



The Pet Rescue Foundation

# 2002-2003 ANNUAL REPORT



*Our mission is to revolutionize the status  
and well-being of companion animals.*



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## Acknowledging Maddie

The 2002-2003 Maddie's Fund® Annual Report is dedicated to Maddie, the little dog that made our lifesaving work possible.

Graphic designer and illustrator Joyce Davis has graced the pages of this report with Maddie's likeness. Many of Joyce's illustrations reflect Maddie's favorite pastimes. To read Maddie's story, turn to page 3.

## About Maddie's Fund

Maddie's Fund was initially established by Dave and Cheryl Duffield as the Duffield Family Foundation in 1994. In January 1999, the Board of Directors restructured the Foundation, defined its mission, implemented a new operating methodology and adopted the name Maddie's Fund.

Maddie's Fund, the Pet Rescue Foundation, is helping to fund the creation of a no-kill nation. The first step is to help create programs that guarantee loving homes for all healthy (adoptable) shelter dogs and cats throughout the country. The next step will be to save the sick and injured pets in animal shelters nationwide.



*The Pet Rescue Foundation*

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## Maddie's Story

Maddie was the beloved companion of Dave and Cheryl Duffield. Her unconditional love inspired Dave and Cheryl to start Maddie's Fund®, a foundation dedicated to revolutionizing the status and well-being of companion animals.

Dave and Cheryl fell in love with Maddie when she was only ten days old. "We picked her up to hold her," says Dave, "and this began the love affair." "Maddie melted our hearts from the first second we saw her," adds Cheryl. "We loved her spirit, her devotion, her sweet ways, her stubbornness, her independence, her intelligence and unconditional love."

Maddie was playful and curious like most Miniature Schnauzers. She adored trips to the beach, long walks through the woods, games with tug toys and tussles with the family dogs. She was also extremely sweet and affectionate.

The Duffields shared ten memorable and happy years with Maddie. When she died of cancer in 1997, Dave made a promise to "give back to Maddie and her kind in dollars that which Maddie gave to us in friendship and love."

In honor of Maddie, Maddie's Fund®, the Pet Rescue Foundation, has spent nearly \$30 million so far to save dog and cat lives.

Maddie's Fund is investing in colleges of veterinary medicine and community collaborations of no-kill organizations, traditional shelters, animal control agencies and veterinarians to help reach the no-kill nation goal.





# PRESIDENT'S MESSAGE

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Maddie's Fund began in 1999 with a goal and a plan. The goal: to help build a no-kill nation. The plan: to fund projects in three areas, including 1) community collaborations of animal welfare organizations, 2) state veterinary medical associations, and 3) colleges of veterinary medicine, to build safety nets of care capable of saving all healthy and treatable shelter pets community-wide.

Our goal remains constant. But, as we learn from the challenges and successes experienced by our grantees at the grassroots level, we modify, adjust and improve upon our funding plan to reflect the realities in the field.

In 2002-2003, we made several changes and modifications.

In an effort to get better above-baseline performance, reduce administrative costs, ease the burden on lead agencies, and expand private practice veterinarian participation in the animal welfare cause, we moved away from funding spay/neuter voucher programs administered by animal welfare organizations. We shifted instead to targeted spay/neuter programs for low-income pet owners. These programs are administered by city, county or regional veterinary medical associations with surgeries performed by private practice veterinarians. The veterinarians work hand-in-hand with existing animal welfare coalitions as part of an overall community collaboration to end the killing of healthy shelter dogs and cats within five years.

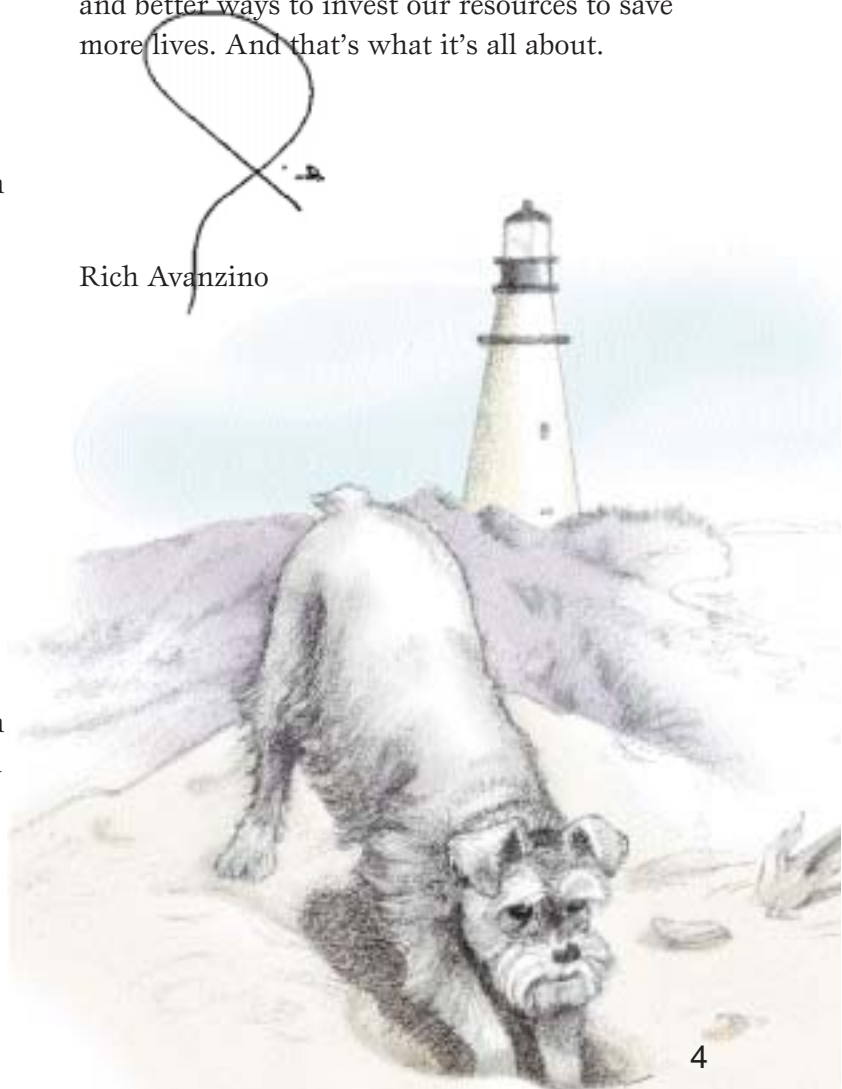
In an effort to ensure students and residents in Maddie's® Shelter Medicine Programs are given balanced exposure to different shelter models, we modified our parameters for veterinary schools by quantifying no-kill inclusion in areas of research, veterinary student training, resident training, continuing education and core shelter selection.

After funding state veterinary medical associations to administer statewide spay/neuter programs, we learned that the most effective way to get the highest number of surgeries performed is to start with community collaborations of animal welfare organizations, then engage the veterinarians.

And, as we near the end of the funding cycle for some of our five year collaborative projects, we're looking at new ideas and additional strategies to help our grantees increase their long-term financial health and sustain their community's adoption guarantees long after our funding has ended.

Something is always changing at Maddie's Fund. As we continue to evolve, we find new and better ways to invest our resources to save more lives. And that's what it's all about.

Rich Avanzino



# ONGOING PROJECTS

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## No More Homeless Pets in Utah

*Total above baseline adoptions after three years: 18,869*

*Total adoptions — three years: up 25%*

*Total spay/neuter surgeries over baseline — three years: 48,180*

*Reduction in total shelter deaths below baseline year: 23%*

*Grant award to date: \$5,968,000*

*Grant award expected over five years: \$9,426,000*



*No More Homeless Pets in Utah (NMHPU) continues to improve its effectiveness year after year.*

In Year Three, the project opened an additional shopping mall site, increasing its storefront adoptions from 1,300 to 1,800. Three adoption events in communities outside of Salt Lake City have been added to the twice yearly Super Adoption events.

Over the past year, every coalition partner received a digital camera and Pet-Ark software to make internet adoptions a part of even the smallest groups' operations.

Events and adoption promotions are always on the agenda at *No More Homeless Pets in Utah*. Last year's successful *Home for the Holidays* placed over 4,000 pets during the holiday season. The annual *Strut Your Mutt* walkathon was reconfigured to raise more money and public awareness.

Switching from a regular spay/neuter voucher to an application-based low-income voucher at the end of Year Two dramatically increased surgeries overall.

*NMHPU is a statewide coalition of 89 veterinary hospitals, 24 no-kill groups, 55 animal control agencies and one traditional shelter. It operates in urban, suburban and rural communities and includes 230 cities. The coalition serves a population base of two million people in areas ranging from wealthy to economically depressed. The lead agency is Best Friends Animal Society in Kanab, Utah.*



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## Maddie's® Pet Rescue Project in Lodi

*Total above baseline adoptions  
after three years: 1,376*

*Total adoptions — three years: up 44%*

*Total spay/neuter surgeries  
over baseline — three years: 3,810*

*Reduction in shelter deaths  
below baseline year: 20%*

*Grant award to date: \$314,546*

*Grant award expected over five years:  
\$509,426*

Much to its credit, Lodi nearly reached its five year spay/neuter goal of 3,920 at the end of Year Three, two years ahead of schedule. The project's strong relationship with local veterinarians has been key to the success of the spay/neuter voucher program.

In Year Three, Lodi added churches, grocery stores, Target and Wal-Mart stores to its adoption sites; expanded its volunteer base to include high-school students; participated in more fairs and festivals; and organized four Super Adoption events. The Stockton Auto Group and Sherwood Mall were two new event sponsors.



*Maddie's® Pet Rescue Project in Lodi consists of the no-kill, non-sheltered Animal Friends Connection Humane Society, Animal Control Services and all but one of the community's private practice veterinarians. Lodi is an agricultural and bedroom community located in California's Central Valley. The coalition serves a population of 60,000 people.*

# ONGOING PROJECTS

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## Maddie's® Pet Rescue Project in Alachua County, Florida

*Total above baseline adoptions after one year: 816*

*Total adoptions — one year: up 32%*

*Reduction in shelter deaths below baseline year: 18%*

*Grant award to date: \$487,576*

*Grant award expected over five years: \$2,502,520*

Alachua County had a very productive first year.

Many more animals were placed in loving new homes thanks to four adoptathons. The adoption events had the added benefit of raising tremendous community awareness for the coalition and its partners.

The *Adopt-A-Pet from Your Vet* program proved to be an effective way to increase foster homes and adoptions and to promote closer bonds between veterinarians and the animal welfare community.

At the midpoint of Year One, Maddie's Fund changed its approach to funding spay/neuter initiatives. As a result, the original spay/neuter component of the project ended in January 2003 and a new program administered by the Alachua County Veterinary Medical Association began in July 2003.

*Maddie's® Pet Rescue Project in Alachua County, Florida, is a coalition of Alachua County Animal Services, Alachua County Humane Society, Gainesville Pet Rescue, Haile Plantation Veterinary Hospital, Helping Hands Pet Rescue at West End Animal Hospital, and Puppy Hill Farm. The lead agency is the no-kill Alachua County Humane Society. Alachua County, population 218,000, is located in north central Florida. The county seat is Gainesville, which is also the home of the University of Florida.*







## Maddie's® Shelter Medicine Program, University of California Davis, School of Veterinary Medicine

*Grant award to date: \$1,051,000*

*Grant award expected over six years:  
\$2,227,000*

In the second full year of Maddie's® Shelter Medicine Program, staff conducted additional shelter research in areas of respiratory tract infections, virulent systemic calicivirus and diarrhea-causing pathogens, with two studies accepted for publication.

A behavior resident came on board, veterinary students benefited from shelter medicine coursework and externships, and Maddie's® Shelter Medicine experts disseminated the findings of their pioneering work through the Program's website, shelter consultations, and conference appearances.

Five core shelters—two no-kill and three animal control—were provided with assistance in the areas of disease prevention and control, behavior modification, facility design and management.

The Program's first resident, Dr. Kate Hurley, was selected as the new Director of Maddie's® Shelter Medicine Program.

# NEW PROJECTS 2002–2003

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## Maddie's® Pet Rescue Project in Maricopa County, Arizona

*Total above baseline adoptions after ten months: 1,431*

*Total adoptions – ten months: up 5 %*

*Reduction in shelter deaths below baseline year – ten months: 22 %*

*Grant award to date: \$375,120*

*Grant award expected over five years: \$3,843,620*

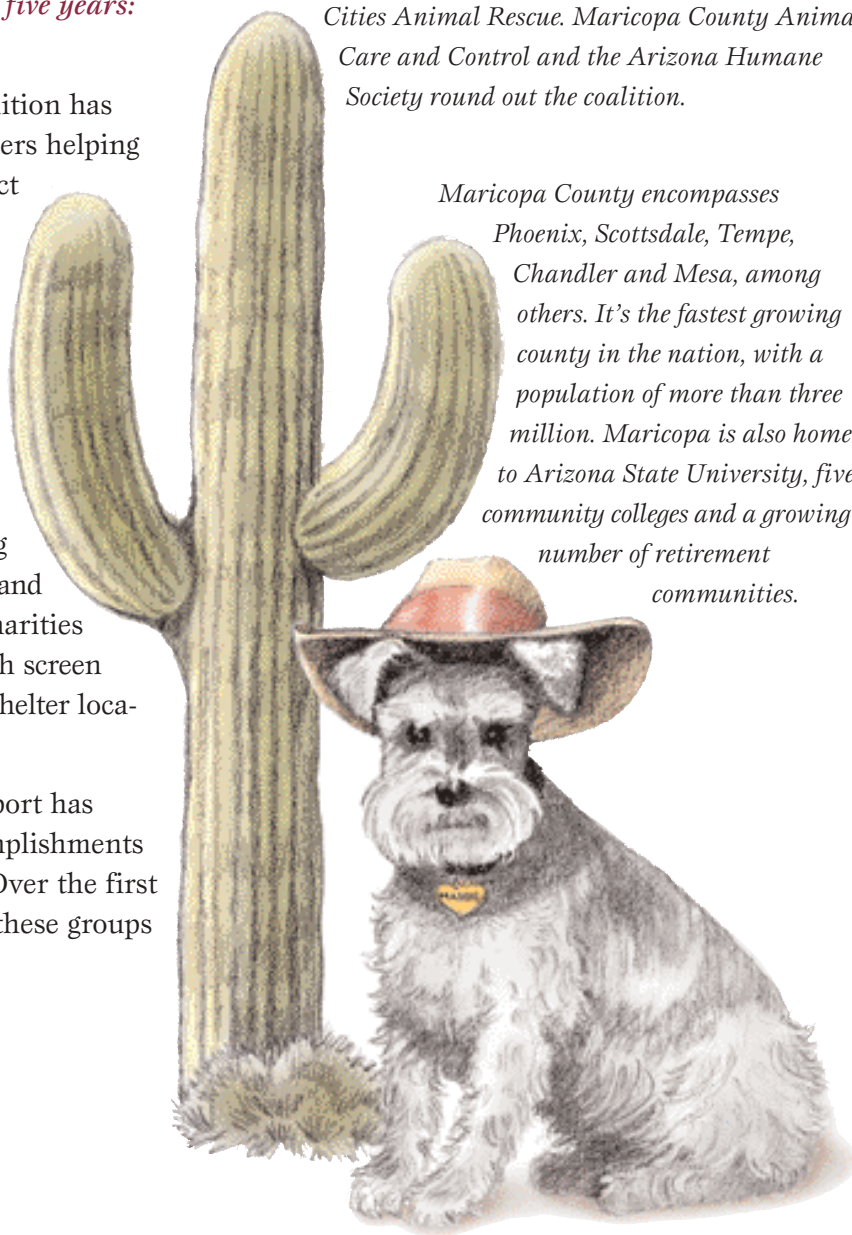
The Maricopa County Coalition has several high-powered partners helping Maddie's® Pet Rescue Project succeed, including Maricopa County Animal Care and Control, the Arizona Humane Society and Phoenix-based PETsMART Charities. Pets 911 and their auxiliary organization have stepped up to the plate by facilitating quarterly adoption events, and Pet-Ark and PETsMART Charities are planning to install touch screen kiosks at each of the allied shelter locations to boost adoptions.

All of this community support has inspired outstanding accomplishments from the no-kill partners. Over the first ten months of the project, these groups

have boosted their adoptions by an average of 31%. Increased collaboration among the partners, new adoption events, new adoption outlets and more animals posted on the internet have all contributed to the increase.

*The no-kill Arizona Animal Welfare League is the lead agency for the project. Other no-kill partners include Cat Help and Rescue Movement Inc.; Dog Rescue; Foothills Animal Rescue, Inc.; Friends For Life Animal Sanctuary; H.A.L.O. Animal Rescue; Noah's Ark Animal Rescue; Second Chance and Sun Cities Animal Rescue. Maricopa County Animal Care and Control and the Arizona Humane Society round out the coalition.*

*Maricopa County encompasses Phoenix, Scottsdale, Tempe, Chandler and Mesa, among others. It's the fastest growing county in the nation, with a population of more than three million. Maricopa is also home to Arizona State University, five community colleges and a growing number of retirement communities.*





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## Maddie's<sup>®</sup> Spay/Neuter Project in Maricopa County, Arizona

*Grant award to date: \$181,000*

*Grant award expected over five years: \$2,221,000*

To help Maricopa County meet its one year goal of 3,000 spay/neuter surgeries for pets of low-income residents, Maddie's Fund awarded a grant to the Arizona Veterinary Medical Association (AZVMA) in November of 2002. While veterinarians and target clients have been slow to utilize the program, the AZVMA is working hard to overcome obstacles, and surgeries are gradually rising. The Project is scheduled to run for five years, in conjunction with Maddie's<sup>®</sup> Pet Rescue Project in Maricopa County.

## Maddie's<sup>®</sup> Shelter Medicine Program at Western University of Health Sciences

*Grant award to date: \$250,000*

*Grant award expected over five years: \$1,250,000*

In August 2003, Western's inaugural class of students entered the first veterinary school to open in more than two decades. With a grant from Maddie's Fund, Western University has integrated no-kill philosophy and methods into its core curriculum for veterinary students. The school plans to provide medical consultation and other services to no-kill and traditional animal shelters and to make clinical experiences at no-kill shelters a significant component of its program.

## Maddie's<sup>®</sup> Spay/Neuter Project in Alachua County, Florida

*Grant award to date: \$110,000*

*Grant award expected over five years: \$1,540,000*

To help Alachua County meet its one year spay/neuter goal of 3,665 surgeries for pets of low-income residents, Maddie's Fund awarded a grant to the Alachua County Veterinary Medical Association in July of 2003. The Project is scheduled to run for five years, in conjunction with Maddie's<sup>®</sup> Pet Rescue Project in Alachua County.

## Maddie's<sup>®</sup> Shelter Medicine Program at Iowa State University College of Veterinary Medicine

*Grant award: \$49,500*

Iowa State University's one year grant is enabling veterinary students to learn about no-kill and other shelter models through classwork and externships. In the summer of 2003, student externs got hands-on experience at no-kill shelters in San Francisco, California, and Kanab, Utah. And, through a newly created Maddie's<sup>®</sup> Summer Scholar program, students got a chance to visit nineteen shelters (eight no-kill and eleven traditional) to collect samples for infectious disease research projects. They used these opportunities to design surveys to help detect and prevent illness in foster animals.

# COMPLETED PROJECTS

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## Maddie's® Big Fix for Alabama

*Total surgeries performed: 36,046*

*Total grant award: \$2,413,303*

Maddie's® Big Fix for Alabama was a two year program to spay and neuter dogs and cats of low-income residents.

The Alabama Veterinary Medical Association (ALVMA), in conjunction with the Alabama Humane Federation and the Alabama Animal Control Association, concluded Maddie's® Big Fix on June 30, 2003.

The ALVMA administered the program with surgeries performed by its private practice member veterinarians. In addition to 36,046 surgeries:

- Shelters reported a 9% drop in euthanasia, or 5,449 fewer deaths over two years.

- Maddie's® Big Fix strengthened the bonds between veterinarians and the animal sheltering community.

- The program led to the formation of animal welfare collaborations in many communities, several of which have subsequently applied for a Maddie's Fund® grant.

ALVMA Executive Director Dr. Charles Franz provided outstanding leadership throughout the two year program. More than 700 veterinarians participated, and a large number of the doctors promoted and advertised the Big Fix at their own expense. Many shelter Executive Directors were equally supportive, spending their resources to advertise the program. College students, volunteers and the business community all pitched in to help.

### *Maddie's® Big Fix breakdown:*

<i>13,278 dog spays</i>	<i>11,403 cat spays</i>
<i>4,743 dog neuters</i>	<i>6,622 cat neuters</i>



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## Maddie's® Spay/Neuter Project in Texas

*Total surgeries performed: 5,964*

*Total grant award: \$369,962*

Maddie's® Spay/Neuter Project in Texas started as a two year program to spay and neuter dogs and cats belonging to low-income residents living in qualified counties.

The Texas Veterinary Medical Association (TVMA) administered the program with surgeries performed by its private practice member veterinarians.

Maddie's Fund and the TVMA curtailed Maddie's® Spay/Neuter Project on July 31, 2003, just short of the twelve month benchmark. In spite of the tremendous leadership and professionalism of TVMA Executive Director Elbert Hutchins and his staff, the program did not generate sufficient interest and support in enough communities to warrant continuation.

The Project achieved significant accomplishments regardless of its reduced scope:

- The formation of 38 community collaborations, many in the process of submitting a preliminary application for a Maddie's Fund grant (Collaborations that ultimately receive funding will be able to restart the low-cost spay/neuter program through their local veterinary medical associations.)
- High numbers of surgeries in individual communities: in Abilene, for example, two clinics spayed and neutered 1,414 dogs and cats in ten months.



## Maddie's® Spay/Neuter Program in Utah

*Total surgeries performed: 4,820*

*Total grant award: \$234,805*

Maddie's® Spay/Neuter Program in Utah was a one year program to spay and neuter both feral cats and pets of low-income Utah residents.

The Utah Veterinary Medical Association administered the program, with surgeries performed by its private practice member veterinarians. The program concluded on March 31, 2003.

*Maddie's® Spay/Neuter Program breakdown:*

<i>Feral cats</i>		<i>Pets of low-income caregivers</i>	
<i>Female</i>	<i>2,404</i>	<i>Cats</i>	<i>523</i>
<i>Male</i>	<i>1,663</i>	<i>Dogs</i>	<i>230</i>
<i>Total:</i>	<i>4,067</i>	<i>Total:</i>	<i>753</i>





*The Pet Rescue Foundation*

**FINANCIAL SUMMARY  
FISCAL YEAR 2002-2003**



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## Project Funding

Grant funds distributed in fiscal year 2002–2003 amounted to \$6,006,057. Long-term funding for continuing projects is estimated at \$15,382,274.

Since 1999, all grants, including long-term funding for continuing projects, have amounted to \$44,231,075.

## Maddie's® Approach to Funding

Most foundations provide grants to individual organizations for single programs for one year. Amounts per grant typically range from \$5,000 to \$50,000.

Maddie's Fund® provides five year grants to collaborative community projects that generally include many organizations and programs. Collaborations must demonstrate they can achieve an adoption guarantee for healthy shelter dogs and cats within five years. Ongoing funding is contingent upon reaching annual adoption goals.

Maddie's Fund invests in a mix of projects—urban/rural, statewide/local, low-income/upscale—to establish demonstration models in a variety of different settings.

The biggest project to date comprises an entire state, with a five year grant amount estimated at \$9.426 million. The smallest grant Maddie's Fund will generally award to any community project is \$500,000 over five years. Funding amounts for community projects are based on formulas established in the Maddie's Fund® Applications.

In conjunction with community collaborative adoption programs, Maddie's Fund awards grants to state, county, regional or city veterinary medical associations to carry out community spay/neuter programs.

Maddie's Fund also provides grants to colleges of veterinary medicine to establish shelter medicine programs that will further the no-kill agenda.

Maddie's Fund intends to spend a minimum of \$200 million to achieve a nationwide adoption guarantee for healthy shelter animals. Ultimately, the Foundation plans to spend much more to save the sick, injured and poorly behaved and to help reach the no-kill nation goal.

## The Maddie's Fund® Team

**Founders:** Dave and Cheryl Duffield

**Board Chairman:** Amy Zeifang

**President:** Rich Avanzino

**Veterinary Consultant:** Laurie Peek, DVM

**Program Director:** Mary Ippoliti-Smith

**Policy and Strategic**

**Planning Director:** Pam Rockwell

**Communications Director:** Lynn Spivak

**Communications Specialist:** Sarah Engel

**Grants Specialist:** Shelly Thompson

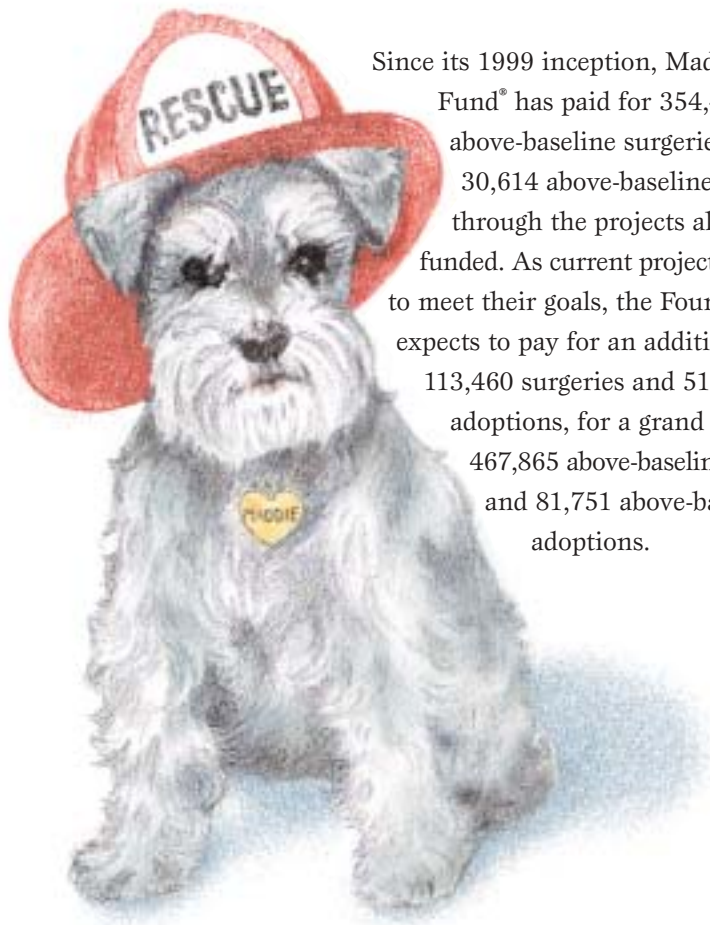
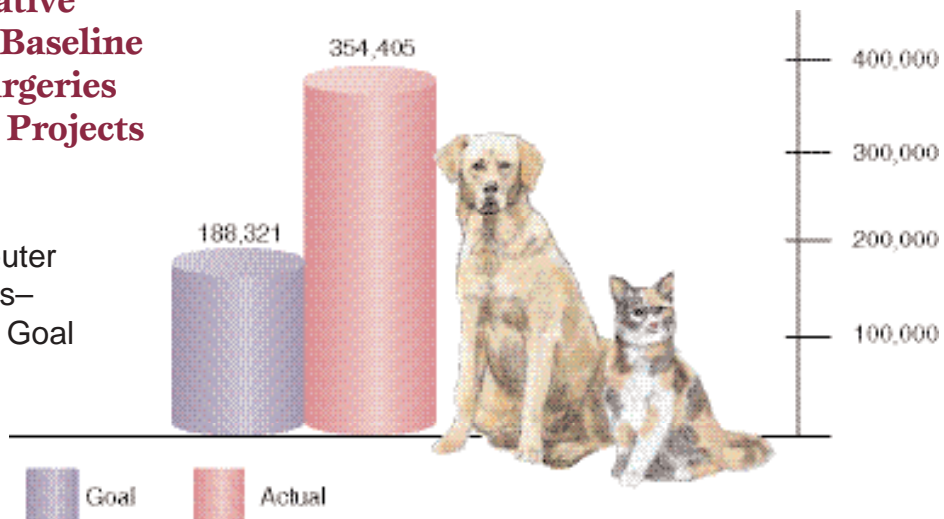
**Field Representative:** Lynne Fridley

# APPENDIX I

## What has Maddie's Fund® paid for?

### Cumulative Above Baseline S/N Surgeries for All Projects

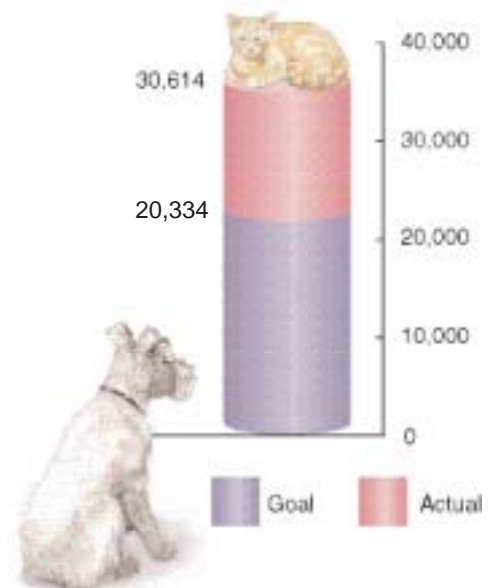
Spay/Neuter Surgeries—  
188% of Goal



Since its 1999 inception, Maddie's Fund® has paid for 354,405 above-baseline surgeries and 30,614 above-baseline adoptions through the projects already funded. As current projects continue to meet their goals, the Foundation expects to pay for an additional 113,460 surgeries and 51,137 adoptions, for a grand total of 467,865 above-baseline surgeries and 81,751 above-baseline adoptions.

### Cumulative Above Baseline Adoptions for All Projects

Adoptions—  
150% of Goal





# APPENDIX II

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## Where is Maddie's Fund® today?



**We're well on the road to building a no-kill nation.**

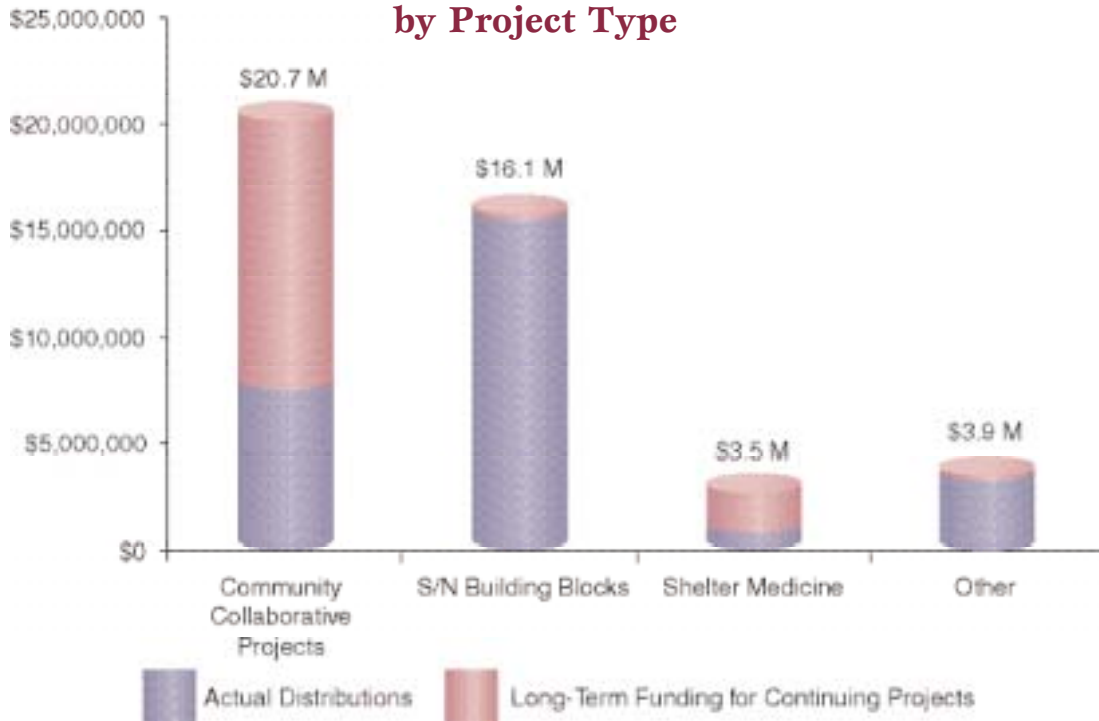
**Since its 1999 inception, Maddie's Fund® has supported projects comprising a total of:**

- 12 States
- 209 Counties
- 1,802 Cities
- 356 Animal Welfare Organizations (including 156 No-Kill Groups)
- 1,457 Private Practice Veterinary Hospitals
- 5 Universities
- 7 Veterinary Medical Associations

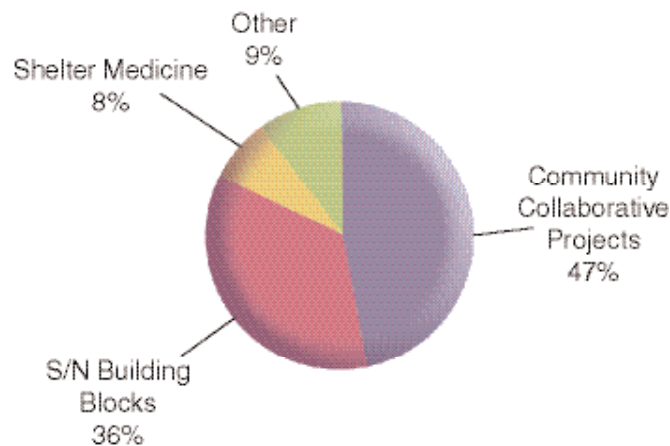
# APPENDIX III

## Maddie's Fund® annual grantmaking

**Maddie's Fund® Grantmaking  
September, 1999–August, 2003  
by Project Type**



**Maddie's Fund® Grantmaking September, 1999–August, 2003 by Project Type**

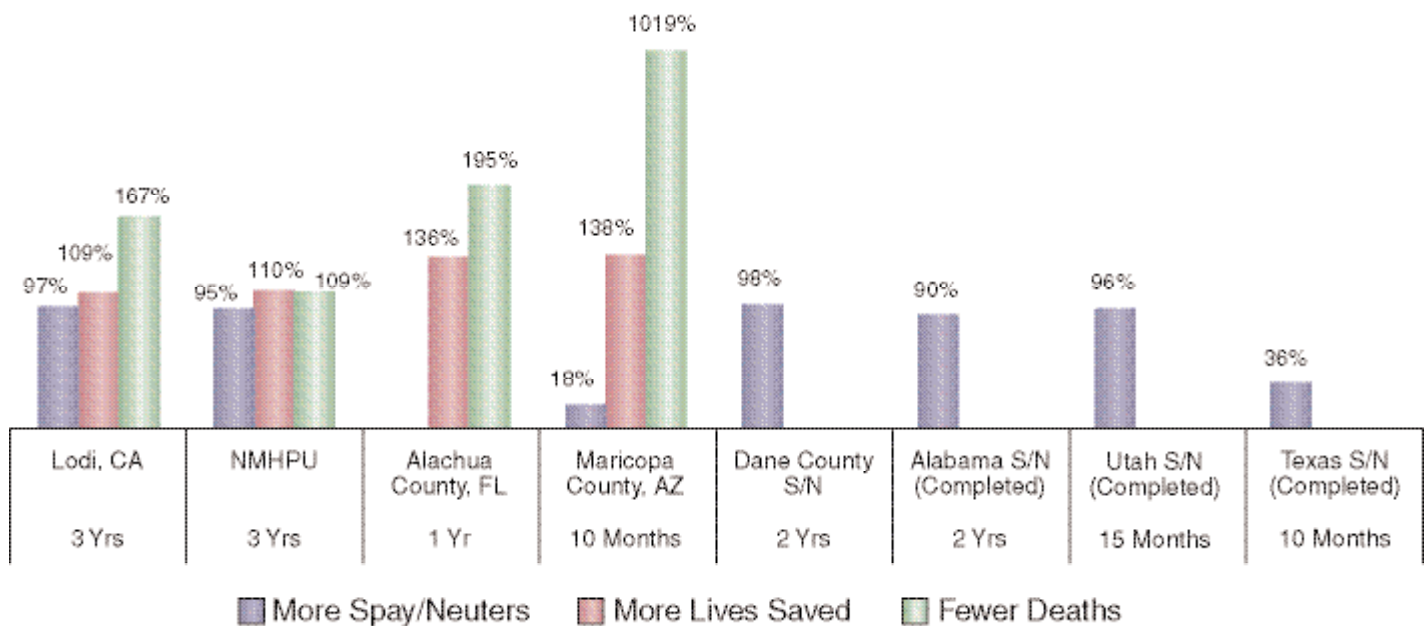


Total grants including long-term funding for continuing projects = \$44.2 M



# APPENDIX IV

## Cumulative achievement for current projects as percent of goal



### APPENDIX IV NOTES:

Lodi, CA = Maddie's® Pet Rescue Project, community collaboration, town, five year project

NMHPU = No More Homeless Pets in Utah, community collaboration, statewide, five year project

Alachua County, FL = Maddie's® Pet Rescue & Spay/Neuter (S/N) Project, community collaboration, county, five year project (The s/n component of the program was restructured as a low-income program targeting pets of Medicaid recipients and administered by the Alachua County VMA. This new program was started in July 2003 as part of the Year Two project.)

Maricopa County, AZ = Maddie's® Pet Rescue & Spay/Neuter Project, community collaboration, county, five year project

Dane County S/N = Maddie's® Spay/Neuter Project, veterinary medical association project, county, three and one-half year project

Alabama S/N = Maddie's® Big Fix for Alabama, veterinary medical association project, statewide, two year project (Completed)

Utah S/N = Maddie's® Spay/Neuter Program, veterinary medical association project, statewide, fifteen month project (Completed)

Texas S/N = Maddie's® Spay/Neuter Program, veterinary medical association project, statewide, ten month project (Completed)



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*Our mission is  
to revolutionize the  
status and well-being  
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