



ANNUAL REPORT

2016 - 2017



Maddie's
Fund



MADDIE'S STORY

You don't have to be big and powerful to do great things. Maddie was a beloved Miniature Schnauzer whose unconditional love, devotion, loyalty and spirit inspired a revolution, and the formation of a charitable foundation, Maddie's Fund®. Dave and Cheryl Duffield created Maddie's Fund to honor their sweet yet feisty and spirited dog.

Maddie's Fund is the fulfillment of a promise made to Maddie while playing together on the living room rug: that, if they ever had any money, they would give back to her and her kind so other families could experience the immense joy they had with her. And the rest, as they say, is history. Dave and Cheryl made good on that promise after having successfully founded several software companies.

To date, Maddie has positively affected the lives of over 1 million dogs and cats in America. The Duffields have invested their resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat. In their lifetime, they have given more of their personal wealth to the companion animal welfare cause than any other individuals, all thanks to Maddie.

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

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
Acting Chief Financial Officer, Treasurer

Valerie Stoltenberg
Vice President of Finance

Mary Ippoliti-Smith
Executive Leadership Team

EXECUTIVE LEADERSHIP TEAM

Amy Zeifang

Laurie Peek, DVM

Mary Ippoliti-Smith

SENIOR MANAGEMENT TEAM

Sheila D'Arpino, DVM
Director of Research

Kim Domerofski
Manager of Partnerships & Collaborations

Sharon Fletcher
Director of Marketing & Communications

Lynne Fridley
Co-Director of Education

Jennifer Ortega
Human Resources Manager

Lars Rabbe
Chief Information Officer

Valerie Stoltenberg
Vice President of Finance

Shelly Thompson
Director of Grants

Lisa Ward
Co-Director of Education

awarded, as of June 30, 2017, more than \$208.9 million in grants toward increased community lifesaving, shelter medicine education and pet adoptions across the U.S. The Duffields named Maddie's Fund® after their Miniature Schnauzer, Maddie, who made them laugh and gave them comfort. Maddie was with Dave and Cheryl for ten years and continues to inspire them today. Maddie's Fund is the fulfillment of a promise to an inspirational dog, investing its resources to create a no-kill nation where every dog and cat is guaranteed a healthy home or habitat.

#ThanksToMaddie

TO EACH OF YOU WHO ARE
WILLING TO JOIN US ON
THIS JOURNEY, THANK YOU.





LETTER FROM EXECUTIVE LEADERSHIP TEAM:

If there's anything we've learned in our journey to ensure all the dogs and cats in America have a loving home or habitat, it's that collaboration is key and no one is alone in their challenges. We've seen first-hand that we achieve more when we work together, share ideas and remember that we are all striving towards the same goal. However, since this type of teamwork has not always been the natural inclination among individual shelters and rescue organizations, we continue to push it forward.

In our efforts to inspire collaboration, we spent the last year focusing on strategic partnerships, cultivating future leaders and continuing to encourage the Aha! Journey for those in our field. We did this through the launching of new programs, grant opportunities and more – all of which required people to embrace both change and creative thinking.

We implemented various new programs both on-site and online, like our Maddie's® Apprenticeships and Maddie® Talks to help shelters and rescue organizations learn from each other and then take back what they learned to apply it in their own communities.

All the while, the launch of the Innovation Grants program and Maddie's® Idea Lab proved that good things do happen when you think outside the box in the name of lifesaving.

Through our conference sessions, we continued to help shelters and rescue organizations find their Aha! Moment and invited them to share what was working – and, just as important, not working – all the while having fun. A prime example of this was Maddie's Fund Speed Dating session at The Humane Society of the United States Animal Care Expo. Over 100 people attended our session to meet with 25 industry experts to discuss various topics, from technology to outbreaks to foster care and everything in between.

It was during those hands-on sessions that people could really see that they had access to “experts” in the field, that there are answers and that they're not alone.

At Maddie's Fund, we believe what is needed to find all dogs & cats a healthy home or habitat already exists. Sometimes it's hard to know where to start, what to do first or how to look beyond your day-to-day responsibilities. And that's why we're here – to help you answer those questions, take the next step and meet those challenges and opportunities head on.

To each of you who are willing to join us on this journey, thank you. You have our support and gratitude for all your efforts on behalf of companion animals.

Sincerely,

Amy, Laurie and Mary
THE MADDIE'S FUND EXECUTIVE LEADERSHIP TEAM

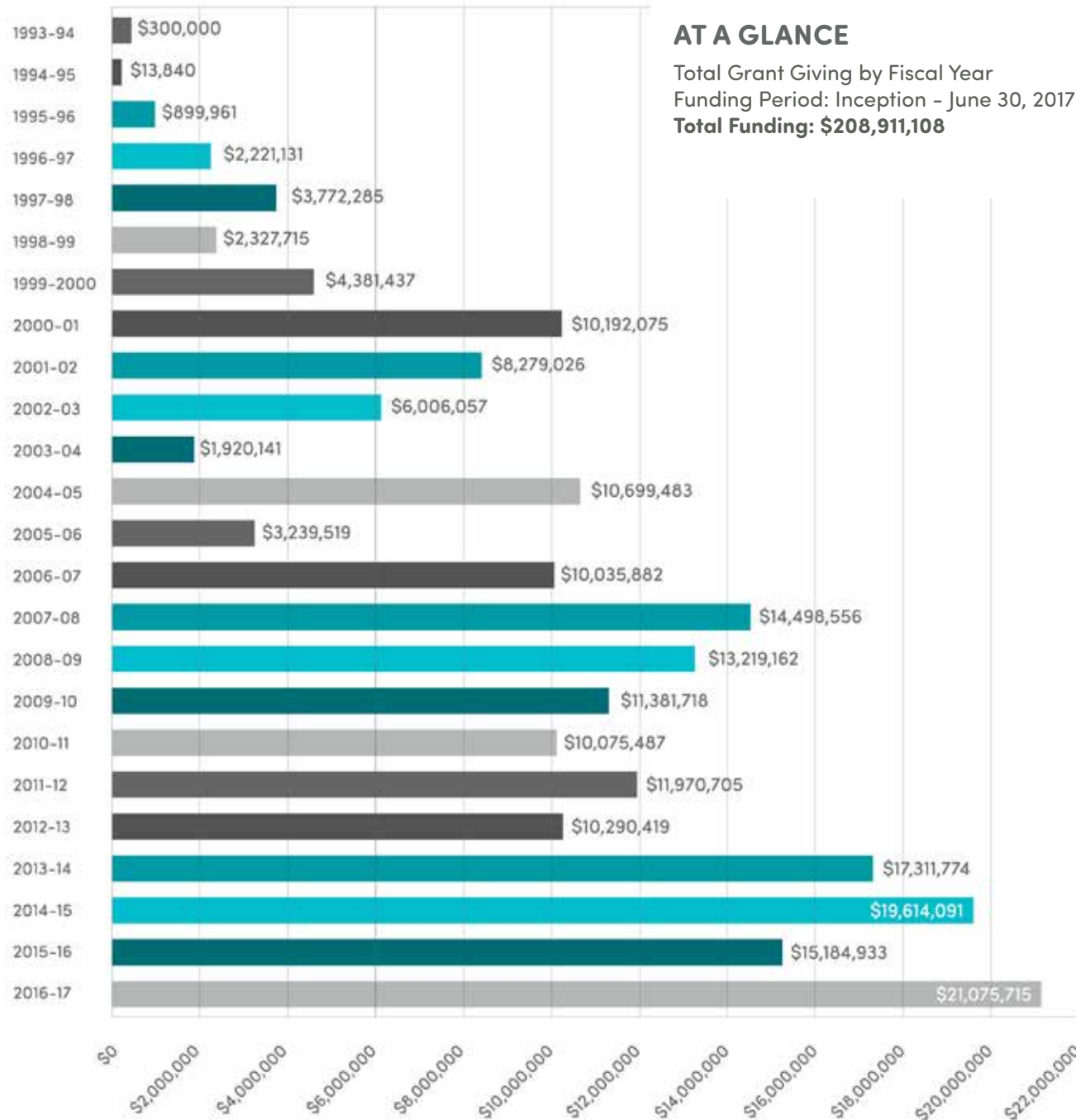
GRANT FUNDING OVERVIEW



GRANT FUNDING OVERVIEW 2016-17

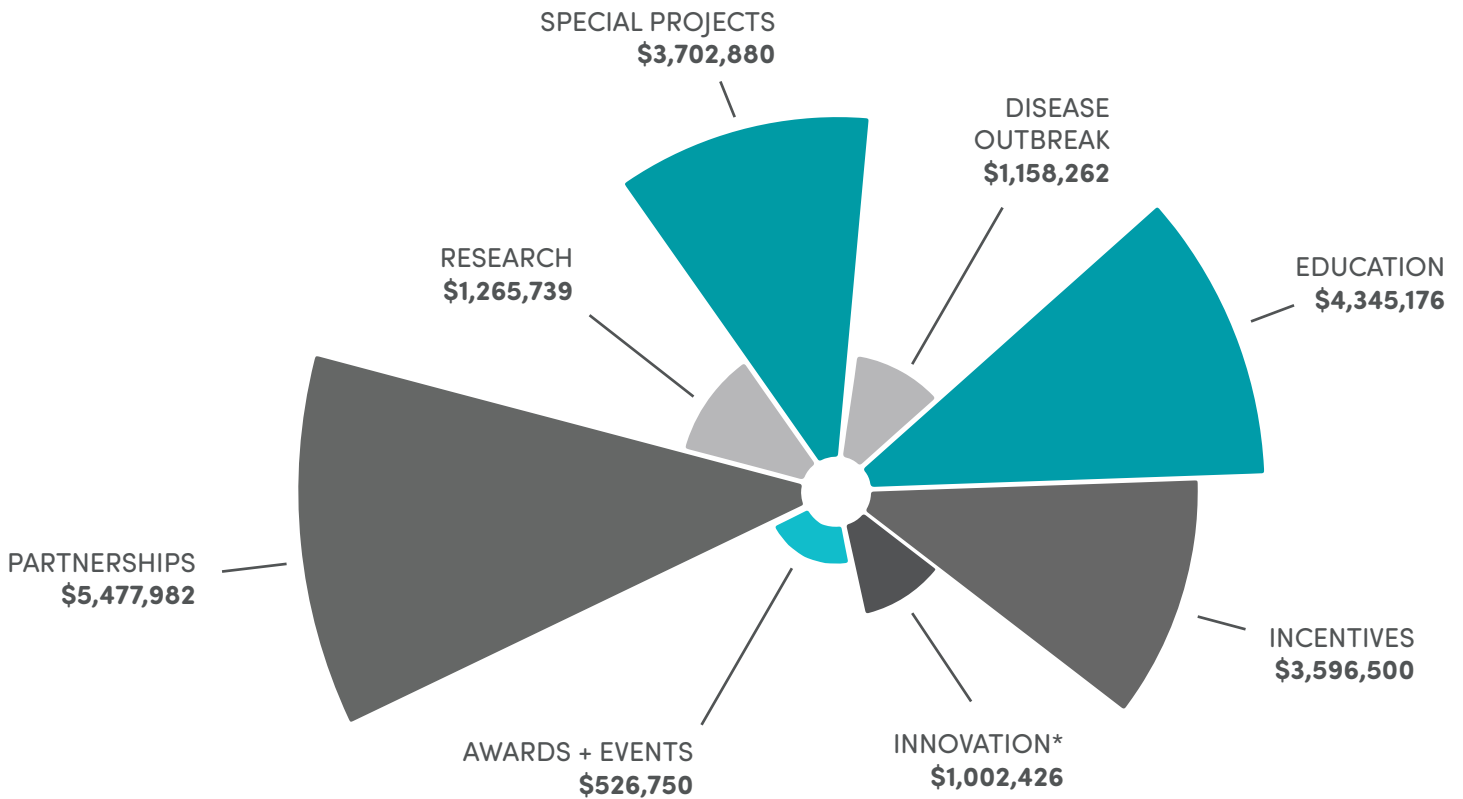
We provide grants that support innovative ideas to increase animal lifesaving, inspire and cultivate current and future leaders, and advance foster care. This year, we awarded 3,625 grants totaling **\$21,075,715**.

Maddie's Fund® has awarded animal welfare organizations and universities \$208.9 million to save animal lives since our inception. Our grant making efforts focus on organizations that honor the foundation's core values of honesty, integrity and mutual respect.



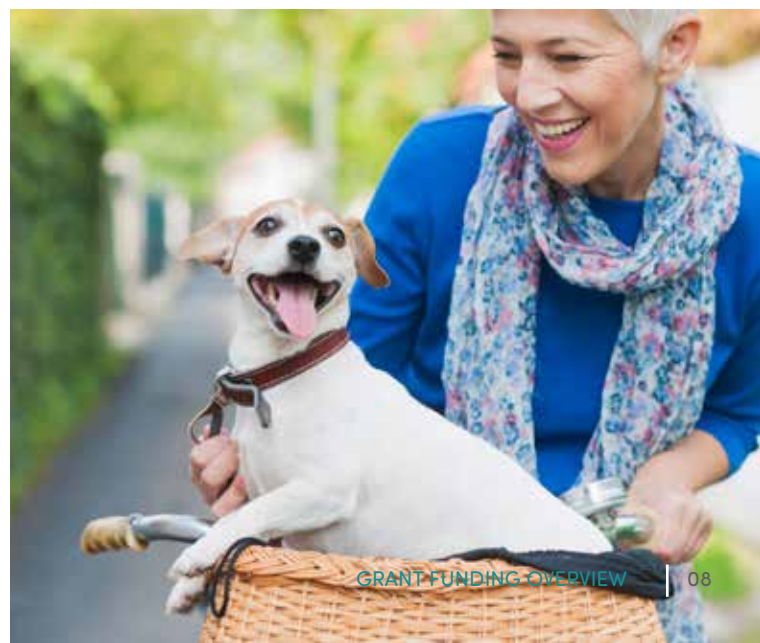
TOTAL GRANT GIVING BY CATEGORY

FISCAL YEAR 2016-17



SPAY TO SAVE IN PORT ANGELES, WA, ARE USING THEIR INNOVATION GRANT TO IMPLEMENT A NEW PROGRAM WHERE DOGS LEARN HOW TO SEARCH FOR A SPECIFIC ODOR TO SAVE KITTENS LEFT BEHIND DURING TRAP-NEUTER-RETURN TRAPPING OF FERAL CATS. ONCE FOUND, KITTENS WILL BE PLACED IN FOSTER HOMES.

* "HSUS Expo Grant Cycle, May – June 2016, but awarded and paid FY2016-17. May 2017 application cycle was in FY2016-17, but weren't awarded and paid until FY2017-18. (edited)"



INITIATIVES

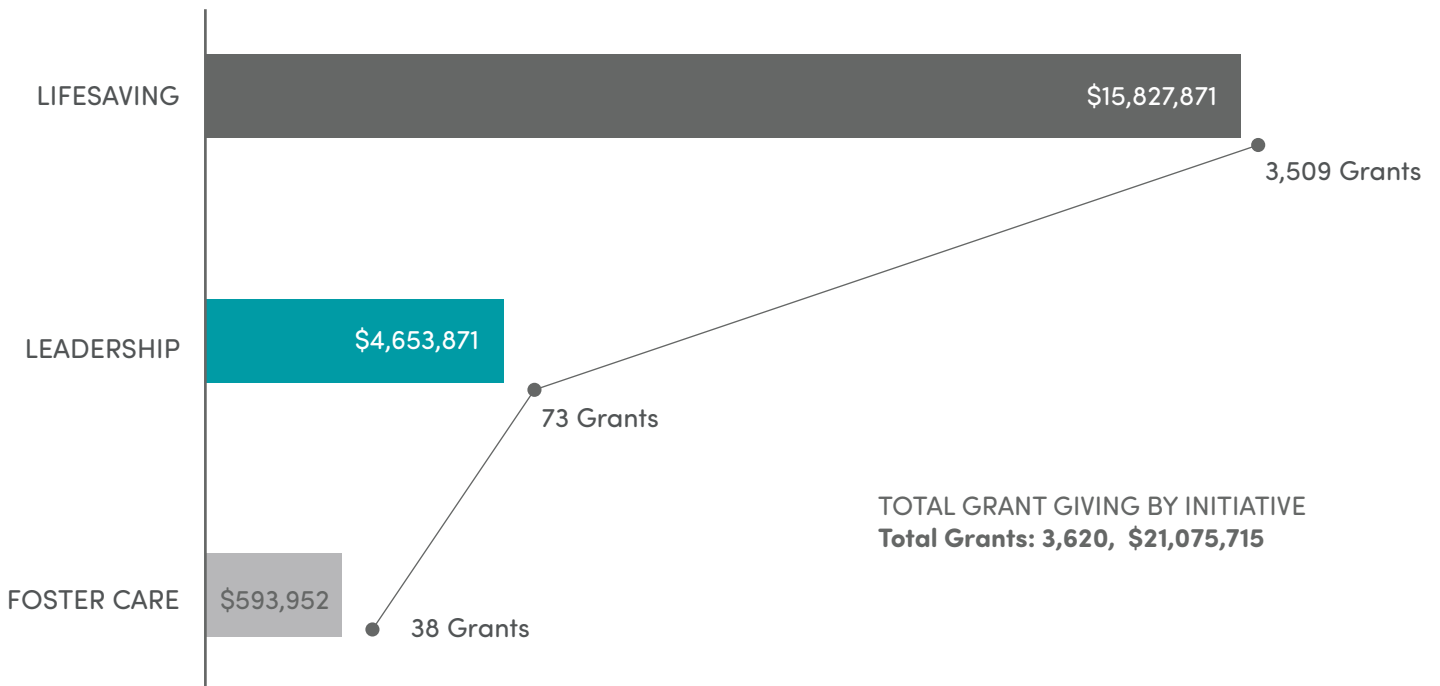


INITIATIVES

We invest our resources to support innovative ideas and actions to increase, inspire and cultivate current and future leaders, and advance foster care.

GRANT FUNDING BREAKOUTS BY INITIATIVE

FISCAL YEAR 2016-17



OUR GRANTMAKING EFFORTS FOCUS ON ORGANIZATIONS THAT HONOR THE CORE VALUES OF HONESTY, INTEGRITY AND MUTUAL RESPECT.

LIFESAVING



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

to implement a new program or expand/reimagine an existing program to increase lifesaving in their organization or community.

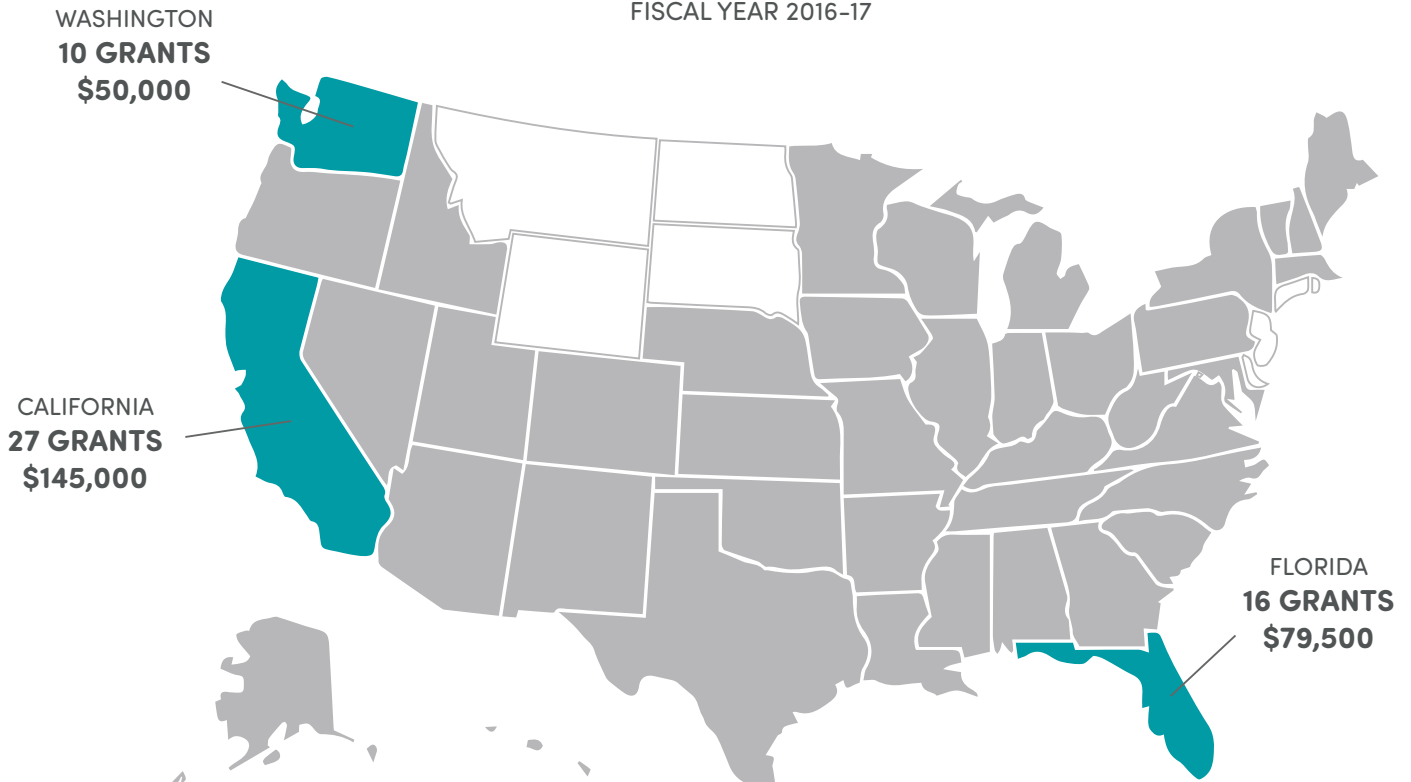
We received a total of 1,042 applications over four grant periods. Two-hundred and thirty applications were awarded with \$1,002,426 in funding.

INNOVATION GRANTS

We introduced this new grant funding opportunity which allows organizations to tell us how they can use \$5,000

INNOVATION GRANTS

FISCAL YEAR 2016-17



KEY:

- Most grants / funding based on submitted applications
- Innovation grant awarded
- No innovation grant awarded

Total Grants: **194**
Total Funding: **\$1,002,426**

Lifesaving: **169 grants, 87%**
Leadership: **12 grants, 6%**
Foster Care: **13 grants, 7%**

INCENTIVE GRANTS

These grants were developed to promote ideas, methods, processes, tools, etc. – areas/organizations that Maddie's Fund® is encouraging others to participate in.

Three conference-specific Incentive Grants were made available for organizations who signed up at the conference to participate in Shelter Animals Count or Million Cat Challenge:

- FLORIDA ANIMAL CARE ASSOCIATION: \$5,000 awarded to 5 organizations
- NATIONAL ANIMAL CARE & CONTROL ASSOCIATION: \$12,000 awarded to 12 organizations
- SOCIETY FOR ANIMAL WELFARE ADMINISTRATORS: \$12,000 awarded to 12 organizations

MADDIE'S® APPRENTICESHIP PROGRAM

In 2016-17, we initiated Maddie's® Apprenticeship Program which is a blended learning experience providing both on-site hands-on and online learning at targeted organizations demonstrating some of the best practices across the country. This type of immersive experience has proven to be the most effective way to learn. We provided \$956,300 in grant funding for 20 apprenticeship programs offered at 10 organizations. This year 450 apprentices were able to take advantage of this opportunity to create lifesaving change at their facilities across the country.

WEBCASTS

We offer live online media presentations on a variety of topics. Over 65,000 animal welfare enthusiasts have watched noted academics, shelter medicine experts and industry leaders deliver the most current information on topics such as anti-body titer testing, ringworm, community cats, social media for animal shelters and more.

This year we presented 26 webcasts to over 7,100 registrants and issued 350 RACE CE's. Of those 26, we partnered with Million Cat Challenge for five of them and Target Zero for three. The most popular webcast this year was "Innovative Fostering: Saving More Dogs with Behavioral Challenges" with Kristen Auerbach which had 1,366 registrations and 674 live and on-demand viewers.

NATIONAL PARTNERSHIPS

In our quest to support a no-kill nation, we invested \$5,477,982 in national partnerships that we believe are revolutionizing our field. Our goal is to support collaboration as well as broker and nurture relationships for others.



CELEBRATING 30 YEARS OF MADDIE'S IMPACT

"They've been with us in our fight against puppy mills, and to help get pets adopted through The Shelter Pet Project. They've put \$187 million toward helping homeless dogs and cats find loving homes or habitats and support the rise and growth of shelter medicine.

All of that was given through Maddie's Fund for the love of one dog: Maddie. Today would have been her 30th birthday, and so we say thank you to her for all she inspired!"

~ANIMAL SHELTERING MAGAZINE

"Can you imagine a little dog inspiring more than \$187 million to help homeless pets? You don't have to imagine it; it's real. The little dog was Maddie, the guiding spirit behind Maddie's Fund."

~DR. MARTY BECKER

We continued to advance lifesaving efforts through our partnerships with national animal welfare organizations including ASPCA, Best Friends Animal Society and The Humane Society of the United States, as well as with specific funded projects such as The Shelter Pet Project and Million Cat Challenge.

In addition, we believe technology and data are more important to lifesaving than ever, so we invested in Adopt-a-Pet.com, Shelterluv and Shelter Animals Count. We also joined forces with Portraits of Hope to create a community-based art project for homeless animals in Los Angeles County. Additional partnerships include Alliance for Contraception in Cats & Dogs, Animal Grantmakers, Humane Network and Target Zero.

FELINE COMMUNICATION COURSE

In an effort to help save more cats' lives, we created and produced the first-of-its-kind free feline communication course that provides valuable information in three areas: vocalization, body language and scenting. Utilizing photos, videos and narration, this course helps translate what a cat is conveying. Viewers have the opportunity to earn a certificate of attendance by taking a graded quiz at the end.

MADDIE'S® IDEA LAB

Maddie's® Idea Lab is a grant-based program that funds applied research. It is designed to test innovative ideas, projects and programs to break through barriers, boundaries and obstacles to save more pet lives.

We funded six Basic Research grants for \$758,287 which studied dog playgroups, foster caregiver burnout, access to veterinary care amongst people with low incomes, FeLV, Ringworm and Parvovirus.

ACCESS TO VETERINARY CARE: BARRIERS, BEST PRACTICES AND PUBLIC POLICY \$391,420, MARCH 2017

This basic research grant supports foundational research for the Access to Veterinary Care Coalition and the University of Tennessee. It is looking at barriers to access to veterinary care across the U.S. and best practices amongst those who seek to improve access to veterinary care. This project will form the basis for the development of programs to increase access to veterinary care and will lead to the development of programs to the needs of people and pets across the United States who are unable to care for their pets.

We funded seven Phase 1 grants and four Phase 3 grants, for a total of \$480,072. These projects were carried out at 39 shelters across the United States, and looked at issues such as foster care for neonatal kittens, foster teams, short-term foster care, and foster care for shy/anxious dogs.

Six Summer Scholar grants were funded for veterinary students, for a total of \$31,000.

MADDIE'S® PET FORUM

While not officially launched, we spent this year developing Maddie's® Pet Forum – a digital forum that is the first of its kind within the animal welfare movement, and is a prime example of how technology is being used to lift an entire industry. Shelter and rescue organization professionals and volunteers from all over the country can connect, communicate and collaborate on projects, ask questions and share expertise. Plans are in place to launch in fiscal year 2017-18.

“I REALLY LIKED THAT WE GOT TO BE VERY HANDS-ON IN THE SHELTER WORK AND DO THINGS THAT WE WERE LEARNING INSTEAD OF JUST WATCHING A POWER POINT.”

*~ APPRENTICE AT AUSTIN
PETS ALIVE!*



SHELTER MEDICINE

We continued to invest in shelter medicine training, offering \$490,527 in funding to University of Pennsylvania and University of Wisconsin–Madison for six shelter medicine grants covering internships, fellowships, residencies, courses and intensives. We also provided ongoing support for Maddie’s® Shelter Medicine Programs at both University of Florida and Cornell University Colleges of Veterinary Medicine.

DISEASE OUTBREAKS

Maddie’s Fund® invested in lifesaving alternatives for shelters and rescue organizations facing major disease outbreaks. We provided \$1,158,262.16 in funding for six different outbreaks, the largest being a coordinated effort between the University of Wisconsin–Madison’s Shelter Medicine Program, ASPCA and NYC Animal Care Center saving the lives of more than 500 cats exposed to a rare cat flu strain.

SHELTER MEDICINE CHANGES EVERYTHING CAMPAIGN

In order to elevate the status of shelter medicine in the minds of animal welfare practitioners as well as the public, we created a marketing awareness campaign. We launched an initial test campaign throughout Florida.

We quickly learned that geo-fencing, a marketing activity designed to create a virtual geographic boundary around an area by means of GPS or RFID technology, enabling software to trigger a response when a mobile device enters or leaves the area, was popular. We saw dramatic activity in the Florida communities where this was used for engagement. Geo-fencing increased social media engagement with this campaign, while radio public service announcements helped to create awareness among the communities.

For our campaign, we used Clear Channel Outdoor community billboards for the geo-fencing which served display advertising to anyone with a smart phone who drove through the “fence” area. This yielded a clickthrough-rate which was 5.5 times that of industry benchmarks. We also retargeted visitors to the website which reached 20,093 devices. The surprise was how well Twitter served as a platform above the expected Facebook and Instagram platforms.

MADDIE’S® LIFESAVING ACADEMY AT AUSTIN PETS ALIVE! AND AUSTIN ANIMAL CENTER

Maddie’s Fund invested \$442,250 in Austin Pets Alive! (APA!) to co-develop Maddie’s® Lifesaving Academy with Austin Animal Center. They hired four positions (Maddie’s® Director of Education, Maddie’s® Executive Assistant, Maddie’s® Assistant to APA! Dog Programs, Maddie’s® Assistant to APA! Cat Programs), developed standard operating protocols and offered five apprenticeships to 110 students (with 243 applicants). They have developed a plan for what the next couple of years could look like if they’re able to obtain the funding to make it a reality.

NYC CAT FLU OUTBREAK

Hundreds of cats in New York City Animal Care and Control (NYACC) shelters tested positive for avian influenza last year, and everyone involved made their only goal to save the cats’ lives. Thanks to shelter medicine and the power of collaboration, no cats were euthanized. An army of volunteers stepped up, along with an historic collaboration between Maddie’s Fund, the ASPCA, the University of Wisconsin–Madison Shelter Medicine Program, New York City Animal Care and Control, the New York City Department of Health, the Centers for Disease Control, the University of Wisconsin–Madison Veterinary Diagnostic Laboratory and more.

Dr. Laurie Peek, Maddie’s Fund Executive Leadership Team, said, “NYACC were committed to finding a lifesaving response to this outbreak. Knowing this was an overwhelming problem, they were quick to reach out for help. They trusted the community to come through, and the community did.”

The lessons learned were the subject of an April 2017 Maddie’s Fund webcast, *What You Need to Know about the New York City Feline Influenza Outbreak*.



LEADERSHIP



“SINCE WE STARTED HEROES AND HOUNDS, THE AVERAGE LENGTH OF TIME AN ADULT DOG WAITS ON THE ADOPTION FLOOR HAS DROPPED BY OVER 50%.”

We believe in sharing knowledge and resources so together we can ensure all pets are given the best attention and assistance they deserve.

In an effort to cultivate and amplify present and future leaders, we launched educational on-site and online training opportunities. These are integral to our strategy to train new no-kill leaders in the animal welfare field.

MADDIE'S® UNIVERSITY

Through Maddie's® University, we provide advanced, formalized education with credible experts in leadership, lifesaving and foster care to increase awareness of current no-kill best practices. These programs are fun and engaging multi-platform learning opportunities.

FELLOWSHIPS

MADDIE'S® EXECUTIVE LEADERSHIP FELLOWSHIP

This year, Maddie's Fund introduced Maddie's® Executive Leadership Fellowship program, designed to train future shelter leaders. We provided \$400,000 in funding to train two fellows at Austin Pets Alive! and Austin Animal Care (AAC) in Austin, TX and two at Charleston Animal Society in Charleston, SC.

MADDIE'S® FELLOWSHIP BOOTCAMP

Maddie's Fund provided \$318,000 to San Antonio Pets Alive! (SAPA!) to hire three leadership positions to be trained and mentored by Austin Pets Alive! - the Executive Director, Director of Operations and Development Director.

All three positions have been filled, but part way through the year, SAPA lost the use of the City's 120-kennel facility. Even with this obstacle, SAPA! not only maintained the number of animals they took in from the City Shelter and ultimately adopted or transferred out of state, they increased it by 3%. SAPA!'s Executive Director has focused on overall well-being of the organization and staff, really taking the time to ensure their programs were supporting their mission, and staff were in the appropriate positions to make the most impact, adjusting where necessary. Fundraising has taken a front seat, with a 181% increase in the first five months of 2017 as compared to the same period the prior year year.

LEADERSHIP TRAINING

Maddie's Fund contracted with Humane Network to develop and provide leadership Internships and

Externships for current students and alumni of the University of the Pacific Lifesaving Centered Animal Shelter Management Certificate Course, and Scholarships for students to attend the online course. A total of \$165,000 in funding was provided which covered 28 scholarships along with the development of Maddie's® Leadership Internship and Maddie's® Leadership Externship materials.

MADDIE TALKS

We launched a new type of grant opportunity called Maddie Talks to shine a spotlight on creative, simple-to-execute and proven lifesaving ideas. Presented in very short, Ted-Talk type videos, successful grantees produced their own short films that are then shared on the Maddie's Fund website and social media channels. Ideas ranged from using simple and available lighting techniques for better pet photography (which helped one shelter dramatically decrease length of stay and increase adoptions) to a Heroes and Hounds program that trains returning veterans to socialize hard-to-adopt dogs - a win-win-win for the soldiers, canines and the shelter.

This year we provided \$12,000 to produce and publish four Maddie Talks on topics ranging from foster care to marketing.

"MADDIE TALKS IS A GREAT IDEA AND A GREAT WAY TO LEARN ABOUT THE SUCCESS OTHER SHELTERS HAVE HAD. IN ONE YEAR, WE SAVED MORE LIVES, INCREASING OUR CAT ADOPTION RATE BY 20%; AND SAVED OVER \$100,000 IN EXPENSES RELATED TO CAT CARE."

~ RESCUE ORGANIZATION



CONFERENCES

Maddie's Fund sponsored seven conferences and events throughout this year, awarding a total of \$138,250. We were Presenting Sponsors of The Humane Society of the United States' Animal Care EXPO and of the Best Friends National Conference, we also supported the National Animal Care & Control Association's Training Conference, Society of Animal Welfare Administrators, American Pets Alive! and Michigan Pet Fund Alliance's No-Kill Conference.

Maddie's Fund added the "fun" in Fund by offering conference attendees an opportunity to win grants! A total of \$93,500 was awarded to 107 winners at three national industry conferences – The Humane Society of the United States' Animal Care EXPO, Best Friends National Conference, and Society of Animal Welfare Administrators.

AWARDS

We look to the incredible efforts of leaders in our industry who are leading the way with their innovative ideas, progressive thinking and lifesaving actions to create a nation where every shelter pet has a healthy home or habitat.

Maddie's Fund seeks to spotlight these individuals and reward them for their efforts with the Maddie Hero Award and the Avanzino Leadership Award.

AVANZINO LEADERSHIP AWARD

The Avanzino Leadership Award recognizes outstanding leadership in the animal welfare community. Maddie's Fund aims to recognize leaders who have demonstrated significant achievement in lifesaving for their organization, showing the courage to look beyond the status quo and making bold decisions to improve the lives of dogs and cats, and being a champion of the no-kill movement. The recipient also receives a \$25,000 grant to designate to the non-profit of their choice.

MADDIE HERO AWARDS

LIFESAVING

Robin Starr
Richmond SPCA

Elena Bicker
Tony LaRussa's Animal
Rescue Foundation

Dr. Karen Sheppard
Huntsville Animal Services

Christie Banduch
Kirby Animal Care Services & Bexar
County Animal Control Services

BIG PICTURE THINKING

Dr. Kate Hurley
Million Cat Challenge

Dr. Julie Levy
Million Cat Challenge

Tara Loller
The Humane Society of the United States

Julie Morris
ASPCA

Susan Houser
Out the Front Door blog

Ann Dunn
Cat Town

SHELTER MEDICINE

Dr. Cynda Crawford
University of Florida

Dr. Sandra Newbury
University of Wisconsin-Madison

Dr. Elizabeth Berliner
Cornell University

In 2016, Dr. Ellen Jefferson of Austin Pets Alive! was the overwhelming choice for the first Avanzino Leadership Award recipient. We surprised her with the award at a city council meeting on November 3, 2016 where the Mayor named the day “Dr. Ellen Jefferson Day” in her honor.

In 2008, Dr. Jefferson stepped in as Executive Director of Austin Pets Alive! in an effort to expedite achieving no-kill in their community. She formed collaborative ties with Austin Animal Center and Austin Humane Society. Together, the organizations brought the entire city of Austin to a greater than 90% save rate, and became the largest no-kill city in the U.S.

In 2012, Dr. Jefferson helped San Antonio Pets Alive! to implement the no-kill programs that were proven successful in Austin, and helped drive the live release rate from 30% to 80% in 12 months.

MADDIE HERO AWARDS

A first of its kind, the prestigious Maddie Hero Award, which comes with a \$10,000 grant for their respective organizations, recognizes and honors the “top dogs” in communities that 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. Exemplifying Maddie’s Fund’s

core values of honesty, integrity and mutual respect, these individuals are making a difference in the lives of homeless dogs and cats, and are deserving of incredible recognition. There has been a significant amount of progress made in the movement over the past 12 months. In its second year, the list grew by nearly 70%. Maddie’s Fund invites you to join us in congratulating the 2017 Maddie Heroes and their teams.



FOSTER CARE



We consider Foster Care to be the gold standard in sheltering. We believe foster caregivers are the new VIPs of our movement, and aim to increase the number of foster caregivers by making it easier for them to foster.

FOSTER CARE MARKET RESEARCH STUDY – CONSUMER EDITION

This year, we launched the first-of-its-kind market research study in an effort to understand more about what the average American consumer and potential foster knows and thinks about pet fostering. This research, conducted by DC-based Edge Research, included both qualitative and quantitative studies and involved animal lovers (potential foster caregivers), those who have participated in pet foster caregiving as well as those who work in the pet services profession (veterinarians, pet trainers and walkers, retail pet services).

As we hoped, the study provided useful information that shelters and rescue organizations can use to help attract and acquire more pet fosters and thus, save more lives. The study revealed several important insights as well as opportunities, including the need to raise awareness among consumers in areas broader than emergency and medical needs. It also revealed the opportunity to employ a team approach to pet fostering, which we continue to study.

SPECIFIC INSIGHTS FROM THE STUDY INCLUDE:

- A majority of all audiences studied were operating under outdated messaging about shelter and rescue organizations and their roles in addressing the pet homeless problem.
- Unlike practiced foster caregivers, 84% of the prospects lacked awareness of the homeless pet problem as well as understanding of the importance of fostering. It is unclear to them how fostering fits into support for homeless pets and their transition to adoption.
- When potential fosters were asked to rank the best way to help shelters and rescues, fostering ranks third after financial donation and donating of supplies to an organization.
- While half (52%) of potential fosters were initially familiar with fostering, their impressions about pet fostering are vague and usually from word of mouth or other indefinable sources, which is different from foster caregivers who became familiar with fostering directly through their local shelters or rescue organizations (46%).



“LIKE MOST SHELTERS, SUMMER IS OUR BUSIEST TIME AND ALONG WITH THE FOSTER CARE PROGRAM, I OVERSEE OTHER DEPARTMENTS AT THE SHELTER. BEING ABLE TO TELL FOSTERS TO SUBMIT QUESTIONS TO THE APP NOT ONLY HELPS ME NOT FEEL SO RUSHED TO ANSWER BUT HAS ALSO HELPED MINIMIZE THE AMOUNT OF ‘EMERGENCY’ PHONE CALLS I RECEIVE.”

LIZ STAMPER

ALMOST HOME HUMANE SOCIETY IN
CHEW ON THIS BLOG.



MADDIE'S® PET ASSISTANT

Maddie's® Pet Assistant (MPA) app, a tool to help foster caregivers and adopters with enhanced support for questions and challenges, while providing valuable insights to animal welfare organizations, was officially launched at The Humane Society of the United States Animal Care Expo in May of 2017.

The MPA app is currently functional for bottle baby foster caregivers, adult dog and cat foster caregivers and adopters. The MPA website auto-uploads data from PetPoint (foster caregiver and adopter) and Shelterluv (adopter only); shelters and rescue organizations can also enter their data manually.

Eighty-eight organizations had registered to use MPA, with 34 of them actively using the app. There are currently over 1,820 adopters or foster caregivers using MPA. Sixty-seven percent of organizations that filled out a survey evaluating the app are likely or very likely to recommend MPA to another organization.

EXPLORING FOSTER PROGRAMS RESEARCH STUDY

University of North Carolina, Charlotte: Dr. Steven Rogelberg
\$22,000, November 2015.

This project evaluated challenges that foster programs face from a people, leadership, and management perspective. It assessed challenges implemented for successful solutions and barriers to addressing the challenges.

The top challenges for foster care programs were centered around recruiting foster homes, retaining foster caregivers, addressing foster burn-out, training of foster caregivers and marketing and advertising of foster pets in a program.

Recommendations to address these challenges included training support, marketing and foster caregiver management. The full report can be found on Maddie's Fund's website.

FOSTER CARE FLASH CLASSES

Just like the name implies, flash classes are short, instructional classes covering individual topics that foster caregivers encounter while tending the pets in their care. Flash classes provide fosters all the information they need to provide the best of care for their foster pet in a condensed, to-the-point format. This year, we published 21 flash classes covering topics such as general fostering, behavior (e.g., shy dog), neonatal and medical-based.



We hosted a #ShowUsYourFoster contest on social media with a goal to elevate pet fosters as VIPs. Winners of the contest, selected by celebrity judges, Dr. Marty Becker, “America’s Veterinarian,” and Jackson Galaxy, a.k.a. “The Cat Daddy,” received a Facebook advertising prize to help their foster pet get adopted. The response was overwhelming with over 500 entrants within 3 days. This promotion created a sense of pride in fostering which achieved our goal - to celebrate pet fosters.

“BE THE
PERSON
YOUR DOG
THINKS
YOU ARE”

JW STEPHENS



**Maddie's
Fund**

6150 STONERIDGE MALL ROAD
SUITE 125
PLEASANTON, CA 94588

925.310.5450

INFO@MADDIESFUND.ORG

MADDIESFUND.ORG