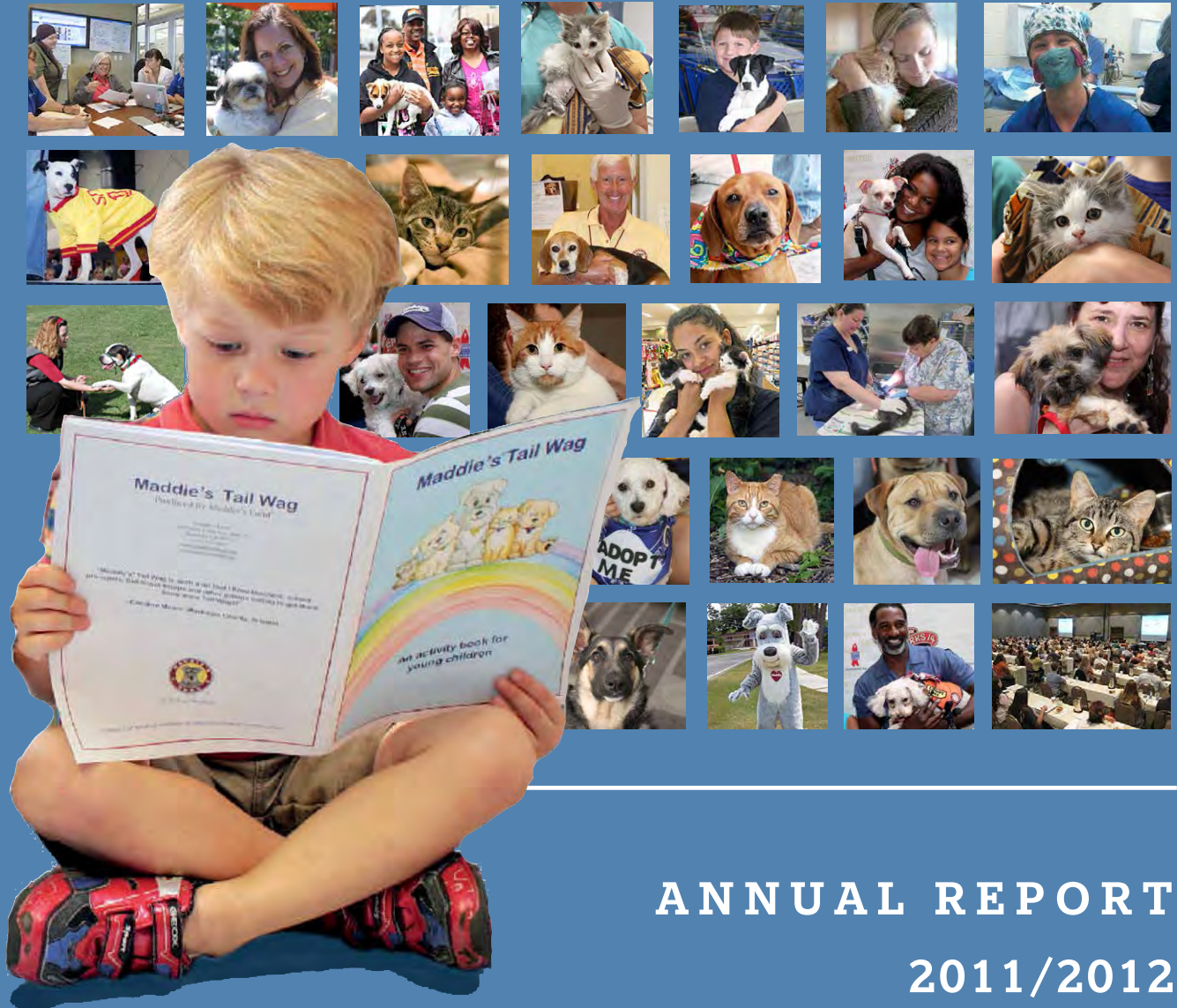


MADDIE'S FUND[®]



ANNUAL REPORT
2011/2012

Maddie

Maddie was a Miniature Schnauzer whose love changed the world for homeless dogs and cats.

She was only ten days old when Dave and Cheryl Duffield fell in love with her. “We held her in our arms and loved her immediately,” said Dave. “Maddie melted our hearts from the first time we saw her,” Cheryl added.

One day, while playing with Maddie, Dave picked her up, looked her in the eyes and said, “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.”

When Dave’s business prospered, he kept that promise. Since that day, the Duffields have given more than \$300 million to Maddie’s Fund® to save the lives of homeless dogs and cats in animal shelters nationwide.

Maddie passed away in 1997. Although she is deeply missed, she lives on in the hearts of all who knew her, and in the animals whose lives her spirit has touched.



About Maddie’s Fund

The Maddie’s Fund mission is to revolutionize the status and well-being of companion animals.

Maddie’s Fund is a family foundation endowed by the founder of Workday® and PeopleSoft, Dave Duffield and his wife, Cheryl. Maddie’s Fund is helping to achieve and sustain a no-kill nation by providing solutions to the most challenging issues facing the animal welfare community through the work of Maddie’s® Grant Giving and Maddie’s Institute.™

Maddie’s Fund is named after the family’s beloved Miniature Schnauzer who passed away in 1997.



**MADDIE’S
FUND**

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 Programs Director

Lynn Spivak,
Communications Director

Shelly Thompson, Grants Manager

Lynne Fridley, Field Representative

Joey Bloomfield, Grants Specialist

Alison Gibson,
Communications Specialist



Letter from the President

In FY2011–12 Maddie's Institute and Maddie's® university programs made significant contributions to shelter medicine's growing body of knowledge.

Institute webcasts, videos, articles and publications spread the word about saving lives with antibody titer tests, the importance of vaccination on intake, keeping community cats out of shelters and other lifesaving issues.

Maddie's® shelter medicine programs at colleges of veterinary medicine published ground-breaking new research; offered coursework and hands-on shelter training to hundreds of veterinary students and graduates; and provided on-site consultations and general assistance to animal shelters nationwide.

Shelter pet adoptions increased dramatically through Maddie's® funded projects and initiatives:

Maddie's® community collaborative projects found new homes for a total of 48,504 dogs and cats.

The three San Francisco Bay Area counties that participated in Maddie's® Matchmaker Adoptathon placed 2,601 dogs and cats in just two days.

The Shelter Pet Project launched a series of new public service ads that collectively generated nearly 2 million views on YouTube and garnered roughly \$40 million worth of free media placements on TV, radio, billboards and bus shelters.

Maddie's® grants rewarded model communities and shelters for their lifesaving achievements. Funding throughout the year totaled \$11.97M.

I invite you to read more about FY2011–12 achievements in the following pages of this report.

Sincerely,



Rich Avanzino
President



In FY2011–12, Maddie's Fund grant giving...

FOUND new homes for a total of **51,105** dogs & cats

PERFORMED **26,703** spay/neuter surgeries

REDUCED euthanasia by a total of **37,030** deaths

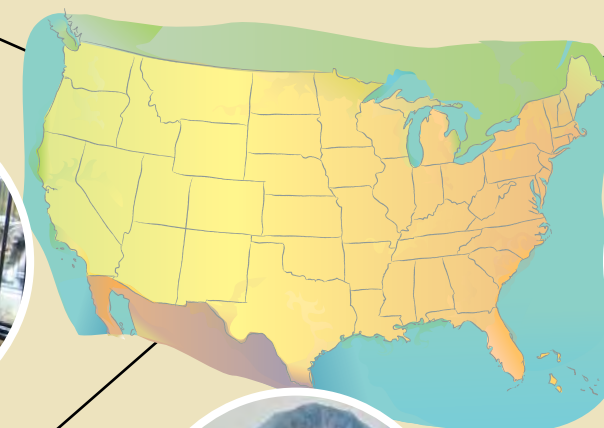
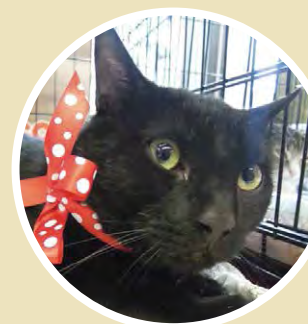
118 Grants were awarded in 22 states & Washington, DC to ...

238

Animal Welfare Organizations

9

Universities



69

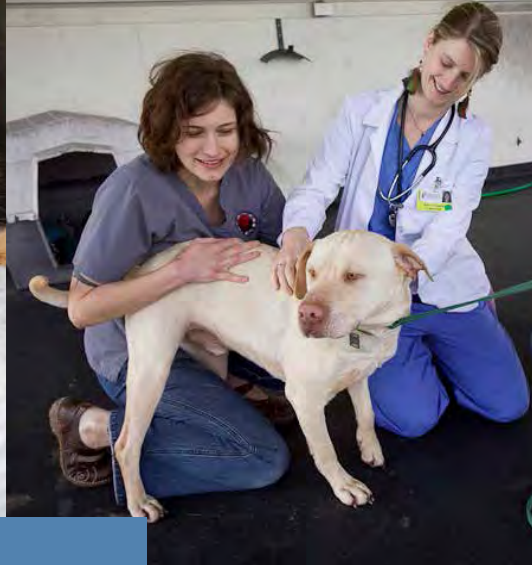
Veterinary Hospitals



1

Veterinary Medical Association

Maddie's Fund distributed \$11.97M in grant funds.



MADDIE'S INSTITUTE



Maddie's Institute

Maddie's Institute is the academic division of Maddie's Fund, providing the most innovative animal welfare information to shelter staff, veterinarians, rescue groups and community members through articles, videos, publications and other educational materials. Maddie's Institute posted 17 original shelter medicine articles, 27 shelter medicine conference videos and 9 interviews with shelter medicine experts. The Institute produced 8 webcasts (viewed by 5,254 visitors, live and on-demand), and launched the first edition of its newsletter, *Advance*.

Maddie's Institute Webcasts

- Dr. Ronald Schultz, *Saving Lives with Antibody Titer Tests* – 1,394 views
- Dr. Julie Levy, *Shelter Crowd Control: Keeping Community Cats Out of Shelters* – 1,063 views
- Dr. Brian DiGangi, *The First 60 Minutes: Animal Sheltering's Critical Hour* – 860 views
- Christie Keith, *Social Media for Pet Adoption and Adoption Events* – 795 views
- Dr. Claudia Baldwin & Kiley Maddux, *Do-It-Yourself Shelter Assessments: Learning to Use Maddie's® Animal Shelter Infection Control Tool*
- Dr. Jan Scarlett, *Magical Metrics and Dazzling Data: How Medical Fact-Finding Guides Shelters to Improved Animal Health*
- Dr. Elizabeth Berliner, *In One Door and Out the Other: Practical Flow-Through Planning for Animal Shelters*
- Dr. Susan Krebsbach, *Your Secret Feline Decoder Ring: Feline Behavior Assessments*

Maddie's Institute Newsletter

Advance launched on April 24, 2012 to promote progressive strategies for the health and well-being of homeless pets. Volume 1 featured information on shelter vaccines and vaccination protocols.

Maddie's Institute On-line

- **Most read article:** *What You Don't Know About Lost Pets Can Hurt Them* – 6,579 views
- **Most watched video:** *Anesthetic Management in Animal Shelters — Keeping Them Alive* – 2,305 views



MADDIE'S INSTITUTE



MADDIE'S[®] SHELTER MEDICINE PROGRAMS



Maddie's[®] Shelter Medicine Programs

Maddie's[®] funded programs at Cornell University, Purdue University, University of Florida and Iowa State University published 12 ground-breaking research papers in FY2011–12 (9 more are in progress); held 5 conferences; provided coursework and hands on training to 7 post graduate residents, interns and fellows; taught 19 shelter medicine classes; offered externships and on-site rotations to more than 500 veterinary students; provided on-site consultations to 11 animal shelters and offered general assistance (via phone and email) to hundreds of shelters and rescues nationwide.

Maddie's[®] Shelter Medicine Published Research Papers: Selected Titles

- *Impact of a Subsidized Spay/Neuter Clinic on Impoundments and Euthanasia in a Community Shelter and on Service and Complaint Calls to Animal Control*
- *Diagnostic, Treatment, and Prevention Protocols for Canine Heartworm Infection in Animal Sheltering Agencies*
- *Comparison of Two Assays for Detection of Antibodies Against Canine Parvovirus and Canine Distemper Virus in Dogs Admitted to a Florida Animal Shelter*
- *Detection of Protective Antibody Titers Against Feline Panleukopenia Virus, Feline Herpesvirus-1, and Feline Calicivirus in Shelter Cats, Using a Point-Of-Care ELISA*
- *Risk Factors for Delays Between Intake and Veterinary Approval for Adoption on Medical Grounds in Shelter Puppies and Kittens*
- *Prevalence of Positive Antibody Test Results for Canine Parvovirus (Cpv) and Canine Distemper Virus (Cdv), and Response to Modified Live Vaccination Against Cpv and Cdv in Dogs Entering Animal Shelters*



Five Maddie's® Shelter Medicine Conferences



- A two-day Maddie's® Shelter Medicine Conference at the University of Florida drew more than 200 attendees and featured experts in behavior assessment, pain management and the core aspects of successfully managing a shelter's medical program.

- Maddie's® Veterinary Forensics Conference hosted by University of Florida focused on recognizing and responding to animal hoarding.
- Maddie's® Shelter Medicine Program at Purdue University offered a daylong workshop for veterinary and shelter personnel in Indianapolis. Topics included managing feline panleukopenia, practical aspects of dentistry in shelter pets and looking after and getting senior pets adopted.
- A daylong symposium hosted by Purdue and PAWS Chicago featured lectures on the efficacy of antibiotics and Doxycycline for the treatment of URI, and the preliminary results of a five-year study on the clinical effects of FIV infection.
- Attendees at the Maddie's®/ASPCA Annual Shelter Medicine Conference at Cornell University learned the latest about FeLV and FIV testing in shelters, chemical solutions for aggressive animals, shelter enrichment for dogs and cats and using shelter metrics to measure and set goals.

Nineteen Maddie's® Shelter Medicine Classes: Selected Titles

- *Challenges and Controversies Facing Bully Breeds in Animal Shelters*
- *Contemporary Topics in Animal Welfare*
- *Introduction to Shelter Medicine*
- *Maddie's® Community Cat Management Course*
- *Shelter Animal Behavior & Welfare*
- *Small Animal Shelter Medicine*

Maddie's® Shelter Medicine Certificate Program, the first of its kind in the nation, graduated two students at University of Florida.





COMMUNITY COLLABORATIVE PROJECTS

Maddie's® funded community collaborative projects found new homes for a total of 48,504 dogs and cats; performed 26,703 spay/neuter surgeries and reduced euthanasia by a total of 37,030 deaths.



Dane County, Wisconsin

Funding Period: July 1, 2008 – June 30, 2013
Estimated Funding for Year Five: \$159,030
Total Estimated Funding: \$1.39M



Creative marketing and new programs to keep infectious disease outbreaks low enabled the four-member coalition to achieve an 85% live release rate.

DANE COUNTY ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year One	% of Annual Goal	Year Two	% of Annual Goal	Year Three	% of Annual Goal	Year Four	% of Annual Goal
Intake	5,923	6,185	n/a	5,709	n/a	5,977	n/a	5,836	n/a
AG Adoptions*	427	718	127%	792	133%	859	125%	822	115%
All Adoptions	2,717	3,231	105%	3,072	105%	3,117	105%	3,112	102%
Healthy and Treatable Deaths	589	195	121%	68	260%	46	257%	50	118%
All Deaths	1,797	1,164	124%	1,064	130%	1,352	98%	1,092	116%
Live Release Rate	72%	83%	n/a	84%	n/a	80%	n/a	85%	n/a

*AG stands for Adoption Guarantee Organization.

Maddie's® Spay/Neuter	Project Maximum	3-Year Actual
Surgeries	4,123	6,793



Erie County, New York

Funding Period: October 1, 2009 – September 30, 2014
Funding for Year Three: \$1,025,127
Total Potential Funding: \$5.28M

A five-member coalition implemented policies and procedures to quickly adopt hard-to-place pets and provide treatable care more efficiently and cost-effectively. For example, ringworm cases are treated by just one agency, allowing the other coalition partners to use the resources they would have spent on ringworm for other animals in need.



ERIE COUNTY ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year One	% of Annual Goal	Year Two	% of Annual Goal	Year Three (9 mos)	% of 9 mos Goal
Intake	19,099	17,846	n/a	17,077	n/a	11,974	n/a
AG Adoptions*	1,213	1,937	142%	2,018	133%	1,474	119%
All Adoptions	8,863	9,700	114%	9,147	103%	6,957	104%
Healthy Deaths	483	0	100%	0	100%	0	100%
Treatable Deaths	2,030	702	231%	316	385%	164	301%
All Deaths	7,377	5,865	111%	5,384	113%	3,336	118%
Live Release Rate	69%	77%	n/a	78%	n/a	83%	n/a

*AG stands for Adoption Guarantee Organization.

Maddie's® Spay/Neuter	Project Maximum	2 3/4-Year Actual
Surgeries	17,591	8,577



Mobile, Alabama

Funding Period: January 1, 2005 – December 31, 2011
Total Funding: \$5.5M

Mobile's four coalition partners have maintained an adoption guarantee for all healthy shelter dogs and cats for 2.5 years.

MOBILE ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year Six	% of Annual Goal	Year Seven	% of Annual Goal
Intake	9,780	6,712	n/a	5,175	n/a
AG Adoptions*	1,175	2,256	63%	1,743	52%
All Adoptions	2,582	3,030	56%	2,419	49%
Healthy Deaths	2,600	0	100%	0	100%
Treatable Deaths	2,605	658	356%	797	261%
All Deaths	6,682	3,025	126%	2,622	136%
Live Release Rate	25%	54%	n/a	52%	n/a

*AG stands for Adoption Guarantee Organization.

Maddie's® Spay/Neuter	Project Maximum	7-Year Actual
Surgeries	29,603	18,030



New York, New York

Funding Period: January 1, 2005 – December 31, 2011
Total Funding: \$26M

The Mayor's Alliance for New York City's Animals and its 112 Maddie's® partners incorporated creative marketing, an inner-city transport program (44% of the animals at ACC shelters are now being transferred to rescue partners) and adoption events to reach an 83% live release rate in the first six months of 2012.



NEW YORK ACHIEVEMENTS (Baseline + Above Baseline Performance)

	Baseline Year	Year Six	% of Annual Goal	Year Seven	% of Annual Goal	Year Eight (6 mos)	% of 6 mos Goal
Intake	52,415	44,293	n/a	41,293	n/a	18,801	n/a
AG Adoptions*	7,672	19,552	90%	18,457	86%	8,180	88%
All Adoptions	12,599	26,285	88%	24,187	82%	10,462	85%
Healthy Deaths	14,000	0	100%	0	100%	0	100%
Treatable Deaths	6,000	3,685	114%	3,208	112%	958	121%
All Deaths	31,820	11,966	134%	10,610	145%	3,615	181%
Live Release Rate	37%	77%	n/a	78%	n/a	83%	n/a

*AG stands for Adoption Guarantee Organization.

Maddie's® Spay/Neuter	Project Maximum	3-Year Actual
Surgeries*	98,000	86,625

* Includes 13,338 Community Cat Surgeries in Year 7



All of the homeless animals that you save each year wish to thank you for making such a huge difference in their lives. And without you, your hard work and dedication, small rescues like ours wouldn't exist.

— Sunshine Rescue Group, Hayward, CA



COMMUNITY REPORTING PROJECTS

MADDIE'S® PET RESCUE PROJECT in ALACHUA COUNTY, FL

Funding: July 1, 2002 – June 30, 2009

Total Funding: \$3,561,919

Statistics will be reported until July 2013

PERFORMANCE COMMUNITY-WIDE

	Baseline Year (2000)	2011	% Change
Intake	11,387	7,518	- 34%
Adoptions	2,551	3,926	54%
Deaths	8,063	2,273	- 72%
Live Release Rate	28%	69%	

MADDIE'S® PET RESCUE PROJECT in MARICOPA COUNTY, AZ

Funding: November 1, 2002 – October 31, 2009

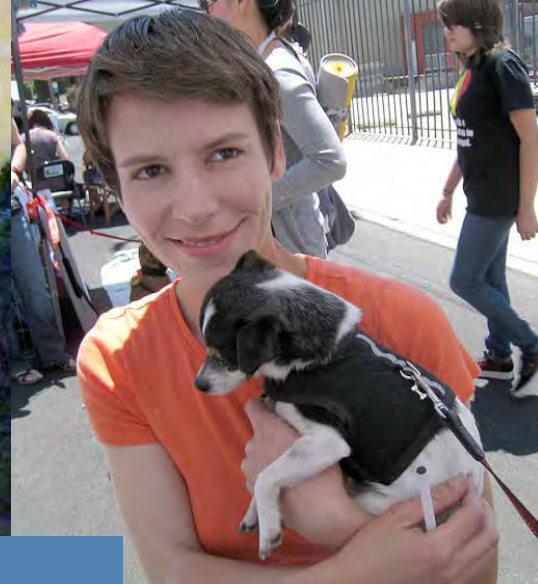
Total Funding: \$6,484,532

Statistics will be reported through 2014

PERFORMANCE COMMUNITY-WIDE

	Baseline Year (2000 - 2001)	2011	% Change
Intake	105,617	91,788	- 13%
Adoptions	33,065	32,885	0%
Deaths	59,233	46,451	- 22%
Live Release Rate	46%	51%	





**ADDITIONAL
GRANT
GIVING**



MADDIE'S® MATCHMAKER ADOPTATHON

Funding: \$1,958,500

Total Adoptions: 2,601

Senior and Treatable Adoptions: 965

A total of 2,601 dogs and cats were adopted at the third annual Maddie's® Matchmaker Adoptathon held in three San Francisco Bay Area counties on June 9 and 10, 2012. Senior pets and those who had been treated for a medical condition accounted for 37% of total adoptions (965 animals). The addition of San Francisco County increased participation to 63 groups and 78 locations.

While dogs and cats were free to qualified homes, Maddie's Fund generously provided participating animal welfare organizations with adoption stipends ranging from \$500 – \$2,000* per adoption. Total funding came to \$1,958,500.

Stoneridge Shopping Center in Pleasanton and Bay Street Emeryville partnered with Maddie's Fund to host pet adoptions. PETCO, PetSmart and Pet Food Express stores throughout the three counties provided additional adoption locations.

Maddie's® Matchmaker Adoptathon aims to empty local shelters, increase awareness of shelter animals and their need for loving homes, and shed light on the tireless efforts of the shelters and rescue organizations in Alameda, Contra Costa and San Francisco Counties. The event honors the memory of the Foundation's namesake, a Miniature Schnauzer named Maddie.

* \$500 per regular adoption, \$1000 for each adoption involving a dog or cat 7 years of age or older or who had been treated for one or more medical conditions and \$2000 for each adoption involving a dog or cat 7 years of age or older and who had been treated for one or more medical conditions.



the shelter pet project adopt



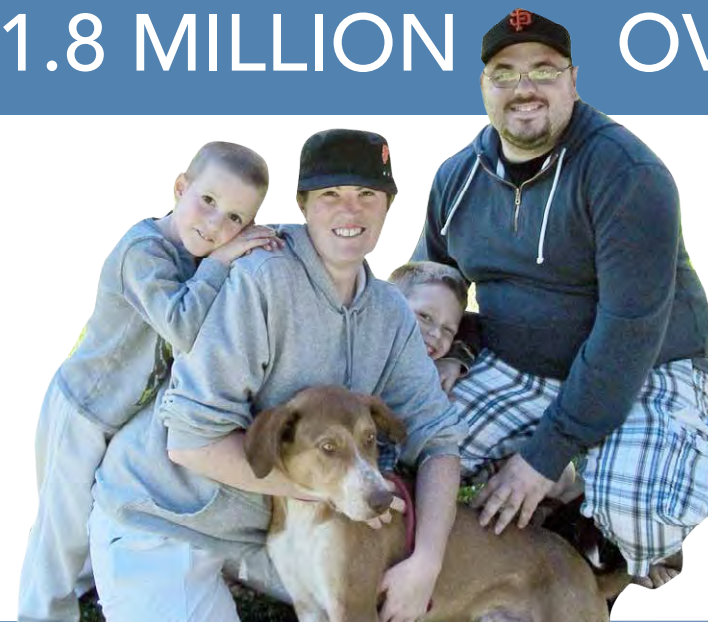
FUNDING: \$1.8 MILLION OVER FOUR YEARS

\$40M

dollars worth of free media placements across

33,000

TV, radio, print and outdoor media outlets



2M YouTube

60,889 Facebook

12,200 Twitter

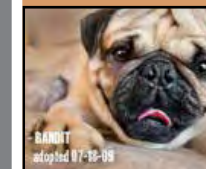
The Shelter Pet Project (SPP) took a huge leap forward with the launch of a series of new public service ads (PSAs).

Donated media nearly doubled in response.

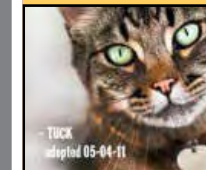
The Shelter Pet Project continued to be very active in social media.

A new Shelter Pet Project website was unveiled, attracting **100,000** visitors per month.

The SPP partnership with Disney led to pet adoption billboards, bus shelter posters and videos featuring *Lady and the Tramp* and Disney's "Buddies."



Web banners



As part of a new partnership with Hallmark, SPP introduced PSAs and website content on Hallmark's new pet adoption microsite and banner ads on the Hallmark Movie Channel.



MADDIE'S® SHELTER GRANTS

Maddie's® Lifesaving Awards

Washoe County, Nevada: Maddie's Fund awarded its prestigious Lifesaving Award to four animal welfare organizations in Washoe County, Nevada, for achieving and maintaining no-kill status for two years (2010 and 2011). The \$1.3M unrestricted grant was given to Nevada Humane Society (\$800,000), SPCA of Northern Nevada (\$200,000), Pet Network (\$100,000) and Washoe County Regional Animal Services (\$200,000) for saving all of the county's healthy and treatable shelter dogs and cats. It was divided between the organizations based on their pet adoption numbers. The community live release rate is 92%.

Some of the Washoe County groups are using the funds to pay for increased pet medical care, additional veterinary equipment, kennel enrichment items, new kennels for off-site adoption centers/events, a veterinary monitor, more pet beds and a nursery brooder.

Santa Clara County, California: In recognition and support for achieving a 100% adoption guarantee for all healthy shelter dogs and cats for two years (2010 and 2011), Maddie's Fund awarded a \$1.04M Lifesaving Award to WeCARE, a coalition of six organizations in Santa Clara County, California.

Recipients included San Jose Animal Care and Services (\$370,000), Humane Society Silicon Valley (\$250,000), Town Cats (\$235,000), Santa Clara County Animal Care and Control (\$115,000), Silicon Valley Animal Control Authority (\$45,000) and Palo Alto Animal Services (\$25,000). The grant was divided between the organizations based on their pet adoption numbers.

The Lifesaving Award is allowing coalition partners to expand their care of treatable animals and to create new shelter pet adoption campaigns and promotions.



Maddie's® Medical Equipment Grants

- Arizona Animal Welfare League: \$40,000
- Austin Pets Alive!: \$50,000
- Cat Adoption Team: \$15,000
- Homeward Pet Adoption Center: \$2,000
- Jacksonville Humane Society: \$50,000
- Last Chance Animal Rescue: \$5,000
- Seattle Humane Society: \$8,000
- Second Chance Center for Animals: \$15,000
- Shelter From The Storm: \$20,000

Maddie's® Starter Grants

Shelter Data Grants

- Durham County, NC: \$10,000
- Greater Omaha, NE: \$35,000
- Bernalillo County, NM: \$30,000

Pet Evaluation Matrix Grants

- Contra Costa County, CA: \$50,000
- Dallas, TX: \$40,000



MADDIE'S® RESEARCH GRANTS

Maddie's® Laboratory at the University of Wisconsin-Madison

Funding: \$100,000

Led by Dr. Ron Schultz, one of the world's most prominent experts in vaccinology and infection disease, Maddie's® Lab has become a vital resource for shelter personnel. FY2011-12, Maddie's® Lab collected 1,701 samples from 19 shelters to test for infectious diseases. The Lab also provided advice on how to control disease outbreaks to shelter veterinarians across the country.

Morris Animal Foundation's Grants for Student Research Projects

Funding: \$31,500

Maddie's Fund awarded grants for four student research projects which included: the effects of social training on dog adoptions; a comparison of two cat cages and the effects they have on the stress of cats in shelters; a study evaluating the reasons behind neonatal feline deaths and a study of the genetic variations predisposing cats to feline infectious peritonitis (FIP).

Maddie's® Shelter Medicine Research Grant at Oregon State University

Funding: \$30,000

This grant was awarded to study the risks of gastrointestinal diseases in shelter animals.



MADDIE'S® EDUCATION PROGRAMS

Maddie's® Daylong Presentation at the 2012 HSUS EXPO Conference

Maddie's Fund hosted a daylong workshop at The HSUS EXPO Conference to give shelters and rescues new tools and ideas to save sick, injured and poorly-behaved (treatable) shelter pets. Presenters offered the latest thinking on medical and behavioral care for treatable dogs and cats; tips on working with traditional and social media to find homes for hard-to-place pets; and creative marketing strategies to engage the community.

Only \$65!

SPEAKERS

Sheila D'Arpino, DVM, DACVP, Center for Shelter Dogs, Animal Rescue League of Boston

Barbara Hanek, DVM, PAWS Chicago

Barbara Carr, Executive Director, Erie County SPCA

Bonney Brown, Executive Director, Nevada Humane Society

Christie Keith, nationally syndicated pet columnist and blogger

MADDIE'S FUND® DAYLONG WORKSHOP • MAY 21

Part Of The HSUS Animal Care Expo 2012 Daylong Workshop
May 21-24, 2012 at the Rio All-Suite Hotel & Casino, Las Vegas, Nevada

* The balance of the one-day seminar is subsidized by a generous grant from Maddie's Fund.



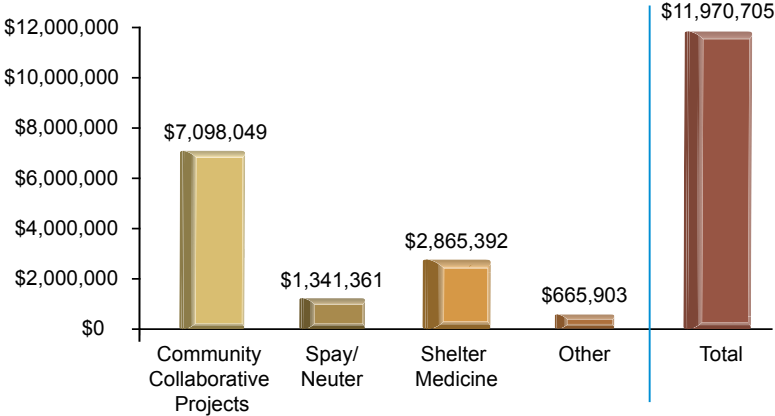
APPENDIX

Maddie's® Tail Wag

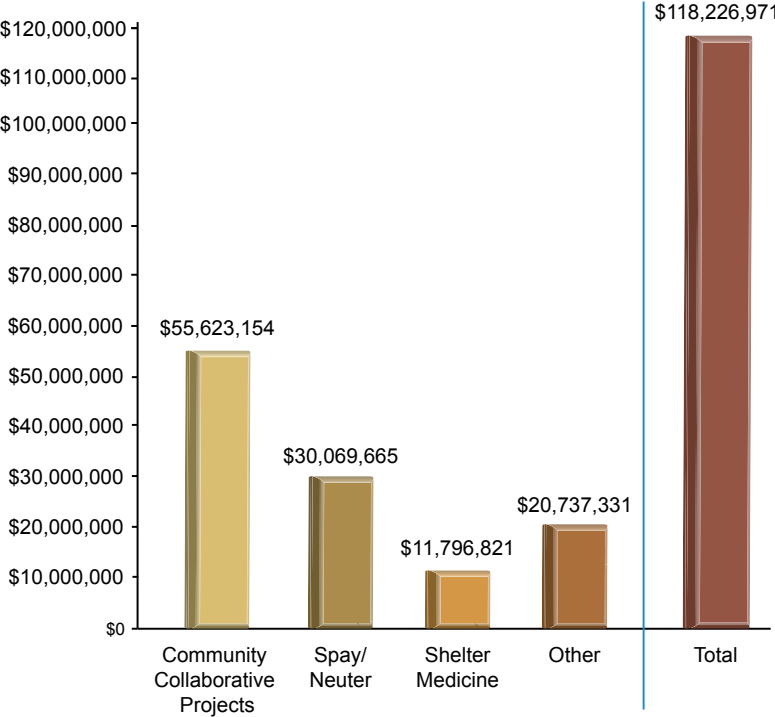
Inspired by Maddie herself, *Maddie's® Tail Wag* is a collection of activities and coloring pages for youngsters six and under. As children color, they develop basic skills and learn about pet care and the joy of adopting from animal shelters. This year, 58,266 *Maddie's® Tail Wags*, including 12,240 in Spanish, were distributed to 235 shelters and rescue groups, veterinary clinics, universities, police departments, schools, and after school programs in 43 states, the District of Columbia and Puerto Rico.



Maddie's Fund Grants FY2011-12



Maddie's Fund Grants FY1999-2012





MADDIE'S
FUND

info@maddiesfund.org
www.maddiesfund.org

Large cover photo courtesy of Sonya Paschedag

NYC photos courtesy of Rick Edwards & Roseanne Caleca

Page 26 kitten photo courtesy of Karen Riley, Nevada Humane Society

Page 27 large photo courtesy of Madelyn Neal