



Maddie's Fund

#ThanksToMaddie

ANNUAL REPORT 2018 – 2019



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 more than \$237.6 million in grants toward increased community lifesaving, shelter management leadership, shelter medicine education and foster care across the U.S. The Duffields named Maddie's Fund after their Miniature Schnauzer Maddie, who always made them laugh and gave them much joy. 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
Treasurer of the Board

Mary Ippoliti-Smith
Executive Leadership Team

Valerie Stoltenberg
Vice President of Finance

Executive Leadership Team

Amy Zeifang
Laurie Peek, DVM
Mary Ippoliti-Smith

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Manager of Partnerships & Collaboration

Sharon Fletcher
Director of Marketing & Communications

Mike Greenberg, DVM
Director of Outreach

Jennifer Ortega
Manager of Human Resources

Lars Rabbe
Chief Information Officer

Sheila Segurson, DVM
Director of Research

Valerie Stoltenberg
Vice President of Finance

Shelly Thompson
Director of Grants

Lisa Ward
Director of Education



Maddie's Story

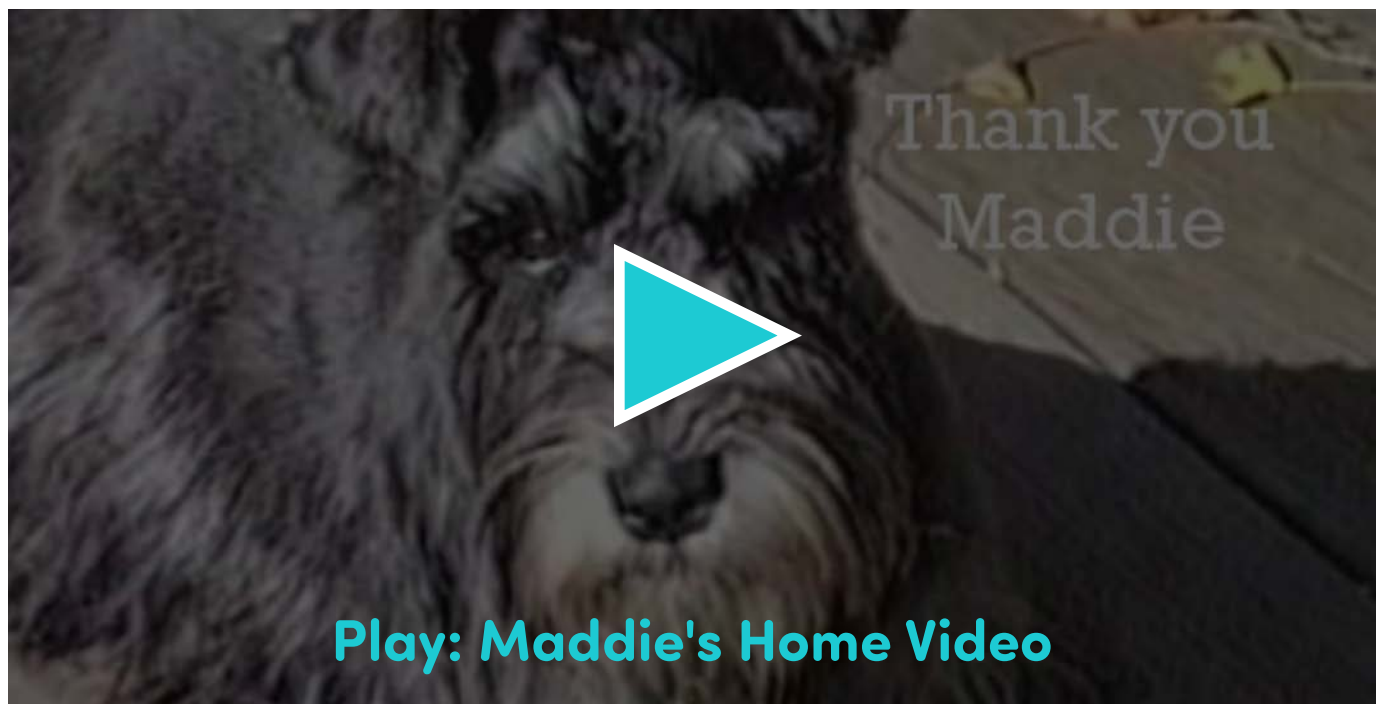
Maddie was a beloved Miniature Schnauzer whose unconditional love, loyalty and spirit inspired a revolution.

Dave and Cheryl Duffield founded Maddie's Fund in 1994 to honor their delightfully feisty dog. While playing together on the living room rug, they made her a promise: If they ever had the resources, they would help save the lives of companion animals so other families could experience the same joy.

Dave and Cheryl made good on that promise after successfully launching several technology companies. They endowed Maddie's Fund to help 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 animal welfare than any other individuals. All thanks to Maddie.



Thank you, Maddie.





Letter From Executive Leadership Team

Maddie's story is one of unconditional love, loyalty and spirit – a story to which nearly every person who has loved or been loved by a pet can relate. Maddie's love inspired a revolution. Dave & Cheryl Duffield founded Maddie's Fund in 1994 as the fulfillment of a promise made to their beloved and delightfully feisty Miniature Schnauzer. They promised Maddie they would give back to her kind what she gave them in love so that other families could experience the same joy she inspired.

And the rest, as they say, is history.

This promise has resulted in 25 incredible years of lifesaving. That's 175 dog years of spreading the same joy that Maddie gave the Duffields.

This lifesaving wouldn't be possible without good humans. Good humans like you. Good humans who are thinking and working creatively in the animal welfare industry, as well as the good humans fostering and adopting pets. We are grateful for every person who has played, and continues to play, a significant role honoring the bond between animals and humans.

Thanks to Maddie, and your dedication, we can all celebrate the joining of families and pets. Together through grant giving, collaboration, data collection and transparency as well as myriad creative lifesaving practices and the beginnings of access to care, we're closing in on becoming a no-kill nation where all dogs and cats are thriving with their families and in their communities.

Together, we've cultivated leaders and recognized leadership, built and shared educational resources, and elevated foster caregivers and adopters.

Thanks to Maddie and YOUR tireless work, shelters and rescue organizations are supported around the country. The next generation of veterinarians are learning how to prevent and treat conditions facing the companion animals we all love. It's in our DNA to celebrate the whimsical – after all, we put the "FUN" in Fund – as well as honor and inspire good humans like you!

Here's to 25 years of love and devotion for each and every person who has played and continues to play a significant role in honoring the animals we all care for and the people attached to them. We can't save one without the other.

Thanks to Maddie for her shining inspiration. And thanks to you!

Amy, Laurie & Mary

Maddie's Fund Executive Leadership Team



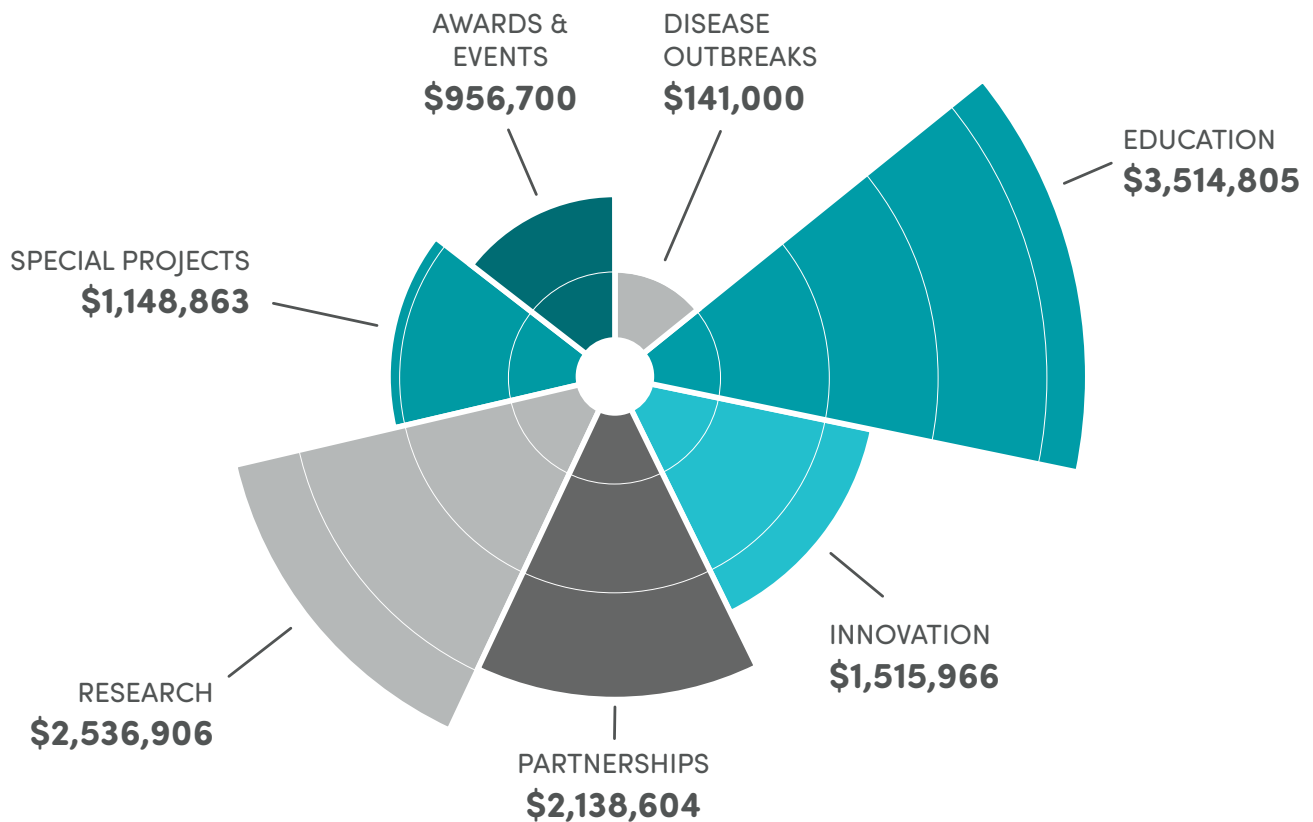
Grant Funding Overview

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

Since our inception, Maddie's Fund has awarded animal welfare organizations and universities a total of 7,569 grants totaling \$237.6 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.

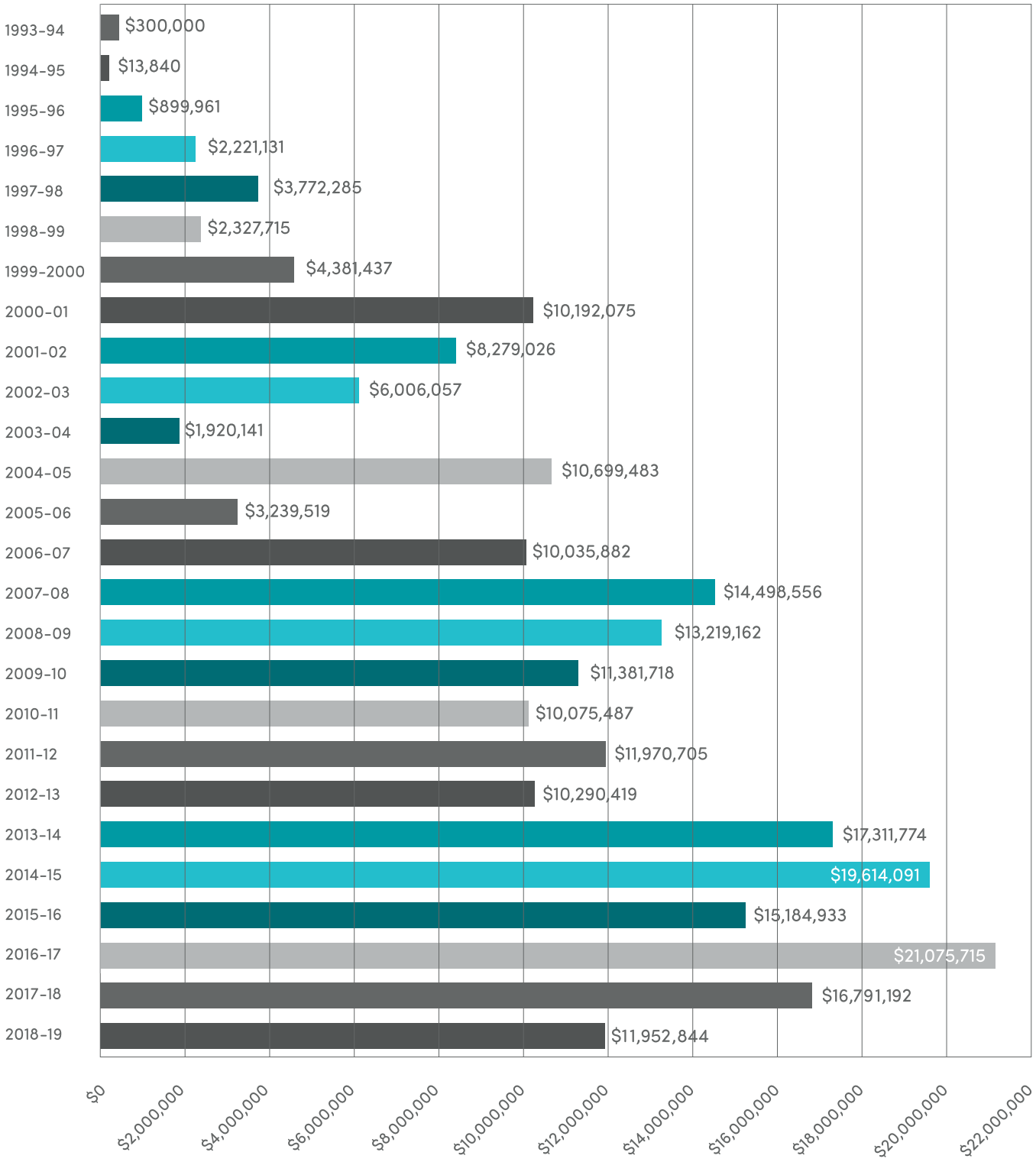
For fiscal year 2018-19, Maddies Fund awarded 712 grants totaling \$11.95 million.

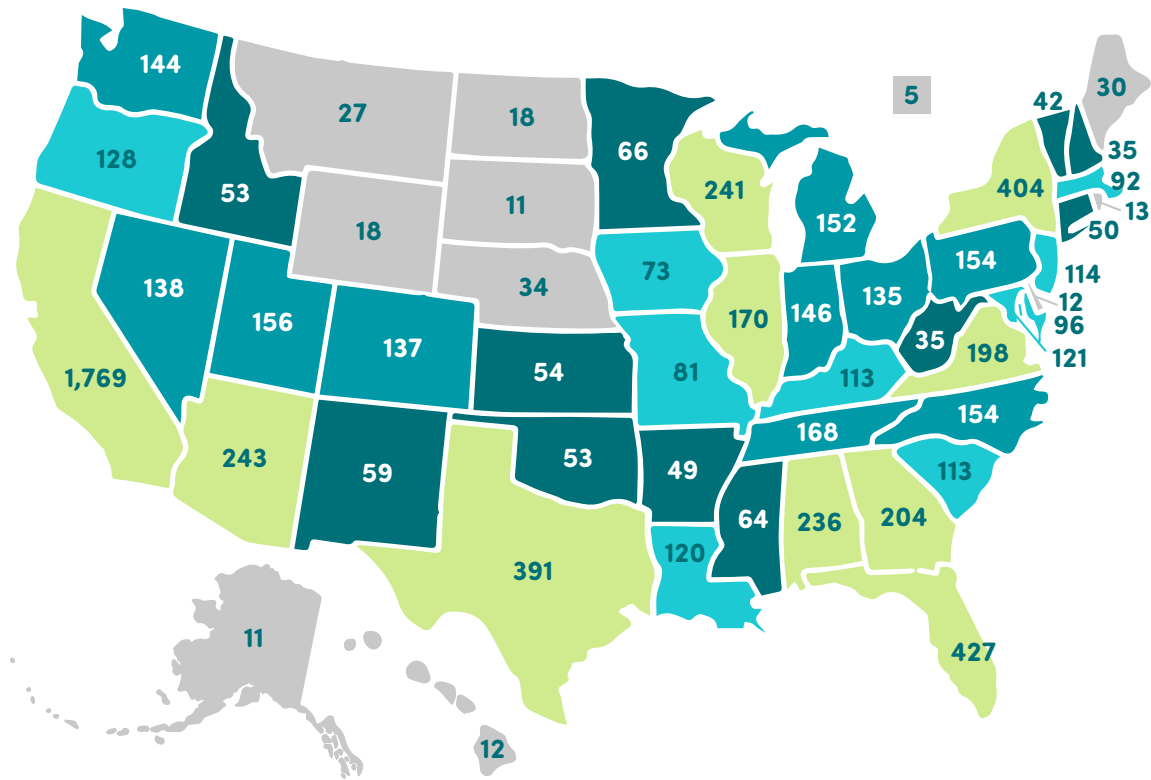
Total Grant Giving by Category, Fiscal Year 2018-19



At A Glance
Total Grant Giving by Fiscal Year
Funding Period: Inception - June 30, 2019






\$237,660,084

























































Grant Funding by State Funding Period Inception – June 30, 2019

In 25 years, Maddie's Fund has awarded grants in each U.S. State.

-  Top 10
-  Top 20
-  Top 30
-  Top 40
-  Top 50

CALIFORNIA 	UTAH 	LOUISIANA 	KANSAS 	NORTH DAKOTA 
1,769	156	120	54	18
FLORIDA 	NORTH CAROLINA 	NEW JERSEY 	IDAHO 	WYOMING 
427	154	114	53	18
NEW YORK 	PENNSYLVANIA 	KENTUCKY 	OKLAHOMA 	RHODE ISLAND 
404	154	113	53	13
TEXAS 	MICHIGAN 	SOUTH CAROLINA 	CONNECTICUT 	DELAWARE 
391	152	113	50	12
ARIZONA 	INDIANA 	MARYLAND 	ARKANSAS 	HAWAII 
243	146	96	49	12
WISCONSIN 	WASHINGTON 	MASSACHUSETTS 	VERMONT 	ALASKA 
241	144	92	42	11
ALABAMA 	NEVADA 	MISSOURI 	NEW HAMPSHIRE 	SOUTH DAKOTA 
236	138	81	35	11
GEORGIA 	COLORADO 	IOWA 	WEST VIRGINIA 	ONTARIO 
204	137	73	35	5
VIRGINIA 	OHIO 	MINNESOTA 	NEBRASKA 	
198	135	66	34	
ILLINOIS 	OREGON 	MISSISSIPPI 	MAINE 	
170	128	64	30	
TENNESSEE 	WASHINGTON, DC 	NEW MEXICO 	MONTANA 	
168	121	59	27	
				GRANT COUNT
				7,569



25 Years of Impact

Looking back over the years, Maddie inspired 25 years of incredible lifesaving and numerous "firsts" in animal welfare.

From the first Pet Adoption Center and spay/neuter projects back in the 90s, to the "first of their kind" shelter medicine programs and shelter data collection and reporting grants in the early 2000s, to establishing leadership training opportunities and innovative programs in 2019.

Below are just a handful of significant ways Maddie has helped inspire a revolution. Of course, none of these would be possible without the good humans of shelter and rescue organizations.



1997

First Maddie's® Pet Adoption Center

Maddie's Fund supported the construction of Maddie's® Pet Adoption Center at San Francisco SPCA, making it the first facility in the country where pets awaiting adoption were housed in cozy home-like settings rather than cages. The radical design set a new national standard and was widely emulated nationwide.

Throughout our 25 years, Maddie's Fund has distributed a total of \$13,739,900 for capital support through 46 grants to animal welfare organizations across the country.

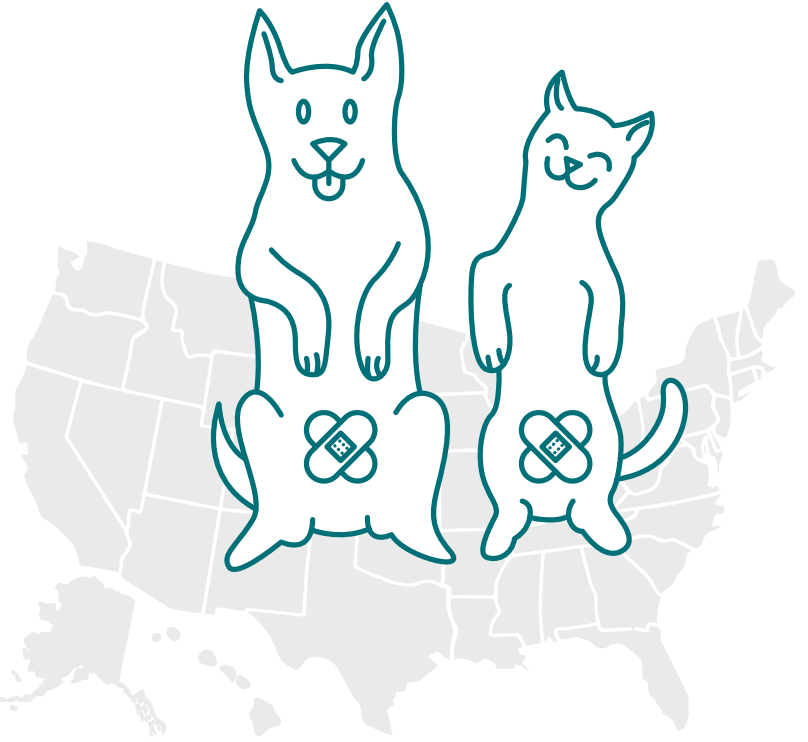




1999 National Spay / Neuter Initiatives

Maddie's Fund supported state-wide and targeted spay/neuter projects across the country that totaled more than \$17 million in funding and resulted in 271,512 animals being spayed or neutered.

In 2008, Maddie's Fund began its first targeted project with Maddie's® Spay/ Neuter Project in Duval County, FL, focusing on the areas with the largest intake. The lead agency was First Coast No More Homeless Pets with total funding at \$342,838. By the end of the second year of the project, 5,501 surgeries were performed in the target area.



2000 Maddie's Community Lifesaving

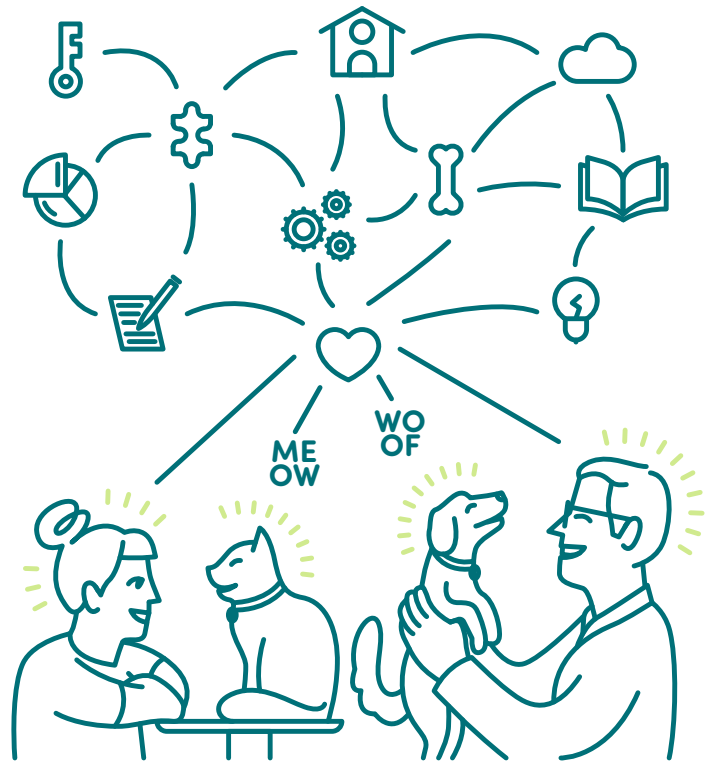
To achieve a no-kill nation where every dog and cat is guaranteed a healthy home or habitat, we must work together. Community collaboration has become the norm, thanks to Maddie. Maddie's Fund grants were originally developed and designed to encourage and reward collaboration within communities.

Maddie's® Community Collaborative Projects

Maddie's Fund launched our Community Collaborative Projects in 2000 with the No More Homeless Pets in Utah (NMHPU) project, lead by Best Friends Animal Society. By the end of Year Five, NMHPU had implemented adoption guarantees for healthy shelter animals in 12 of 29 counties in Utah. Other highlights included:

- 94% of adoption goals by adoption guarantee agencies met
- 62% of healthy death reduction goal met
- 100% of total death reduction goal met
- 98% of private practice spay/neuter goal met
- 105% of the total spay/neuter goal met

Maddie's Fund distributed a total of \$64,130,407 to Community Collaborative Projects in Utah; Contra Costa County, CA; Austin, TX; Lodi, CA; Alachua County, FL; Maricopa County, AZ; Mobile, AL; New York, NY; Tuscaloosa County, AL; Baldwin County, AL; Dane County, WI and Erie County, NY. Community Collaborative Projects were completed as of September 30, 2014.



2014 Million Cat Challenge

The Million Cat Challenge is a shelter-based campaign that launched in 2014 with the goal of saving one million cats in five years. Spearheaded by Dr. Kate Hurley at University of California, Davis and Dr. Julie Levy at University of Florida, that ambitious goal was met a year early in May 2018, and has then moved on to its next phase, The Next Million, which is slated to go through June 2020. The next stages of the challenge will focus on communities where cats are still at risk and helping to make lifesaving the norm across shelters through its five key initiatives: alternatives to intake, removing barriers to adoption, managed admission, return to field and capacity for care. On July 26, 2019, the Challenge celebrated saving a total of two million cats. Maddie's Fund has provided a total of \$4.4M in grant funds to the Million Cat Challenge.

2016 First Maddie's® Innovation Grants Program

Launched in 2016, this grant funding opportunity allowed organizations to tell us how they would use \$5,000 to implement a new program or expand/reimagine an existing program to increase lifesaving in their organization or community. A total of 935 projects totaling \$4,438,418 were funded through 10 Innovation Grant cycles.

2009 The Shelter Pet Project

Maddie's Fund joined forces with the Humane Society of the United States and the Ad Council to increase pet adoptions and break down stereotypes associated with shelter pets. A first of its kind cause for pets, the Shelter Pet Project launched in 2009 as a national Public Service Campaign focusing on the adoption of shelter and rescue dogs and cats.

What has resulted have been heartwarming, fun and uplifting advertisements that span television, print, radio, outdoor, digital and social media. Prospective pet owners are encouraged to visit TheShelterPetProject.org to search for adoptable pets, read adoption success stories and gain valuable information about pet adoption.

In the 10 years that the Shelter Pet Project has been active, more than \$478 million in donated media has been secured and 12.1 million visitors have searched the website since 2014. Shelter euthanasia rates have decreased 12% since 2009 and HSUS reports that an additional 357,012 pets were adopted over a 3-year period (2015–2017).

In 2018, a new campaign, #AdoptPureLove, debuted celebrating the special qualities of shelter pets and the incredible bond between every shelter pet and parent. Through the stories of celebrities with their pets, along with everyday people and the animals in their lives, #AdoptPureLove encourages the public to adopt from shelters and rescue organizations nationwide.

2018 First Get 'em Home Challenge

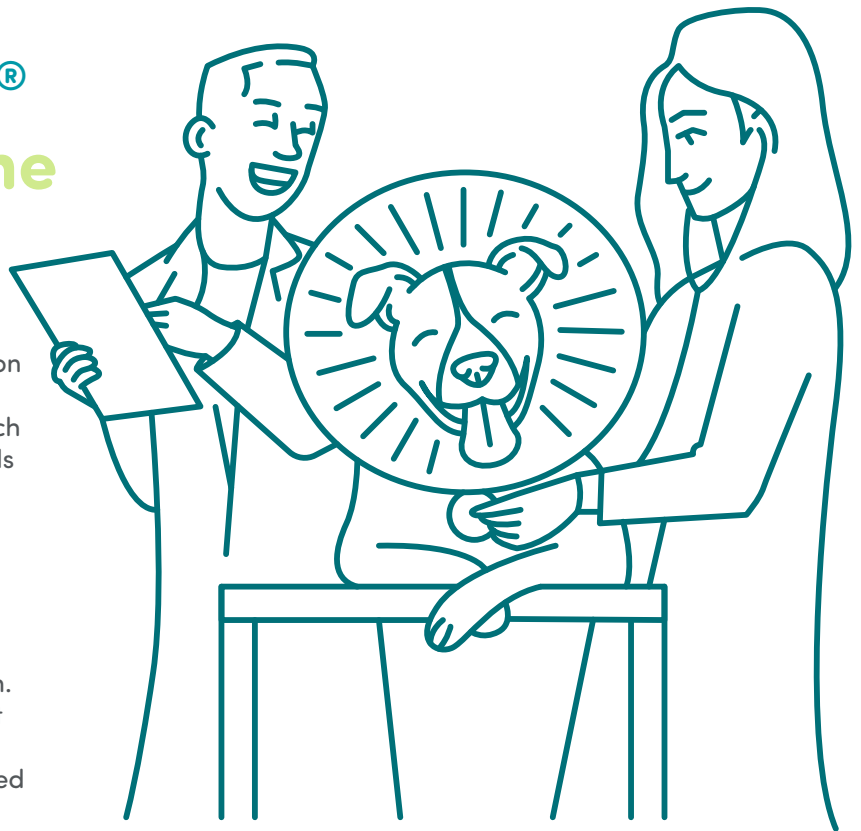
Maddie's Fund hosted our first ever "Get 'em Home Challenge," designed to push shelters out of their comfort zone and focus on their long-stay pets. Over the course of three months, shelters came up with innovative ways to get their dogs and cats adopted. Foster care was cited as a way to achieve this, by getting dogs and cats out of stressful environments. New protocols were established, new tactics were tested, and employees were jazzed. In the end, over 16,000 pets found homes and over 100 organizations participated! Over \$50,000 in grants were awarded to 19 organizations. The media enjoyed covering the creative tactics organizations used, like partnering with a car dealership for test rides.



2000 Maddie's® Shelter Medicine Program

In the 1970s, most animals entering shelters didn't leave 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.

August 2001, the UC Davis School of Veterinary Medicine received a Maddie's Fund grant to establish the nation's first comprehensive shelter medicine program. In 2005, Maddie's Fund extended support to Cornell University College of Veterinary Medicine (where Dr. Jan Scarlett developed and taught the first course in shelter medicine in 1999.)



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% and more of the animals they take in.

Maddie's Fund has been at the forefront of supporting shelter medicine. As a result of working with leading universities' curricula and providing hands-on shelter experience and shelter-related research to develop comprehensive shelter medicine programs, there is now a well-informed pool of shelter medicine for veterinary students to take their education to the next level.

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.

2004 First Shelter Medicine Resident Graduates

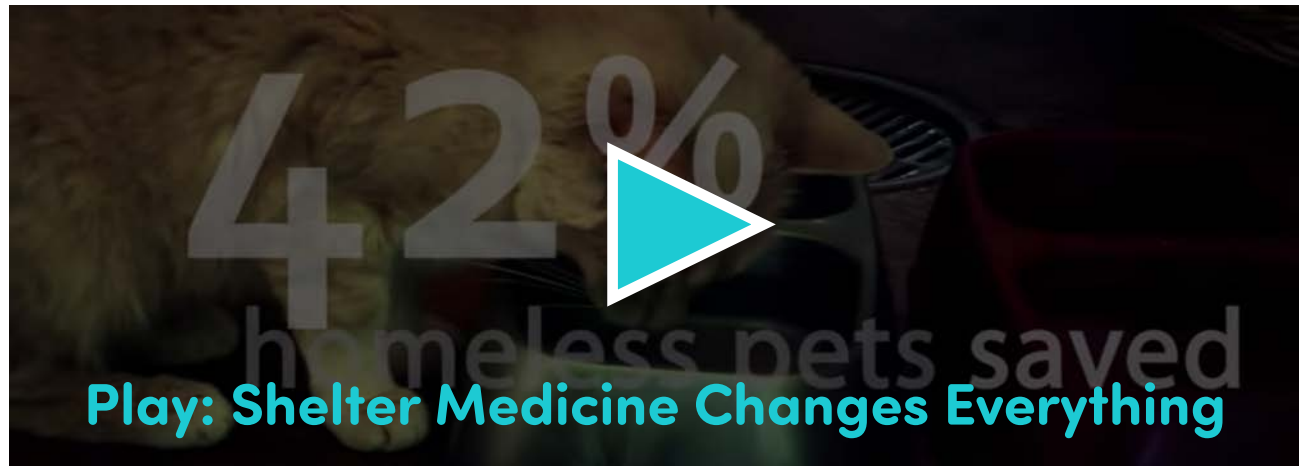
In 2004, Dr. Kate Hurley graduated from the UC Davis Maddie's® Shelter Medicine Program as the first ever Shelter Medicine Resident. Her residency was funded through the Maddie's Fund shelter medicine grant. Dr. Hurley has gone on to become Director of the Koret Shelter Medicine Program at UC Davis and co-founded Million Cat Challenge.

**Over
\$21 Million**
in Grant Funding
to Shelter
Medicine



2005 First Shelter Medicine Behavior Resident Graduates

Dr. Sheila Segurson graduated from Maddie's® Shelter Medicine Program at UC Davis, becoming the first in the nation to complete a three-year, post-graduate behavior specialty training program with an emphasis on shelter animals and shelter behavior programs. She worked for several pet welfare organizations, including UC Davis Koret Shelter Medicine Program, The Sacramento SPCA, and the Animal Rescue League of Boston, where she developed and implemented enrichment/behavior modification programs. Dr. Segurson is currently the Director of Research at Maddie's Fund.



25 Years of Awards

2004 First Maddie's® Community Lifesaving Award

The first Maddie's® Lifesaving Award was presented to Tompkins County, NY for \$330,000 in October 2004. Maddie's® Lifesaving Awards were established to recognize communities who achieved adoption guarantee for healthy pets or adoption guarantee for healthy and treatable pets on their own. Maddie's Fund distributed a total of \$7,786,250 in Lifesaving Awards to Charlottesville, VA; Richmond, VA; Berkeley Area, CA; Santa Clara County, CA; Washoe County, NV; Travis County, TX; Tompkins County, NY; and Portland Metro Area, WA and OR.

2010 Maddie's® Customer Service Awards Program

In July 2010, Maddie's Fund awarded \$50,000 in grants to 70 animal welfare organizations in 45 states as a result of Maddie's Fund and Petfinder.com Foundation's Customer Service Awards Program. The program was established to provide cash and local publicity for shelters and rescue organizations with good customer service. The program also aimed to raise awareness about the importance of good customer service; offer tips and support for shelters that did not provide good customer service; and use the lessons learned to help others implement "best practices."



2016 First Maddie Hero Award

Launched in 2016, a first of its kind, the prestigious Maddie Hero Award recognized and honored the "top dogs" in communities that were not only advancing the welfare of companion animals in the United States, but leading the way with their innovative ideas, progressive thinking and lifesaving actions. The award came with a \$10,000 grant for their respective organizations. These leaders made a difference in the lives of homeless dogs and cats and exemplified the Maddie's Funds core values of honesty, integrity and mutual respect.

The inaugural awards were presented to: Sharon Harmon, Oregon Humane Society; Brent Toellner, Kansas City Pet Project; Joe Elmore, Charleston Animal Society; Sherri Franklin, Muttville Senior Dog Rescue; Carol Novello, Humane Society Silicon Valley; Heather Cammisa, St. Hubert's Animal Society; Scott Trebatoski, Pet Resource Center; Gary Weitzman, San Diego Humane Society; and Dr. Ellen Jefferson, Austin Pets Alive!. A Total of \$340,000 has been awarded to 34 Heroes.

Avanzino Leadership Award

The Avanzino Leadership Award is named after Rich Avanzino, the father of the no-kill movement and Maddie's Fund's former president, and 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 2016, Maddie's Fund selected the first Avanzino Leadership Award recipient as **Dr. Ellen Jefferson** of Austin Pets Alive! In 1999, Dr. Jefferson started EmanciPET, a low cost and free spay/neuter clinic, in an effort to decrease the number of homeless animals in the City of Austin. In order to help move the city faster toward No-Kill status, she stepped in as the Executive Director of Austin Pets Alive! in 2008 and has been a driving force to increase the city's save rate to 90% and above, making Austin the largest no-kill city in the U.S.

In 2017, **Dr. Julie Levy** received the second Avanzino Leadership Award. 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 90s 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**.



2017 Avanzino Leadership Award

Dr. Julie Levy



2016 Avanzino Leadership Award

Dr. Ellen Jefferson



2004 Maddie's Data & Transparency

In 2004, 20 leaders (including our own former president, Rich Avanzino, widely considered the Father of the No-Kill Movement), representing national organizations and funders in the industry, gathered to find common ground in an otherwise divided animal welfare field. The result was the **Asilomar Accords**, a first in the industry: common definitions and a standard way of reporting shelter statistics.



The first of 36 Maddie's® Community Shelter Data Grants was given to Calhoun County, AL (\$20,000) and Huntingdon County, PA (\$5,000) in May 2007. The purpose of these grants was to promote transparency by incentivizing organizations to collect and publicly report their shelter data using the Asilomar Accords Shelter Statistics Table. A total of \$1,022,025 in grant funds have been given.

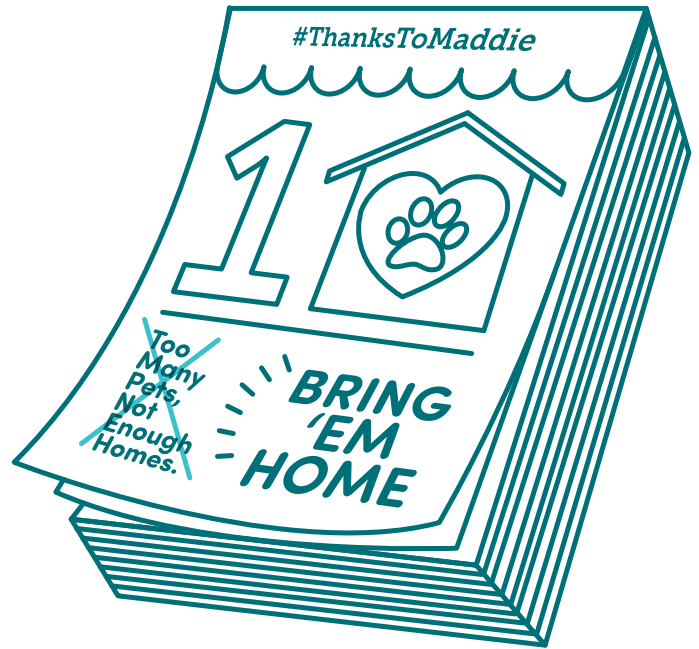
In July 2008, Maddie's Fund gave its first Maddie's® Pet Evaluation Matrix Grant to Dane County Humane Society for \$5,000. The grant opportunity was offered to encourage coalitions to develop standardized ways of classifying animals in the Asilomar Accords' healthy, treatable-rehabilitatable, treatable-manageable and unhealthy & untreatable categories. Coalitions worked with private practice veterinarians in the community and typically surveyed the public to list and categorize the various medical and behavioral conditions seen in their community. Maddie's Fund distributed a total of \$200,000 for Maddie's® Pet Evaluation Matrix Grants to six communities.

In July 2011, **Maddie's® Comparative Database** was launched. For the first time in animal sheltering history, data from several hundred shelters and communities across the United States was compiled into a single, searchable database.

Our focus on data and transparency helped lead to the formation of **Shelter Animals Count (SAC)**: The National Database Project, a collaborative effort of leading animal welfare organizations, associations, researchers and shelter directors to create a comprehensive national database of shelter statistics. SAC is the only 501c3 independent organization dedicated to collecting, sharing and stewarding a national database of shelter statistics, resulting in a greater understanding of the state of animal welfare and ultimately, more lives saved. Maddie's Fund made a \$100,000 investment in Shelter Animals Count in FY2018-19 for their 2019 work. This brings our total investment in Shelter Animals Count to \$465,000.

2010 Maddie's® Pet Adoption Days

Maddie's® Pet Adoption Days, a two-day event where participating shelter and rescue organizations held free adoption events, organized to save lives and dispel long-held myths, such as "too many pets, not enough homes," and reduce shelter populations quickly. The first event in 2010 resulted in 1,809 adoptions and \$904,500 in funding. Over six years, this event grew in popularity with 14 communities participating and was considered the largest "free" adoption event at that time in the U.S. In the six years we held MPAD, this event helped get 36,183 pets adopted from nearly 250 organizations and paid shelter and rescue organizations \$28,451,029 in grants.



Maddie's® Pet Adoption Days events helped shine a spotlight on senior and special needs pets, who might not otherwise be adopted quickly, by providing incentives for shelter and rescue organizations to adopt these pets. Maddie's Fund developed a "home page takeover" on its website to help coordinate and track all adoptions in each community to see at a glance how adoptions were progressing. This helped the local and national media outlets call attention to their communities and those still needing adopters. One group in Arizona had one pet left at the end of the two-day event and the media helped draw attention to the "last dog standing" to help get him adopted the next day.

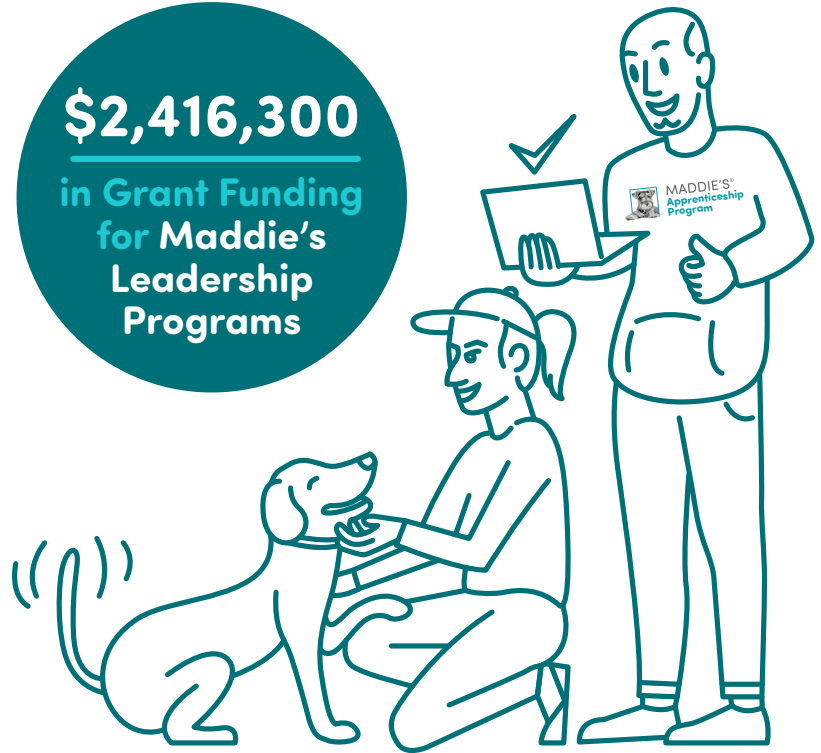


2016 Maddie's Leadership

In 2016, Maddie's® Apprenticeship Program launched as a new opportunity for animal shelters and rescue organizations to share ideas and strategies to improve lifesaving.

Through a blended learning experience, both direct hands-on and online, organizations looking to improve their practices learn from well-established innovative programs that have proven to save lives. Through June 2019, 1,331 apprentices have successfully completed programs.

\$2,416,300
in Grant Funding
for Maddie's
Leadership
Programs



2016 First Maddie's® Executive Leader Fellowships

The Maddie's® Executive Leader Fellowship program was established in 2016 as an intensive professional opportunity for individuals committed to developing and strengthening their knowledge and skill sets in no-kill animal sheltering management and leadership. The inaugural Maddie's® Fellows were: Sarah Humlie and Matt Chan at Charleston Animal Society and Sheila Kouhkan and Miranda Hitchcock at Austin Pets Alive! and Austin Animal Center. Each fellow has gone on to management level roles within the animal welfare field.

In 2019, this program expanded to four sheltering organizations; Austin Pets Alive! and Austin Animal Center (TX), Humane Society Silicon Valley (CA), Pima Animal Care Center (AZ), and Charleston Animal Society (SC) with a total of nine Maddie's® Executive Leader Fellows in residency. The total funding for the Maddie's® Executive Leader Fellowship program was \$1,339,567.51.

Maddie's® Lifesaving Academy established

In 2016, Maddie's Fund awarded an initial \$442,500 grant to Austin Pets Alive! to support Maddie's® Lifesaving Academy at Austin Pets Alive! and Austin Animal Center in Texas. This was followed up with a three-year \$4 million grant awarded in 2017. This grant is intended to 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.





25 Years of Foster Care

2016 Grant to evaluate the effects of a temporary fostering program on shelter dog welfare

In 2016, Maddie's Fund awarded Arizona State University \$160,000 to investigate the benefits of temporary fostering on shelter dog welfare at four animal shelters in the United States. The study results from the four participating shelters demonstrated that temporary foster homes reduce stress in shelter dogs. Shelter dogs' urinary cortisol concentrations can be systematically decreased when dogs are placed into temporary foster homes. This reduction in stress, observed at all participating shelters, varied in its magnitude and was lost once dogs returned to the shelter, but stress levels never went higher than the original level, and longer bouts of restful behavior post-sleepover did continue.

2017 Model Foster Care Program Grant

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. During the first year of the program PACC was able to increase the number of pets experiencing foster care by 245%, and recorded the highest number of pets through foster care in a year – 5,069!

DogVentures in Detroit

Detroit Animal Care and Control (DACC) had over 1,100 people express interest in Detroit Dogventures on Facebook when it first launched. Needless to say, DACC was a little nervous. It proved to be more of a success than they could have ever dreamed. Two hundred dogs were taken out on the town or home for some peace and quiet. People were turned away, but judging from Facebook comments, they weren't mad about it. In fact, 67 people stayed behind to care for the dogs that were unable to go out. Every single dog was touched by the program. Even the cats benefited from a quieter shelter.

2018 Maddie's® Nationwide Fostering Study

Maddie's Fund is funding a 100-shelter study, which is being conducted by Arizona State University in conjunction with Virginia Polytechnic Institute and State University. The feedback on social media has been overwhelmingly positive. In 2018, as part of a research study focused on the effects of foster programs on dogs, shelter staff and volunteers, foster field trip programs have been popping up all over the country. A grant in the amount of \$1,728,495 was awarded for this three and a half year study.

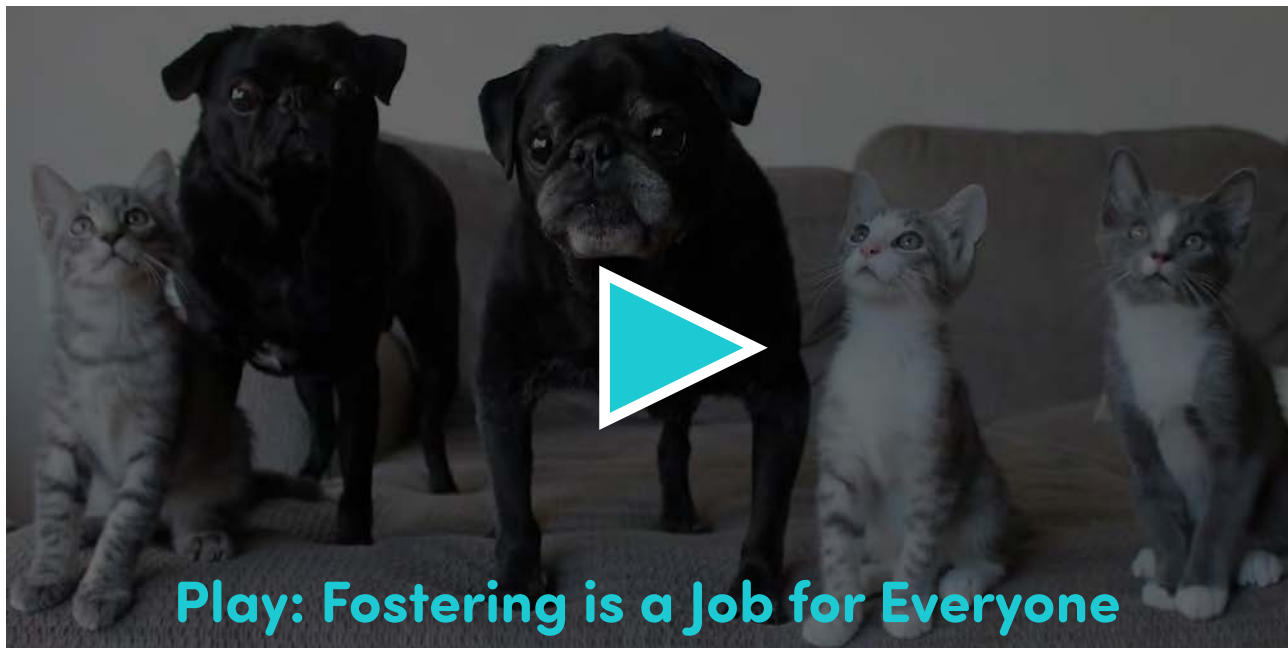
Kathy, a large dog from Louisville Metro Animal Services (LMAS) was approaching 80 days at the shelter. She was stressed – jumping, barking and climbing the kennel door. She became difficult for staff and volunteers to handle. Foster coordinator Stephanie Jackson knew she had to get Kathy out of the shelter quickly. Thanks to foster field trips and weekend sleepovers, Kathy was adopted on her 114th day!

Doggie Day Out

Before the field trip study was implemented, some organizations used Innovation Grants to launch their own programs. [Southern Pines Animal Shelter](#) (SPAS) in Mississippi, implemented a “Dog Day Out” program in which volunteers treat dogs to a special break from the shelter. On one occasion, a college student brought a “Dog Day Out” dog to class and her professor ended up adopting the dog. This resulted in long stay dogs like Feathers, who had been in the shelter for months, getting adopted in days!

2019 Internet Sensation And Rescue Dog Hamilton Pug Fosters Kittens

To create awareness about kitten season and help shelter and rescue organizations bring attention to their foster programs, Maddie's Fund created public service announcement (PSA) videos for organizations to use in foster recruitment. Maddie's Fund's own Hamilton and Rufus star in two PSA's highlighting their adventures in [kitten fostering](#). Hamilton and Rufus, both rescue pugs, have successfully fostered kittens and cats for over a year. The messaging and visuals demonstrated that you can foster even if you have pets of your own and that, yes, dogs and cats can get along! The videos were shared hundreds of times on social media, Petco and Adopt-A-Pet promoted the videos in their newsletters, and Parade featured it on their website.





25 Years of Access to Care

2017 First Research Project for Access to Veterinary Care

In 2017, we awarded the University of Tennessee (UT) a \$391,420 grant to study access to care.

After the findings of the [Access to Veterinary Care: Barriers, Current Practices, and Public Policy](#) study were published, we provided UT with a \$2.8 million grant to support research and development of AlignCare, a health care system designed to improve access to veterinary care for underserved families. Access to veterinary care is limited or nonexistent for tens of millions of Americans in low socioeconomic households.

Just a few of the many findings from the initial study include:

- One out of four pet owners experience barriers to veterinary care.
- Households with lower incomes are more likely to own more than one pet.
- When care is sought, it is most frequently sought from private veterinary clinics.
- 88% of pet owners agree that their pets are family members.
- Younger pet owners are more likely to have pet insurance.
- Younger pet owners are less likely to have their pet spayed or neutered but also more likely to take advantage of free/reduced cost services.
- Dogs are less likely to be spayed/neutered than cats.

"Thanks to Maddie, millions of pets and their people will benefit from the 'one health' approach that is AlignCare by sustainably gaining access to veterinary care," said Dr. Michael Blackwell, Lead Investigator and former Dean of the College of Veterinary Medicine UT. "Lack of access to veterinary care is the greatest animal welfare crisis affecting owned pets in the United States. We can manage our way out of this problem by making evidence-based decisions, ultimately achieving pet health equity and improving family and community health and well-being."

2017 Pets for Life Program Grant

With the help of a \$150,000 grant from Maddie's Fund, LifeLine Animal Project in Atlanta implemented their Pets for Life program. The program provides free veterinary care, services, and information to people and their pets in Atlanta communities with limited or nonexistent access to pet wellness resources.

That same year, Maddie's Fund granted the University of Denver \$500,000 to be awarded over 4 years to study "Measuring the One Health Impact of The Humane Society of the United States' Pets for Life," a Maddie's® Idea Lab Basic Research Project. The study aims to identify best practices in animal welfare community outreach when working with underserved communities.

Humane Society of the Pikes Peak Region Veterinary Care Subsidy

Humane Society of the Pikes Peak Region (HSPPR) in Colorado used their Innovation Grant to help keep pets out of the shelter and with their families by subsidizing veterinary care costs. Designed to help people surrendering their animals for medical reasons, the owner paid whatever they could towards medical care, with the rest of it being subsidized with the grant. The grant subsidized veterinary care for an initial 12 animals. HSPPR was able to secure additional funding for their medical outreach program after demonstrating our the program is feasible, sustainable, and successful for pets and people.

Spayathon™ for Puerto Rico

The Humane Society of the United States, along with a coalition of 28 national and international groups, came together for the first time to spay, neuter and vaccinate animals across Puerto Rico. Maddie's Fund engaged as funder with grants in the amount of \$1M and participant with Dr. Laurie Peek providing her veterinary services.

Since the launch of **Spayathon™** for Puerto Rico in 2018, a total of 37,282 pets have been altered and vaccinated during five Mobile Animal Surgical Hospital (MASH) rounds across the island at no cost to their owners. A typical MASH round included teams working 14-hour days over a week period in 90-degree heat, in tandem with local veterinarians, technicians and volunteers. Pet owners lined up as early as 8pm the night before, with capacity being reached well before 6am. 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.





25 Years of Connecting & Educating

In 2017 Maddie's Fund developed various tools to help keep pets in the home, expand education for those in animal welfare and promote communication and collaboration. Maddie's[®] University, Maddie's[®] Pet Forum and Maddie's[®] Pet Assistant each played a role in helping achieve more lifesaving for our nation's pets.

Maddie's[®] University

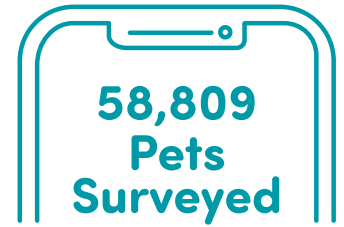
Maddie's[®] University is an online learning management system consisting of continuing education and stand-alone training programs. Designed for shelter personnel and the animal welfare community, students choose from five course categories: Veterinary and Shelter Administration; Maddie's[®] Apprenticeships; Foster Caregivers and Shelter Managers; Staff and Volunteer Training; and Leadership. Over 3,600 "students" have enrolled in classes as of June 2019.

Maddie's[®] Pet Forum

Maddie's[®] Pet Forum is an online community developed to increase collaboration, transparency and engagement within the animal welfare industry, all in the name of lifesaving. With over 6,019 active members, Maddie's[®] Pet Forum is a great asset for the animal welfare community. This tool has been utilized as a central information board for disaster response as well as a place for groups across the country to share ideas and processes in lifesaving. In November 2017, the California Wildfire Information Group was created in response to the devastating Camp Fire in Paradise and the Woolsey/Hill fires in Ventura, Malibu and the Los Angeles area. The creation of the group resulted in sharing resources, an interview with CBS Radio and a displaced dog finding an emergency foster home.

Maddie's® Pet Assistant

Maddie's® Pet Assistant is an app to help foster caregivers and adopters with enhanced support for questions and challenges after bringing a pet into their home, while providing valuable insights to animal shelters and rescue organizations. Thanks to Maddie, 58,809 pets from more than 330 organizations have had health and behavioral surveys submitted on their behalf.



In 2019, we launched Maddie's® Shelter Compass, a web-based tool that provides animal shelters with a free roadmap to save more lives. Using their data, shelters get a plan tailored to its specific needs. "It's like adding another staff member to your team who is an expert at data analysis, project management, research, procedure writing and accountability tracking," said Alexis Pugh, Director of Memphis Animal Services.



Maddie's® Tail Wag

First printed in 2005, Maddie's® Tail Wag is for the next generation of animal welfare professionals and animal lovers. This tool is a collection of activities and coloring pages intended to help children develop skills necessary for entrance into kindergarten. Additionally, the book is a great tool for animal welfare organizations to develop and expand their humane education programs. While youngsters work on basics like shapes, colors and numbers, Maddie and her cartoon friends help teach responsibility, empathy and the benefits of animal companionship.

This tool was illustrated and authored by Maddie's Fund's own Executive Leadership Team member, Laurie Peek, DVM.

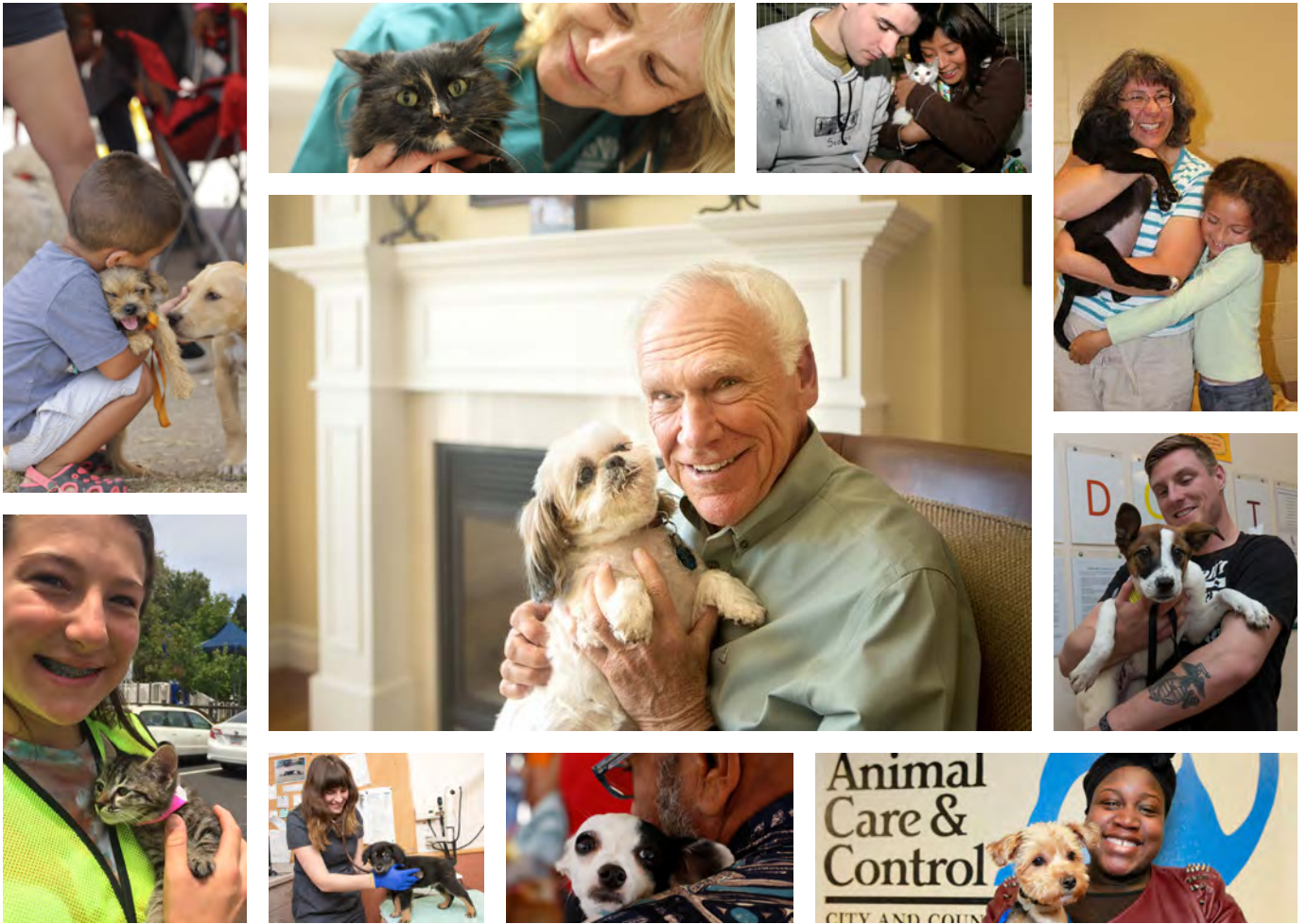


\$1,175,680
in Sponsorships
for 54
Conferences

Engaging Conference Presence

Animal welfare conferences are a key educational experience for professionals and volunteers in our movement. Maddie's Fund has sponsored numerous conferences, provided scholarships for attendees as well as engaging workshop sessions such as Foster Feud, Speed Dating and Jeopardy to name a few. We put the FUN in Fund and do so at our booth experience through gamification tools for grant giveaways. We have provided \$438,138 in scholarships for 11 national and regional conferences across the U.S. to make it even more accessible.

To shine a light on the good humans doing lifesaving work and to honor our 25th anniversary, we launched the "Who's A Good Human" campaign in 2019. We offered free t-shirts to attendees along with commemorative enamel pins, aprons and the ever-popular socks. #WAGHWAGHWAGH.



No-Kill Evolution

Forty years ago, the conversations in animal welfare centered around the best way to kill a shelter animal rather than find ways to save them. Some believed that people with jobs shouldn't have pets. Foster care was practically non-existent or used only for emergencies. The save rate was 12%.

Fast forward to 2019, times sure have changed.

Spay/neuter programs have significantly reduced the number of unwanted pets. Adoption events inspired by Maddie's® Pet Adoption Days are now held every weekend. Foster programs are being developed and expanded around the country. **Maddie's® Shelter Medicine Programs** have sparked shelter medicine curricula in 24 of the 28 veterinary schools nationwide.

It's now "in" to adopt from a shelter or rescue organization thanks to campaigns like the Shelter Pet Project that encourage pet adoption. Dogs and cats are now one of the best draws of social media, with many of them promoting and educating their followers about adoption and fostering.

No-kill communities are thriving in diverse geographic, demographic and socio-economic regions across the country. There are now 4,300 no-kill communities in the United States, thanks to Maddie and thanks to you.

*"The greatness
of a nation can
be judged by the
way its animals
are treated."*

Mahatma Gandhi



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