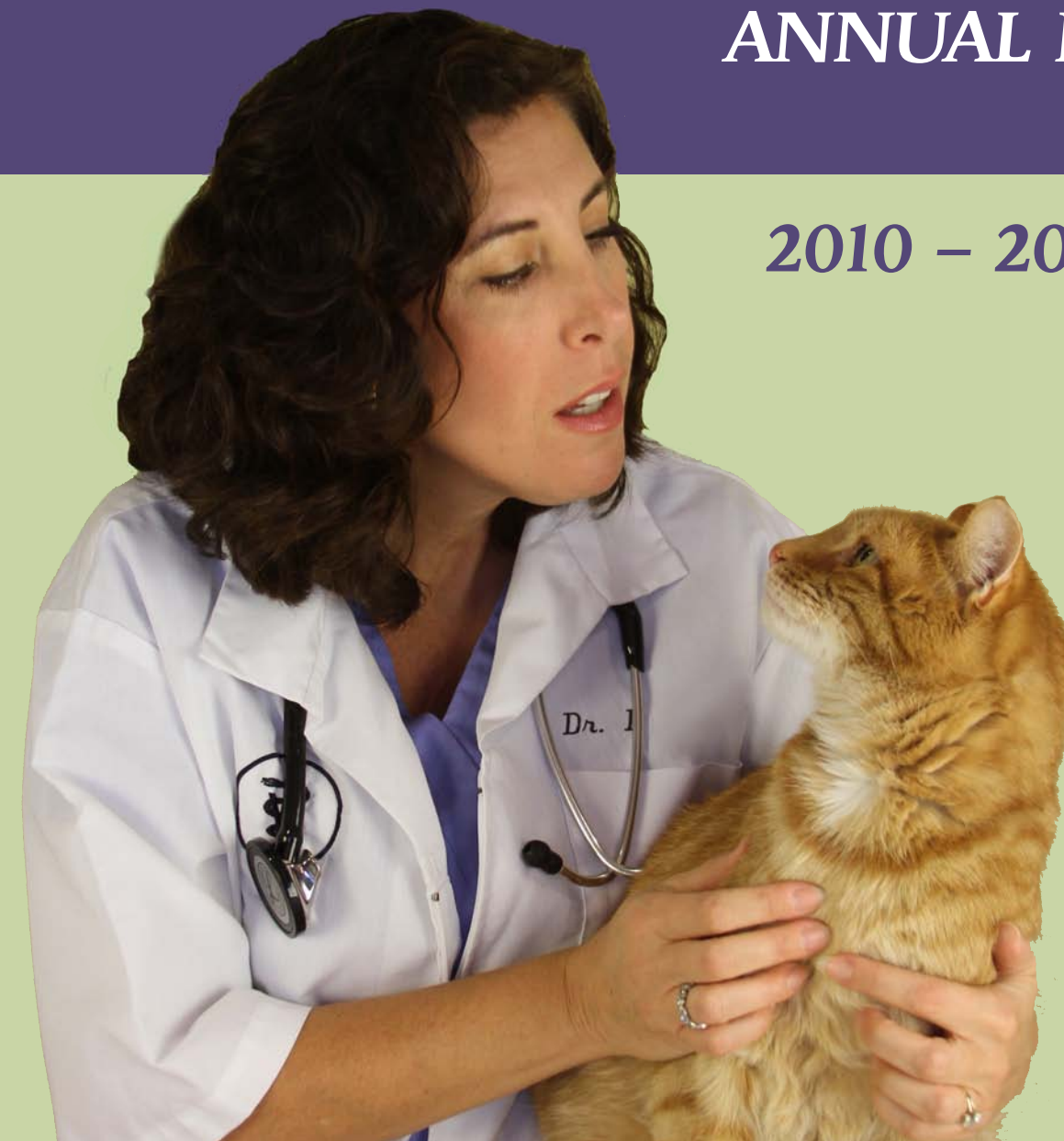




ANNUAL REPORT

2010 – 2011



2223 Santa Clara Avenue, Suite B
Alameda, CA 94501-4416

510.337.8989
info@maddiesfund.org
www.maddiesfund.org

NYC photos courtesy of Rick Edwards

About Maddie's Fund®

Maddie's Fund was 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 is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home.

To achieve this goal, Maddie's Fund is investing its resources in building community collaborations where animal welfare organizations come together to develop successful models of lifesaving; in veterinary colleges to help shelter medicine become part of the veterinary curriculum to train veterinarians to save the lives of sick and injured dogs and cats in animal shelters; and in the implementation of a national strategy to promote accountability and transparency in animal shelter operations. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.



The Pet Rescue Foundation



The Maddie's Fund Board

Dave Duffield
Cheryl Duffield
Amy Zeifang
Laurie Peek, DVM
Mike Duffield
Peggy Taylor

The Maddie's Fund Staff

Rich Avanzino, *President*
Mary Ippoliti-Smith, *Vice President of Operations*
Laurie Peek, DVM, *Veterinary Program Director*
Lynn Spivak, *Communications Director*
Shelly Thompson, *Grants Manager*
Lynne Fridley, *Field Representative*
Joey Bloomfield, *Grants Specialist*
Alison Gibson, *Communications Specialist*

Table of Contents

About Maddie's Fund	1	Community Collaborative Projects	26
Thanks to Maddie	3	New York City, New York	27
President's Message	4	Mobile, Alabama	29
Where Maddie's Fund is Making a Difference	5	Dane County, Wisconsin	31
		Erie County, New York	33
FY2010-11: A Year of Firsts	6		
Maddie's® Comparative Database	7	Maddie's® Reporting Projects	35
Maddie's Center sm	8	Alachua County, Florida	36
Maddie's Institute sm	8	Maricopa County, Arizona	36
Maddie's® Animal Shelter Infection Control Tool	9	Shelter Grants	37
Maddie's® Laboratory for Diagnosis & Prevention of Shelter Diseases	9	Pet Evaluation Matrix	38
		Business Plan	38
Fiscal Year Highlights	10	Shelter Data	39
Maddie's® Matchmaker Adoptathon	11	Medical Equipment	40
The Shelter Pet Project	12	Targeted Spay/Neuter Grants	41
Puppy Mill Campaign	13	Loudon & Monroe Counties, Tennessee	41
Maddie's® Customer Service Awards Program	13	Madison County, Alabama	41
Maddie's® Sponsored Workshops and Lectures	14		
Shelter Medicine Education	15	Appendix	42
University of Florida	16		
Cornell University	18		
Purdue University	20		
Iowa State University	22		
University of Pennsylvania	24		
University of Wisconsin - Madison	25		
Louisiana State University	25		



Thanks to Maddie

Maddie was a beloved Miniature Schnauzer whose unconditional love, devotion, loyalty and spirit inspired her guardians to start a charitable foundation, Maddie's Fund, in her name.

Dave and Cheryl Duffield fell head-over-heels for Maddie when she was only ten days old. "We held her in our arms, and loved her immediately," says Dave. "Maddie melted our hearts from the first second we saw her," adds Cheryl, "with her sweet ways, her stubbornness, her independence, her intelligence, her spirit, and her devotion."

Dave, Cheryl and Maddie shared ten memorable and happy years together. Dave remembers one particularly good day during the formation of his company, PeopleSoft. Playing with Maddie, he picked her up and made the following promise: "If we ever make some money, I promise we will give it back to you and your kind so others can be as happy as we are today."

Dave and Cheryl are fulfilling their promise to Maddie. They have endowed Maddie's Fund with more than \$300 million and have spent \$113 million* so far to save dog and cat lives. In their lifetime, Dave and Cheryl have given more of their personal wealth to the animal welfare cause than any other individuals. And although they don't want to make a big fuss over their unprecedented contribution, they do want to honor their cherished companion and the special bond they shared with her.

Animal lovers can understand this sentiment. More and more of us view our companion animals as family, giving them the same care and tenderness we provide our two-legged family members. Our pets enrich our lives with their unconditional devotion to us and enhance our lives with their love. The rewards of animal companionship are immeasurable.

Maddie inspired Dave and Cheryl to give generously to help save homeless, abandoned pets in desperate need of love and care. Because of Maddie, shelter pets throughout the country are afforded new opportunities to find homes in which they, too, may share in the joy, love and companionship that Dave and Cheryl enjoyed with Maddie.

On behalf of all sheltered dogs and cats, we give thanks to Maddie, whose spirit lives on through the lives her memorable gift has saved.

*Total grants since 1994 as The Duffield Family Foundation. Since Maddie's Fund® began in 1999, grants total \$106 million.



The Pet Rescue Foundation

President's Message

It was a year of firsts. Maddie's Fund unveiled the nation's first searchable database of shelter statistics; announced plans to build a futuristic shelter; laid the foundation for a one-of-a-kind, hands-on shelter medicine institute; funded the first diagnostic lab dedicated to saving shelter animals from contagious diseases; and published the first on-line biologic risk assessment tool to help animal shelters prevent disease outbreaks.

Our funded projects continued their lifesaving progress. Maddie's® community collaborative projects found new homes for a total of 76,453 dogs and cats; performed 30,331 spay/neuter surgeries and reduced euthanasia by a total of 44,081 deaths. Grants awarded throughout the year totaled \$10 million.

- **Maddie's® Comparative Database:** For the first time in animal sheltering history, reliable data from a broad sampling of US shelters and communities was compiled into a single, searchable database.
- **Maddie's Centersm:** The Center will pioneer the latest innovations in shelter medicine, nutrition, housing and technology when it opens in 2014.
- **Maddie's Institutesm:** Will bring cutting edge shelter medicine information from universities and animal welfare leaders to shelter veterinarians, managers and staff as well as private practice veterinarians, rescue groups and community members to increase lifesaving of homeless dogs and cats community-wide.
- **Maddie's® Matchmaker Adoptathon:** Found homes for 2,312 dogs and cats from two California counties in one weekend. 671 adopted pets (nearly 30%) were seniors, treatable pets or both.
- **Maddie's® Animal Shelter Infection Control Tool:** Iowa State University's College of Veterinary Medicine completed an on-line biologic risk management resource that allows animal shelter staff to evaluate and improve their shelter health and management practices.
- **Maddie's® Laboratory for Diagnosis and Prevention of Shelter Diseases:** Under the leadership of renowned veterinary vaccine researcher, Dr. Ronald Shultz at the University of Wisconsin-Madison, the lab is developing more accurate diagnostic sampling protocols and control strategies to manage outbreaks of infectious diseases in shelters.
- **The Shelter Pet Project:** The Maddie's Fund sponsored national public service advertising campaign to increase shelter pet adoptions generated \$31 million in donated media in 2010.

It's been an exciting year. Read on for more details

Sincerely

Rich Avanzino



Where Maddie's Fund is making a difference



In Fiscal Year 2010–11, Maddie's Fund distributed \$10 million in grant funds.

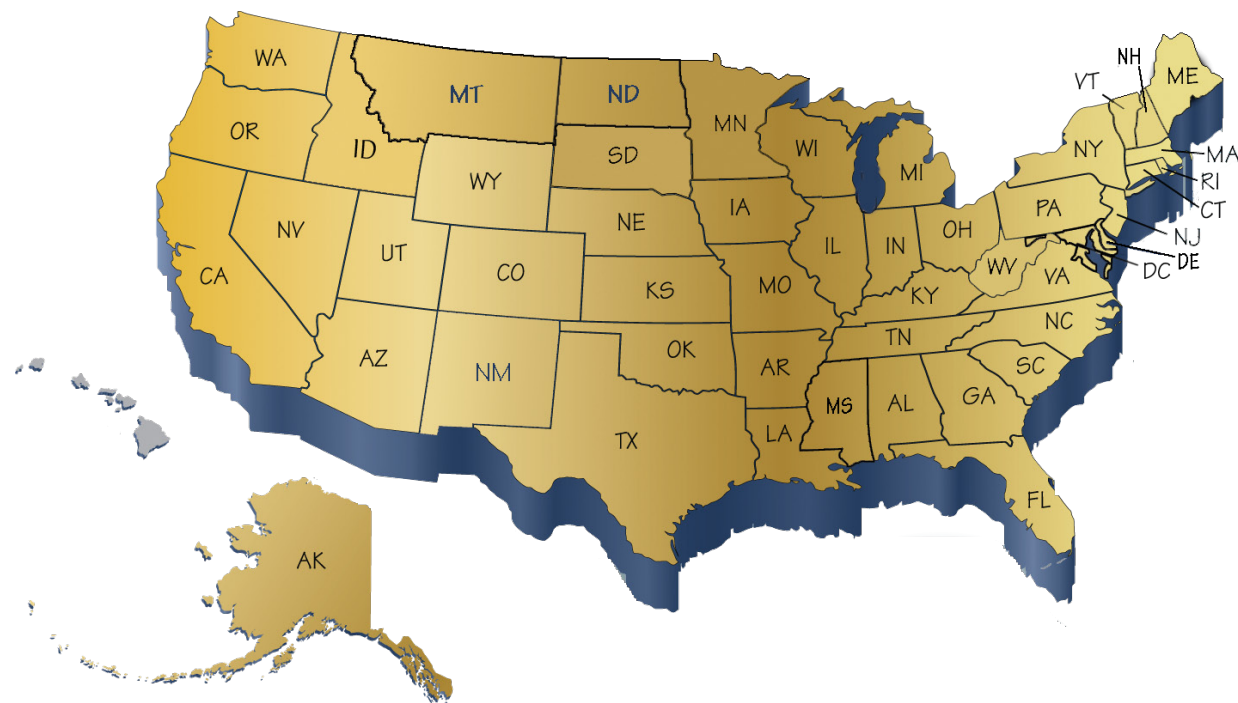
122 grants were awarded to **326** animal welfare organizations, **86** veterinary hospitals, **7** universities and **1** veterinary medical association in **49** states.



FY2010–11: A Year of Firsts

Lifesaving Accomplishments:

Our funded projects found new homes for a total of **76,453** dogs and cats; performed **30,331** spay/neuter surgeries and reduced euthanasia by a total of **44,081** deaths.



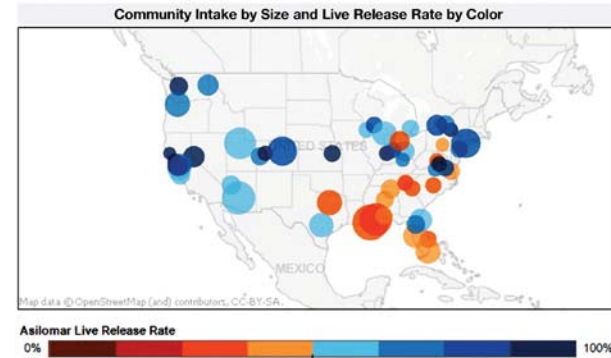
FY2010–11: A Year of Firsts

Maddie's® Comparative Database

For the first time in animal sheltering history, reliable data from a broad sampling of shelters and communities across the United States has been compiled into a single, searchable database. With the click of a mouse, it's now possible to search and compare two years of intake, adoption and euthanasia statistics from 474 shelters and 56 communities in 26 states using Asilomar Accords reporting methods and formulas.

Maddie's® Comparative Database allows shelter managers, boards of directors, elected officials, reporters, contributors and animal lovers to see how their community's lifesaving matches up to similarly sized communities with similar demographics and shelter intake.

In an industry deficient in hard data, Maddie's® Comparative Database is an important new tool that provides a snapshot of where we are and where we're going with our lifesaving progress.



Maddie's Centersm

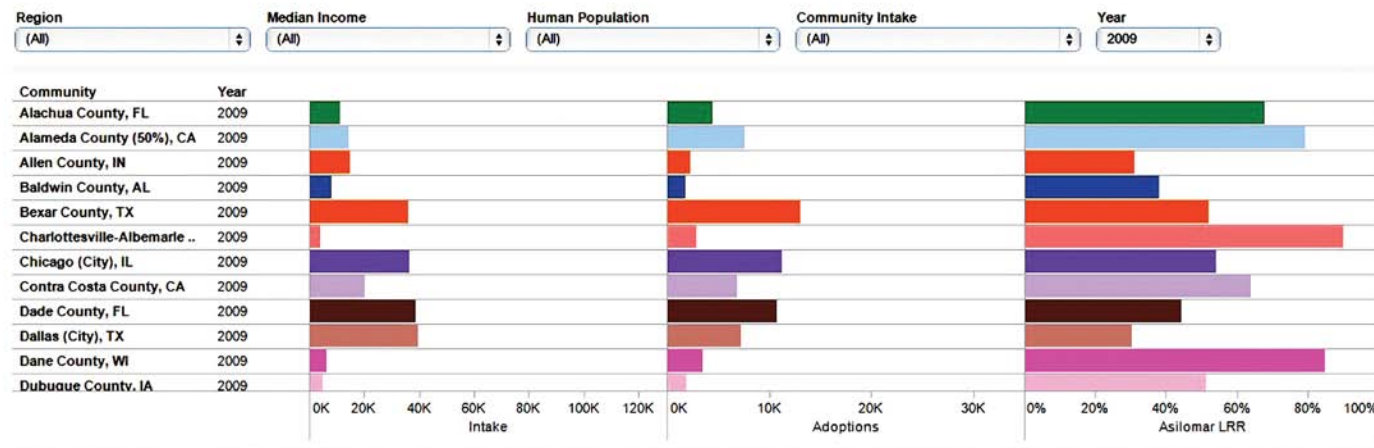
The Maddie's Fund Board of Directors announced its plans to go into direct animal care. Maddie's Center is scheduled to open in the San Francisco Bay Area in 2014.

The futuristic center will include a pet adoption facility, conference center, teaching institute and rehabilitation center. Pulling in experts from all over the country, Maddie's Center will pioneer new advances in shelter medicine, nutrition, housing and technology adapted for animal care.



Community Comparison

Use the drop down filters to limit the list of communities to compare.



Maddie's Institutesm

Maddie's Institute brings cutting edge shelter medicine information from universities and animal welfare leaders to shelter veterinarians, managers and staff as well as private practice veterinarians, rescue groups and community members to increase lifesaving of homeless dogs and cats community-wide.

Maddie's Institute is starting out primarily as a provider of shelter medicine content via our website and webcasts. Over the next five years, it will expand into hands-on learning through training, internships and externships at Maddie's Center.

The ground was laid for Maddie's Institute in FY2010–11 with the appointment of a director, the addition of consultants, and the creation of a business plan.

FY2010–11: A Year of Firsts

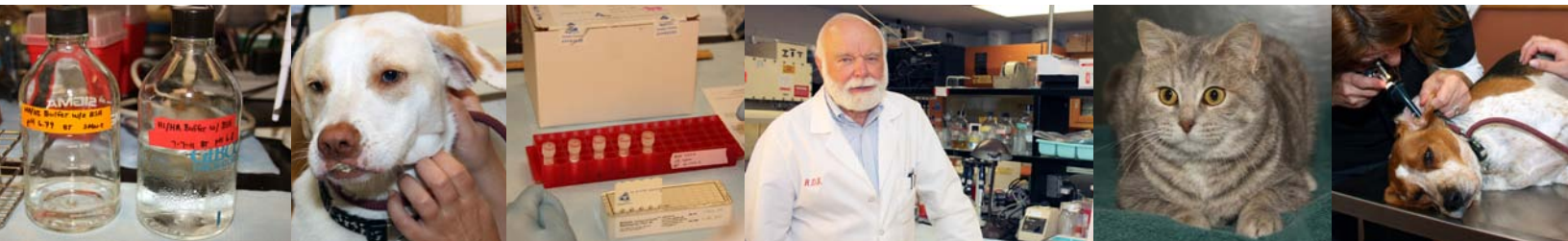
Maddie's® Animal Shelter Infection Control Tool

Funding: \$443,000

Maddie's Fund teamed up with veterinarians from the Center for Food Security and Public Health at the Iowa State University College of Veterinary Medicine to create the first ever on-line biologic risk management assessment tool.

Maddie's® Animal Shelter Infection Control Tool was developed to help minimize and even prevent the introduction and outbreak of disease in animal shelters. It allows shelter staff to go on-line and take surveys to evaluate their procedures in such areas as animal health, husbandry, cleaning and disinfection, then offers helpful links and guidance on how to fine tune or fix problem areas to keep animals healthy.

The tool is free and can be found on the Maddie's Fund website in the Maddie's Institute section.



Maddie's® Laboratory for Diagnosis and Prevention of Shelter Diseases

Funding: \$300,000

Maddie's Fund is supporting cutting edge research at the University of Wisconsin-Madison that will provide diagnostic sampling protocols and control strategies to help shelters manage outbreaks of diseases such as Canine Distemper Virus, Canine Parvovirus and Feline Panleukopenia Virus. The new strategies will result in fewer deaths from disease and/or euthanasia and reduce the need for depopulation.

Maddie's® Laboratory for Diagnosis and Prevention of Shelter Diseases is directed by Dr. Ronald Shultz, Chairman of the Department of Pathobiological Sciences at the University of Wisconsin-Madison, School of Veterinary Medicine. Dr. Schultz is one of the world's leading researchers in the fields of veterinary vaccinology and infectious disease.



Fiscal Year Highlights



Fiscal Year Highlights

Maddie's® Matchmaker Adoptathon

Funding: \$1,553,129

Maddie's® Matchmaker Adoptathon broke its own record with an astounding 2,312 pet adoptions from two California counties in just one weekend. Even more amazing was the number of senior and/or treatable pet placements. 671 adopted pets (nearly 30%) were seniors, treatable pets or both. Heidi, a 17-year old blind and deaf Yorkie mix, was the oldest animal to be adopted. The largest number of adoptions from a single agency was 182.

Forty-five shelter and rescue organizations participated in this year's adoption event, and pets were available at more than 70 locations throughout Alameda and Contra Costa Counties.

Dogs and cats were free to qualified pet lovers, but Maddie's Fund offered the organizations stipends ranging from \$500 to \$1,500, adding up to a total outlay for Maddie's Fund of more than \$1.5 million. The Maddie's Fund "stimulus package" was offered to ease the costs of providing care for harder to place pets.



The Shelter Pet Project

Funding: \$1.8 Million Over Four Years

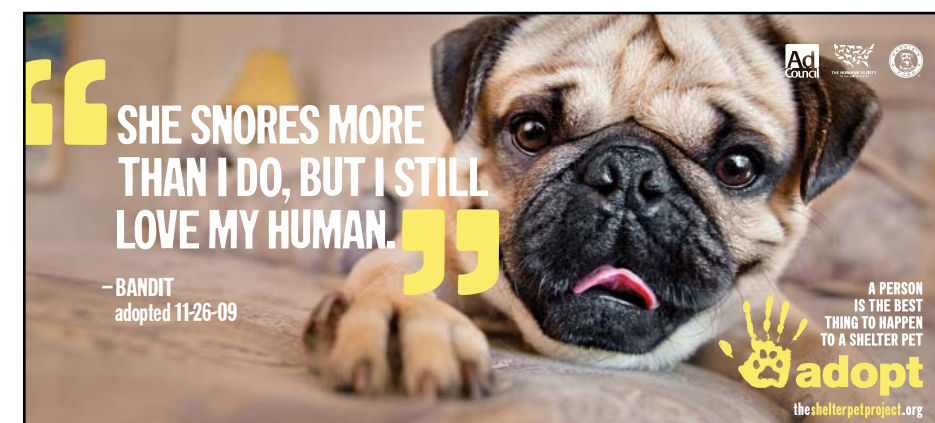
Maddie's Fund, The Humane Society of the United States, and the Ad Council, in partnership with the entire animal welfare movement are working collaboratively on The Shelter Pet Project, a national public service ad campaign focused on increasing shelter pet adoptions. Launched in 2009, the campaign encourages potential adopters to consider shelters and rescue groups as the first place to look when searching for a "new best friend."

In its first full year (2010), The Shelter Pet Project generated nearly \$31 million in donated media. The greatest support came from Outdoor & Transit (\$13M) and Radio (\$10M).



The campaign took a giant leap forward in social media with two very successful Facebook promotions, a Valentine's Day event and "Celebrate Shelter Pets Day," which resulted in 1,400 individuals posting information about their adopted shelter pets.

Plans were made for a new website and new TV, radio, outdoor and transit ads to be launched in late 2011. Draftfcb, one of the world's largest global advertising agencies, provides the creative materials pro bono for the campaign.



Fiscal Year Highlights

Puppy Mill Campaign

Funding: \$500,000

Maddie's Fund provided support to The Humane Society of the United States' Puppy Mill Campaign to help stop the suffering of breeding dogs and their offspring in puppy mills nationwide. The grant provided financial assistance to investigate and assist law enforcement agencies with case development and the rescue of dogs from puppy mills. The grant also supported the re-homing of all healthy and treatable dogs rescued from puppy mills. Within the past fiscal year, grant funds have helped rescue, provide shelter, extensive medical care, and adopt 1,422 dogs from puppy mills in Missouri, North Carolina, Tennessee and Vermont



Maddie's® Customer Service Awards Program

Funding: \$61,500

Maddie's Fund and the Petfinder.com Foundation teamed up for a second year to reward shelters and foster-based rescues throughout the country for good customer service.

Cash prizes ranging from \$500 to \$2,000 were awarded to 74 shelters and rescues for responding to emails and phone calls with helpful adoption information and for good customer service during "secret shopper" on-site visits. As a special bonus, *Animal Friendly – Customer Smart: People Skills for Animal Shelters*, by Jan Elster, was given to contacted shelters.

Maddie's® Sponsored Workshops and Lectures

The HSUS Animal Care EXPO 2011

- Over 100 conferees attended Maddie's® day-long certificate course, *Saving Treatable Pets: The Next Step Towards a No-Kill Nation*.
- Dr. Christine Petersen of Iowa State University presented a workshop entitled, *Getting the Jump on Infectious Disease: Understanding and Using an Online Biologic Risk Assessment Tool*.

Maddie's® Indiana Veterinary Medical Association Animal Sheltering Symposium

- Indiana veterinarians and shelter professionals attended the all-day conference co-hosted by Purdue University and the Indiana Veterinary Medical Association. Topics included feline URI in the shelter, temperament testing in shelter dogs, strategic planning and feral cats.

Maddie's® Shelter Medicine Conference at the University of Florida

- 190 veterinarians and shelter professionals attended this two-day conference to learn about heartworm management, managing distemper virus in the shelter, shelter standards guidelines and addressing the needs of shelter cats.
- Dr. Christine Petersen presented an inside look a Maddie's® Animal Shelter Infection Control Tool.



Shelter Medicine Education



Maddie's® Shelter Medicine Program, University of Florida

Project Start Date: July 1, 2008

Funding for Six Years: \$5,179,983

Program Accomplishments: FY2010–11

Shelter Medicine Education



TEACHING

- Graduated the program's first Resident in Shelter Medicine
- Continued to train two Residents in Shelter Medicine
- Awarded two veterinary student graduates the first Maddie's® Certification in Shelter Medicine. Twenty more students are enrolled in the program
- Six veterinary students did externships
- Taught two new elective courses to veterinary students, bringing the elective offerings in shelter medicine at UF up to five courses
- Lectured in two core courses on topics in shelter medicine
- 125 students participated in the shelter medicine elective clinical clerkship rotation
- Invited to give lectures at two other veterinary college shelter medicine courses

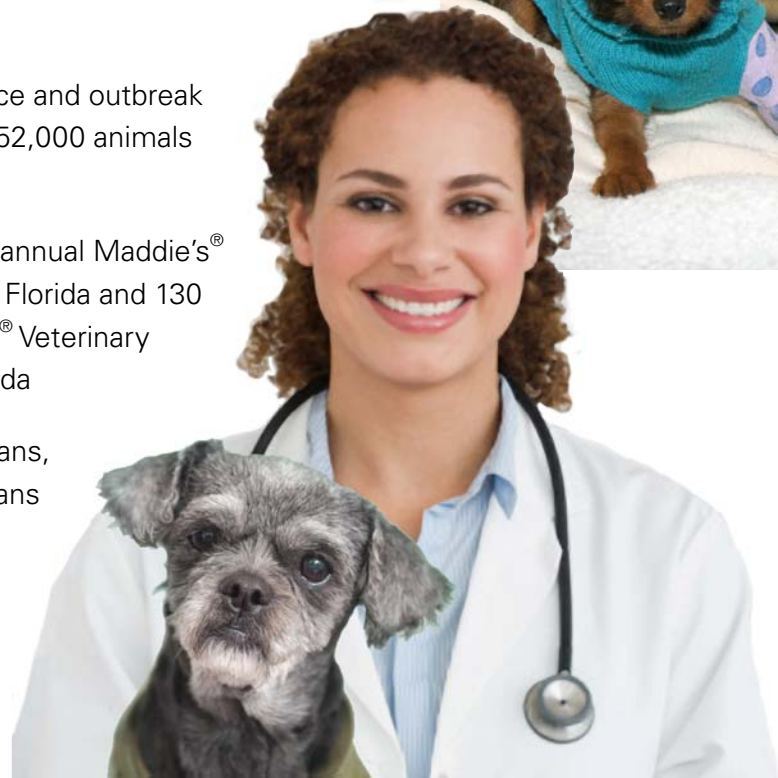
Shelter Medicine Education

RESEARCH

- Presented four research abstracts at the American College of Veterinary Internal Medicine Forum, which focused on research in feline infectious disease and risk assessment in canine disease outbreaks
- Published seven research articles in veterinary journals on topics including cat identification through collars and microchips, feline reproduction and contraception, and heartworm treatment protocols in shelters
- Accepted three summer research scholars to study the relationship between adoption fee amounts and adoption success, the reliability of dog breed identification by shelter staff, and the induction of protective antibody titers in dogs after vaccination against canine distemper and canine parvovirus

SERVICE

- Participated in three large-scale rescue and disease outbreak events affecting more than 1,500 cats, dogs, and birds
- Performed three targeted and three comprehensive onsite shelter consultations, ranging from a small rescue organization to the largest animal control facility in Florida
- Provided assistance in disease surveillance and outbreak response to eight agencies serving over 52,000 animals annually
- Hosted nearly 200 attendees at the third annual Maddie's® Shelter Medicine Conference in Orlando, Florida and 130 attendees at the second annual Maddie's® Veterinary Forensics Conference in Gainesville, Florida
- Presented 26 lectures to 2,200 veterinarians, shelter practitioners, and shelter technicians at conferences and seminars across the country



Maddie's® Shelter Medicine Program, Cornell University

Project Start Date: September 1, 2005

Funding for Seven Years: \$2,070,984

Program Accomplishments: FY2010–11

TEACHING

- Graduated two veterinarians from the Maddie's® Shelter Medicine Internship Program and recruited two new veterinarians for the Program
- Delivered a new rotation to veterinary interns entitled "Using Evidence-Based Medicine in the Practice of Shelter Medicine"
- Continued core courses that included shelter medicine clinical experiences for all veterinary students
- Received approval for a new two-week ambulatory clinical rotation in Principles and Practice in Shelter Medicine, to begin in the fall of 2011
- Continued three elective courses in Shelter Medicine and Companion Animal Welfare
- Continued visits of all CPS students to the SPCA of Tompkins County (at least two mornings weekly) while on their Community Practice Rotation
- Continued Maddie's® Shelter Medicine Case Rounds. Topics included ringworm, sarcoptic and demodectic mange, parvovirus, severe anxiety, Manx syndrome, heartworm disease, FIV, FeLV, upper respiratory disease, and trauma triage in the shelter
- Continued assisting with popular student-run shelter medicine club
- Awarded Maddie's® Shelter Medicine Program Externship grants to four Cornell veterinary students
- Six veterinary students from other colleges completed a two-week externship at the Cornell Maddie's® Shelter Medicine Program



Shelter Medicine Education

RESEARCH

- Continued working on analysis of data from area shelters
- Received award to study ways to improve housing for cats at the SPCA of Tompkins County
- Published on microevolution of canine influenza virus in shelters
- Published on use of anti-Mullerian hormone concentrations for identification of spayed animals
- Published on effectiveness of spay/neuter programs to reduce shelter intake
- Received funding to look at body condition and weight in shelter cats during their first two weeks of residency

SERVICE

- Launched *Shelter Watch*, a monthly shelter newsletter for managers and medical staff
- Updated and improved Cornell's Maddie's® Shelter Medicine Website
- Provided on-site and electronic consultations to shelters and gave seminar workshops to area shelters
- Helped professionalize veterinary care delivery to the SPCA of Tompkins County



Maddie's® Shelter Medicine Program, Purdue University

Project Start Date: July 1, 2008

Funding for Eight Years: \$2,794,701

Program Accomplishments: FY2010-11



TEACHING

- Maddie's® PhD students in Shelter Population Medicine Education and in Shelter Population Medicine completed their course work and will be designing their PhD studies in animal behavior and in understanding the Latino population's cultural attitudes towards pets
- Accepted a third Maddie's® PhD student to study FIV
- Graduated the second Maddie's® Shelter Medicine Fellow and accepted a third
- Continued residency training in shelter animal behavior
- Continued elective course in Shelter Animal Medicine
- Assisted with activities planned by the college's shelter medicine club
- Continued Maddie's® Shelter Medicine Externship Program at PAWS Chicago and Indianapolis Humane Society (six students)

Shelter Medicine Education

RESEARCH

- Two journal submissions have resulted from the 2010 Maddie's® Summer Research Experience Students
- Posters from the 2010 Maddie's® Summer Research Experience were submitted to the Purdue SVM Phi Zeta Day Poster Competition (DVM Student Category) and won 2nd and 3rd prize
- The first paper from the Purdue Maddie's® Shelter Medicine Program was published. Litster A, Allen J, Mohamed A, *Risk factors for delays between intake and veterinary approval for adoption on medical grounds in shelter puppies and kittens*. This paper was the result of work performed by the first Maddie's® Summer Research Experience student
- Also published: Litster A, Constable P, Wu CC, *Comparison of the efficacy of amoxicillin/clavulanic acid, cefovecin, and doxycycline in the treatment of upper respiratory tract disease in cats housed in an animal shelter*
- Performed ongoing practically-relevant research in areas of shelter medicine and pet homelessness (Maddie's® Purdue FIV Study, URI studies, clinical trial on treatment for coccidiosis, epidemiologic study on feline panleukopenia in a shelter)

SERVICE

- Held the first annual Maddie's® Indiana Veterinary Medical Association Animal Sheltering Symposium at the Humane Society of Indianapolis, drawing veterinarians and shelter workers from the entire region. Topics included: *Temperament testing in shelter dogs ; Using science to manage feral cats; Business Management for Animal Shelters: Financial and strategic management to enable continuation of shelter missions; and Feline URI – How to keep it under control in a shelter.*
- Maddie's® Shelter Medicine Resident in Animal Behavior and Maddie's® PhD Student in Shelter Population Medicine gave behavior assessments to 84 dogs at Chicago Animal Care and Control. The resulting report has acted as a major driver for improvements in animal welfare at Chicago ACC
- Gave five presentations in shelter medicine at regional, national and global veterinary conferences
- Maddie's® Post DVM Fellow assisted with National Shelter Medicine Grand Consultation

Maddie's® Shelter Medicine Program, Iowa State University

Project Start Date: April 1, 2003

Funding through Phase Five: \$358,796

Program Accomplishments: FY2010-11

TEACHING

- Ten Maddie's® Shelter Medicine Externs traveled to Best Friends, UC Davis and Wayside Waifs
- Continued Maddie's® Shelter Medicine Course
 - 43 students
 - Video teleconferenced to University of Nebraska
 - First time two Iowa State graduates of the program returned to present to class
 - Students seeing success of Iowa State graduates has strengthened demand for shelter education



Shelter Medicine Education

RESEARCH

- Maddie's® Summer Scholars Program
 - Two projects completed: *Control of Infectious Disease in Animal Shelters Using a Biologic Risk Management Tool* and *Utilizing Maddie's® Animal Shelter Infection Control Tool and Asilomar Accords in Animal Shelters to Reduce Infectious Diseases and Concentrate on Behavioral Disorders*



SERVICE/OUTREACH

- Maddie's® Animal Shelter Infection Control Tool
 - On-line biologic management resource that takes animal shelter personnel through a survey of animal husbandry, animal health, disinfection and sanitation, facility and environment, emergency management and training, and public health, and then evaluates the shelter's practices and procedures. The tool shares "best practice" standards through tests, pictures and video links
- On-site consultations to shelters
- Continued electronic and phone consultations to shelters
- Gave six shelter medicine presentations at veterinary conferences
- Contributed two book chapters on shelter population and shelter medicine

Maddie's® Shelter Medicine Consulting Technician, University of Pennsylvania

Start Date: July 1, 2008

Total Funding: \$133,000

Maddie's® Shelter Medicine Consulting Technician at the University of Pennsylvania School of Veterinary Medicine offers skills, education and training to shelter animal veterinarians and staff with regard to problems most commonly seen in animal shelters.

Program Accomplishments: FY2010-11

- Developed on-line learning modules for use in training shelter staff and volunteers. Topics included: infectious diseases, cleaning, disinfection and shelter hygiene, instrumentation, surgical principles and intake/triage
- Developed an instructor-led ongoing educational seminar series (in collaboration with Penn Veterinary shelter medicine students) for shelter staff and volunteers. Topics included: ringworm, feline calicivirus, rabies, reptile care, shelter diseases and disinfection principles, and parasites
- Reorganized and updated orientation documents at Philadelphia's Animal Care and Control shelter for frontline staff, volunteers and students rotating through Soft Tissue and Shelter Animal Medicine
- Provided consultative advice and on-site work to a total of seven shelters in Pennsylvania, New Jersey, Delaware and New York
- Assisted with the Shelter Executive Summit 2011

This grant was originally structured as a three-year residency program in shelter medicine. The program was redesigned in 2010.

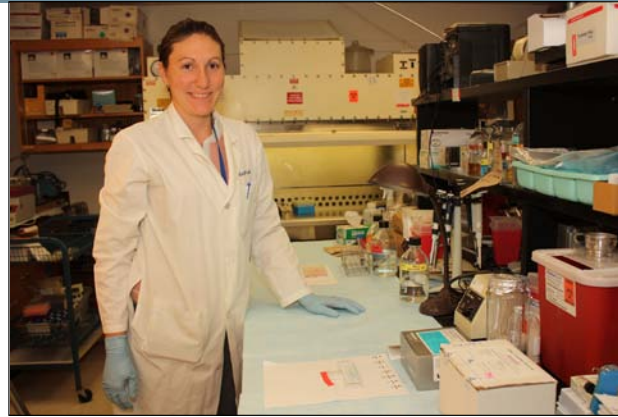
Shelter Medicine Education

Maddie's® Shelter Medicine Program, University of Wisconsin-Madison

Project Start Date: June 1, 2011

Total Funding: \$50,000

Program Accomplishments: FY2010-11



TEACHING

- Five Maddie's® Externs traveled to Washington Animal Rescue League, Tree House Humane Society, Spay Me Clinic (from Shelter From the Storm), Angell Memorial, and the Arizona Humane Society
- Maddie's® Shelter Medicine Course
 - Offered at different times to allow for shelter staff and veterinarians in the community to receive CE
 - Twenty-three registered students; up to 48 attended lectures

RESEARCH

- Three Maddie's® Summer Scholars currently working on research projects in shelter medicine

SERVICE

- Maddie's® Laboratory for Diagnosis and Prevention of Shelter Diseases (first six months)
 - Helped six shelters
 - More than 300 animals tested
 - Assisted with eight outbreaks

Maddie's® Shelter Medicine Externship Louisiana State University

An externship of \$6,000 was given to enable a veterinary student to work alongside a full-time veterinarian at an adoption guarantee animal shelter.*

*An adoption guarantee animal shelter is an animal shelter that saves all the healthy and treatable dogs and cats under its care, with euthanasia reserved only for unhealthy & untreatable dogs and cats.



Community Collaborative Grants



Community Collaborative Grants

Maddie's® Projects in New York City, New York



MADDIE'S® PET RESCUE PROJECT

Project Start Date: January 1, 2005

Funding for Year Seven: \$3,060,000

Funding through Year Seven: \$20,817,616

Participants: Mayor's Alliance for NYC's Animals (Lead Agency), Animal Care & Control of NYC, 111 adoption guarantee organizations.

In spite of the recession and major cutbacks in City funding for NYC's Animal Care & Control, the Live Release Rate for shelter dogs and cats in New York City shelters has jumped from 37% in Baseline Year 2003 to 82% in the first six months of Year Seven.

MADDIE'S® SPAY/NEUTER PROJECT

Project Start Date: January 1, 2005

Funding for Year Seven: \$2,127,118

Funding through Year Seven: \$5,198,039

Participants: Mayor's Alliance for NYC's Animals (Lead Agency Years 3-7), Veterinary Medical Association of NYC (Lead Agency Years 1-2), 23 private practice veterinary hospitals and five non-profit clinics.

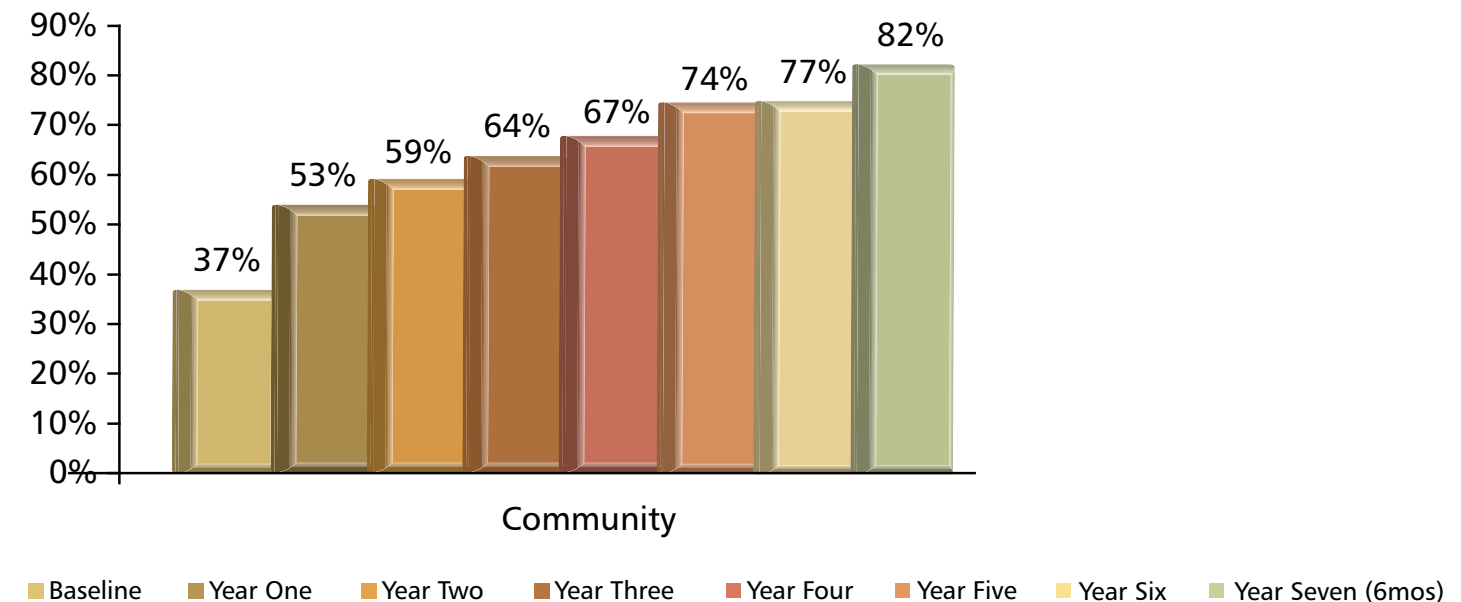
Spay/Neuter Surgeries 6½ Years: 65,410

NEW YORK CITY ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year Six	% of Annual Goal	Year Seven (6 mos)	% of 6 mo Goal
Intake	52,415	44,293	n/a	20,322	n/a
AG Adoptions*	7,672	19,552	90%	8,783	81%
All Adoptions	12,599	26,285	88%	11,626	79%
Healthy Deaths	14,000	0	100%	0	100%
Treatable Deaths	6,000	3,685	114%	1,001	146%
All Deaths	31,820	11,966	134%	4,238	162%

*AG stands for Adoption Guarantee Organization.

ANNUAL LIVE RELEASE RATES—NEW YORK CITY



Community Collaborative Grants

Maddie's® Projects in Mobile, Alabama



MADDIE'S® PET RESCUE PROJECT* IN MOBILE, ALABAMA

Project Start Date: January 1, 2005

Funding for Year Seven: \$431,820

Funding through Year Seven: \$4,120,333

Participants: Mobile SPCA (Lead Agency), Animal Rescue Foundation, Friends of the Mobile Animal Shelter, and City of Mobile Animal Shelter. (Mobile County Animal Shelter, City of Saraland Animal Shelter and Saraland Animal Friends Foundation participated in Years 1-4).

*Starting July 1, 2008, the focus of the pet rescue project shifted from Mobile County to the city of Mobile.

The Live Release Rate for the City of Mobile has increased from 32% to 57%. An adoption guarantee for healthy animals has been in place for 2.5 years.

MADDIE'S® SPAY/NEUTER PROJECT* IN MOBILE COUNTY, ALABAMA

Project Start Date: January 1, 2005

Funding for Year Seven: \$ 250,750

Funding through Year Seven: \$1,406,406

Participants: Alabama Veterinary Medical Association (Lead Agency); 26 private practice veterinary hospitals.

Spay/Neuter Surgeries 6 ½ Years: 15,957

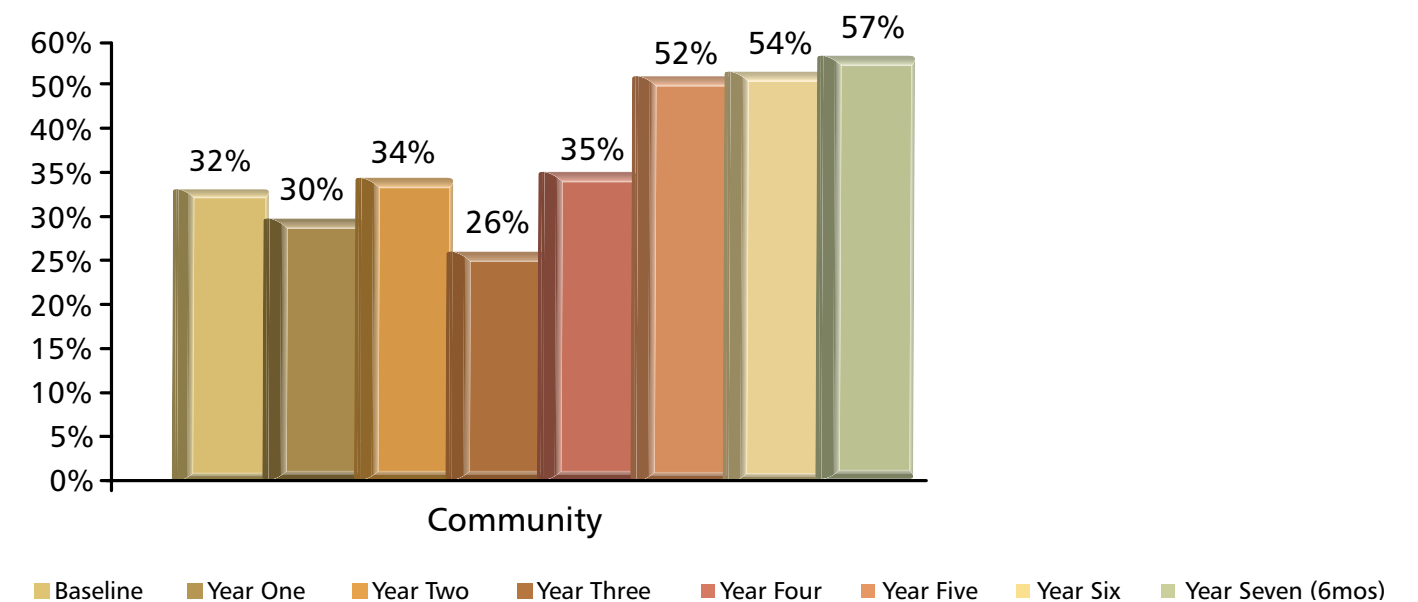
*The spay/neuter project is a county-wide program.

MOBILE COUNTY ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year Six	% of Annual Goal	Year Seven	% of 6 mo Goal
Intake	9,780	6,712	n/a	2,835	n/a
AG Adoptions*	1,175	2,256	63%	940	55%
All Adoptions	2,582	3,030	56%	1,327	58%
Healthy Deaths	2,600	0	100%	0	100%
Treatable Deaths	2,605	658	356%	374	283%
All Deaths	6,682	3,025	126%	1,166	155%

*AG stands for Adoption Guarantee Organization.

ANNUAL LIVE RELEASE RATES – MOBILE COUNTY



Community Collaborative Grants

Maddie's® Projects in Dane County, Wisconsin



MADDIE'S® PET RESCUE PROJECT

Project Start: July 1, 2008

Funding for Year Four: \$166,950

Funding through Year Four: \$834,284

Total Potential Funding: \$993,314

Participants: Dane County Humane Society (Lead Agency), Dane County Friends of Ferals, Heartland Farm Sanctuary, and Shelter From the Storm.

Maddie's® Pet Rescue Project in Dane County has only euthanized one healthy shelter pet since its inception (July 2008) and has reduced treatable deaths by 92%.

MADDIE'S® SPAY/NEUTER PROJECT

Project Start: July 1, 2008

Funding for Year Three: \$115,281

Total Funding: \$397,701

Participants: Dane County Humane Society; 21 private practice veterinary hospitals and three non-profit clinics.

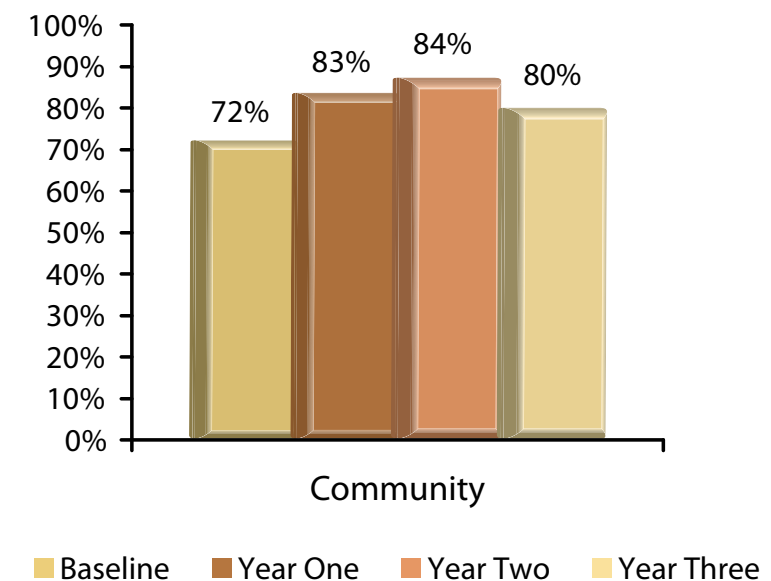
Spay/Neuter Surgeries 3 Years: 6,793

DANE COUNTY ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year Three	% of Annual Goal
Intake	5,923	5,977	n/a
AG Adoptions*	427	859	125%
All Adoptions	2,717	3,117	105%
Healthy and Treatable Deaths	589	46	257%
All Deaths	1,797	1,352	98%

*AG stands for Adoption Guarantee Organization.

ANNUAL LIVE RELEASE RATES – DANE COUNTY



Community Collaborative Grants

Maddie's® Projects in Erie County, New York



MADDIE'S® PET RESCUE PROJECT

Project Start: October 1, 2009

Funding for Year Two: \$707,175

Total Potential Funding: \$4,188,600

Participants: The SPCA Serving Erie County (Lead Agency), Black Dog Second Chance, City of Buffalo Animal Shelter, HEART, Second Chance Sheltering Network, and Ten Lives Club.

Maddie's® Pet Rescue Project in Erie County has achieved and maintained an adoption guarantee for all healthy shelter dogs and cats for 21 months and is saving 80% of its treatable shelter pets at the nine month mark of Year Two.

MADDIE'S® SPAY/NEUTER PROJECT

Project Start: October 1, 2009

Funding for Year Two: \$170,575

Total Potential Funding: \$844,368

Participants: Operation PETS: The Spay/Neuter Clinic of Western New York, Inc. (lead agency) and 13 private practice veterinary hospitals.

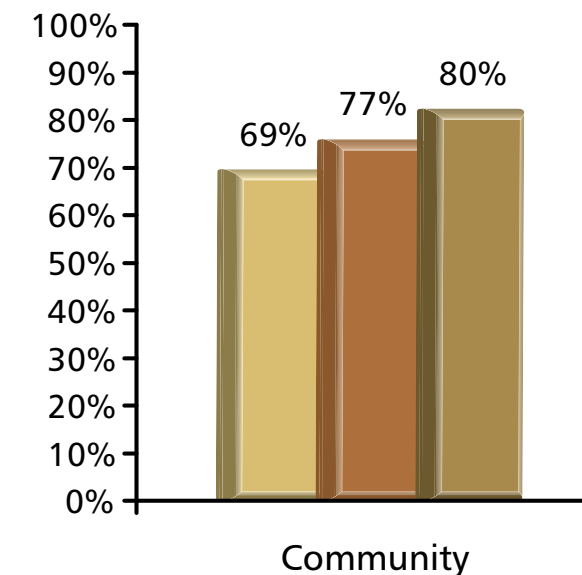
Spay/Neuter Surgeries 1 ¾ Years: 5,157

ERIE COUNTY ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year One	% of Annual Goal	Year Two (9 mos)	% of 9 mos Goal
Intake	19,099	17,846	n/a	12,348	n/a
AG Adoptions*	1,213	1,937	142%	1,450	136%
All Adoptions	8,863	9,700	114%	6,840	107%
Healthy Deaths	483	0	100%	0	100%
Treatable Deaths	2,030	702	231%	272	279%
All Deaths	7,377	5,865	111%	3,662	115%

*AG stands for Adoption Guarantee Organization.

ANNUAL LIVE RELEASE RATES – ERIE COUNTY



■ Baseline ■ Year One ■ Year Two (9 months)

Maddie's® Reporting Projects



Maddie's® Reporting Projects



Photo Courtesy of Laura Graham

Direct funding has ceased for the following projects, but these communities continue to provide Maddie's Fund with shelter statistics in the modified Asilomar Accords format.

Maddie's® Pet Rescue Project In Alachua County, Florida

Funding Period: July 1, 2002 – June 30, 2009

Total Funding: \$3,561,919

Statistics will be reported until July 2012

PERFORMANCE COMMUNITY-WIDE

	Baseline Year (2000)	2010	Percent change
Intake	11,387	7,742	-32%
Adoptions	2,551	3,866	52%
Deaths	8,063	2,955	-63%
Live Release Rate	29%	63%	

Maddie's® Pet Rescue Project In Maricopa County, Arizona

Funding Period: November 1, 2002 – October 31, 2009

Total Funding: \$6,484,532

Statistics will be reported until October 31, 2012

PERFORMANCE COMMUNITY-WIDE

	Baseline Year (7/2000 – 6/2001)	2010	Percent change
Intake	105,617	97,204	-8%
Adoptions	33,065	33,591	2%
Deaths	59,233	50,370	-15%
Live Release Rate	46%	49%	



Shelter Grants

Targeted Spay/Neuter Grants

Shelter Grants

Maddie's® Pet Evaluation Matrix Grant Recipient

This grant is for community collaborations to develop a Pet Evaluation Matrix.

Duval County, FL

Awarded: March 2011

Funding: \$40,000

Lead Agency: Jacksonville Humane Society

Participants: Akita Rescue, Jacksonville Animal Care and Protective Services, Lucky Cat, S.A.F.E. Pet Rescue, and Springfield Animal Care & Rescue Club



Maddie's® Business Plan Grant Recipient

This grant is for community collaborations to develop a one-year business plan to save more animal lives.

Madison County, AL

Awarded: June 2011

Funding: \$40,000

Lead Agency: Greater Huntsville Humane Society

Participants: A New Leash on Life, City of Huntsville Animal Services, City of Madison Animal Control, Madison Animal Rescue Foundation, Spay/Neuter Action Project, and The ARK

Shelter Grants

Maddie's® Shelter Data Grant Recipients

These grants are for community collaborations that collect and report shelter statistics using terminology/definitions presented in the Asilomar Accords.

Northwestern Colorado

Awarded: April 2011

Funding: \$40,000

Lead Agency: Eagle Valley Humane Society

Participants: Animal Rescue Foundation, Aspen/Pitkin County Animal Control and Shelter, Colorado Animal Rescue, Eagle County Animal Services, Friends of the Riffle Animal Shelter, New Castle Police Department, Riffle Animal Shelter, and Summit County Animal Control

Wyandotte County, KS

Awarded: February 2011

Funding: \$40,000

Lead Agency: Humane Society of Greater Kansas City

Participants: Kansas City Kansas Animal Control, KC Angels, Kitty City, Mastiff Hope, Pet Connection, Potawatomie Humane, and Safe Harbor Dogs

Dallas, TX

Awarded: October 2010

Funding: \$40,000

Lead Agency: SPCA of Texas

Participants: Cat Matchers, Dallas Animal Services, Feral Friends Community Cat Alliance, and Humane Society of Dallas

Duval County, FL

Awarded: October 2010

Funding: \$40,000

Lead Agency: Jacksonville Humane Society

Participants: Akita Rescue, Jacksonville Animal Care and Protective Services, Lucky Cat, S.A.F.E. Pet Rescue, and Springfield Animal Care & Rescue Club

Maddie's® Medical Equipment Grant Recipients

Medical Equipment grants are awarded to adoption guarantee shelters that have a full-time veterinarian on staff who is responsible for the care of the shelter animals.

Nevada Humane Society, NV

Awarded: October 2010

Funding: \$46,795

Purpose: To purchase and install a digital x-ray machine.

PAWS Chicago, IL

Awarded: August 2010

Funding: \$122,075

Purpose: To expand the type and quality of medical care for shelter animals and create a more effective teaching environment for the interns and residents of Maddie's® Shelter Medicine Program at Purdue University.



Targeted Spay/Neuter Grants

Maddie's® Spay/Neuter Project in Loudon & Monroe Counties, Tennessee

Project Dates: October 1, 2008 – September 30, 2010

Total Funding: \$220,000

Participants: Spay/Neuter Assistance for Pets (SNAP), Lead Agency, with seven private practice veterinary hospitals and two participating non-profit veterinary hospitals.

Dogs and cats belonging to low-income residents throughout rural East Tennessee's Loudon and Monroe Counties were targeted for spay/neuter surgery to reduce intake and euthanasia at the County's shelters.

Total Maddie's® Surgeries Performed: 4,101

(An additional 1,061 spay/neuter surgeries were performed through a local voucher program.)

By project's end, total shelter intake had declined 20% from a peak of 10,118 to 8,101. Euthanasia also dropped from a high point in 2009 of 6,464 to 3,742 in 2010, a decline of 34%. Additionally, the community-wide Live Release Rate rose from 37% in the baseline year of 2005 to 47% in 2010.

Maddie's® Spay/Neuter Project in Madison County, Alabama

Project Dates: July 1, 2009 – June 30, 2011

Total Funding: \$111,385

Participants: Spay/Neuter Action Project (SNAP), an all-volunteer lead agency, and four private practice veterinary clinics.

Maddie's® Spay/Neuter Project in Madison County, Alabama was a two-year spay/neuter program targeting dogs and cats belonging to residents in the 35811 zip code in the City of Huntsville and Madison County, AL. The 35811 zip code represents about 16% of the total intake for the Huntsville animal shelter.

Total Maddie's® Surgeries Performed: 1,943

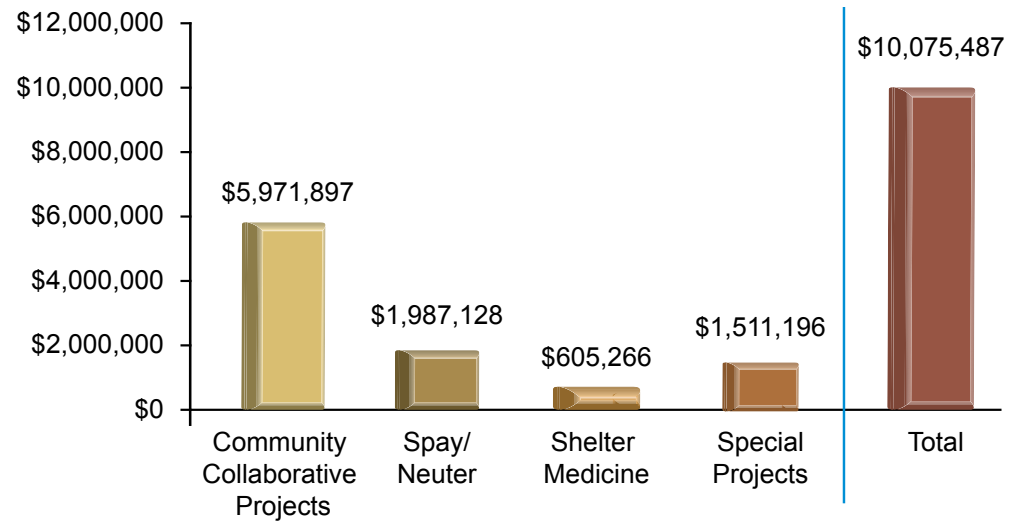


Appendix



Appendix

MADDIE'S FUND® GRANTS FY2010-11



MADDIE'S FUND® CUMULATIVE GRANT GIVING FY1999-11

