



Maddie's
Fund

Annual Report 2017-2018



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.

Maddie's Fund is 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 had with her. And the rest, as they say, is history. Dave and Cheryl made good on that promise after having successfully created several software companies.

To date, Maddie has positively affected the lives of millions of 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.

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, 2018**, more than **\$225.7 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 for ten years 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.



Meet The Pack

Founders

Dave and Cheryl Duffield

Board Of Directors

Amy Zeifang
Board Chair

Laurie Peek, DVM
Board Member and Secretary

Michael Duffield
Board Member

Steve Hill
Chief Financial Officer, Treasurer

Mary Ippoliti-Smith
Executive Leadership Team

Valerie Stoltenberg
Vice President of Finance

Executive Leadership Team

Amy Zeifang
Laurie Peek, DVM
Mary Ippoliti-Smith

Senior Management Team

Sheila D'Arpino
DVM, Director of Research

Kim Domerofski
Manager of Partnerships & Collaboration

Sharon Fletcher
Director of Marketing & Communications

Lynne Fridley
Co-Director of Education

Jennifer Ortega
Human Resources Manager

Lars Rabbe
Chief Information Officer

Valerie Stoltenberg
Vice President of Finance

Shelly Thompson
Director of Grants

Lisa Ward
Co-Director of Education





Letter From Executive Leadership Team

This year we continued to bring our strategic goals to life. We did this by elevating programs involving **lifesaving** through our grant giving programs such as our Innovation Grants, recognizing **leadership** through the Avanzino Leadership Award and Maddie Hero Awards, and inspiring **foster care** programs through our Maddie's® Idea Lab grants, Maddie's® Pet Assistant app, and foster care apprenticeship programs.

Collaboration and connection are the hallmarks of lifesaving, creating real and virtual safety nets of care. To further lifesaving, we launched Maddie's® Pet Forum, the online community for shelters, rescue organizations, volunteers, fosters and adopters to share information, resources and expertise.

In order to cultivate leadership within our movement – amplifying efforts of existing leaders and encouraging future ones – we introduced Maddie's® University, an online learning management system, and initiated our Maddie's® Executive Leadership Fellowship Program.

While we witnessed our strategic direction come to life, we were reminded of the importance of being flexible. Disasters plagued 2017. California was hit by catastrophic wildfires. And multiple hurricanes ravaged Florida, Texas, Puerto Rico and the U.S. Virgin Islands. Although generally not part of our funding scope, Maddie's Fund® stepped in to provide grants to help amid the devastation to those working on behalf of the animals.

Lifesaving is unstoppable when we put our heads and hearts together. Maddie's Fund extends its utmost appreciation to those who have come together, reaching out to peers and colleagues to join in this quest. You have our gratitude and continued support in your efforts on behalf of companion animals.

Amy, Laurie & Mary

Maddie's Fund Executive Leadership Team

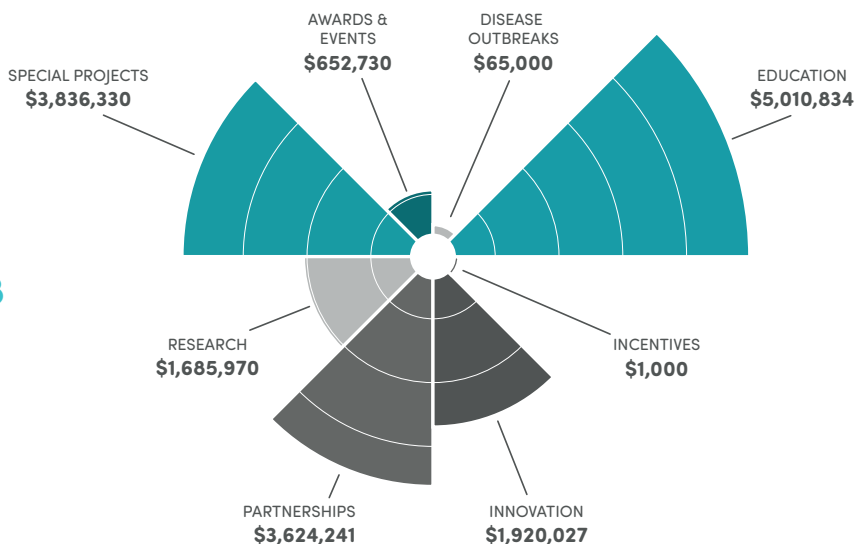
Grant Funding Overview, 2017-18

We provide grants that support innovative ideas to increase animal lifesaving, inspire and cultivate current and future leaders, and advance foster care.

**This Year, We Awarded
780 Grants Totaling
\$16.8M**

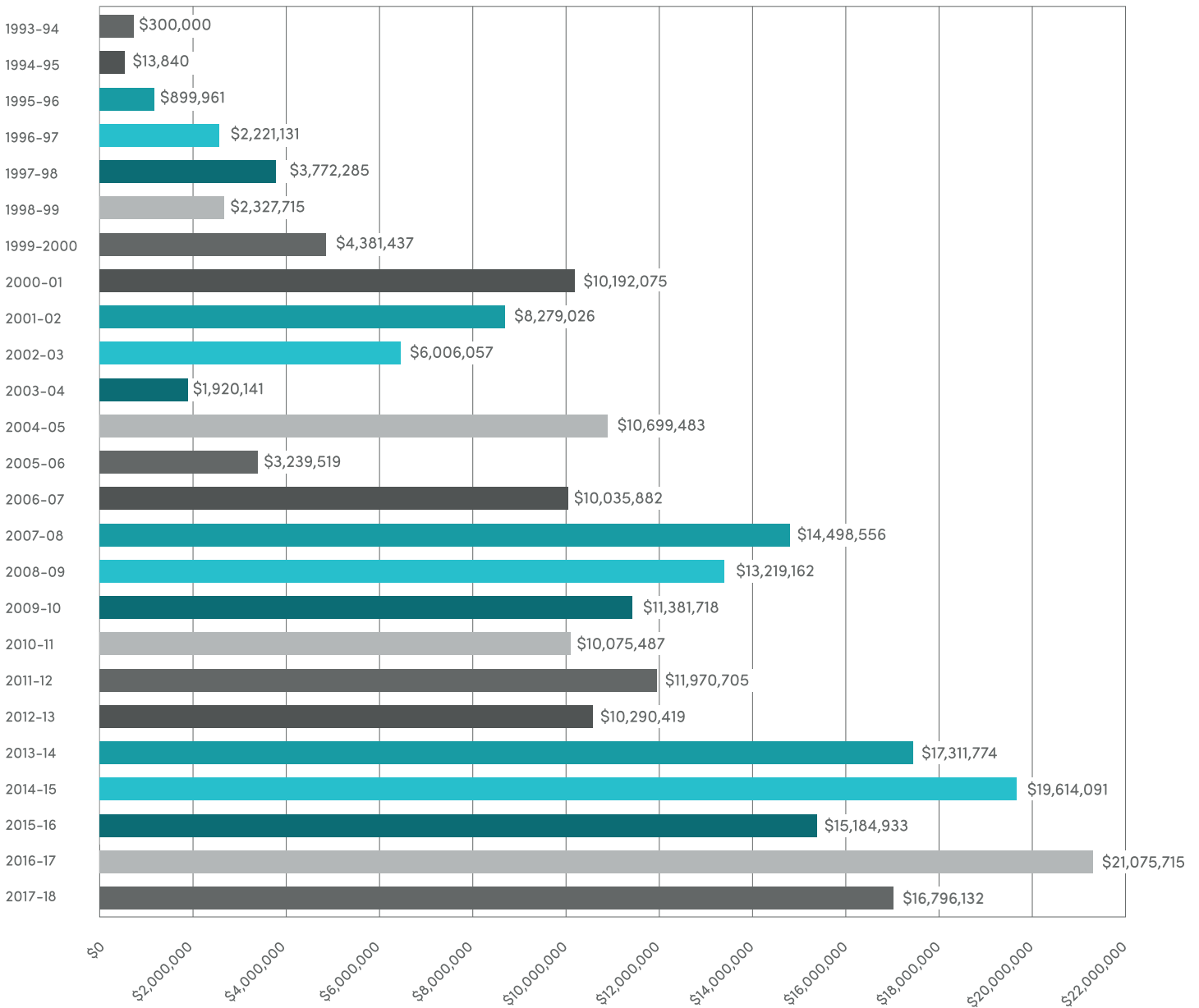
Since our inception, Maddie's Fund has awarded animal welfare organizations and universities **\$225.7 million to save animal lives**. Our grants are designed to benefit organizations that honor the foundation's core values of honesty, integrity and mutual respect.

Total Grant Giving by Category, Fiscal Year 2017-18



At A Glance
Total Grant Giving by Fiscal Year
Funding Period: Inception - June 30, 2018

\$225,707,240





Initiatives

We invest in innovative ideas and actions that help to save animal lives (**Lifesaving**), inspire leadership in animal welfare (**Leadership**) and advance foster care (**Foster Care**).

Grant Funding Breakouts By Initiative

	Lifesaving	481 Grants	\$8.4M
	Leadership	70 Grants	\$5.9M
	Foster Care	229 Grants	\$2.5M



Photo by Grace Ho on Unsplash



Lifesaving

We strive to provide **every animal** with the opportunity to live a happy and healthy life. We offer grants to those organizations who join us in our efforts to create a **no-kill nation**.

Innovation Grants

This funding opportunity allows groups to apply for up to a **\$5,000 grant** to implement a new program or expand/reimagine an existing program to increase lifesaving in their community. We received a total of 829 applications over three grant periods. Of those, 326 were funded, totaling nearly \$1.5 million.



Dogs Day Out

One beneficiary, Southern Pines Animal Shelter (SPAS) in Mississippi, implemented a “Dogs Day Out” program in which volunteers treat shelter dogs to a special break from the shelter. “Dogs Day Out” gives volunteers who are not ready to foster or adopt a chance to spend extended one-on-one time with a shelter dog. On one occasion, a college student brought a “Dogs Day Out” dog to class and her professor ended up adopting the dog. **The Dogs Day Out Program is showing their community that there are many ways to help save a life.**

Pet Peeves Program And Hotline

People often have questions or concerns about their new pet's behavior, so it is crucial that resources are provided to keep them in their homes and out of the shelter. That is why Lollypop Farm, Humane Society of Greater Rochester, created the "Pet Peeves" program and hotline. With an Innovation Grant, Lollypop Farm expanded its hotline and hired a videographer to create videos that addressed the most common behavioral issues that can lead to surrender. They hope the videos will help those that are less inclined to call for help.



Welcome To Ringworm Town!

With the help of an Innovation Grant, Front Street Animal Shelter (FSAS) in Sacramento, CA successfully implemented a ringworm treatment program managed almost entirely by volunteers. From a closet-sized room, volunteers administer medication and give kittens twice-weekly sulfur baths, allowing staff to focus on other tasks. Once a kitten is cleared, they are declared a Ringworm Town graduate. "We play the graduation march and move them to the cattery. It's pretty adorable," said Samantha Burgin, Feline Foster/Rescue Coordinator for FSAS.

Disaster Relief

There was a flurry of natural disasters in 2017. Three hurricanes ravaged Florida, Texas, Puerto Rico and the U.S. Virgin Islands. California was hit by catastrophic wildfires. And Maddie's Fund was there with **\$1 million** in grants to help amid the devastation.

After Hurricane Harvey hit Texas, many national and local organizations were on the ground helping in numerous ways. They donated supplies, transferred animals out of local shelters to make room for displaced pets, and rescued animals from flooding waters.

To help with Hurricane Maria relief efforts, Maddie's Fund provided The Humane Society of the United States (HSUS) with a **\$100,000 grant**. Thanks to Maddie, 3,500 animals were transported to 70 shelters and humanitarian aid was provided to the people of Puerto Rico. Under a plan in place before the storm hit, HSUS was appointed as the lead animal response agency. In 30 days, more than \$3 million worth of aid was provided, with over 30 flights delivering 300,000 pounds of supplies to at least 1,000 households. HSUS stayed on the island until December, when it launched Operation Viva Vieques to provide 800 animals with medical care in a seven day period.

The Charleston Animal Society rescued 750 animals from all three hurricanes using their old evacuation trailer. Thanks to Maddie, they are prepared for the 2018 hurricane season with a new 34-foot transport trailer outfitted with a generator, climate control, video monitoring and storage. The **\$45,000 grant** helped purchase this new trailer that will be used as a clinic for mobile vet services and mobile shelter and command center in a disaster.

In the fall of 2017, Sonoma County was hit hard by wildfires. With support from Maddie's Fund, the medical team from Humane Society of Sonoma County was able to triage and administer ongoing medical care of fire-affected animals who required treatment from their shelter hospital. One cat, Sushi, arrived with singed whiskers and burned paws. Another, Barney Rubble, survived 39 days in the rubble of a burnt down house. Barney was adopted by the woman who found him, and Sushi was reunited with his family.



Rescue Organizations Working Together

The San Francisco SPCA and Central Valley Rescue Railroad (CVRR) joined forces to save lives by hosting the first Central Valley Summit for Animal Welfare, thanks to a grant from Maddie's Fund. The summit focused exclusively on developing more opportunities to transfer dogs and cats from rescue organizations and shelters in the Central Valley region to organizations that successfully rehome them. Building a more robust transfer network will lower euthanasia rates, improve welfare at shelters, and help more pets to find homes.

Maddie's® Apprenticeship Program

Maddie's® Apprenticeship Program facilitated both direct hands-on and online learning. We provided \$1 million in grant funding for 21 apprenticeship programs offered at 10 organizations for nearly 500 participants from seven states. The apprenticeships offer a wide-variety of programs, covering a range of topics from parvo virus to volunteer engagement to shelter health. They also delve into adoptions of hard-to-place cats as well as foster programs for both dog and cats.

10	21	500
Organizations	Programs	Participants

Over \$1 Million in Grant Funding

Maddie's® Kitten Lifesaving Apprenticeship Program at Humane Society Silicon Valley taught students about all aspects of setting up and managing several vital programs including a kitten nursery and kitten foster program, as well as ringworm and URI treatment rooms. The students also learned about behavior modification programs for under-socialized kittens. Kat Hamlin, Cat Adoption Specialist said, "Rather than keeping our hard work secret, it's super important that we do the opposite. If we have something that really works for the animals, then we need to spread it far and wide."

Webcasts

We offer live online media presentations on a variety of topics. Since its inception in 2011, over 79,000 animal welfare enthusiasts have watched 112 webcasts by noted academics, shelter medicine experts and industry leaders delivering the most current information on topics such as disaster response, foster care and analysis of spay/neuter literature.

This year we presented 30 webcasts to over 5,500 live and on-demand viewers. We partnered with Million Cat Challenge for five of the presentations, The Association of Shelter Veterinarians for five and in March, we presented four webcasts that focused strictly on foster care.

National Partnerships

To support our goal of a no-kill nation, we invested \$3.6 million in national partnerships that we believe are changing our field. We continued to advance lifesaving efforts through our partnerships with national animal welfare organizations including ASPCA, Best Friends Animal Society and The Humane Society of the United States.

- The Million Cat Challenge met its goal of saving one million cats, one year ahead of schedule.
- According to Best Friends Animal Society, more than 1,500 communities are surpassing a 90% save rate.
- The Shelter Pet Project launched an online PSA with the cast of CATS on Broadway. Since the campaign's inception it has received \$387.4 million in donated media with an estimated 11 billion viewer impressions.
- Target Zero continued its consulting work by launching an online consulting system and started a Maddie's® Pet Forum group.





MADDIE'S[®] Pet Forum

Maddie's[®] Pet Forum officially launched at this year's Animal Care Expo. The robust online community launched for shelters, rescue organizations, volunteers and fosters. There are over 2,400 active users to date. The Forum will open to pet caregivers and the general public in Fall 2018. Members use the forum to connect, collaborate, and share resources and expertise, helping each other to solve problems, be more efficient and save more lives.

Maddie's[®] IDEALAB

Maddie's[®] Idea Lab is a grant-based program that funds applied research. It is designed to test innovative ideas, projects and programs to break through barriers, boundaries and obstacles to save more pet lives. We invested \$1.7 million in 29 research projects spanning all three initiatives and four research positions including three postdoctoral fellowships.

Maddie's Fund awarded **\$2.9 million** over three years to University of Tennessee for a new health care system called AlignCare, designed to improve access to veterinary care for underserved families in the United States. Millions of pets do not receive adequate health care because the costs are beyond the family's ability to pay. Lack of veterinary care results in relinquishment, prolonged illness, and premature death for the pet, and emotional distress for the family, as well as the veterinarians who wish to treat them.

Maddie's[®] Lifesaving Academy at Austin Pets Alive! and Austin Animal Center

Maddie's Fund awarded a three-year, **\$4 million grant** to Austin Pets Alive! to support Maddie's[®] Lifesaving Academy at Austin Pets Alive! and Austin Animal Center in Texas. The grant will provide nearly 2,000 animal welfare workers across the country the opportunity to learn on-site from leaders in Austin through 18 apprenticeships and three master classes. The goal is for students to take what they've learned at this training academy and apply it in their own communities. An array of educational topics will cover everything from health and behavior to foster care and fundraising.

Shelter Medicine

Maddie's Fund has continued to invest in shelter medicine training, providing **\$2.5 million in funding** to Cornell University, University of Pennsylvania, University of Florida and University of Wisconsin-Madison for eight shelter medicine grants covering internships, fellowships, residencies, courses and intensives as well as an instructor position and University of Florida's comprehensive program.



Spay-A-Thon In Puerto Rico

Thousands of dogs and cats were successfully spayed, neutered and vaccinated in Puerto Rico, thanks to Maddie. The Humane Society of the United States, along with 22 organizations, launched the Spay-a-thon in Puerto Rico in June. In all, 5,608 dogs and cats were helped in the first of four events. Over a week, teams worked 14-hour days in 90-degree heat, in tandem with local veterinarians, technicians and volunteers. Pet owners lined up as early as 8 p.m. the night before, with capacity being reached well before 6 a.m. Not only did they stay overnight, but many brought cushions for their pets, while the pet owners sat on concrete. While in recovery, many owners sang to and hugged their pets. The initiative aims to spay and neuter at least 20,000 cats and dogs at no cost to pet owners by June 2019.





Leadership

We believe in **sharing knowledge and resources** to ensure all pets are given the attention and assistance they deserve. In an effort to cultivate and inspire present and future leaders, we launched educational on-site and online training opportunities. These are integral to our strategy to train new no-kill leaders in the animal welfare field.

Maddie's® Executive Leadership Fellowship

The **Maddie's® Executive Leadership Fellowship** is an intensive professional opportunity for individuals committed to developing and strengthening their knowledge and skill sets in no-kill animal sheltering management and leadership. Our inaugural four Fellows graduated in May 2018. One graduate is heading to a municipal shelter near Sacramento and another is working for PetHealth to oversee their acquisition of Chameleon, a shelter software program for animal control agencies. The other two graduates are deep into the interview process.



Matt Chan
Charleston Animal Society

Sarah Humlie
Charleston Animal Society

Sheila Kouhkan
Austin Pets Alive! and Austin Animal Center

Miranda Hitchcock
Austin Pets Alive! and Austin Animal Center





Maddie's® University launched this year as an online learning management system, consisting of continuing education and standalone training programs. Designed for shelter personnel and the animal welfare community, students can choose from five course categories: Veterinary and Shelter Administration; Maddie's® Apprenticeships; Foster Caregivers and Shelter Managers; Staff and Volunteer Training and Leadership. Over 1,000 "students" have enrolled in classes.

Conferences

Maddie's Fund sponsored nine conferences and events throughout the year, awarding a total of **\$394,230**. We were Presenting Sponsors for The Humane Society of the United States' Animal Care EXPO and the Best Friends National Conference. At Animal Care EXPO, we featured three engaging hands-on sessions. This included the debut of "Foster Family Feud," a lively game modeled after Family Feud in which twenty people from different organizations answered questions focused on foster care; as well as a technology session and a role-play session for disease outbreak with shelter medicine. At the Best Friends National Conference, we provided the Maddie's® Experience booth with the Maddie's® Match game for grants and prizes. And, at the closing ceremony, 11 organizations were selected to receive a \$3,000 grant.

Sponsored 9 Conferences
Totaling
\$394,230

Like in the past, Maddie's Fund offered conference attendees opportunities to win grants! A total of **\$143,500 was awarded to 179 winners** at seven conferences and events – The Humane Society of the United States Animal Care EXPO, Best Friends National Conference, The National Animal Care & Control Association, Society of Animal Welfare Administrators, ASPCA Cornell Maddie's® Shelter Medicine Conference and Bring Your Dog to Workday. We provided \$19,500 for conference scholarships to five organizations.



Awards

We look to the incredible efforts of leaders in our industry who are leading the way with their innovative ideas, progressive thinking and lifesaving actions to create a nation where every shelter pet has a healthy home or habitat. Maddie's Fund seeks to highlight these individuals and reward them for their efforts with the Maddie Hero Award and the Avanzino Leadership Award.

Avanzino Leadership Award

The Avanzino Leadership Award recognizes outstanding leadership in the animal welfare community. Maddie's Fund aims to recognize leaders who have demonstrated significant achievement in lifesaving for their organization, showing the **courage to look beyond** the status quo. They are champions of the no-kill movement, improving the lives of dogs and cats. Recipients receive a **\$25,000 grant** for the non-profit of their choice.

In 2017, **Dr. Julie Levy** was awarded the Avanzino Leadership Award for her outstanding leadership and significant achievements in lifesaving. A professor of shelter medicine at the University of Florida, Dr. Levy's career accomplishments are vast. In addition to her impact teaching students all over the world, some of her notable achievements include groundbreaking work with community cats in the early 90's through Operation CatNip; advancing the field and credibility of shelter medicine through disease prevention, outbreak response and prioritizing lifesaving over euthanasia; and more recent projects like the **Million Cat Challenge**.

Dr. Levy has greatly **influenced lifesaving** through her published research. In a body of work spanning more than two decades and more than 100 journal articles and textbook chapters, she has studied everything from the characteristics of community cat populations to spay/neuter surgery and more, including infectious diseases in dogs rescued after Hurricane Katrina, heartworm in shelter dogs and cats, vaccination and immunity, diagnostic testing for animal shelters, nonsurgical sterilization and contraception.



Maddie Hero Award

The prestigious Maddie Hero Award recognizes the “top dogs” in various communities – the leaders who are advancing the welfare of companion animals in various communities across the United States. These “top dogs” are leading the way with their innovative ideas, progressive thinking and lifesaving actions. Exemplifying Maddie’s Fund’s core values of **honesty, integrity and mutual respect**, these individuals are making a difference in the lives of homeless dogs and cats and are deserving of incredible recognition. For their efforts, their respective organizations were awarded a \$10,000 grant. Maddie’s Fund invites you to **join us in congratulating the 2018 Maddie Heroes and their teams.**



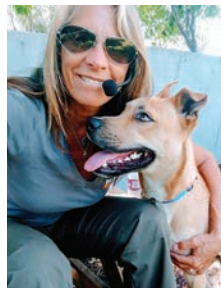
Alan Borgal
Animal Rescue League of
Boston, MA



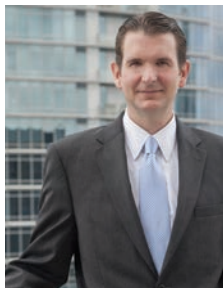
Teresa Johnson
Kansas City Pet Project, MO



Jon Cicirelli
San Jose Animal Care and
Services, CA



Aimee Sadler
Dogs Playing for Life, CO



Ryan Clinton
Attorney, Austin, TX



Risa Weinstock
Animal Care Centers of New
York City, NY



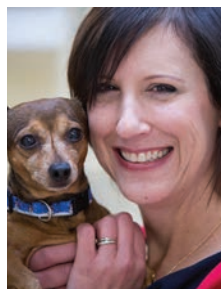
Denise Deisler
Jacksonville Humane Society, FL



Lori Weise
Downtown Dog Rescue, CA



Sheriff Wayne Ivey
Brevard County Sheriff’s Office
South Animal Care Center, FL



Makena Yarbrough
Lynchburg Humane Society, VA



Foster Care

We believe **foster caregivers are an invaluable part of our movement**, and we intend to increase the number of foster caregivers by making it easier for them to get involved.

A Foster Home For Every Pet

Maddie's Fund® awarded a **three-year \$573,536 grant** to Pima Animal Care Center (PACC) in Tucson, AZ, to create a large-scale, high volume foster program as a model program for other U.S. shelters to follow.

The goals of this expanded foster program include decreasing the time spent in a shelter for adult dogs and cats, reducing the overall number of pets housed at PACC, and providing a lifesaving pathway for pets who experience emotional decline due to the stress of living in the shelter environment. The program, "A Foster Home for Every Pet," will demonstrate to a nationwide audience the impacts of allocating resources to foster placement.



Three Year Grant

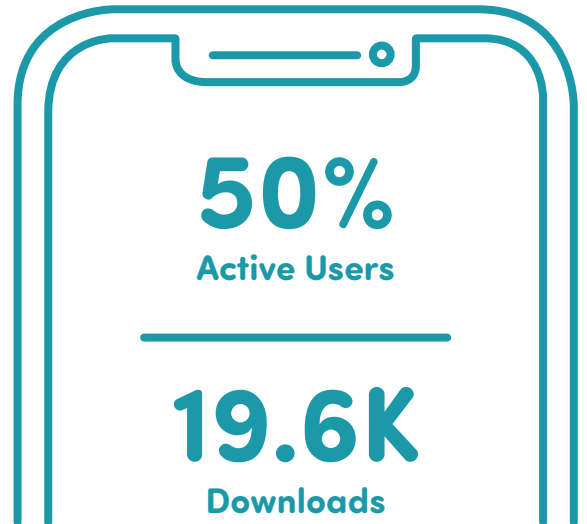
Totaling
\$573,536



MADDIE'S® Pet Assistant

We focused our attention this year on promoting Maddie's® Pet Assistant (MPA) to help caregivers provide for their foster pets. MPA is a tool to help foster caregivers and adopters with enhanced support for questions and challenges, while giving shelter and rescue organizations a way to provide additional resources without any cost to them.

563 organizations are registered to use MPA, with 470 signing up this past year. Of those, **50% are actively using the app, with 19,600 downloads.**



Maddies® Pet Assistant In The News

"Think of it as another tool in your toolbox to help pets succeed in their journey beyond the shelter."
Catherine Buscher in the **Savannah Morning News**

"I love this app, I feel supported in taking care of my pet. It even prompted me for his next vaccination."
Tatiana Ware, Maddie's® Pet Assistant user, San Francisco Bay Area

Foster Care Webcast Series

We hosted a four-part webcast series in the month of March, all focused on foster care. A total of 1,279 registrants attended. Whether a shelter was looking to give a boost to an already existing foster care program, or was seeking to start one, there was a webcast for everyone. "Foster Field Trips" focused on bringing volunteers into the fold who are unable to foster long-term. "Foster Sleepovers" showed the importance of giving a shelter dog a break, even just for a night. "Adult Dog Fostering" focused on medium and large adult dogs. Finally, "Adult Cat and Kitten Foster Care" focuses on building and manage a robust cat and kitten fostering program.



Foster Teams Study

Curious as to why foster caregivers stop fostering, Maddie's Fund sponsored a study on foster care at University of North Carolina-Charlotte. Over 4,800 people who participated in the survey self-identified as a current foster caregiver, foster caregiver taking a break or former foster caregiver. Caregivers cited needing to focus on their own pets and their schedule not being compatible with fostering anymore as to their top reasons for not currently fostering.

80%

Agree
Foster Teams
Work

75%

Agree They
Allow More
Fostering

70%

Agree They
Satisfied
Volunteers

One way to help? Foster teams. **Foster teams are groups of volunteers who work together to coordinate and implement all aspects of the care, marketing and adoption of foster animals.** In the survey, over 80% agreed or strongly agreed that foster teams would work for them and their organizations; over 75% agreed or strongly agreed that it would allow more people to be involved in fostering. In addition, 70% felt that volunteers would be more satisfied if they were part of a foster team.

Arizona State University Foster Care

We awarded **\$1.7 million** over three years to Arizona State University to implement and evaluate foster programs at 100 shelters in the United States. This project also involves comparing the success of apprenticeships versus online versus onsite non-apprenticeship training about foster care.



Foster Dogs On Patrol

Inspired by their attendance at the Maddie's® Medium and Large Adult Dog Foster Apprenticeship Program at Pima Animal Care Center in Tucson, AZ, Louisville Metro Animal Services (LMAS) partnered with the **Louisville Metro Police Department** to take shelter dogs on field trips. By going on patrol with the officers, they get out of the shelter, meet the public and get socialized.

Flash Classes

Flash classes are short, instructional classes covering individual topics that foster caregivers encounter while caring for our beloved furry friends. The classes give all the information needed to provide the best care for foster pets in a condensed, to-the-point format. We published 16 new Flash Classes this year, that received over 5,000-page views.



5,000
Page Views

***"All You Need
is Love and a Pet"***

Paul McCartney



Maddie's
Fund

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