



Maddie's
Fund

Annual Report

2020 - 2021

About Maddie's Fund



Maddie's Fund® is a family foundation established in 1994 by Dave and Cheryl Duffield and is the fulfillment of a **promise** to their inspirational dog, Maddie. She provided them much joy from 1987 – 1997 and continues to inspire them today.

The Foundation has awarded over \$255 million in grants toward increased community lifesaving, pioneering shelter medicine education and establishing foster care as a standard across the U.S.

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

Founders

Dave and Cheryl Duffield

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Amy Zeifang

BOARD CHAIR

Laurie Peek, DVM

BOARD MEMBER AND SECRETARY

Michael Duffield

BOARD MEMBER

Officers

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Mary Ippoliti-Smith

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VICE PRESIDENT OF FINANCE

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Laurie Peek, DVM

Mary Ippoliti-Smith

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DIRECTOR OF RESEARCH

Valerie Stoltenberg

VICE PRESIDENT OF FINANCE

Shelly Thompson

DIRECTOR OF OPERATIONS

Lisa Ward

DIRECTOR OF EDUCATION

Letter from the Executive Leadership Team

At the heart of Maddie's Fund has always been the human-animal bond. We believe that everyone should have the opportunity to experience the joy that a pet can bring. To do this, animal welfare has experienced a re-envisioning of animal sheltering that is based in the community. This year, we have focused our grants and resources on keeping pets and people together by addressing policy changes, improved customer service, increased access to affordable veterinary care, encouraging collaboration, and emphasizing that putting the "human" front and center is just as vital.

This year saw our first ever Return to Home Challenge. Data has shown that found dogs almost always have a home and are often very close to it! We partnered with nine other national organizations to collectively push the importance of getting pets back home. At the end of the month-long challenge, over 10,000 dogs and cats were returned to their homes.

We've known for a long time that our industry is dominated by white people, primarily women. Diversity, Equity and Inclusion (DEI) are not new concepts, and they have come to the forefront this past year. With the launch of Maddie's® Candid Conversations, we're having important discussions with people that are not typically represented in our industry, but who are certainly reflective of our diverse nation.

By 2025 our vision for animal welfare is a community-centric and community-supported model, operating in a more equitable, inclusive environment that respects everyone including the animals. Maddie's Fund is committed to building awareness, driving acceptance and securing implementation of this new model.

We've created a toolbox of resources to support this vision: Maddie's® University, with its immense knowledge base of courses, conference recordings, and webcasts available free of charge to animal welfare professionals; Maddie's® Pet Forum, offering a safe space to exchange ideas, share resources, post questions and receive answers from peers and topic specialists; and our website, a national platform for our partners and a showcase for new and existing leaders and thought influencers along with our grants programs.

We are hopeful and excited to see where animal sheltering is headed. The status quo is being challenged like never before and we can't wait to see what the future holds.

Warmly,

Amy, Laurie & Mary

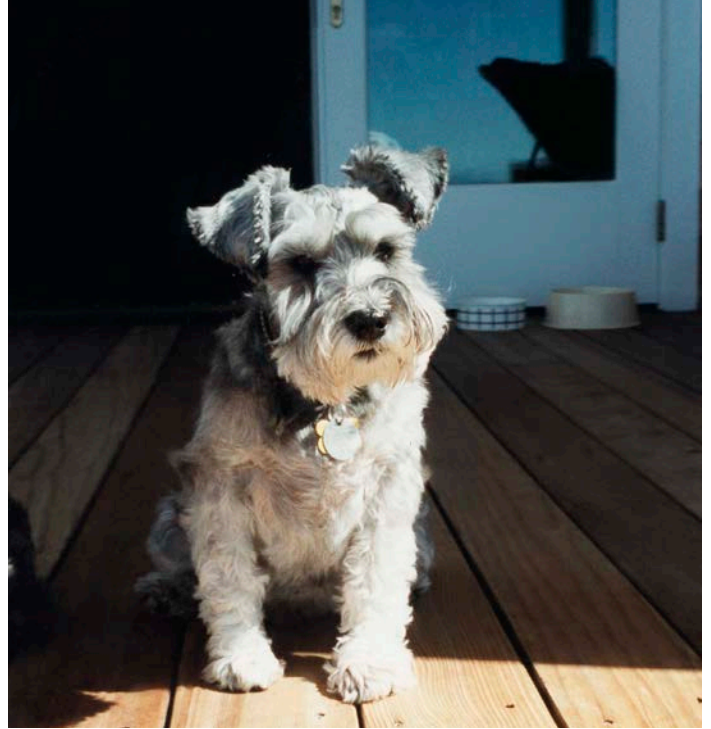
Maddie's Story

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 lives of companion animals so other families could experience the same joy. And the rest, as they say, is history.

Dave and Cheryl made good on that promise after successfully launching several technology companies. They have endowed Maddie's Fund to keep pets and people together, creating a safety net of care for animals in need, and operating within a culture of inclusiveness and humility. In their lifetime, they have given more of their personal wealth to animal welfare than any other individuals.

All, thanks to Maddie.



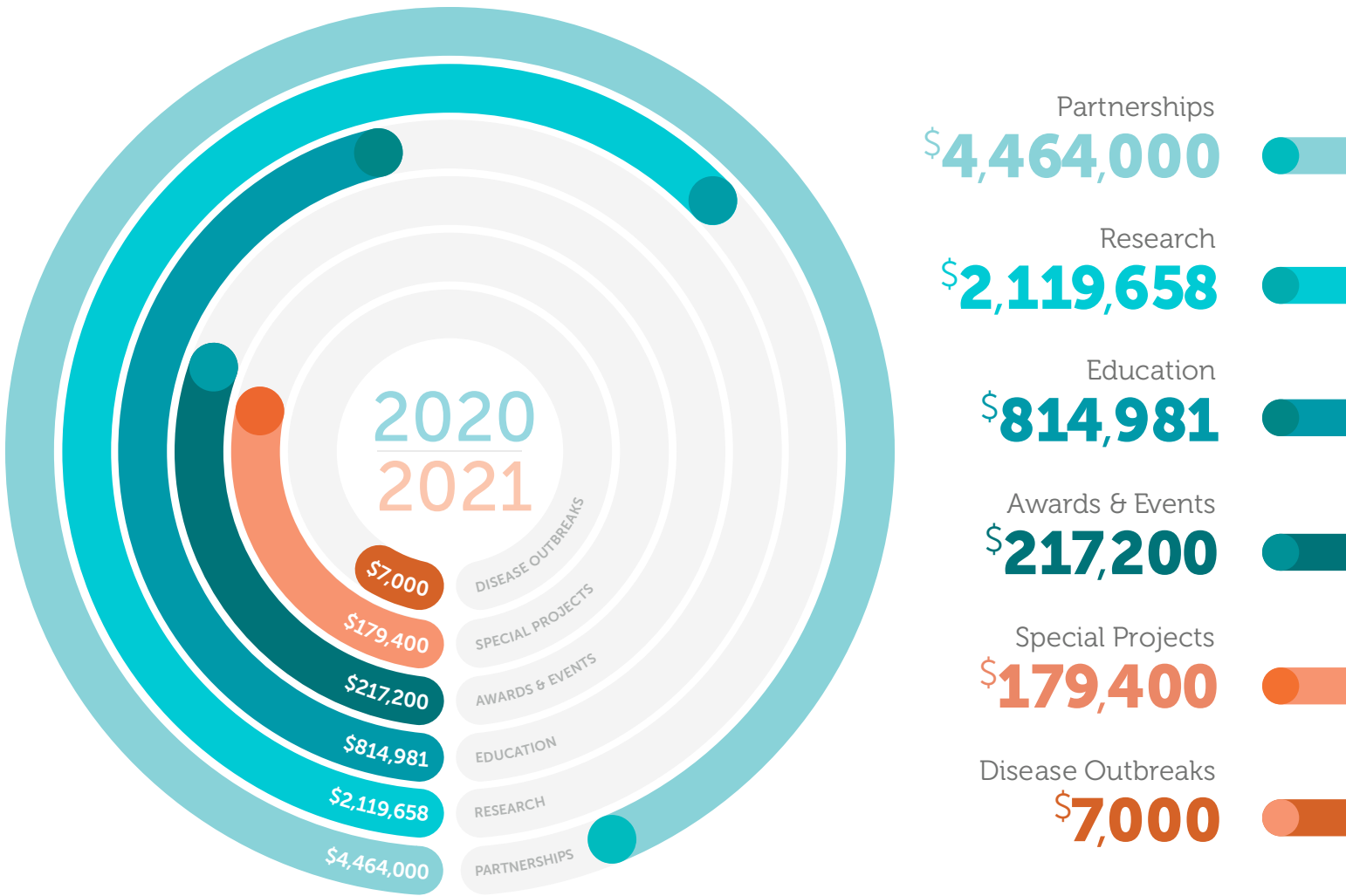
Grant Funding Overview

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

Since our inception, Maddie's Fund has awarded animal welfare organizations and universities over \$255 million through 8,089 grants to save animal lives. Our grants are designed to benefit organizations that honor the foundation's core values of honesty, integrity and mutual respect.

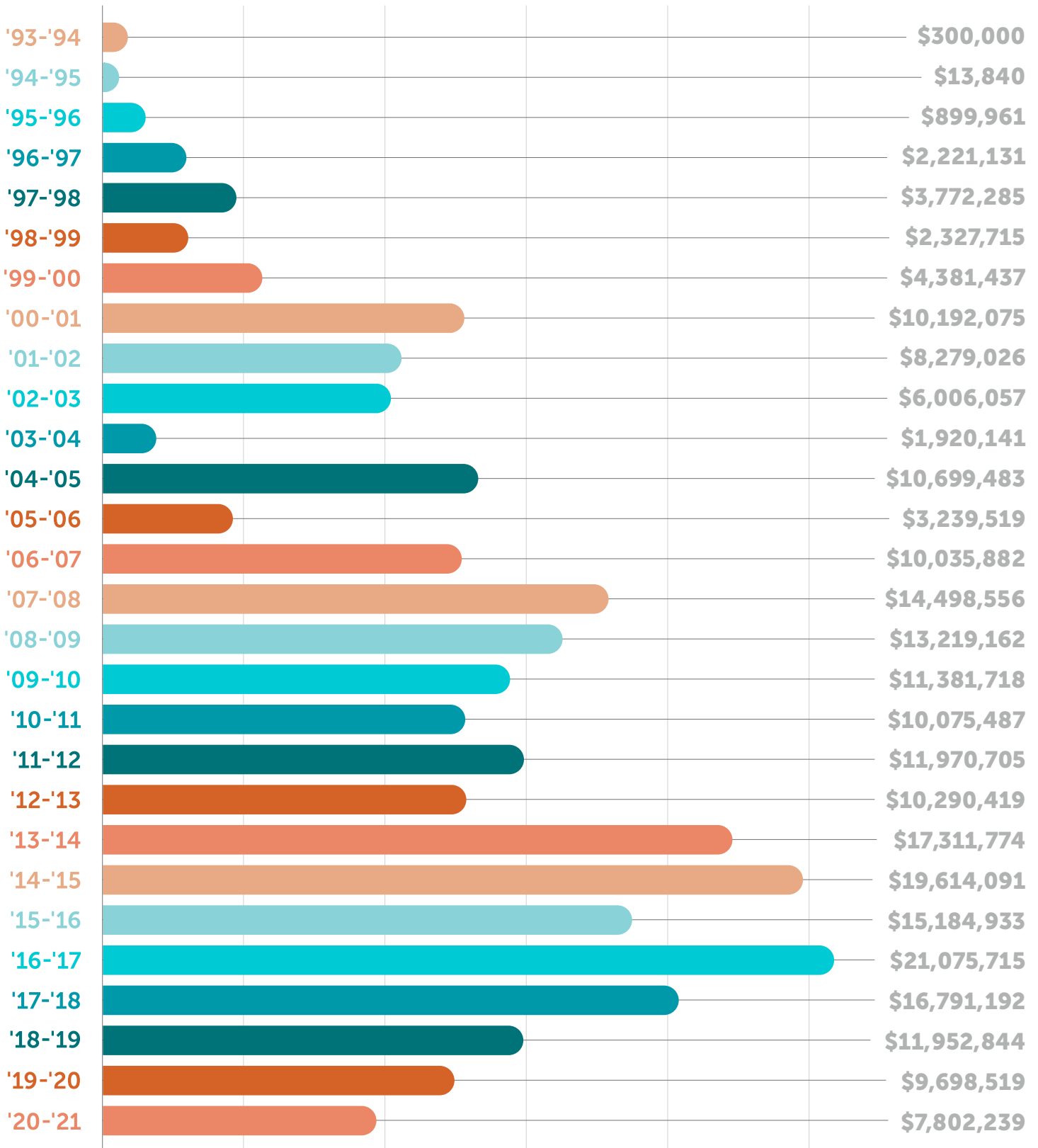
For fiscal year 2020-21 we gave 158 grants totaling \$7,802,239.

Total Grant Giving by Category | FISCAL YEAR 2020-2021



At a Glance

Total Grant Giving by Fiscal Year | FUNDING PERIOD: INCEPTION - JUNE 30, 2021



Empower the Community-Centric Animal Services Revolution



Community engagement is an essential component of animal welfare – it's crucial that local communities know how they can provide and receive help. The objectives of keeping pets and people together and establishing a community-centric framework has guided much of our work.

Challenge Grants

THE NO PLACE LIKE HOME CHALLENGE



\$150,000
IN GRANTS AWARDED

55
ORGANIZATIONS



44
STATES

10,366
HAPPY REUNIONS


9,867
DOGS


499
CATS


Maddie's Fund® and nine national organizations came together for the industry's first ever Return to Home (traditionally and formerly known as "Return to Owner") Challenge. The focus was simply to reunite pets with their families! This Challenge was a collaborative effort, and we were thrilled to partner with so many wonderful organizations. The Challenge was funded by Maddie's Fund® and Michelson Found Animals Foundation, in collaboration with Adoptimize, ASPCA, The Association for Animal Welfare Advancement, Best Friends Animal Society, HeARTS Speak, Humane Society of the United States, National Animal Care and Control Association and Petco Love.

The No Place Like Home Challenge ran during March 2021 and was open to organizations who wanted to start or expand their Return to Home program for dogs and cats using our common return to home practices as guidelines. Return to Home programs considered were those that actively reunited the animal with their owner in the field or before adoption, transfer or other outcomes.

For this challenge, a total of \$150,000 in grants were awarded to 55 organizations in 44 states. There were 10,366 happy reunions facilitated by 237 participating organizations. More specifically, 9,867 dogs and 499 cats were returned to their homes. That means the Return to Home rate for the Challenge month of March was 32.58% (46% for dogs and 14.13% for cats). This is almost a 10-percentage-point increase as compared to the Challenge participants' 2020 average annual Return to Home rate of 23.73%.



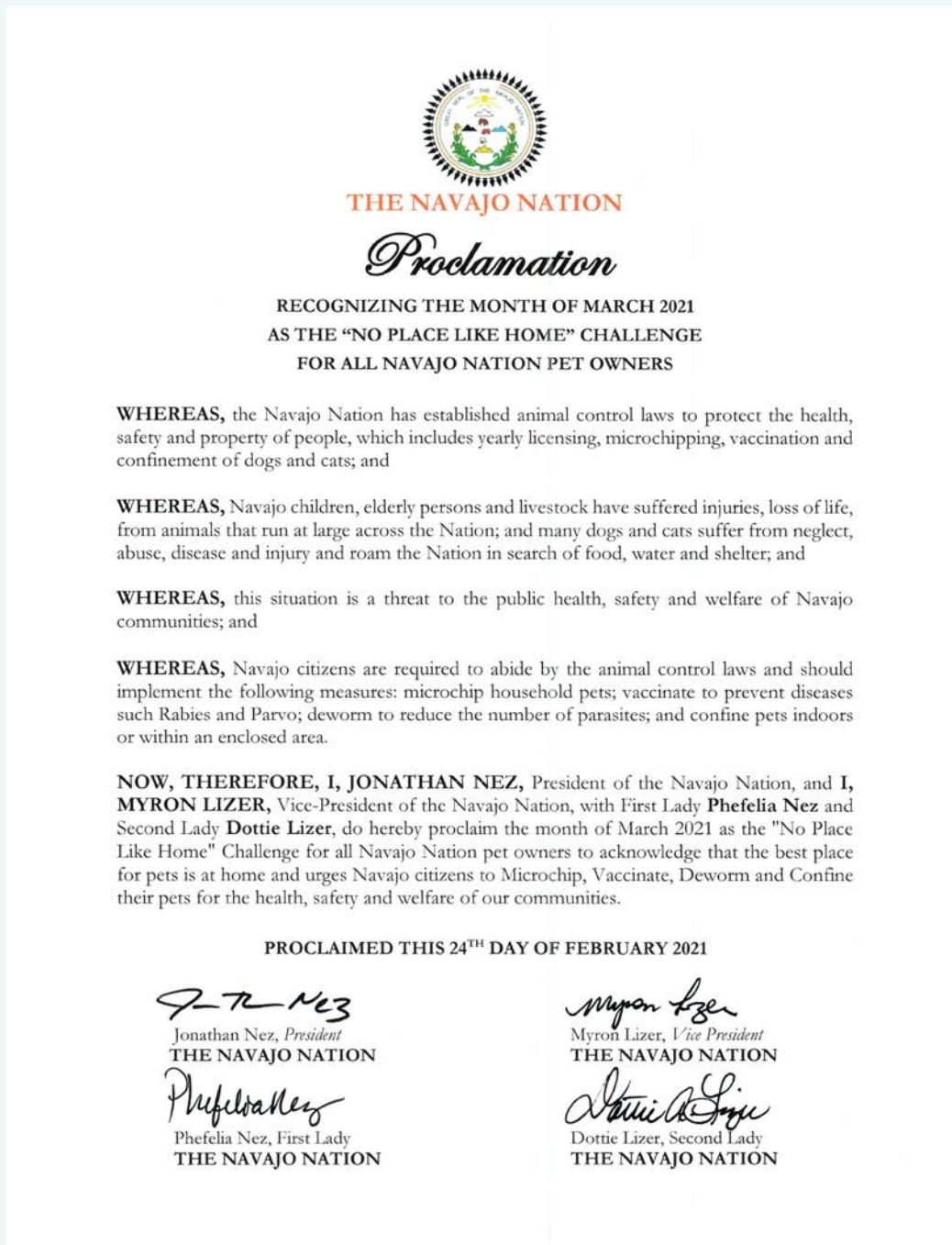
"WE ARE GETTING STAFF TO FOCUS ON THE ULTIMATE WIN: GETTING THE ANIMAL BACK TO THE FAMILY. IT'S A BETTER OPTION THAN ADOPTION. THAT LED TO A CULTURE SHIFT: LETTING STAFF USE THEIR CREATIVITY TO GET THE ANIMALS HOME, BEING TRANSPARENT ABOUT WHAT WE'RE TRYING TO ACCOMPLISH, WORKING MORE RETURN TO HOME STORIES INTO SOCIAL MEDIA AND SHARING TO OUR COMMUNITY ABOUT OUR GOALS. WE WOULDN'T HAVE DONE THIS WITHOUT THE CHALLENGE."

- Animal Rescue League of Iowa

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Challenge Grants

THE NO PLACE LIKE HOME CHALLENGE



THE NAVAJO NATION PROCLAMATION

The Animal Rez-Q, Inc. employed all of the No Place Like Home Challenge practices within their community. This Challenge was supported by the Office of the Navajo Nation President and the Office of the First Lady with a proclamation to the Navajo Nation

Partnerships

This year, we invested \$4.4 million in national partnerships that we believe are revolutionizing our field. Through these partnerships we continued to advance proven practices with national animal welfare organizations, support collaboration, and nurture relationships for others.

We provided operational support to the Association of Shelter Veterinarians, Animal Grantmakers, Shelter Animals Count and National Animal Care & Control Association.

Additionally, we provided programmatic funding for several partners. A few highlights from fiscal year 2020-21 included:

Companions and Animals for Reform Equity (CARE)

We awarded **Companions and Animals for Reform Equity (CARE)** a \$750,000 grant over three years. CARE is a newly formed organization whose founders have a long history of diversity, equity and inclusion (DEI) work and is the only organization with its primary focus on DEI in companion animal welfare.

With this grant, CARE will conduct research and analysis about diversity in animal welfare, build **CARE centers** within communities, and hire additional staff to support DEI training, CARE Centers and CARE operations.

Additionally, we provided a \$50,000 grant to CARE in support of a seed fund for scholarships for African American veterinary students. This scholarship program has been named the *Dr. Jodie G. Blackwell Scholarship Fund*. He graduated in the 2nd class of the College of Veterinary Medicine at Tuskegee University in 1950. He opened a thriving veterinary practice, and joined the faculty at Tuskegee University School of Veterinary Medicine, among many other accomplishments. Dr. Jodie G. Blackwell is the father of Maddie's Fund's 2020 Avanzino Leadership Award recipient **Dr. Michael J. Blackwell**.

Best Friends Animal Society

In 2019, Maddie's Fund awarded Best Friends with an 18-month, \$1.5 million grant to support their Shelter Embed Program, which places Best Friend's team members at partner shelters, working hand-in-hand with staff to revamp their operations with a goal of increased and sustained positive outcomes.

Our funding provided embed staff at Palm Valley Animal Society and Humane Society of Harlingen in Texas, and Santa Rosa County Animal Services in Florida, collectively known as Maddie's® Shelter Embed Project.

HIGHLIGHTS:

- Palm Valley Animal Society: save rate increased from 54% to 91.6% with 18,555 lives saved.
- Humane Society of Harlingen: save rate increased from 29% to 92.6% with 8,595 lives saved.
- Santa Rosa County Animal Services: save rate increased from 34% to 88.4% with 1,588 lives saved.
- The original goal for these three shelters was to save 12,000 lives; but resulted in a total of 28,001 dogs and cats saved.

In 2020-21, we provided Best Friends with an additional \$1.4 million grant to support their full Shelter Embed Program.

Million Cat Challenge

The Million Cat Challenge wrapped up Year 4 of its “Next Million” phase, with the focus of saving 1 million more cat lives after reaching its initial 1 million goal. Results this year included the attainment of 3.3 million cats lives saved, continued shelter assessments, Bootcamp and an evolution of the 5 Key Initiatives to the Four Rights; the Right Care, the Right Place, the Right Time, and the Right Outcome for every pet.

Human Animal Support Services Project

Human Animal Support Services (HASS) is a collaborative effort to keep pets and people together through a community-centric animal welfare organizational model. As of June 30, 2021, there were 899 project participants and 33 working groups who collaboratively created **13 toolkits** shared with the animal welfare community.

Pilot shelters engaged their community members to be active participants in animal welfare, creating and expanding programs to support community families. These programs included returning lost pets to their homes, short and long-term foster solutions, supporting families with the rehoming of a pet for any reason, addressing equity and inclusion, and supplying food and medical services.



In February 2021, Maddie’s Fund awarded \$1.1 million in grants, \$50,000 each, to 22 HASS pilot shelters covering 16 U.S. states in support of their community-centric programs. Those shelters include: Baltimore Animal Rescue and Care Shelter (MD), Cabot Animal Support Services (AR), Cincinnati Animal CARE Humane Society (OH), Charlotte Mecklenburg Animal Services (NC), Dallas Animal Services (TX), Denver Animal Services (CO), El Paso Animal Services Center (TX), Fresno Humane Animal Services (CA), Greenville County Animal Care (SC), Guilford County Animal Services (NC), Humane Rescue Alliance (DC/NJ), Kansas City Pet Project (MO), Lifeline Animal Project (GA), Los Angeles Animal Services (CA), Michigan Humane (MI), Oakland Animal Services (CA), Palm Valley Animal Society (TX), Pasco County Animal Services (FL), Pima Animal Care Center (AZ), Riverside County Department of Animal Services (CA), Rochester Animal Services (NY) and San Diego Humane Society (CA). [Read the press release.](#)

The Shelter Pet Project

Since 2008, Maddie's Fund® along with **the Humane Society of the United States** has partnered with the Ad Council to create and produce public service advertising campaigns focused on helping to get shelter pets adopted. The COVID-19 pandemic demonstrated that shelter pet adoption had become an established and recognized practice. In December 2020, the partners agreed to evolve this campaign focus to keeping pets and people together. Most of 2021 involved market research exploration and creative concept messaging for this new evolution.

To date, Maddie's Fund has provided over \$5.9 million in total funding for this campaign. **The Shelter Pet Project** marks the first Ad Council campaign to focus on pets. From 2009 through 2021, this campaign has generated more than \$541M worth of donated advertising time and space. The Shelter Pet Project utilizes multimedia public service advertisements, including television, radio, outdoor, print, digital and social media content to promote pet adoption through positive communication, spotlighting the incredible and unique bond between adopted pet and family.

California Animal Welfare Funders Collaborative

This year, Maddie's Fund contributed \$50,000 to the California Animal Welfare Funders Collaborative (CAWFC). In its second year, this is a joint project of multiple funders, including Annenberg Foundation with support from Wallis Annenberg PetSpace, Best

Friends Animal Society, Maddie's Fund®, and Michelson Found Animals Foundation. With a goal to collectively respond to the needs of animal shelters throughout the state of California, CAWFC provided \$300,000 in grants to 27 organizations in California.



Awards

Avanzino Leadership Award

The Avanzino Leadership Award is named after Rich Avanzino, the father of the no-kill movement and Maddie's Fund President from 1999 – 2015. It recognizes significant achievement and courage to look beyond the status quo and make bold decisions to improve the lives of pets and their people.

Dr. Michael J. Blackwell received the **2020 Avanzino Leadership Award** for his outstanding leadership and purposeful dedication to the human-animal bond. His mission to improve access to veterinary care, especially for those with limited means, is meaningful for families throughout the United States.

Over the past three years, Maddie's Fund has awarded a total of \$3.3 million to Dr. Blackwell and his team at the Program for Pet Health Equity, College of Social Work, University of Tennessee, Knoxville. He conducted foundational research on **barriers to access to veterinary care and best practices** among those who seek to improve access to veterinary care. Based on the incredible findings from this research, he then launched into research and development of a new healthcare system called AlignCare.

Dr. Blackwell earned a Doctor of Veterinary Medicine degree from Tuskegee University. He also earned a Master of Public Health degree from Loma Linda University. Currently serving as the Director of the Program for Pet Health Equity, College of Social Work, at the University of Tennessee, he chairs the Access to Veterinary Care Coalition.

Dr. Blackwell's career accomplishments are expansive. He has served as the Dean of the College of Veterinary Medicine at University of Tennessee; Chief of Staff, Office of the Surgeon General of the U.S.; Deputy Director of the Center for Veterinary Medicine, Food and Drug Administration; and held the Chief Veterinary Officer of the U.S. Public Health Service and The Humane Society of the United States. He achieved the rank of Assistant Surgeon General (Rear Admiral) of U.S. Public Health Service Commissioned Corps during 23 years on active duty.



Maddie Hero Award

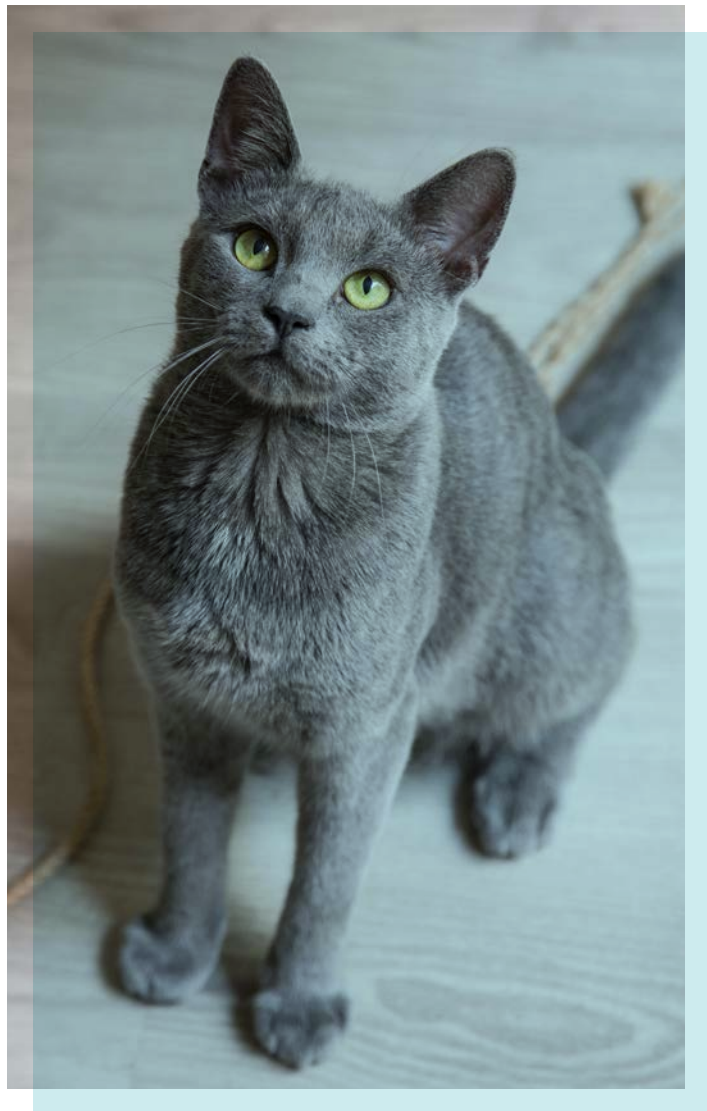
The Maddie Hero Award is given to leaders who are not only advancing the welfare of companion animals in the United States, but are leading the way with their innovative ideas, progressive thinking and lifesaving actions. Kristen Hassen received the **2020 Maddie Hero Award** for her work as the Director of Animal Services with Pima Animal Care Center (PACC) in Tucson, AZ. Kristen and her team worked to meet the needs of their community through innovative programs, such as their pet support call center, foster program and apprenticeships for emerging shelter professionals. In November 2020, Kristen accepted a role as the Maddie's® American Pets Alive! Director, overseeing the national Human Animal Support Services project and Maddie's® Learning Academy.

Shelter Medicine Education

We funded a total of \$550,953 in shelter medicine education grants this year to two universities: the University of Wisconsin-Madison Shelter Medicine Program and Maddie's® Shelter Medicine Program at Cornell University. Together, they're providing shelter consultations, fellowships and online certificates for veterinarians, and training veterinary students in shelter medicine.

University of Wisconsin-Madison Shelter Medicine Program

Maddie's Fund provided funds to support two Residents for three years each for the Maddie's® Shelter Medicine Residency Program. Dr. Elizabeth Roberts completed her second year of the residency program and Dr. Allie Stevens completed her first year. Additionally, two 2020-21 Maddie's® Shelter Medicine Interns, Dr. Shakuntala Makjhijani and Dr. Kimberly Perley received training, consulting and research experience.



Dr. Makjhijani: "I FEEL SO GRATEFUL FOR THE EXPERIENCE AND MENTORSHIP I GAINED IN THIS INTERNSHIP. I RECEIVED THE HIGHEST QUALITY TRAINING IN SHELTER MEDICINE SURGERY AND HAVE CONTINUED IN MY CAREER A FAR MORE CONFIDENT CLINICIAN AS A RESULT...I FEEL CONFIDENT THAT THE SKILLS AND KNOWLEDGE THAT I HAVE TAKEN WITH ME WILL EMPOWER ME TO BE A FORCE FOR POSITIVE CHANGE IN THE FIELD OF SHELTER MEDICINE AS IT CONTINUES TO GROW AND PROGRESS. #THANKSTOMADDIE"

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Cornell University Maddie's® Shelter Medicine Program

Two shelter medicine interns were trained in partnership with SPCA of Tompkins County, provided seven courses and 60 hours of training to 210 students. Maddie's® Shelter Lab saw 46 humane organizations register for subsidized diagnostic services. Cornell VetCares Community Cat Clinics offered free alterations to a total of 149 cats in this fiscal year and held the ASCPA Cornell Maddie's® Shelter Medicine Conference online for over 2,000 shelter veterinarians, students, and shelter professionals.

Research Grants

This year we funded \$2.11 million in research grants, plus prizes for two surveys.

University of Denver

One Health Impact of The Humane Society of the United States' Pets for Life

In April 2018, we approved \$500,000 for the Institute for Human-Animal Connection at the University of Denver's four-year study, *Measuring the One Health Impact of The Humane Society of the United States' Pets for Life*. This project focused on the premise that the future of companion animal welfare has become increasingly contingent upon its ability to serve as a resource for all pets in the community, not just those who end up at the shelter. By measuring the impact of Pets for Life (PFL) and its person-centered approach to animal welfare on the holistic health of the community, this study will position animal welfare as an integral component of sustainable, inclusive public health. This study is expected to conclude in October 2022.

YEAR THREE HIGHLIGHTS:

- Door-to-door data collection was captured via electronic format due to COVID-19; 882 households were contacted and a total of 393 surveys were completed
- Support was uniformly distributed across the four study sites with a primary focus on pet food, cat litter and access to emergency and basic veterinary care
- Presentations were made about this study at Best Friends Professional Development Symposium (September 2020), Humane Society of the United States Animal Care Expo (April 2021), and Best Friends National Conference (June 2021)
- Manuscript on the first year of Pet Inventory data collection, which represents the most detailed assessment of pet ownership within individual communities ever completed, was accepted for publication with the *Journal of Applied Animal Welfare Science*

University of Tennessee, AlignCare Program

In 2018, a three-and-a-half-year grant in the amount of \$2,885,989 was awarded to University of Tennessee Program for Pet Health Equity for the research, development and support of the AlignCare program.

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

After three years of research and development, AlignCare has been implemented in eight pilot communities (Phoenix, AZ; Knoxville, TN; Asheville, NC; Buffalo, NY; Las Vegas, NV; Reno, NV; Raleigh-Durham, NC; Spokane, WA) and is in-progress in four additional communities (Eastern Band Cherokee Indian Nation in Western North Carolina; Shinnecock Indian Nation in Long Island, NY; Denver, CO; Los Angeles, CA).

Although each community is unique, all share the key features of AlignCare: collaborations among social service agencies, animal welfare organizations and veterinary service providers. In addition, AlignCare connects families with resources needed for both the human and nonhuman family members.

Cornell University (\$101,761)

Determining the Effect of Payment Plans on Access and Demand for Veterinary Services

To research the feasibility of payment plans as an effective financial tool to expand veterinary care access while ensuring veterinary clinics can remain in business.

Intervention Protocol for Management of Traumatic Wounds in Dogs

To establish that outcomes following management of traumatic lacerations with a less costly protocol are equivalent or better to those achieved with the current higher cost protocol.



ASPCA (\$150,000)

Improving Access to Veterinary Care through Research

To fund partners who are researching common medical issues in veterinary care, with the purpose of determining ways to lower the costs of diagnostics and procedures.



University of California, Davis (\$5,500)

Long term Evaluation of Famciclovir as a Treatment for Kittens with Ocular Herpesvirus Infection: a Triple Masked, Placebo Controlled Trial

Researchers hypothesize that the addition of an orally administered antiviral drug, famciclovir, to the current standard of care for young kittens with upper respiratory tract and ocular disease presumably related to feline herpes will reduce long term severity, chronicity, and/or frequency of this common and recurrent disease. This study will test that theory within their ready-made population of famciclovir-treated kittens who are now adults in adopted homes around Northern California. A total of 300 kittens will be enrolled in the study, with approximately 200 already enrolled and assessed during a previous study, and will receive 21 days of therapy, whether in the control or treatment group, and remain in the study for at least one year.

Washington D.C. Total Cat Count

Washington D.C. Total Cat Count

In 2018, this three-year Humane Rescue Alliance (HRA) project assembled a diverse array of organizations, experts, and funders to identify scientific tools and approaches to quantify cat populations in Washington D.C. and to estimate how cats move among indoor, outdoor and shelter populations. This project resulted in several research publications and The Cat Counting Toolkit. The toolkit draws from the expertise of DC Cat Count partners and researchers to include recommendations on developing and administering collaborative projects, using data to inform organizational goals, and the best methods for studying cat populations in any community. It is intended for a wide range of potential adopters, including animal welfare organizations, municipalities or community coalitions that seek to better understand their cat populations and evaluate population management programs. All aspects of the toolkit are publicly available through the project's new website, [DC Cat Count](#).

Arizona State University

Nationwide Deployment and Evaluation of Fostering Programs in Animal Shelters

In March 2018, Maddie's Fund awarded \$1,728,495 over 3.5 years to Arizona State University (ASU) to support this Research Grant. This project's goal was to implement 100 foster programs across the country, including sleepovers, field trips and long-term fostering.

As an unexpected result of COVID-19, long-term fostering became more widespread, and in March 2020, ASU shifted their focus toward implementation of emergency foster programs. At the end of Year 2, a total of 82 foster programs focused on field trips and sleepovers, including the new emergency foster programs, had been implemented.

For Year 3, ASU changed the project scope for the remaining 18 foster programs to implement safety net fostering for owned dogs in response to the potential financial and housing crises. This part of the research includes the identification of active safety net fostering programs, interviews of at least 10 foster coordinators, and the enrollment of the 18 animal shelters providing remote support, implementation and collection of data. This project is set to end on December 31, 2021.



Surveys

A total of \$10,000 in prizes were offered for completion of two surveys; one was a follow-up survey to a 2018 foster care survey, and the second was an initial survey to understand animal shelter staff views on community-centric animal sheltering practices.

A summary from the *Dog & Cat Foster Care in the United States – 2020 Survey* includes:

This quantitative survey, primarily focused on brick-and-mortar animal shelters, collected detailed information about animal shelters' animal intake and policies, animals sent to foster care, foster caregivers and their selection process and opinions about foster care. Overall, the average number of pets who went to foster care was higher in 2020 versus 2018. There was a 20% increase for cats and a 7% increase for dogs. The number of active foster caregivers increased 108%. The average number of active foster caregivers for cats and dogs combined in 2018 was 57 and average total in 2020 was 119.



Educational Opportunities

Maddie's® University - Online Courses

Maddie's® University, an online learning management system, hosted over 12,000 users from 838 animal welfare organizations taking 9,617 self-paced courses and presentations this year. Most popular courses included *Feline Communication: How to Speak Cat*, *Bringing a New Dog Home* and *Canine Language in the Shelter*. Newly launched courses include *FUNDamentals of Marketing*, *A New Model for Shelter Care: Replacing Kennels with Foster Homes* and *Managing Shelter Health*.

Online Apprenticeships

Maddie's Fund apprenticeships involve a combination of self-paced reading material, instructor-led lectures and a final project. Due to the COVID-19 pandemic, we offered our apprenticeships exclusively online this year. We saw a total of 151 students participate

in the blended learning opportunities. Holding these apprenticeships online have opened up this professional development to a larger pool of people; providing 98 organizations from 30 states the chance to learn from some of the best in the industry.

Webcasts

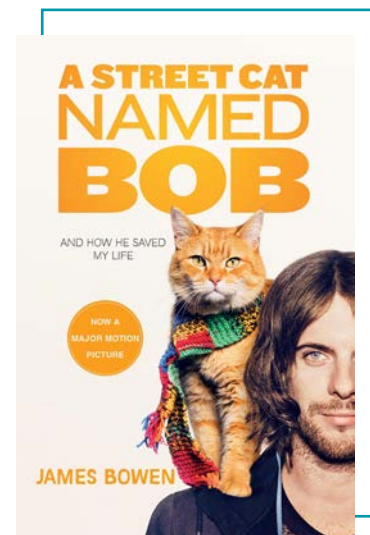
Maddie's Fund offered 12 live webcasts attracting 27,275 viewers. The top three webcasts in viewership this year were: *Evolving Strategies for Treating and Preventing Parvo in Shelter Dogs*, *New AAFP Guidelines for FeLV and FIV: 5 Critical Take-Aways* and *Everything Shelters Need to Know About Canine Distemper*.

Conferences

This year conferences were held virtually, which provided the opportunity to include many more animal welfare professionals, extended learning and networking. Maddie's Fund provided a total of \$64,000 in scholarships for five virtual conferences during fiscal year 2020-21. Additionally, we provided \$33,200 for 415 scholarships for virtual conference registrations. While conference planners had to do things differently this year, there were many thought-provoking and informative sessions. Annual conferences sponsored were Best Friends Symposium, California Animal Welfare Conference, Humane Society of the United States Animal Care Expo, and The Association Fall 2020 and Spring 2021 Conferences.

In addition, we sponsored the first ever **My Dog is My Home Co-Sheltering conference**. This virtual conference focused on "equity and access within social services for people and their companion animals experiencing homelessness." This conference reminded our field to work on extending empathy to not only the pets, but the people who love them. Instead of punishing a person for having a pet while

experiencing housing insecurity, we should be looking for ways to help both the person and the pet. Speakers and attendees included those with lived experiences and members of the veterinary social work, human services and animal welfare professions. The keynote was James Bowen, the author of the bestselling book and film, *A Street Cat Named Bob*.



Community Conversations

Every Monday and Friday morning since they were established in March 2020, shelter and rescue organization professionals across the country and beyond gathered virtually to discuss myriad topics over Zoom. Maddie's Fund hosted these calls which started as a response to the COVID-19 pandemic and evolved to include the issues that animal welfare organizations are facing every day. Nothing has been off the table – how to build community partnerships, transport, foster recruitment, return to home, fundraising and mental health to name just a few of the topics of discussion. With over 2,100 registrations, these calls continued to grow each week.

Maddie's® Pet Forum

Maddie's® Pet Forum (MPF) is the dedicated online community for animal welfare professionals to collaborate, share resources, and provide/receive support among their peers.

This year Maddie's® Pet Forum enjoyed over 32,000 visitors from all 50 states, plus Washington DC, and 133 countries, and became "the" social and informational hub for those wanting to connect to help keep pets and people together.

After each Maddie's® Candid Conversation event was held, speakers and attendees alike headed to MPF to continue the topic discussion and communicate with each other directly.

With virtual conferences as the primary way we convene for the foreseeable future, we provided a special space on MPF for conference attendees, specifically our scholarship recipients. We held virtual happy hours for #ThanksToMaddie VIPs and created special groups just for conference goers.

No Place Like Home Challengers also found a home on Maddie's® Pet Forum in our challenge group. Challengers shared resources, supported one another and participated in huddles focused on return to home practices.

As the Community Conversations weekly calls grew in attendance, Maddie's® Pet Forum was the primary place to share resources, agendas, links to call recordings and the chat logs, in addition to post questions or discussion about the topics from the day.

Andrea Giorgio, Shelter Programs Coordinator, Geauga Humane Society's Rescue Village shared:

"THESE CALLS HAVE HELPED ME BUILD MY CONFIDENCE TO PITCH NEW PROGRAM IDEAS. I CREATED A SAFETY NET FOSTER PROGRAM, THE COMMUNITY GUARDIAN PROGRAM, BECAUSE OF THE CONVERSATIONS THAT TOOK PLACE IN THESE CALLS."

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I SO APPRECIATE WHAT THE FORUM IS DOING ON BEHALF OF THE WORK THAT ENGAGES US ALL SO DEEPLY AND IN SO MANY WAYS. SO VERY, VERY GLAD FOR THE RESEARCH/NEW IDEAS, ETC. THAT ARE BEGINNING TO EMERGE FROM THE "OLDEN DAYS."

- MPF Member

Diversity, Equity and Inclusion



The fundamentals of Diversity, Equity and Inclusion (DEI) are not new, however, this past year put DEI squarely in the spotlight. To confront the inequities in the animal welfare industry, we need to get comfortable with the uncomfortable. It's no secret that our industry is dominated by white people, primarily women. We are dedicated to the creation of awareness, acceptance and cultivation of transparency and action for DEI, within companion animal welfare and beyond with collaborations in the broader fields affecting the human animal bond.

By asking ourselves and each other the questions: *"Who are we not reaching?"* And *"How can we include and connect with the entirety of our community to keep pets and people together?"*, we hope together we will change the face of animal welfare.

Candid Conversations

This year we launched **Maddie's® Candid Conversations**, a series of open, informal 30-minute Zoom conversations and Q&A's with DEI leaders focusing on their journey in furthering diversity, equity and inclusion in their daily work. Hosted by Maddie's Fund, these thought-provoking and inspiring conversations, which continue on Maddie's® Pet Forum, attracted over 1,300 live and on-demand views.

We held four conversations this year, starting with Ed Jamison, the former Director of Dallas Animal Services and current Executive Director for Operation Kindness; followed by Dr. Jyothi Robertson, President and Founder of JVR Shelter Strategies; Ariel Zhang, Senior Director of Strategic Initiatives at The Animal Foundation; and Gabrielle Chapman, Principal Consultant of Woodrow Consulting Firm, partnering with Justin Marceau, author of *Beyond Cages: Animal Law and Criminal Punishment*.

THE SINCERE, OVERDUE AND FRANK CONVERSATIONS HAVE BEEN WELL-RECEIVED. ONE ATTENDEE SHARED IN THE CHAT DURING A CONVERSATION, "BE INTENTIONAL.' INTENTIONAL IS A BRILLIANT BOTTOM-LINE FOR ANTIRACIST WORK. THANK YOU FOR THE INSPIRATION YOU HAVE SHARED FROM YOUR LIVED EXPERIENCE. INVALUABLE!"

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ED JAMISON
EXECUTIVE DIRECTOR
Operation Kindness



JYOTHI ROBERTSON
PRESIDENT & FOUNDER
JVR Shelter Strategies




GABRIELLE CHAPMAN
PRINCIPAL CONSULTANT
Woodrow Consulting Firm



ARIEL ZHANG
SENIOR DIRECTOR OF
STRATEGIC INITIATIVES
The Animal Foundation



JUSTIN MARCEAU
AUTHOR
*Beyond Cages: Animal Law
and Criminal Punishment*



**"PERHAPS THE GREATEST GIFT AN
ANIMAL HAS TO OFFER IS A PERMANENT
REMINDER OF WHO WE REALLY ARE."**

*- Nick Trout, Author & Veterinary Surgeon,
Angell Animal Medical Center in Boston*

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