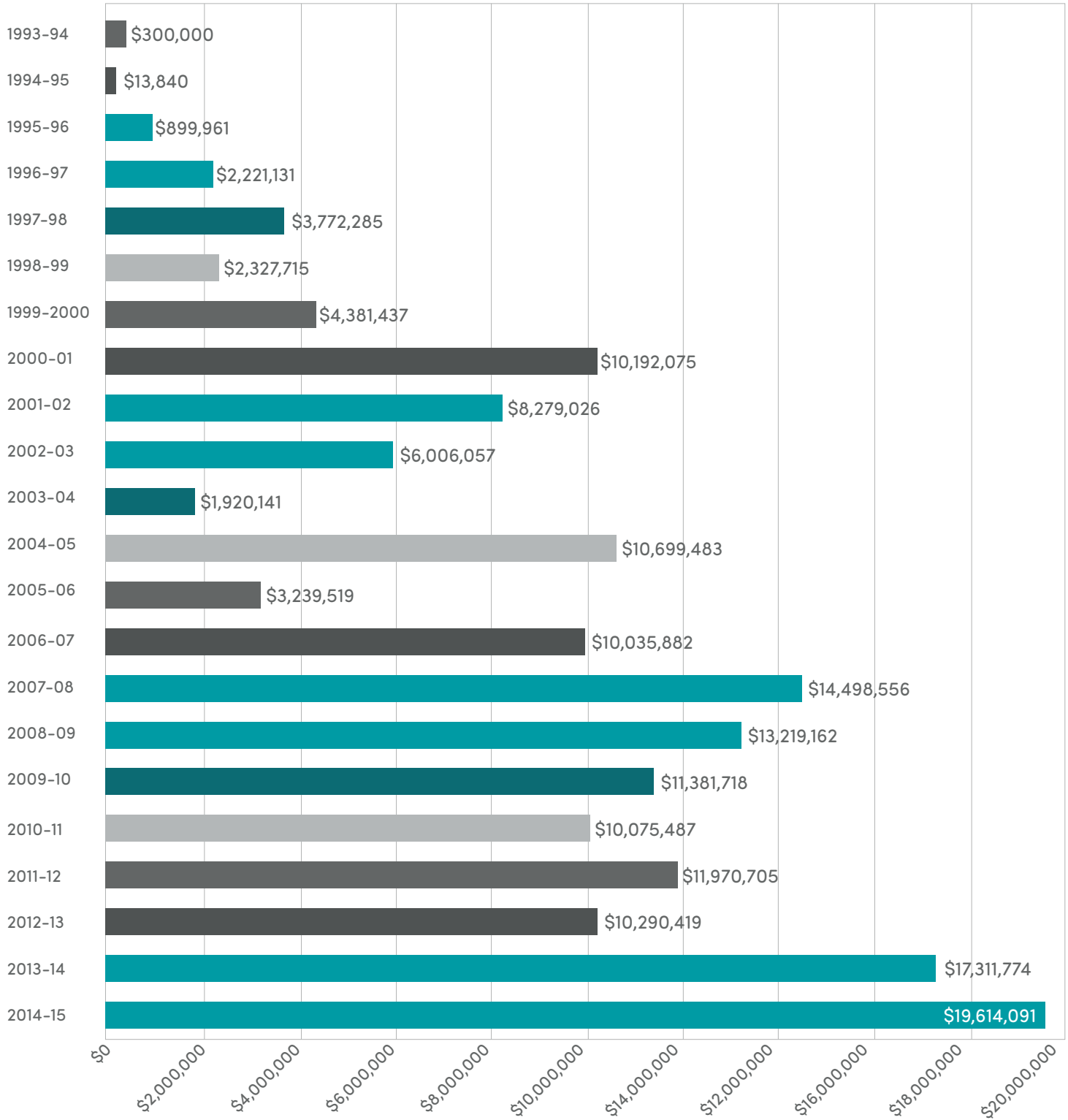


# At a Glance:

## Maddie's Fund Total Grant Giving by Fiscal Year

Funding Period: Inception - June 30, 2015

Total Funding: \$172,650,000





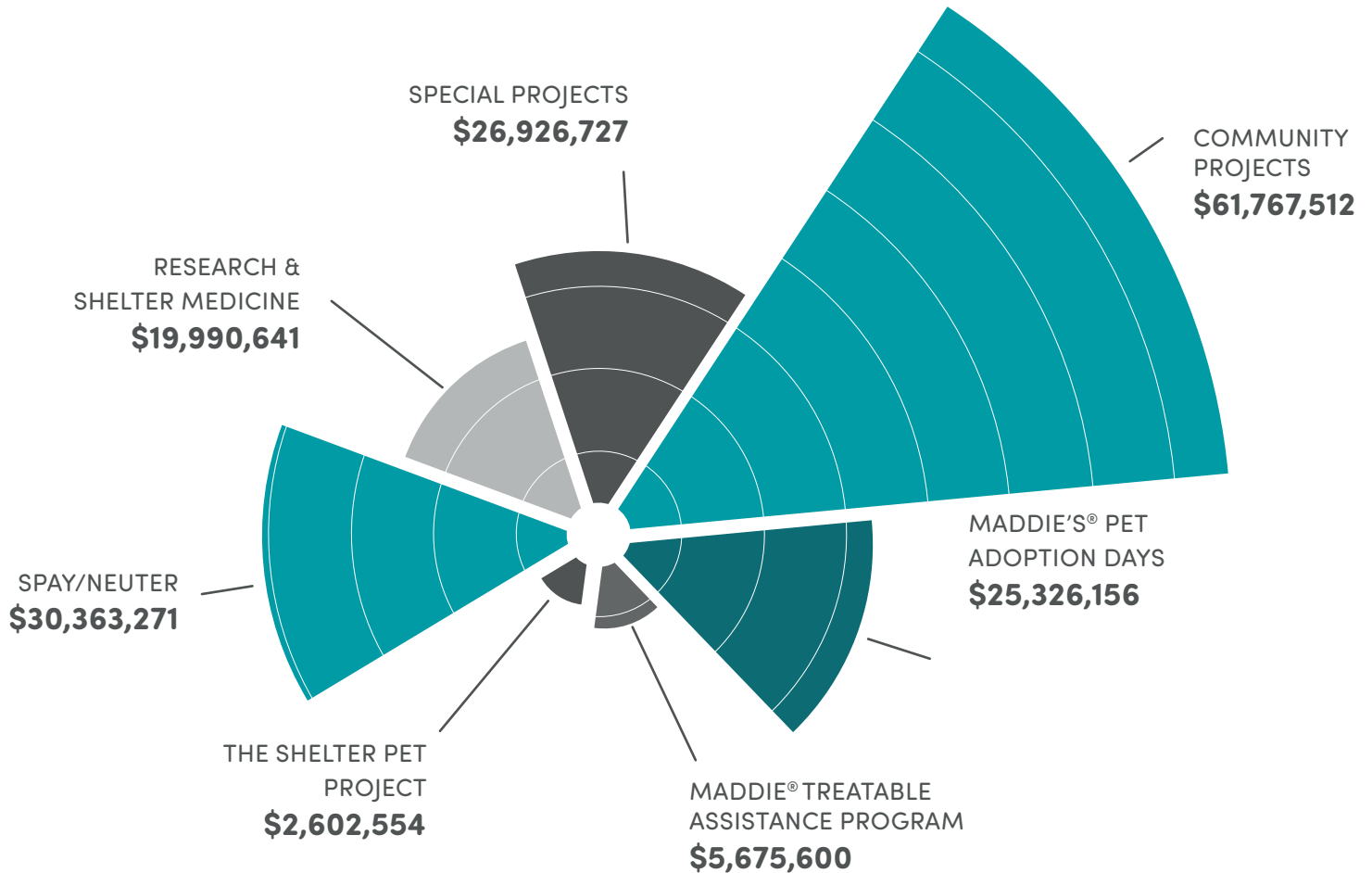
# At a Glance:

## Total Grant Giving by Category

Funding Period: Inception - June 30, 2015

Total Funding: \$172,650,000

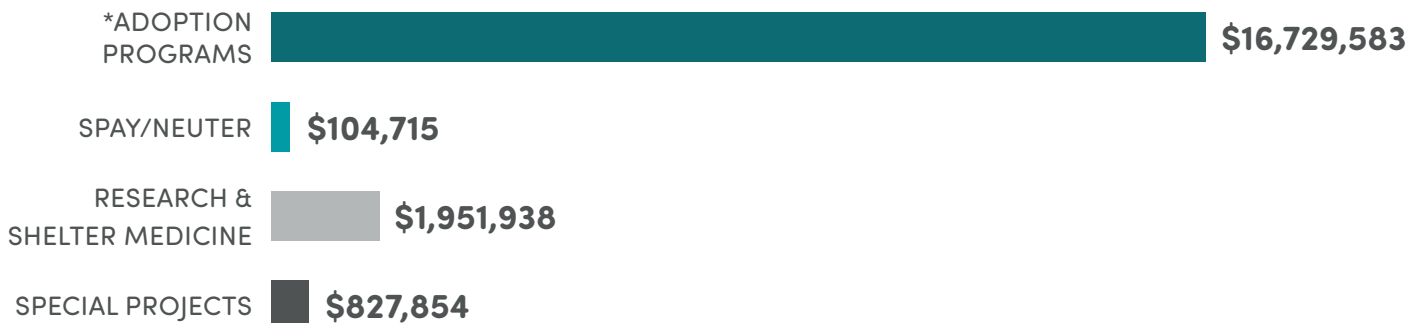
We have invested in the following categories through our grants programs:



Funding Period: July 1, 2014 - June 30, 2015

Total Funding: \$19,600,000

For year ending June 30, 2015, we awarded grants totaling more than \$19.6 million in the following categories:



\* Includes The Shelter Pet Project, Maddie's® Pet Adoption Days, Maddie's® Treatable Assistance Program, and Community Projects.









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#### MICROCHIP: SAY WHAT?

Despite their best efforts, your dog or cat has slipped out on you more than once, leaving a collar and leash behind, stolen and gone for good or just lost. What if the collar never off?

To prevent their pets in this scenario, many owners opt for technology in the form of a microchip. This tiny chip is a tiny silicon wafer, the size of a grain of rice, implanted under the skin. It contains a unique identification number that can be linked to your dog's or cat's details. The chip is tiny and a microchip can help almost a higher number of dogs and cats get home.

**What are microchips?**  
Microchips are tiny transmitters, about the size of a grain of rice, implanted under the skin. They're tiny and a microchip can help almost a higher number of dogs and cats get home.

**How do they work?**  
Each microchip contains a unique identification number that can be linked to your dog's or cat's details. The animal shelter or vet can scan the chip and provide you with the information.

**Can a microchip get lost?**  
No, your pet's information is stored in a secure database, so it can't be lost. Although the chip itself can be lost, the information is safe.

**Can a microchip be removed?**  
Yes, but it's not recommended. The chip is tiny and a microchip can help almost a higher number of dogs and cats get home.

LIC. NO. 12 000554  
www.vic.gov.au  
03 9594 2200

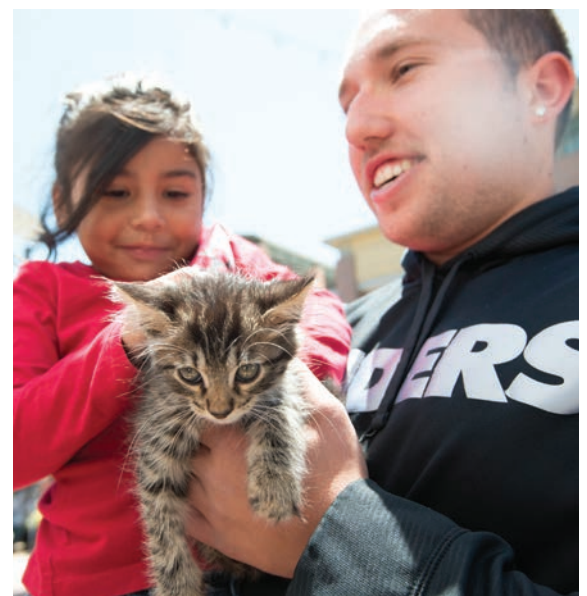


# Maddie's® Pet Adoption Days

## From 2010 – 2015

Maddie's® Pet Adoption Days began in 2010 and came to a conclusion in 2015. Maddie's® Pet Adoption Days is considered 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.

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.





# Maddie's® Pet Adoption Days

## Highlights & Accomplishments from 2010 – 2015:

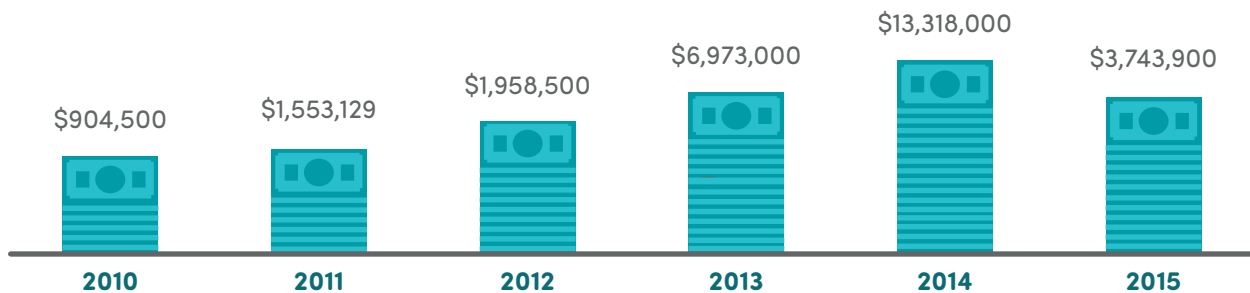
The 2015 event had a total of 89 groups from 6 counties including Alameda, Contra Costa, San Francisco, Santa Clara, Dane (WI) and Washoe (NV) from May 30th – 31st.

The theme was “Thanks To Maddie” to give credit to Maddie for her inspiration and generosity. Our website take-over landing page tracked real-time reporting and our web traffic increased 1,500% year over year! The hashtag #ThanksToMaddie helped in reaching our online communities through Facebook and Twitter.

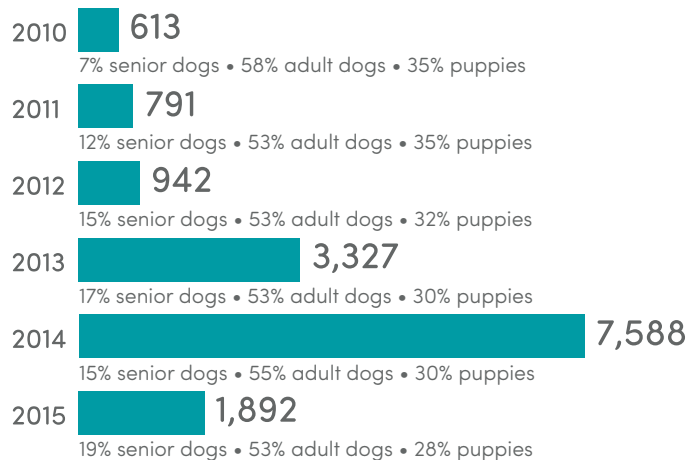
## Participating Organizations and Sites



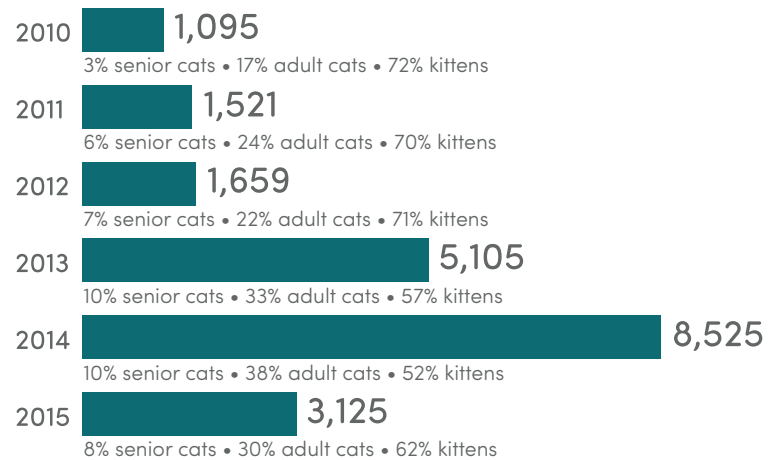
## Total Funding: \$28,451,029



## Qualifying Dogs Adoptions

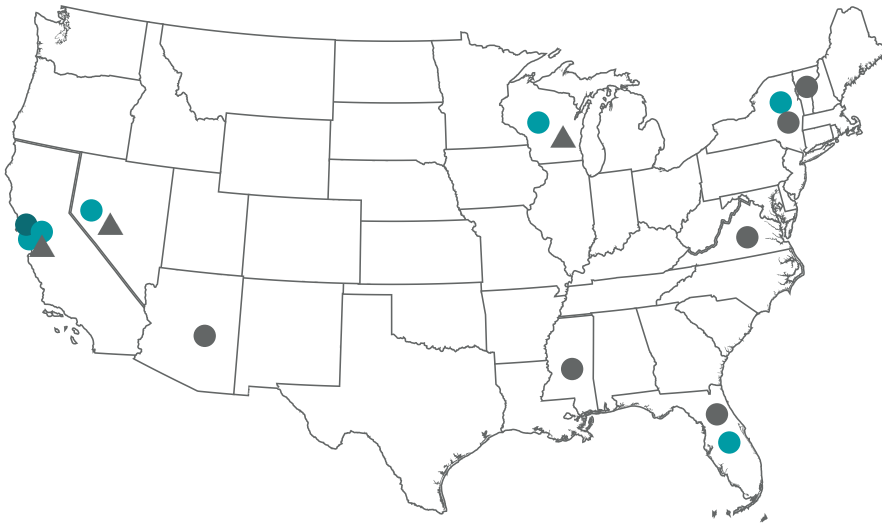


## Qualifying Cats Adoptions



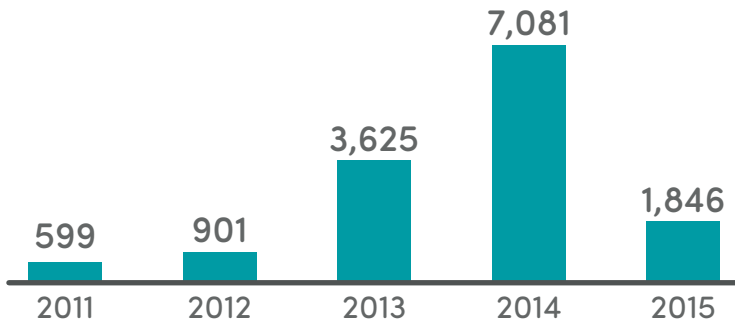


## Communities



- Participated since **2010** (2 SF Bay Area Counties)
- Participated since **2012** (3 SF Bay Area Counties)
- Participated since **2013** (4 SF Bay Area Counties; Alachua County, FL; Dane County, WI; NYC; Washoe County, NV)
- Participated since **2014** (4 SF Bay Area Counties; Mobile County, AL; Maricopa County, AZ; Alachua & Lee Counties, FL; NYC & Tompkins County, New York; Washoe County, NV; Richmond, VA; State of Vermont; Dane County, WI)
- ▲ Participated in **2015** (4 SF Bay Area Counties; Washoe County, NV; and Dane County, WI.)

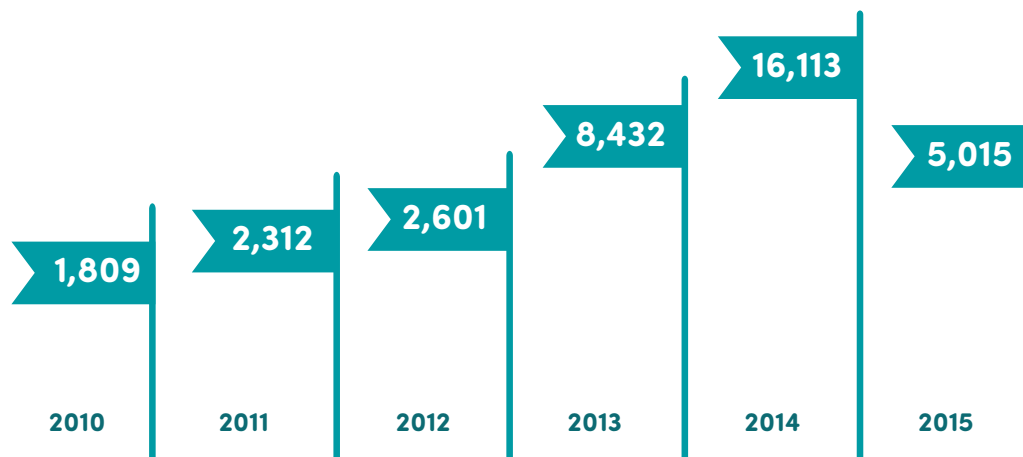
## Qualifying Treatable Adoptions



### Top Conditions:

- Diarrhea, Vomiting
- Periodontal Disease
- URI/ Conjunctivitis/ Pneumonia/ Chronic Rhinitis Sinusitis
- Dermatitis
- Limb Injury/ Fracture

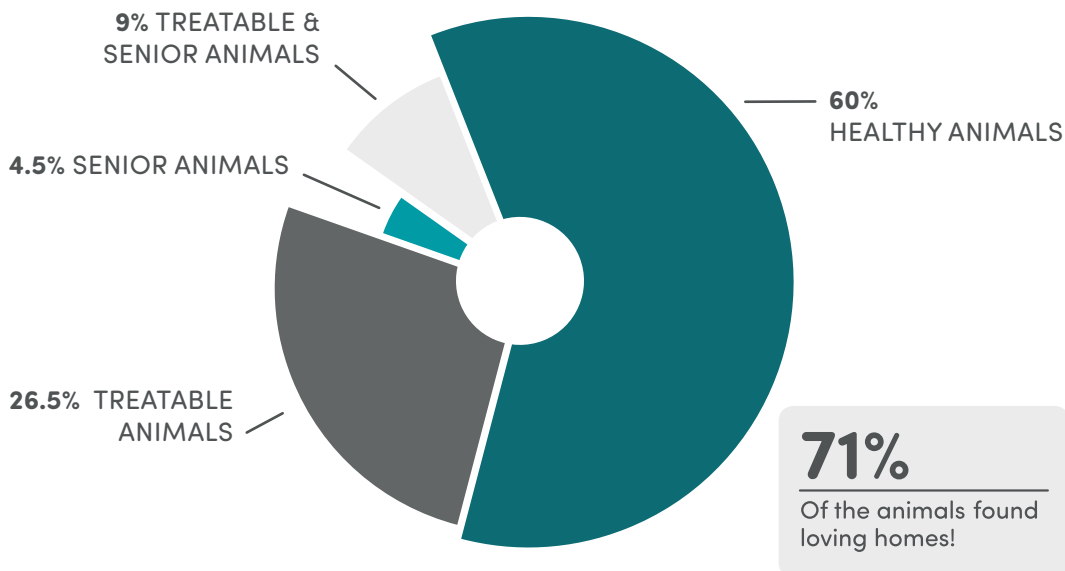
## Total Qualifying Adoptions



# Maddie's® Pet Adoption Days

## Highlights of 2015 event:

- A total of \$3,643,900 in grant funds were awarded for 5,015 qualifying adoptions performed.
- Of those adopted, 60% were healthy animals, 26.5% were treatable animals, 4.5% were senior animals, and 9% were treatable and senior animals.
- 71% of the animals that were available for adoption found loving homes!
- One shelter to highlight is San Jose Animal Care and Services, who only had one dog remaining at the end of the weekend!







**5,236**  
Forever homes

**3,208 Cats**  
& **2,028 Dogs**



**89 Groups**  
in  
6 Counties in 3 States

Accomplished in  
**2 Days!**



All thanks to  
**1**  
**MADDIE**





# Maddie's® Treatable Assistance Program

Funding Period: October 1, 2012 – December 31, 2014

Total Funding: \$5,675,600

The goal of Maddie's® Treatable Assistance Program was to increase lifesaving in Alameda, Contra Costa and San Francisco counties, and in the 27 months the program was active, we saw euthanasia drop a whopping 40% from 2011 to 2014. Transfers out of Animal Control agencies increased nearly 19% over the same timeframe, and the combined Community Live Release Rate for the three counties increased by 10%, up to 83% in 2014. To that we say "mission accomplished!".

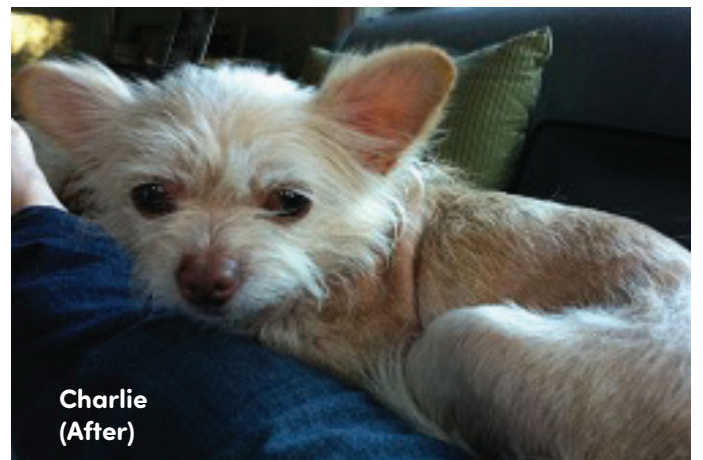
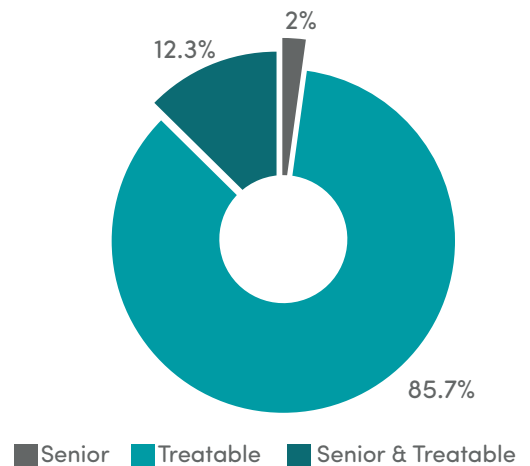
The program ended in December 2014, and we've heard from groups who have changed their focus to specialize in the senior or "special needs" animals, and others who have learned the public will support them in their efforts to save the animals previously considered "unsavable".

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



## Senior & Treatable Breakdown

	Healthy	Treatable	Totals
<b>Dogs</b>			
Less than 1Year		1,006	1,006
1Year - 6Years 11months		1,656	1,656
7 Years +	68	588	656
<b>Total</b>	68	3,250	3,318
<b>Cats</b>			
Less than 1Year		2,595	2,595
1Year - 6Years 11months		933	933
7Years +	77	298	375
<b>Total</b>	77	3,826	3,903
<b>Total</b>	145	7,076	7,221



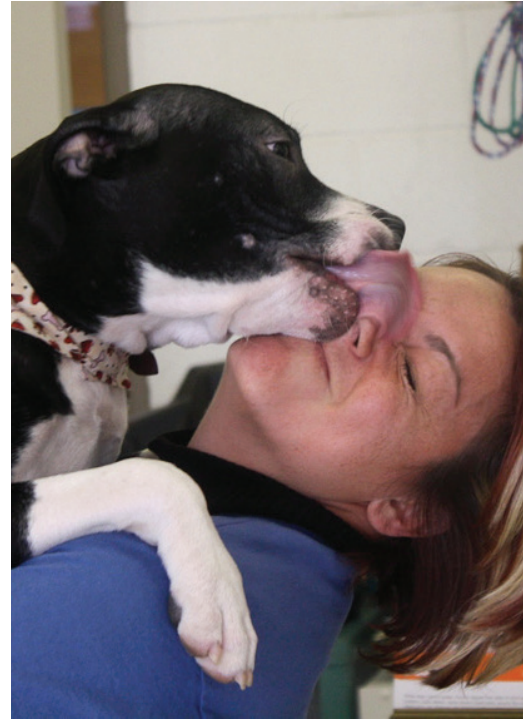


# Maddie's® Projects in Erie County

Funding Period: October 1, 2009 – September 30, 2014

Total Funding: \$6,028,894

Erie County is home to three major cities, including Buffalo, which is the largest in the state. We are proud to announce they have become a no-kill community, saving the lives of all their healthy and treatable animals! At the end of Year Five, the community reached an 86% live release rate, up from 69% in 2007.



## Board Directed Grants

Total Funding: \$206,400

Maddie's Fund offered organizations funding for general operating expenses and unique projects as well as support for a variety of conferences.

We funded projects such as a medical response to the Canine Influenza Outbreak in Chicago, assistance in rescue efforts of Schnauzers from a puppy mill in Lassen County, CA and a reward fund for Maximilian, the pit bull found severely beaten in San Francisco.



# Maddie's® Shelter Medicine Programs

Interest in Shelter Medicine is on the upswing, as evidenced by the work and successes of the following university programs.

## Cornell University

Maddie's® Shelter Medicine Program at Cornell University, now in its 10th year, continued offering phone and email services for veterinarians, shelters and other interested parties, as well as targeted shelter consultations. Of note is a targeted housing consultation looking at the SPCA for Tompkins County's capacity for care given the state of their intake building. Based on this report, the SPCA is working on plans for a new building which will better serve the animals in their care.

Grand Rounds commenced bi-monthly with the University of California at Davis, University of Florida and other shelter medicine faculty and trainees. Twelve 4th year veterinary students completed the Clinical Rotation in Shelter Medicine, and five students were awarded Maddie's® Shelter Medicine Externships.

## Oklahoma State University

Maddie's Fund awarded Oklahoma State University \$20,000 for Maddie's® Shelter Medicine Classes offered through distance learning at the University of Florida.

## Kansas State University

Maddie's Fund awarded a \$6,000 Maddie's® Shelter Medicine Externship grant to Kansas State University.

## Maddie's® Laboratory at the University of Wisconsin-Madison

Maddie's® Lab wrapped up the fourth and final year of funding in 2014, providing much needed services to shelters nationwide.

Specifically, the diagnostic services made a significant contribution in reducing the severity of disease outbreaks caused by Canine Distemper, Canine Parvovirus and Feline Parvovirus. The studies and recommendations made by Maddie's® Lab reduced the severity of canine and feline infectious respiratory diseases in shelters all over the country, and the program found ways to rapidly control outbreaks and reduce the severity of the diseases in shelters. An outstanding way to wrap up this program!

## University of Wisconsin-Madison

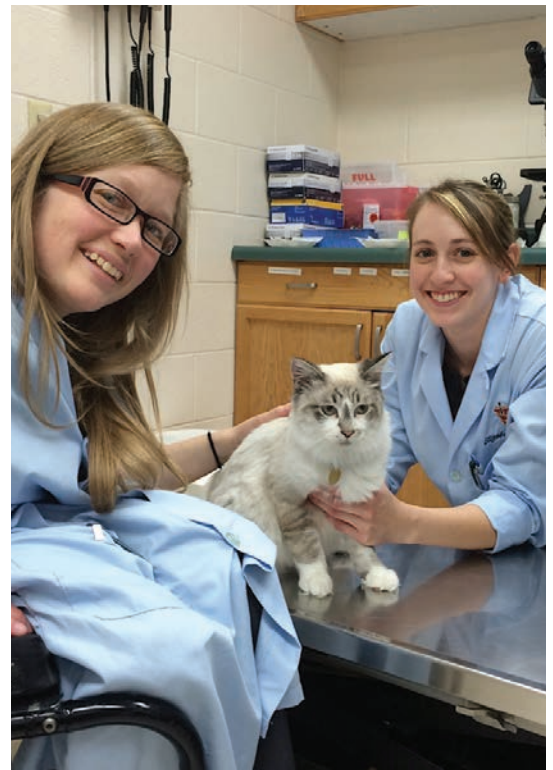
Maddie's Fund awarded \$15,300 to University of Wisconsin-Madison to support Maddie's® Shelter Medicine Course, which was offered in Spring 2015.

Dr. Karen Moriello of the University of Wisconsin-Madison was awarded the International Society of Feline Medicine/Hill's 2015 Award for Outstanding Contributions to Feline Medicine, which is a lifetime achievement award.

## Iowa State University (ISU)

Two Iowa State University students remotely attended University of Florida's Maddie's® Shelter Medicine Certificate Program, and reported that *"the course work was very practical and will be extremely useful when we get out in the real world."*

Thirty four students (including eight remote students from University of Nebraska) completed Maddie's® Shelter Medicine Course, and fourth-year students continued to gain hands-on animal care experience at adoption guarantee organizations.





## Purdue University

Maddie's® Shelter Medicine Program at Purdue University is now in its 7th year! Two PhD students and one Fellow completed their programs: Sheryl Walker successfully defended her PhD dissertation and is working in the local area helping shelters and therapy dog trainers; Dr. Nichols completed her PhD coursework and is continuing her research projects/papers; and Dr. Macbride completed her fellowship and is looking for shelter medicine work in Southern California.

In other good news, student interest in shelter medicine has been increasing, and the Purdue College of Veterinary Medicine Fall Conference 2014 included a 1-day Shelter Medicine Track, with plans underway to do the same in 2015.



## University of Florida

Maddie's® Shelter Medicine Program at the University of Florida is in its 7th year. Their Maddie's® Certificate in Shelter Medicine is becoming widely recognized and requested as a preferred qualification for new Shelter Medicine Veterinarian applicants!

So far, 68 Online Graduate Certificates in Shelter Medicine have been awarded, 43 Professional Certificates have been awarded, and a new Master's degree program, Concentration in Shelter Medicine, was launched in Spring 2015, with 24 Graduate students to date.

Additionally, the College of Veterinary Medicine held its annual awards ceremony and four recipients received the Maddie's® Award!

Two Maddie's® Shelter Medicine Residents completed their programs this year and have accepted positions – one with Metro Animal Care and Control in Nashville, Tennessee as their shelter veterinarian, and the other with the University of Missouri to expand their shelter medicine program.





# Maddie's® Shelter Medicine Research Grants

## Berkeley Animal Care Services

**Total Funding: \$2,500**

Berkeley Animal Care services, in conjunction with UC Berkeley, conducted a study to learn the impact of DNA testing on adoptions. Results are expected in late 2015 or early 2016.

## Center for Canine Behavior Studies

**Total Funding: \$10,000**

Towards the Center for Canine Behavior Studies' Animal Ownership Interaction Study to be administered by Tufts University. This study is proposed to be the largest owner-dog personality-behavior study ever conducted to establish once and for all how owner personality and psychological status affects a pet's behavior, including unacceptable behavior.

The study began in June 2015 and will run for two years.

## Kansas State Research Grant

**Total Funding: \$36,000**

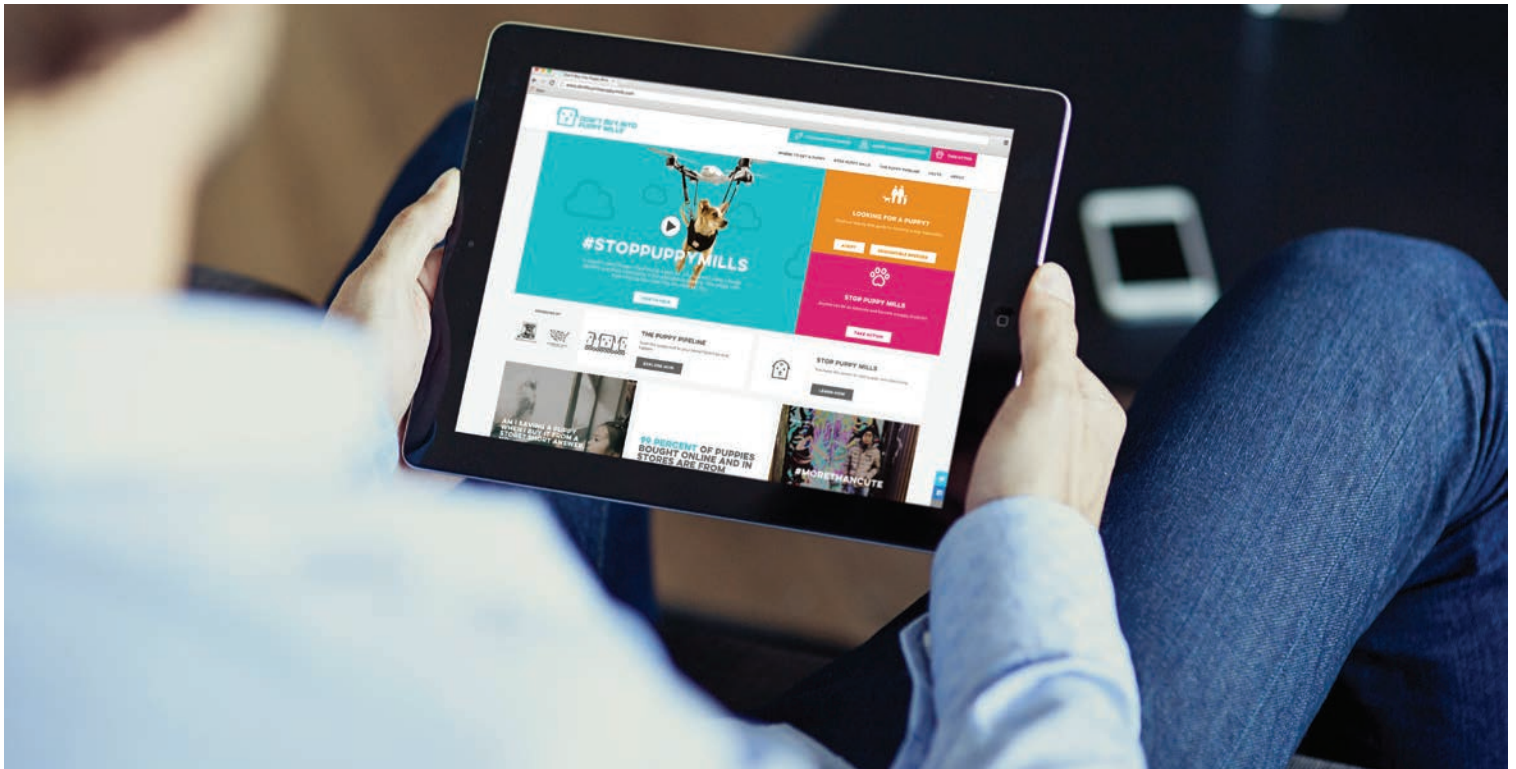
Awarded to Kansas State University's College of Veterinary Medicine to study the possible treatment of canine distemper virus demyelinating leukoencephalomyelitis (CDV-DL). They are testing a therapy that has the potential to not only reduce the mortality associated with CDV-DL, but also allow affected dogs to recover much of their lost function, allowing them to live longer and fuller lives with their adoptive families.

## Anti-Puppy Mill Campaign

**Funding Period: January 2014 – December 2016**

**Total Funding: \$4,053,750**

Maddie's Fund invested in the creation and launch of The Humane Society of the United States' online marketing campaign to raise awareness of inhumane conditions in puppy mills and encourage consumer change.





# The Million Cat Challenge

Saving the lives of one million cats in five years is no easy task, and the first year of the Million Cat Challenge was spent spreading the word and encouraging organizations to join. In May 2015, Maddie's Fund awarded the second installments of \$288,725 to UC Davis and \$294,929 to University of Florida, respectively.

Initial response to this program has been overwhelmingly positive with 238 organizations across the U.S and Canada that have signed on to participate.

To date, nine national organizations (in addition to Maddie's Fund) have endorsed the Million Cat Challenge.



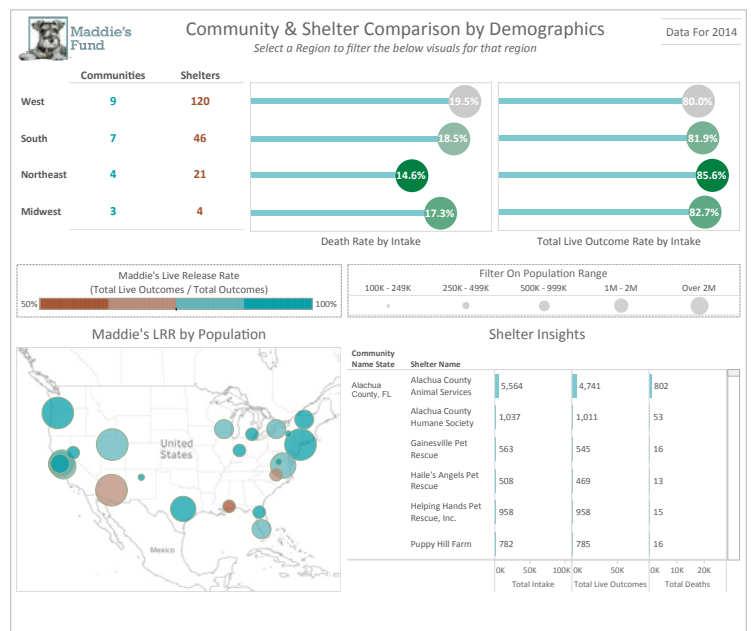
# Shelter Animals Count

Shelter Animals Count, a organization formed to provide a better way to understand the total number of animals that enter and leave shelters in the U.S., has made some key improvements. Over the past year, Shelter Animals Count outlined the needs of the database and contracted with a web designer and developer to create the on-line portal and registration process. The database is set to launch November 2015.



# 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 in order to compare different communities' lifesaving efforts. The database has been updated with 2013 data for 202 shelters in 26 communities, plus updates and additions from prior years. 2014 data is being collected and will be incorporated in the fall of 2015.







# Education & Research

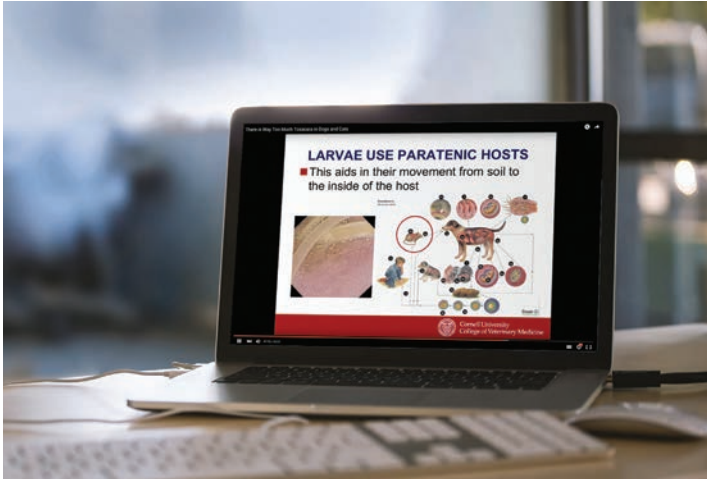
Maddie's Institute® is the educational and research division of Maddie's Fund. The Institute provides the most innovative animal welfare information to shelters, veterinarians, rescue groups and community members through webcasts, conferences, how-to videos, learning tracks, newsletters and Chew On This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



# Webcasts

Our live webcasts seek to educate and inspire with our knowledgeable panel of veterinarians, animal health and welfare experts, social media consultants and Maddie's Fund personnel.

Since July 2014, 20 webcasts have been broadcast with 15,405 people registered and 8,954 live, on-demand, YouTube attendees. We distributed 709 RACE continuing education certificates.



# Conferences & Recordings

We attended and exhibited at the Best Friends National Conference as well as the Cornell University conference in in July 2014; the American Pets Alive! conference in February 2015; and the Humane Society of the United States Animal Care Expo in May 2015.

Maddie's Fund takes pride in being able to share research findings and operational protocols that will inevitably help animal welfare groups and shelter medicine research partners to save more shelter animals. With the number of recordings this past year, we are doing just that.







## Maddie's® Adoption Program

With the help of marketing and social media, we made strides in getting those harder to adopt pets into loving homes with our foster-based adoption program.

In January 2015 we transitioned from a partnership with Tri-Valley Animal Rescue (TVAR) to a Maddie's Fund stand-alone program, which found homes for 785 pets, 85% falling in the Treatable category.

We had 235 volunteers in our program and added 35 new dog fosters and 3 cat fosters to our roster during the fiscal year.

## Learning Tracks

The more you know about saving lives, the more lives you can save! With our ongoing education consisting of videos, webcasts, articles, conference recordings, blog posts, resources, handouts, how-to guides and a ton of research sources, the information is endless.

One particular video series – six Orphaned Kittens How-To videos – generated 387,829 total YouTube views since April 2011; and 3,406 Certificates of Attendance were issued since July 1, 2014.





# Maddie's® Tail Wag

It's never too early to get the little ones involved in learning about the benefits of animal companionship, and *Maddie's® Tail Wag* does just that!

The collection of activities and coloring pages for kids (especially 6 years old and under) was created with Maddie as the star to help them develop the skills necessary to get into kindergarten. The 32-page booklet, available in both English and Spanish, was sent to animal welfare organizations, youth groups and educational organizations.

Last year, 97,130 books were shipped - 72,145 in English and 24,985 in Spanish. They have been very well received, and organizations are using them in various ways, such as an introduction to humane education and a gift after tours. Furever Homefinders Dog Rescue in Palmyra, WI wrote to us about 6 dogs that were adopted that would otherwise be euthanized after speaking to a school and handing out the books and rescue information.







# Marketing & Technology

Marketing and technology continue to be an integral part of lifesaving.





# Maddie's Birthday

On April 26, we launched a week long virtual birthday celebration for all homeless pets in honor of Maddie's birthday. From California to Boston, and England to Australia, we had people celebrating all over the country and the world! Shelter and rescue organizations participated at their locations as well as online and via their social networks.

Our press release had over 122,000 impressions and our social posts reached nearly 200,000 people! The local press got involved in spreading the word on social media, with 14 different reporters tweeting about it.

Our homeless pets felt the birthday love for sure, and going forward will be celebrated each year on Maddie's birthday.

**Thanks to Maddie!**

Because birthdays mean so much more in dog years...

**EVERY PET** deserves to be celebrated.



Maddie is dedicating her birthday to celebrate the birthdays of ALL homeless and former shelter pets. Tag us in photos of you celebrating your pet using **#HappyBdayHomelessPets #ThanksToMaddie**



# Dog Days of Summer



Maddie's Fund partnered locally with Oakland, CA based Chabot Space & Science Center for its Dog Days of Summer to promote pet fostering and adoption. Several pets from Maddie's® Adoption Program were fostered and/or adopted during this event.



# The Shelter Pet Project

Maddie's Fund continues to sponsor this national public service pet adoption advertising campaign together with the Ad Council and The Humane Society of the United States. Halfway through its 6th year, a total of \$360,333.54 has been given to support this campaign in FY2014-15. A Shelter Pet Wants to Meet You (Meet Campaign) was introduced to the public through billboards, online and social media content across the country.





# Adoption Success Stories

Inspiring stories of companion animals that have been helped Thanks to Maddie.



## Roo

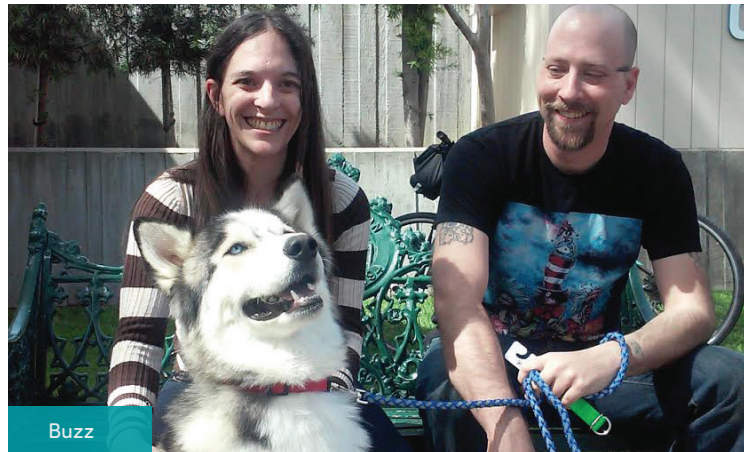
Our spunky senior pup, Roo, came to us in very poor physical shape. Most of her hair was gone, she was blind, diabetic, lethargic and had an adrenal tumor.

We placed her in a foster home and after a week of proper medical attention, nourishment and lots of love, she started to improve. Despite her challenges, one thing was for sure - this little lady still had so much love to give. And give it she does.

Fast-forward to today, Roo has made an amazing turnaround and is almost unrecognizable, in a good way. Her diabetes is being managed, her fur is a beautiful curly black, her energy is up. We were even shocked to find the tumor is non-existent!

## Buzz

Buzz, adopted within two weeks, was returned six weeks later due to a family member's allergies. Unfazed, he flaunted his stellar personality, flashed those baby blues and was adopted five days later by a couple who had been wanting a Husky but couldn't find another rescue group who would adopt to them because they live in an apartment. After speaking with them, we found they were extremely active and wanted a dog that could keep up with them. Buzz has been a perfect fit and is getting plenty of exercise and love from his new family!



## Bubba

Bubba came to us with a broken femur. It didn't heal well after surgery, and he had his leg amputated. Extremely fearful of people and other dogs, he was in foster for four months spending the last month with a dog trainer foster who helped him manage his fear. He now lives with a mom and her two sons who just love him and say he has adjusted amazingly well!



**Thanks to Maddie, 785 animals found loving homes, and 85% were in the treatable category. Their stories serve as sterling examples of the transformative power of love.**



"BE THE PERSON YOUR DOG  
THINKS YOU ARE!"

—J.W. Stephens



Maddie's  
Fund

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