



Maddie's
Fund

Annual Report 2023-2024





About Maddie's Fund

Dave and Cheryl Duffield established Maddie's Fund®, their family foundation, in 1994. It is the fulfillment of a [promise](#) to their dog, Maddie, who provided them much joy over ten years and continues to inspire us today.

The Foundation has awarded over \$287.5 million in grants toward increased community collaborations and live outcomes, pioneering shelter medicine education and establishing foster care as a standard across the U.S. and driving innovation in access to care. Maddie's Fund proudly offers the industry a national voice, important funding opportunities for bold ideas, learning resources and access to collaborate and share innovative solutions.

The Foundation invests its resources in a commitment to keeping pets and people together, creating a safety net of care for animals in need, removing barriers and operating within a culture of inclusiveness and humility.

Founders

Dave and Cheryl Duffield

Board of Directors

Amy Zeifang
Board Chair

Laurie Peek, DVM
Board Member and Secretary

Michael Duffield
Board Member

Officers

Steve Hill
Treasurer

Mary Ippoliti-Smith
Executive Leadership Team

Valerie Stoltenberg
Vice President of Finance

Executive Leadership Team

Amy Zeifang
Laurie Peek, DVM
Mary Ippoliti-Smith

Maddie's Fund Team

Irene Chansawang
Kelly Clardy
Craig Coryell
Kim Domerofski
Kelly Duer
Amber Eby

Sharon Fletcher
Wendy Frink
Alison Gibson
Romy Harness
Sheila Donya Kouhkan
Jennifer Ortega
Charlotte Otero

Brittany Ransonet
Sheila Segurson, DVM
Erika Shaffer
Valerie Stoltenberg
Shelly Thompson
Kathleen Tran
Lisa Ward



Letter from the Executive Leadership Team

At Maddie's Fund, our aim is to amplify and spotlight the partners, groups and projects we support. Many projects we've invested in mark key moments in our organization and our industry's history. They demonstrate our ability to look forward and to identify areas where we can investigate further, invest in an idea and pass the torch to others so we can focus on new challenges.

When we were founded in 1994, our purpose was to revolutionize the status and well-being of companion animals. Our goal has always been to help people experience the same love and joy that Dave and Cheryl felt with Maddie. This remains true more than ever today, understanding and looking at the whole relationship – companions and animals. We do this by spotlighting efforts that keep pets and people together, breaking down barriers that keep pets and people apart and supporting the human-animal bond.

Focusing on both companions and animals is at the heart of what we do. Our model for animal well-being is community-centric, based on mutual trust and operating in an inclusive, equitable environment that respects everyone, including humans and their animals.

We are committed to nurturing the bond between pets and people, supporting the organizations and individuals that carry out this invaluable work and championing the accomplishments of others. We can't wait to see where the next 30 years take us.

Warmly,

Amy, Laurie & Mary



Maddie's Story

April 26, 1986 – March 13, 1997

Maddie was a beloved Miniature Schnauzer whose unconditional love, loyalty and spirit inspired a revolution.

Dave and Cheryl Duffield founded Maddie's Fund in 1994 to honor their delightfully feisty dog. While playing together one evening, they made her a promise: If they ever had the ability to do so, they would give to help companion animals and the people who love them, so they could experience the same joy they had with Maddie. The rest, as they say, is history.

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



All Thanks to Maddie.



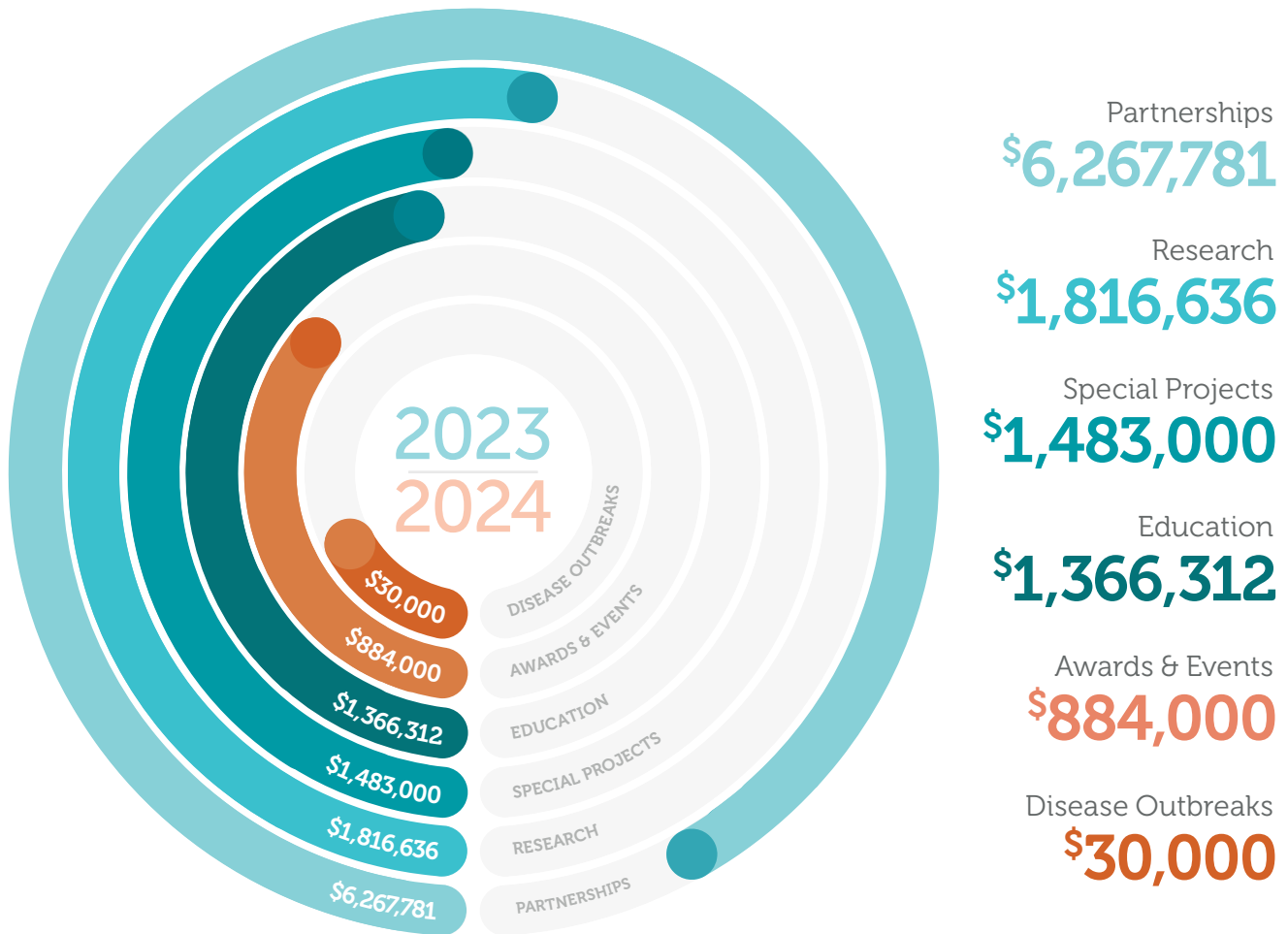
Grant Funding Overview

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

Since our inception, Maddie's Fund has awarded animal well-being organizations and universities a total of 8,939 grants totaling over \$287.5 million to help keep pets and people together. Our grants are designed to benefit organizations that honor the foundation's core values of honesty, integrity and mutual respect.

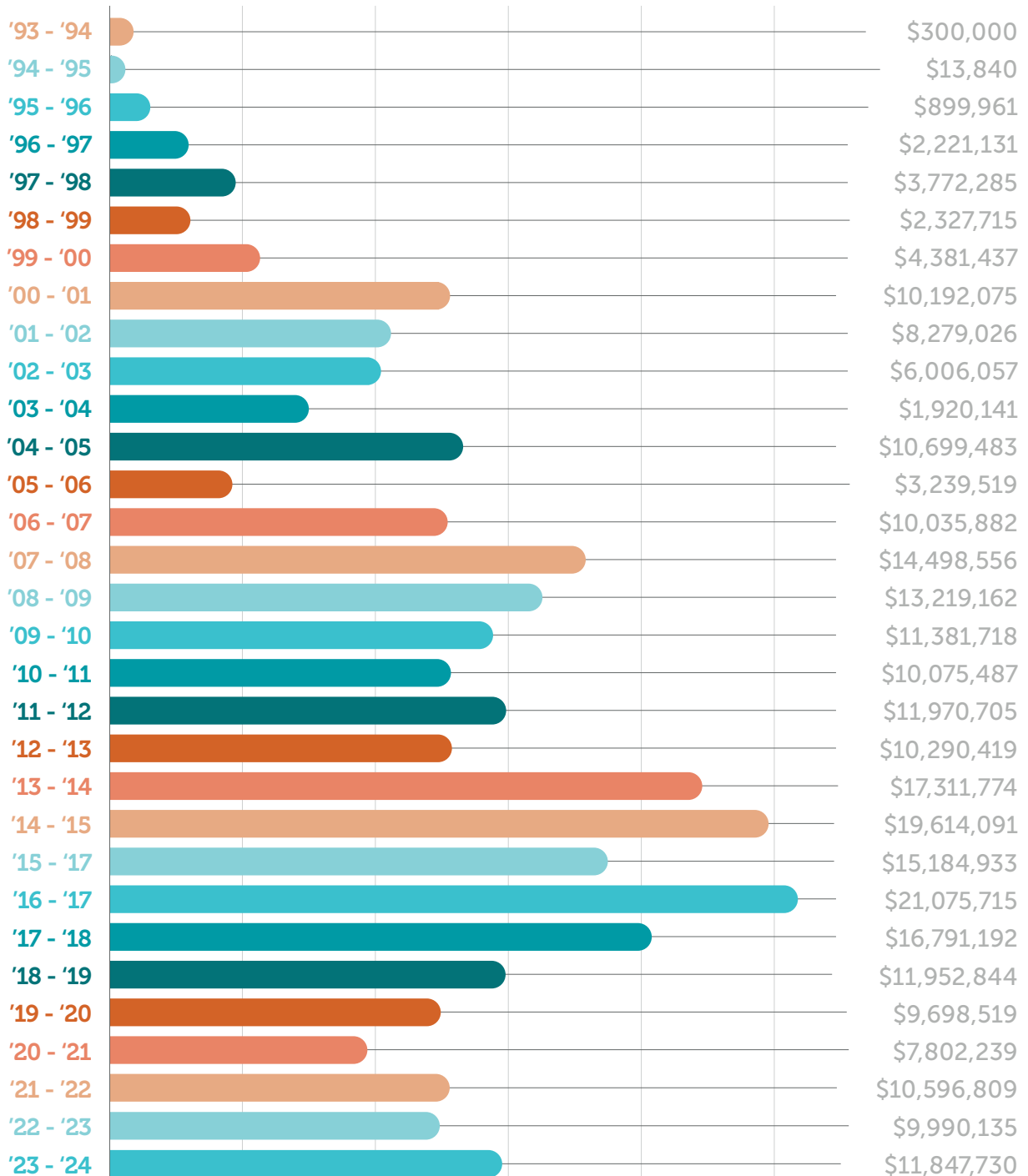
For fiscal year 2023-24 we gave 301 grants totaling \$11,847,730.

Total Grant Giving by Category, Fiscal Year 2023-24



At a Glance

Total Grant Giving by Fiscal Year, Funding Period: Inception – June 30, 2024





People at the Heart of Community-based Sheltering

This year, Maddie's Fund continued supporting community-led and community-based programs that help keep pets and people together.

Community-based sheltering considers people at the heart of its operations. This means involving staff and community members in the creation of programs which are built on mutual trust, and operate in a more equitable, inclusive environment, which is respectful of everyone.

Challenge Grants

This year we participated in the Open Arms Challenge, a grant opportunity focused on open and inclusive practices and programs. Twenty-three national organizations came together to encourage shelter and foster-based organizations to start new programs or expand current ones around the issues of barriers, inclusivity, return to home and more.

This Challenge ran from April 1 – 30, 2024, and was all about encouraging animal shelters, foster-based organizations, and other animal welfare organizations focused on keeping pets and people together to pilot new approaches that open doors to new adopters and volunteers and welcome their communities.

A compassionate 243 participating organizations created or expanded inclusive programs and practices, as well as expand these practices to the culture of the organizations. Grant prizes were awarded to 107 organizations, for a combined total of \$500,000.

This Challenge was funded by

Adopt a Pet
California for All Animals
Life of Riley
Maddie's Fund
Michelson Found Animals Foundation

In collaboration with

American Pets Alive!	Greater Good Charities
ASPCA	HeARTs Speak
The Association for Animal Welfare Advancement	Humane Society of the United States
Best Friends Animal Society	JVR Shelter Strategies
BISSELL Pet Foundation	Maddie's® Million Pet Challenge
The Community Cats Podcast	Petco Love
Companions and Animals for Reform and Equity (CARE)	Petfinder Foundation
Cuddly	PetSmart Charities
National Animal Care and Control Association	Shelter Animals Count

Grant prizes were awarded to **107 organizations** for a total of **\$500,000**



Open Arms Challenge



243

Participating Organizations



11,052

Pets Adopted



69,539

Animals helped to stay in their home/community



20,973

volunteers

There is absolutely no harm in having open and welcoming policies. Having barriers only harms the organization and the animals. Participating in this challenge has opened my eyes and created positive outcomes for the animals.

— *Newman Animal Services (2024 Open Arms Challenge)*

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Partnerships

We provide a national platform to amplify voices of our funded partners who are revolutionizing the animal well-being industry.

Maddie's® Million Pet Challenge

Maddie's® Million Pet Challenge is a collaboration of University of California, Davis Koret Shelter Medicine Program, Maddie's® Shelter Medicine Program at University of Florida, Open Door Veterinary Collective and Team Shelter USA. The goal of the collaboration is to remove barriers and expand access to pet care. Its focus is on the Four Rights: the Right Care, the Right Place, the Right Time and the Right Outcome for every pet.



Highlights of the past year include:

Team Shelter USA:

Consultations with shelters about reducing barriers are working. One shelter employee shared, "I feel like the weight of the world was lifted off my shoulders because I thought I had to put people through the ringer to adopt from us."

University of California, Davis Koret Shelter Medicine Program:

The one-day Learniverse Shelter Summit they hosted had over 2,800 live attendees and over 3,200 on-demand views.

University of Florida, Maddie's® Shelter Medicine Program:

Montgomery County Animal Services expanded hours and dropped its appointment requirements for adoptions and is now allowing visitors to view and adopt animals daily. Previously potential adopters were told that they couldn't get an appointment for days or weeks even though the shelter was over capacity with long length of stay.

Open Door Veterinary Collective:

Animal Care Sanctuary in Pennsylvania went from a 15% loss in 2022 to a 4% profit in 2023 and expect to make a 10% profit in 2024 due in part to its consultation.



Human Animal Support Services Project

Human Animal Support Services (HASS) is a collaborative effort to keep pets and people together through a community-centric animal well-being organizational model.

In February 2022, Maddie's Fund awarded a \$3.375 million grant over three years to Austin Pets Alive! to support HASS. During 2023-24, HASS focused on Intake to Placement and addressing overcrowding in shelters.

With over 2,600 views, the HASS Playbook aims to provide animal well-being organizations with innovative programming and best practices to rise above existing sheltering system challenges and increase capacity for care within its communities. Additional tools launched this year include the Budget Calculator, self-paced assessment tools and numerous informative webinars.



This kind of comprehensive work is changing the landscape and future for shelters.
Thank you.

– *Human Animal Support Services Pilot Shelter*



Behavior and Foster Care Consulting

In 2024, Maddie's Fund supported 16 animal shelters and foster-based organizations with free consultations on behavior, foster care and/or programs that impact the success of behavior or foster care. Consultations included guidance and support on program assessment, individual animals, and training presentations. Lynchburg Humane Society and the Society for the Improvement of Conditions for Stray Animals (SICSA) in Dayton, OH received in-person visits.

Project Street Vet

Maddie's Fund has provided **Project Street Vet**, a non-profit that provides free veterinary care, treatment and support to the pets of individuals experiencing homelessness and/or housing vulnerability, with grants totaling \$85,000 in this fiscal year. These funds were used toward operating support and provided strategic consulting services, which resulted in the development of the organization's first short-term strategic plan. Highlights of the last year include a successful pilot of a Pet Food Pantry in the Skid Row area of Los Angeles, new partnership with a clinic in Long Beach and the hiring of a Volunteer Manager. Founder Dr. Kwane Stewart was recognized as the 2023 CNN Hero of the Year, the first companion animal veterinarian to be honored.



Best Friends Shelter Embed Program

In 2022, Maddie's Fund awarded Best Friends Animal Society a \$3 million grant for its Shelter Embed Program over four years. The Shelter Embed Project places Best Friend's team members to work alongside staff at partner shelters. This project helps shelter staff learn what they can do to improve animal shelter operations to increase positive outcomes.

This funding provided embed staff and services for this year at Rhea County Animal Shelter in Tennessee, Brownsville Animal Regulation and Care Center in Texas, Nebraska Humane Society in Nebraska, Roswell Animal Services in New Mexico, Indianapolis Animal Care Services in Indiana and Selma Douglas County Animal Shelter in Alabama.

As of May 2024, shelter euthanasia collectively for Shelter Embed Projects achieved a **reduction of 2,196, which was almost 50% of their annual goal.**

The team's return to the field **increased by 870%**. Shelter intake for **Embed Projects overall was down 22.9% while the national shelter average increased by 8%.**



Awards

Maddie's Fund strives to recognize leaders who are pushing boundaries, exceeding expectations and making a lasting positive impact in our industry and beyond.

Maddie Holiday Hero Awards

In December 2023, Maddie's Fund recognized five remarkable individuals with a Maddie Holiday Hero Award. Five organizations each received a \$5,000 grant from Maddie's Fund in honor of these individuals:



Awanookwe Kingbird-Bratvold, Founder and Executive Director of *Awesiinyag are Loved*, an organization that promotes Anishinaabe culture of animals and provides supportive services and resources to assist animals and their people in the Red Lake Nation of Minnesota

Dianne Prado, Founder and Executive Director of Housing Equity & Advocacy Resource Team (*HEART LA*) which provides free technical assistance, legal representation, education, training, and policy advocacy to keep people and their companion animals housed. *HEART LA* was founded on the fundamental principle that every person deserves a sustainable and inclusive place to call home.



Hakeem Ruiz, President and Co-Founder of the *Block Gives Back* which promotes community involvement and engagement throughout Philadelphia by identifying issues within the community and devising a plan to recruit local volunteers, businesses, organizations and local leaders to help work towards a solution.

Donnell Randolph, Community Program Coordinator at *Oakland Animal Services*. Donnell coordinates and hosts much-needed community clinics which provide medical examinations, vaccines, food, leashes and more for the well-loved pets in the community.



Dr. Kwane Stewart, Veterinarian and Founder of *Project Street Vet*, a 501 (c)(3) non-profit public charity that provides free veterinary care, treatment, and support to the pets of individuals experiencing homelessness and/or housing vulnerability. Their motto is: "No judgment. Just help."





The love of a pet should not be a privilege. As an industry, we need to stop looking for reasons to say 'no' and start saying 'YES!' It's amazing what can happen when we believe people when they say their home is ready for a dog or cat.

— *Mary Ippoliti-Smith, Maddie's Fund Executive Leadership Team*

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Shelter Medicine Education

We funded a total of **\$695,312** in shelter medicine education grants this year to two universities: the University of Wisconsin-Madison Shelter Medicine Program and Maddie's® Shelter Medicine Program at Cornell University. Both programs provide shelter consultations, fellowships and online certificates for veterinarians and training veterinary students in shelter medicine.

University of Wisconsin-Madison Shelter Medicine Program

Maddie's® Clinical Instructor, Dr. Emily Pellatt, provided academic and practical training for the Maddie's® Shelter Medicine Residents, Maddie's® Shelter Medicine Intern and fifth year shelter medicine ambulatory rotation students, which is conducted at Dane County Humane Society in Madison, WI.

In 2023, Dr. Pellatt led 1,936 distinct exams, 481 spay/neuter surgeries and 48 other surgeries. She also fostered 12 animals with high medical needs, all of whom recovered and were adopted.

I loved my time at Dane County Humane Society! I learned so much about medicine in general and new perspectives specific to shelter medicine.

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— *UW-M Shelter Medicine
Veterinary Student*

Cornell University Maddie's® Shelter Medicine Program

The 19th year of this program saw interim leadership from Drs. Lena De Tar and Erin Henry, both Associate Clinical Professors. In April 2024, Dr. Jessica Reed, DVM, CAWA was named Janet L. Swanson Director of Maddie's® Shelter Medicine Program.

Since inception, with support and partnership from Maddie's Fund, Cornell Maddie's® Shelter Medicine Program has:

- Grown from one faculty member working in epidemiology and teaching elective courses to serving as a model for comprehensive clinical-consultative programs, intensive curriculum involvement, broad community reach and more.
- Delivered thousands of on-site and remote consultations.
- Advanced standard practices and shelter/community medicine approaches through continuing education, conferences and scholarly publications.
- Implemented an ambitious collaboration with Tompkins County SPCA to revamp its medical program while providing real-life clinical instruction and impact for students and interns.
- Educated and trained more than 800 veterinary students and 29 shelter medicine interns, residents and fellows over the past decade, as well as thousands of community-based practitioners.



Research Grants

This year we funded **\$1,823,312** in research grants which primarily focused on Access to Care.

ASPCA Access to Care Research

We've supported the American Society for the Prevention of Cruelty to Animals (ASPCA) with \$800,000 over the past five years to support Access to Veterinary Care research, allowing them to request and fund proposals for research evaluating tools that veterinarians and animal welfare organizations can use to improve access to basic veterinary care. Of the 21 projects funded, 5 have been completed so far. These projects researched effective treatments for skin conditions and cranial cruciate ligament disease and the efficacy of telemedicine and low-cost patient care.

University of Tennessee, The Program for Pet Health Equity (PPHE) and AlignCare

The Program for Pet Health Equity (PPHE) exists to improve access to veterinary care for pets and their families not adequately served by the current system. PPHE promotes and facilitates national collaborations and public policy development, to remove barriers to veterinary care. Their activities include education, service, and social and public health research.

PPHE developed AlignCare, a nonprofit national, community-funded, One Health system that helps care for pets and the well-being of the families who love them. AlignCare connects families with veterinary service providers while leveraging community resources and activities.

In May 2021, Maddie's Fund awarded a \$3,448,181 grant to the University of Tennessee Program for Pet Health Equity over three years for the Establishing AlignCare research grant.



Highlights for the Program for Pet Health Equity (PPHE) this year include:

- Focus on the community ownership model to ensure the sustainability of AlignCare. The goal is a network of local veterinary service providers, social service agencies, animal welfare organizations and funders to form a Community Council that oversees the AlignCare system at the local level. AlignCare Los Angeles was established as the first community utilizing the community ownership model in March 2022.
- Production of the PPHE report "From Academia to Action: The AlignCare Journey in Pet Health Equity." This report contains the findings from AlignCare's five-year journey from a research and development project to a community initiative. [The report](#) was released Summer 2024.
- Focus groups with AlignCare families to identify additional barriers to accessing veterinary care. Preliminary data analysis re-emphasized the importance pets play in families' decision-making and the impact on their lives. Focus groups revealed that pet families who struggle with providing veterinary care also face challenges with transportation and housing. These families rely heavily on their pets for social and emotional support.
- In partnership with The Association for Animal Welfare Advancement (AAWA), a national study of animal welfare leaders revealed that lack of access to veterinary care resulted in organizations exceeding capacity beyond standards for best practice and increased the length of stay for a pet in a shelter and delays spay and neuter surgeries. The report is to be released by AAWA in 2024.
- A national study of 4,800 pet families was completed to replicate the 2018 Access to Veterinary Care Coalition (AVCC) study. A report that compares and contrasts findings from the 2018 AVCC report is scheduled for Fall of 2024.
- A needs assessment was completed to inform training material content to meet specific needs of animal well-being staff to improve job satisfaction and reduce job turnover. Training is scheduled to be open for enrollment in Fall of 2024.

AlignCare was awarded a \$373,771 grant to support the AlignCare Project in Nevada. Over 700 families in Northern Nevada and Las Vegas are currently enrolled in AlignCare.

Highlights from this year include:

- AlignCare Northern Nevada held its first Pet Palooza in Reno with the residents of Marvel Way, bringing together human and pet resource organizations. Marvel Way provides affordable, permanent sober living apartments to individuals (and their families) who've recently completed substance use disorder treatment programs or exited the penal system. The apartments are designed for residents ready to live independently but could still benefit from a supportive environment.
- PPHE is partnering with Marvel Way to conduct an exploratory study about the impacts of pets on sobriety and community building.



Educational Opportunities

Maddie's® University

Maddie's® University, an online learning management system, issued 33,691 certificates to learners (a 26% increase from last year) from 3,203 organizations for completing self-paced courses and on-demand presentations (up 88% from last year). Most popular courses included: Feline Communication: How to Speak Cat, Dog Handling in the Shelter, Customer Service for Animal Shelters, Taking the Fear Out of Bottle Feeding and Basic Kitten Care, Feral and Fractious Cat Handling and NACA Field Services Series: Using Tools and Equipment.

We collaborated with the National Animal Care & Control Association (NACA) to create and launch the fourth course in the NACA professional development series: Canine Behavior in the Field.

Online Instructor-Led Courses

Maddie's Fund Online Instructor-Led Courses (OILC) involve a combination of self-paced reading material, instructor-led live online classes and a final project. This year, we offered 20 courses on 14 different topics, including: Care Pathways, Feline Lifesaving, Field Services, Foster Care, Humane Education, Marketing Communications, Rehoming, Shelter Clinic Management, Transformative Approach for Hard-to-Place Cats, Transport and Pet Support Services; with plans to bring even more opportunities to students. Holding these courses online has opened up this professional development to a larger pool of people; providing over 579 students representing 418 organizations from 46 states and Puerto Rico the chance to learn from the best in the industry.



The course was wonderful! Hearing from so many folks who are already in the thick of the transport magic (both speakers and fellow classmates) has given me hope that we can get something similar going at our shelter. Thank you!

— *Transport: Forming Equitable Partnerships* student

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Webcasts

Maddie's Fund produced 12 webcasts attracting 5,496 live and on-demand viewers. Nine of these were part of the Maddie's® Insights series, which focuses on making research digestible and applicable. One of the top-attended webcasts this year was given by feline experts Dr. Julie Levy and Marnie Russ, who presented Advancements in Neonatal Kitten Care to 2,483 live attendees and on-demand viewers.

Camp Maddie Virtual Events

Camp Maddie, a new learning series, is a free virtual half-day session delving deep into a particular topic.

Each event covers various topics in to-the-point presentations, panel discussions, strategy-sharing seminars, videos and question and answer sessions. Topic presenters discuss breaking down barriers in the specific topic, how to build capacity and provide insight into strategies in their communities.

There were two Camp Maddie events this year which focused on dog foster and dog behavior.

[Camp Maddie: Foster Edition](#) was held in Winter 2023 with the focus on recruiting foster caregivers for adult dogs. The one-day event featured 14 foster care experts and had a combined 1,420 live and recording views including one follow-up workshop. The top three events were: Fosters Welcome: Low Barrier Onboarding for High Community Engagement, Dog Foster Recruitment Strategies that are Working Right Now and Foster Forward: Maximizing Placements through Collaboration

In the Spring of 2024, [Camp Maddie: Behavior Edition](#) was held over two half-days. This gathering addressed which dogs are safe to rehome, keeping dogs happy and healthy while in your care and finding them homes. The two-day event reached 4,328 live and on-demand viewers. The top three events were: Risk Assessment, Behavioral Euthanasia with and How to Get them out Alive.

As our shelter has grown, we have realized that many of our current challenges cannot be fixed with just training; that we need to learn more about what caused the problem and how to correct it.

— *Behavior Edition attendee*

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Self-Paced Courses

This year, eight self-paced courses were created and launched. New courses included:

- Adoption Counseling
- Fostering 4 Rock Stars at Cat Adoption Team
- Keeping Tenants and Their Pets Together

Regional In-Person Learning Event

In February 2024, Maddie's Fund hosted the Field Services and Community Solutions event from the National Animal Care & Control Association (NACA) in Fresno, CA.

This one-day education event included online coursework in preparation for learning. Instructors and peers were chosen locally, which contributed to its success. This regional event facilitated local connections, a sense of community, solutions and partnership-building for 33 participants from 19 organizations spanning 5 counties in Central CA.

I have been working with neonate kittens for the past 15 years, and all the information in this video are things I have learned along the way. I am so excited to see all the info packaged together in a beautiful format and such an engaging way to learn too. I'm so happy that now I can just pass this course on to our new hires and don't have to create it myself! This is far better than anything I could have created but is saying all the things I would!

— *Taking the Fear out of Bottle Feeding and Basic Kitten Care learner*

“

I like in-person trainings, easier to network with others and have a better understanding of how things work and pick brains for new ideas.

- *Attendee*

“



Conferences

This fiscal year, we provided a total of \$426,000 for sponsorship of 16 conferences and events nationwide. Additionally, we provided \$180,000 for 749 scholarships at 14 combined virtual and in-person events

Our strategy this year evolved to focus on bringing professional development and education to those who have not been able to attend national conferences. We chose to support sponsorship of regional, state and human and social service-centered conferences.

We partnered with the National Animal Care & Control Association's (NACA) with a \$50,000 grant to support their first-ever State Summit and co-sponsor a total of 16 regional conferences, including Texas Unites, Prairie States and Alaska Animal Care Conferences. This provided NACA a new model to support animal control officers and agencies. This approach reached over 2,000 attendees, provided 30 scholarships and 20 new presentations in unique landscapes to build relationships and support families and their pets.

With 85 attendees from 36 states, the first ever NACA State Summit proved to be a crucial forum for nurturing meaningful conversations, fostering essential networking opportunities, and engaging in insightful discussions that will profoundly influence the future of our industry.

— *Jerrica Owen, Executive Director, National Animal Care and Control Association*



My Dog is My Home's fourth annual virtual Co-Sheltering Conference had 531 attendees from 43 states and 7 countries from animal well-being, veterinary & human social work fields. Attendees learned from 64 speakers and 5 storytelling sessions. The goal of the conference was to share information, entertain and engage attendees while addressing the complexities of homelessness, animal companionship, and how the co-sheltering movement connects to the broader struggle for a more just society. Maddie's Fund provided \$30,000 for conference sponsorships and \$15,000 in scholarships that enabled 217 people to attend.



I come from the animal well-being side of things. I wanted to learn more about efforts to bring about collaboration between human social services providers and animal well-being providers. The conference more than met my expectations for learning, and also provided moments of sadness, anger and joy that will stay with me for a long time.

— *My Dog is My Home Conference Attendee*



New Conferences

We sponsored new conferences this year including:

- Unity Summit, October 2023
- Association of Professional Humane Educators National Conference, April 2024
- Veterinary Behavior Symposium, June 2024

Weekly Community Conversations #ThanksToMaddie

Every Monday, an average of 305 animal shelter and foster-based organization professionals (live and on-demand) [gathered virtually over Zoom](#) from across the country and beyond. Conversation topics included everything from helping pets of the unhoused to dog training prison programs and the importance of grooming services to retaining staff. Maddie's Fund hosted 36 conversations and had a total of 10,963 views from those attending live and watching on-demand.

Maddie's Fund provided a \$5,000 monthly random grant giveaway just for attending the conversations live or watching later on-demand. As of this year, a total of \$238,000 in grants was awarded to 20 organizations either attending live or viewing on-demand.

The top attended calls this fiscal year (live and on-demand) were: Canine Infectious Respiratory Disease Complex, Top Dog Adoption Decision-Making Factors and Keeping Pets and People Together in Rental Housing.

The success of these meetings is largely due to the dedication and expertise of our 2023-24 Steering Committee, comprised of nine diverse experts in the animal well-being field.

- **Clare Callison, Director of National Operations, Austin Pets Alive**
- **Johnny Jenkins, formerly Chief of Program Strategies, Companions and Animals for Reform and Equity (CARE)**
- **Shonyae Johnson, Director of Virtual Programming, Humane Rescue Alliance**
- **Sheila Donya Kouhkan, formerly Chief Engagement Officer, Companions and Animals for Reform and Equity (CARE)**
- **Shannon Martin-Roebuck, Executive Director, Bridging Impact**
- **Renena McCaskill, Deputy Director Shelter Manager, Detroit Animal Care**
- **Lawrence Minnis, Director of Workforce Development, Humane Rescue Alliance**
- **José Ocaño, Founder & CEO, Hatching, LLC**
- **Nadia Oseguera-Ramón, California Program Manager, UC Davis Koret Shelter Medicine Program**

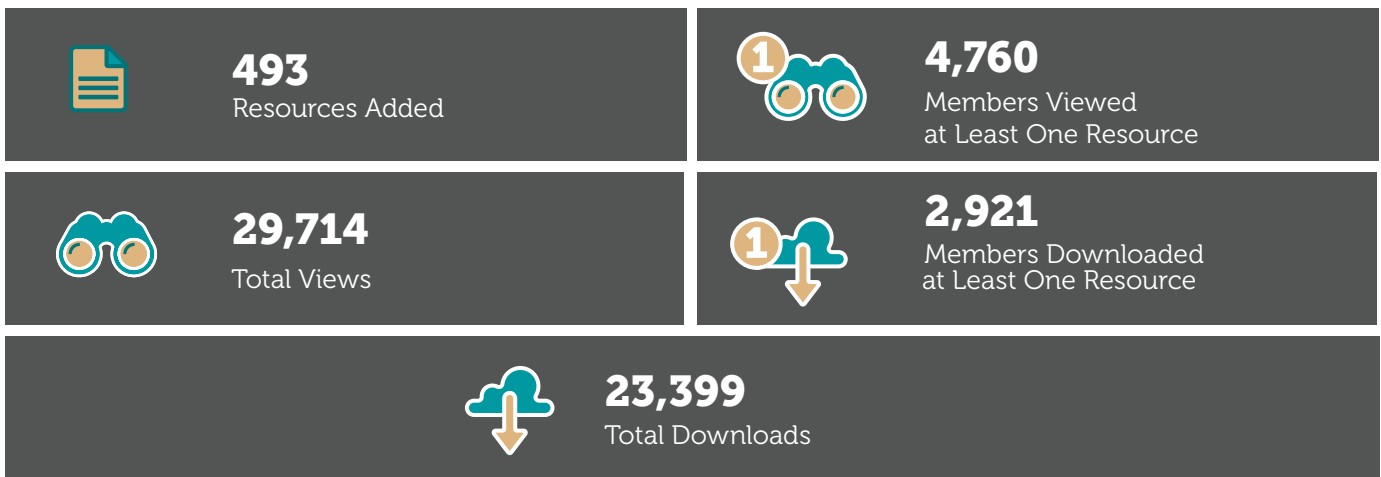


Maddie's® Pet Forum

Maddie's® Pet Forum (MPF) continues to be a safe place for animal well-being professionals to collaborate, share resources and provide/receive support to 298,207 unique visitors, an increase of 51% over last year. Visitors interacted with each other from all 50 states plus the District of Columbia and 225 countries. Currently there are 40,554 members of MPF.

We provided a \$3,000 monthly grant to members randomly selected who contributed meaningful content in Maddie's® Pet Forum. For fiscal year 2023-24, thirteen grants were given for a total of \$40,000. Additionally, four grants totaling \$4,000 were given to top contributors of the Forum.

The MPF Resource Library also continued to grow. A total of 493 resources were added this year by industry members and have been downloaded by members 23,399 times. Downloads are especially important as it implies that members are downloading these resources to be used later and hopefully implemented at their organization.



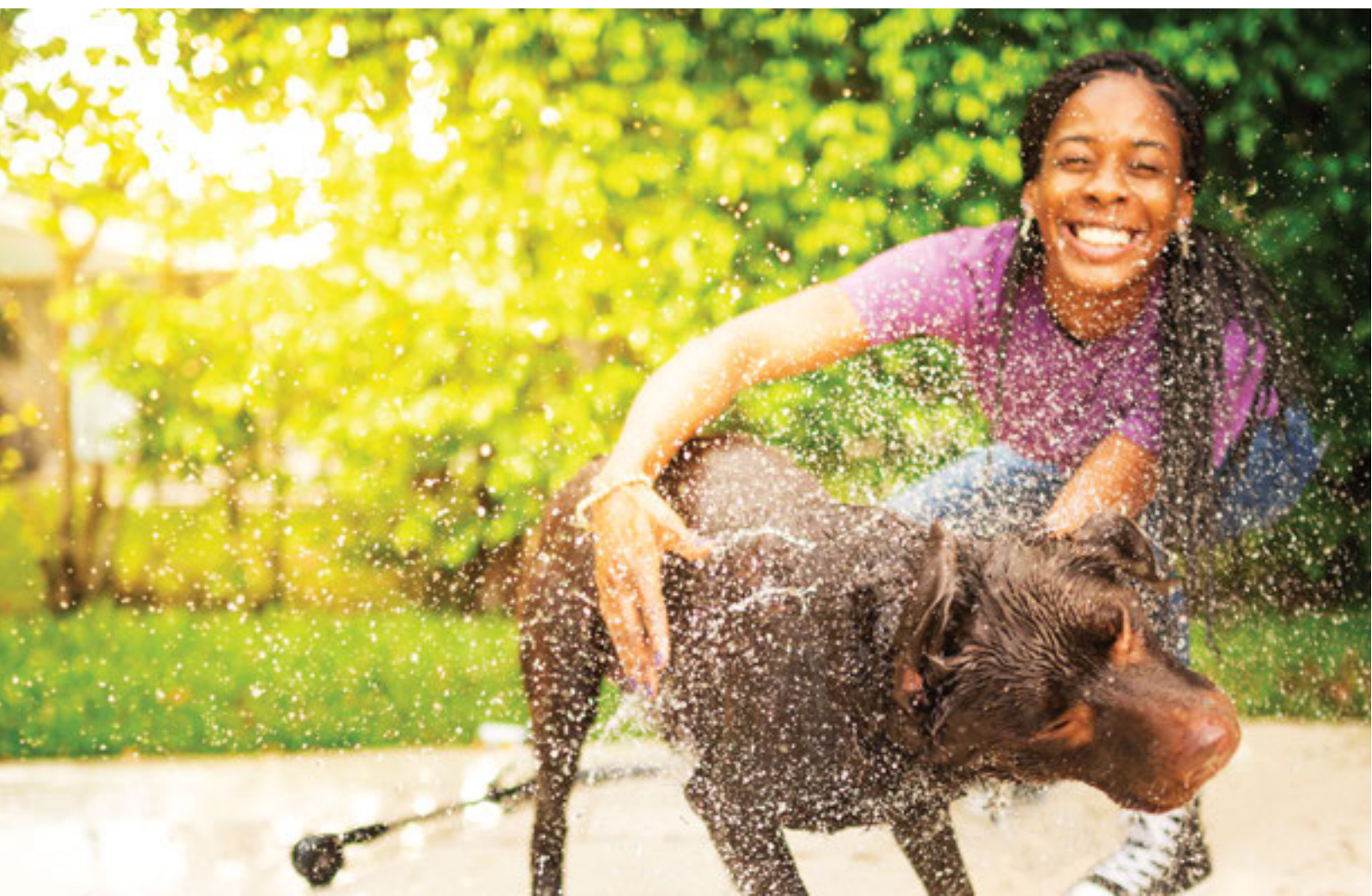
Comments received from Maddie's® Pet Forum community members surveyed this year indicated what they liked best about this community:

- Collaboration with industry professionals, no drama.
- The number of very intelligent participants that quickly answer my questions and are eager to share resources.
- Being able to find resources, suggestions, and things that are already created for whatever I may be working on.
- The shared community that is always a "safe" place. Even if people disagree on a particular subject or approach, they are respectful and kind. I feel the participants truly believe we are all in this together. The quality of the individuals who run the forum is wonderful as well!

I love the community feel Maddie's® Pet Forum provides for other animal welfare professionals. Where the outside world doesn't understand our struggles, we all do. I am able to comfortably learn new ways to handle situations in the shelter, and introduce new programs without feeling insecure about asking questions.

– *Maddie's® Pet Forum Community Member*

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Racial Equity, Diversity and Inclusion

Maddie's Fund invests its resources in a commitment to keeping pets and people together, creating a safety net of care for animals in need and operating within a culture of inclusiveness and humility. We are working towards the day when the animal well-being field more accurately represents the diversity of our communities.



Companions and Animals for Reform and Equity

In 2023, Maddie's Fund awarded Companions and Animals for Reform and Equity (CARE), a grant in the amount of \$6.5 million over five years, bringing our total investment in CARE to \$9.9M.



CARE, the first national BIPOC-led human and animal well-being nonprofit, has the mission to prioritize and amplify Black, Indigenous and People of Color (BIPOC) voices using narratives, research, and community-centered investments. CARE seeks to inspire all organizations to be more inclusive and less biased in an effort to keep families, including their pets, together.

CARE's seminal research, *Racial Disparities in Animal Welfare Exploratory Study*, was published in the first half of 2024. Key findings include:

- Family separation: pets are consistently adopted to higher socio-economic status and White communities
- Lack of trust: when asked if they thought law enforcement or animal control were more likely to take pets to punish their owner, respondents who identified as BIPOC were more likely than Whites to believe that pets were used for punishment
- Inequitable punishment: despite differences in location and size, significant similarities were discovered. In all four communities, members of the BIPOC community have less economic wealth, lower rates of home ownership, and less access to a vehicle. These systemic factors coupled with lack of access to veterinary care directly impact pet owners' ability to be compliant with local ordinances – especially those that require all dogs and cats to be spayed or neutered.



This past year, CARE launched their Community Animal Care (CAC) pilot program, focused on cultivating a community-owned support network of individuals and organizations to keep pets with families and out of the sheltering system by respecting community wisdom through listening to learn. CAC held 9 events, reaching 642 human individuals/families, 15 cats and 155 dogs.

As of May 2024, care is supporting 18 CARE Center proximate leaders and 25 CARE Center partners. CARE Centers are networks of individuals and organizations working within their communities already doing this important work. CARE partners with community leaders to add pet wellness and resources. The CARE Center model creates sustainable community-led networks by using a human and animal well-being model to keep pets home and uplift their human companions. In 2023, 1,813 companion animals were served through DirectCARE and wellness clinics conducted in partnerships with CARE Center partners.

CARE's racial equity, diversity and inclusion (REDI) training saw 1,044 REDI Bronze certificates issued (their introductory training level); piloted REDI Silver (the next level of training) and VetREDI (designed for veterinarians); and began developing REDI Copper in conjunction with National Animal Care & Control Association (NACA) (for animal control officers).



Dr. Jodie G Blackwell Scholarship

In 2024, Maddie's Fund contributed \$50,000 towards the CARE-administered Dr. Jodie G. Blackwell Scholarship. This scholarship honors the graduate of the second class of the Tuskegee Veterinary School and father of Dr. Michael Blackwell. The goals of this scholarship fund were to raise global awareness of the lack of representation of African American Veterinarians (only 2% of the field) and to assist any current African American veterinary students in need of financial assistance. The scholarship fund awarded two merit-based and 25 needs-based scholarships to Doctor of Veterinary Medicine students in 2024. Established in 2021, Maddie's Fund has provided a total of \$200,000 to this scholarship fund.



Candid Conversations

Maddie's® **Candid Conversations** is our video series of open, informal Zoom conversations with question-and-answer sessions with leaders focusing on the speaker's journey in furthering diversity, equity and inclusion in their daily work. Hosted by Maddie's Fund, these thought-provoking and inspiring conversations continue on Maddie's® Pet Forum and Maddie's® University.

In February, 2024, Candid Conversations featured housing attorney, Dianne Prado. The Founder and President of the Housing Equity & Advocacy Resource Team (HEART LA), a unique legal non-profit that helps to ensure people and their pets remain housed, Dianne's compelling story revealed the values, mind-set and skills she uses to create meaningful and impactful work.



Dianne Prado

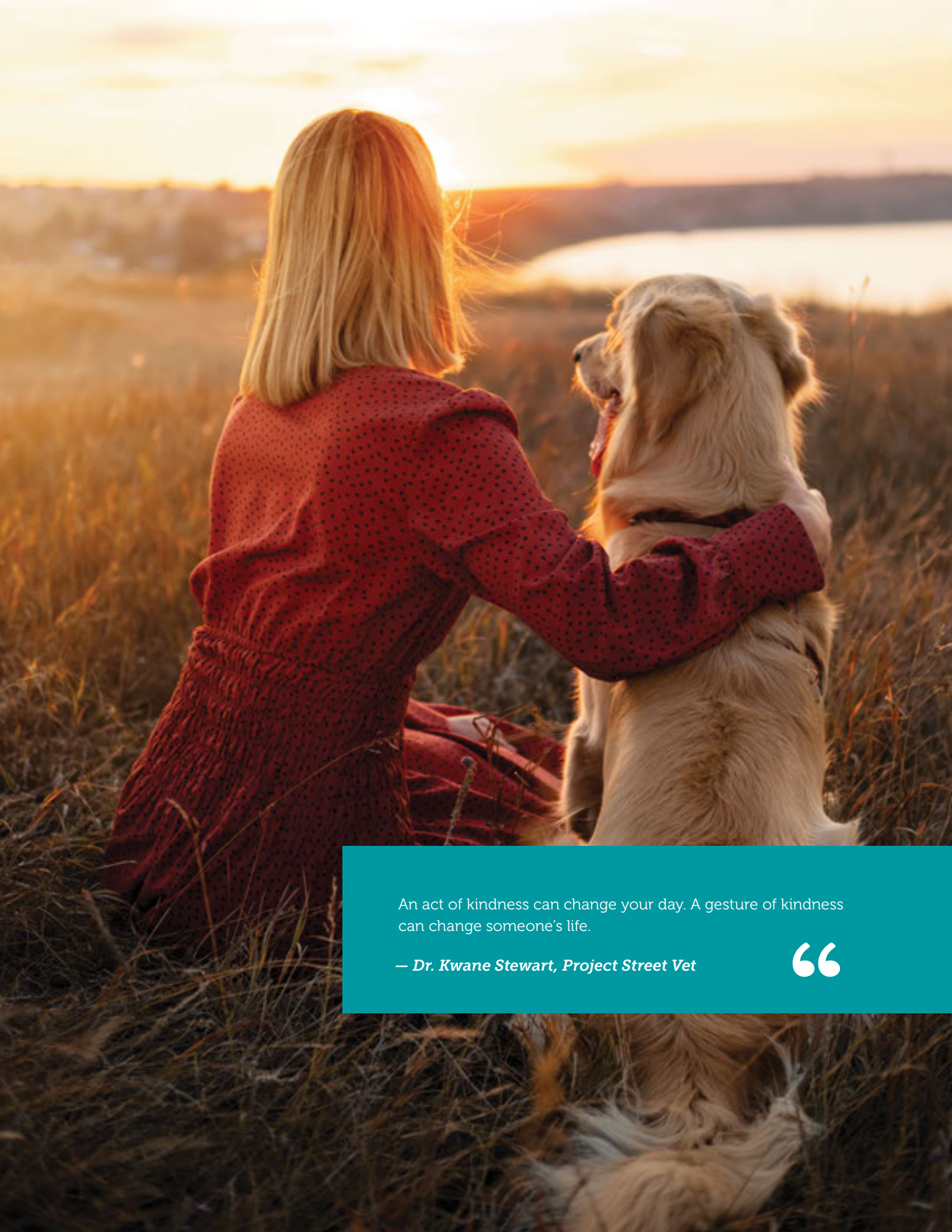
Founder and President of the Housing Equity & Advocacy Resource Team (HEART LA)

We learned so much about housing equity or lack thereof. Thank goodness you are out there fighting the good fight for people and their pets.

– *Candid Conversations attendee*

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An act of kindness can change your day. A gesture of kindness can change someone's life.

— *Dr. Kwane Stewart, Project Street Vet*

