

Maddie's Spay/Neuter Project
Five Year Recap
October 2009 to November 2014

The **Maddie's® Spay/Neuter Project in Erie County, NY** was a monumental endeavor. Operation PETS and 12 veterinary partners worked to spay and neuter cats for income qualified cat owners and feral cat caregivers. The project partners included: Akron Animal Hospital, All Creatures, Aurora Pet Hospital, Buffalo Small Animal Hospital, Cheektowaga Vet Hospital, City Creatures Animal Hospital, Ellicott Small Animal Hospital, McClelland Small Animal Hospital, Nickel City Animal Hospital and Transit Valley Animal Hospital.

In 2009, the Maddie's® Spay/Neuter Project in Erie County, began as part of the Maddie's® Pet Rescue Project in Erie County. As a community collaborative project led by SPCA Serving Erie County, the focus was to end the killing of healthy and treatable shelter cats in Erie County within a five year period. Goals were set to implement policies and procedures to assist shelters and adoption rescue partners by making it a reality to place the hard to adopt pets and provide treatable care more efficiently and cost effectively eliminating euthanasia.

The Maddie's® Spay/Neuter Project in Erie County, was an integral part of reducing overpopulation through sterilization by making spay/neuter surgeries affordable and accessible to qualified pet owners and feral cat caregivers, targeting companion animal populations that are most in need of spay/neuter services.

Five Year Surgery Goal: Maddie's funded 17,591 spay/neuter surgeries spanning a five year period from October 1, 2009 to September 30, 2014. The chart below represents the five year performance including an extension granted by the Maddie's for a bonus quarter. The additional six weeks allowed the total project surgery goal to be met.

The funding provided by the Maddie's Spay/Neuter Project subsidized sterilization surgeries for 9,125 female cats and 8,466 male during the 5 year project.

Project Year to Date Comparison

Maddie's Spay/Neuter Project Year to Date Comparison						
	Q1	Q2	Q3	Q4	Q5	Total
Year 1	510	589	649	751		2,499
Year 2	858	951	849	857		3,515
Year 3	872	824	867	956		3,519
Year 4	1,244	968	957	874		4,043
Year 5	644	523	1,058	1260	530	3485
Sub Total of Project to Date						17,061

Operation PETS Certifies: that Operation PETS has received and retained, in its records, for every spay/neuter surgery for which Operation PETS has provided reimbursement, documentation, that, in the case of feral cats, the owner/caregiver of the cat receiving the surgery resides in Erie County, and in the case of other than feral cats, that the owner/caregiver of the cat receives Medicaid and resides in Erie County.

Operation PETS Certifies: that no reimbursement has been provided for any spay/neuter surgery performed in a city or county of other jurisdiction.

ADVERTISING:

During 2009-2012, Operation PETS targeted specific market areas with advertisements. A consistent advertising layout was used to convey both the availability of spay/neuter and affordability of the Maddie's Spay/Neuter Project. The beginning of 2013, Operation PETS discontinued targeted advertising. The program's success was being shared through internet searches, word of mouth, and community outreach. Operation PETS, in cooperation with other rescue partners, established a reliable information network to help the public find affordable spay/neuter services.

January 2013, Operation PETS produced a comprehensive local spay/neuter brochure to distribute to local rescue partners for community clean sweep projects and local animal control officers for distribution. This resource continues to be useful tool and is a handy outreach brochure.

EVENTS and OUTREACH RECAP:

- Operation PETS participated in the Maddie's press conference at the SPCA Serving Erie County and announcement on July 28, 2009.
- October 10, 2009 Dr. Jennifer Graf spayed her first Maddie's qualified cat.
- The Maddie's Pet Rescue Project in Erie County held the largest Pet Expo at the Fairgrounds Event Center for four years in a row, October 2010, 2011, 2012, and 2013. Operation PETS with staff and volunteers provide spay/neuter outreach information. The event popularity increased each year and was a pet friendly family event.
- Operation PETS and Feral Cat FOCUS continued to distribute rabies and distemper vaccines to partner veterinarians who agree to vaccinate feral, free-roaming, or barn cats while providing the project sterilization. These vaccines were available for all participating partner veterinarians during the five year project.
- To Operation PETS participates annually in National Feral Cat Day sponsored by Alley Cat Allies each October 2009-2014. World Spay Day is an annual campaign of The HSUS and Humane Society International held each February these events collectively have spayed/neutered 534 cats.
- May 2012, outreach canvassing of a target neighborhood consisting of about 250 mobile homes located directly behind Operation PETS with the intention of offering "FREE" sterilization of owned and un-owned cats living in this area. Owned cats that qualified under the Maddie's Spay/Neuter Project and free roaming cats trapped by volunteers did not have to pay a co-pay for sterilization. To date 116 surgeries have been performed.

Final

- Gowanda Transport (2011): The Gowanda Dog Control Officer transported for owned cats who were transported from Gowanda to Operation PETS.
- February 2013, Operation PETS was asked to sit on the “Buffalo Cat Task Force” at which a ten member panel will work on solutions to cat situations, legislation, and targeted spay/neuter strategies, as well as helping to provide an educational resource in handling cat complaints. Monthly meetings started April 2013. The Buffalo Cat Tasks Force consists of county legislative representatives, animal welfare groups, and University of Buffalo law students who are working together to draft local ordinances to address the cat issues in Buffalo. The group’s goal is to work together to find reasonable ways for the community and free roaming cats to live together and reduce the overpopulation in the metro Buffalo area.

As a result of this committee the Animal Law Pro Bono Project, SUNY Buffalo Law School was formed and who worked with the panel to draft legislation addressing local laws regarding feral and community cats TNVR (Trap, Neuter, Vaccinate and Return) legislation was adopted in Buffalo, New York in July and set the standards for other local municipalities to adopt similar ordinances using this modeled language. **Attachment 1**

<http://www.law.buffalo.edu/content/dam/law/restricted-assets/pdf/beyond/pro-bono/draft-cat-ordinance.pdf>

- Operation PETS celebrated 47,314 surgeries performed from July 2008-December 2014. 17,591 of those surgeries received Maddie’s funding.

FERAL CATS: Qualified under three programs in Western New York:

- Feral cats that qualify under the Maddie’s Spay/Neuter Project.
- Feral and free-roaming cats continue to be accepted weekdays from April to November during normal clinic hours. In the winter months surgeries are provided only when caregivers can provide a warm recovery station.
- Feral cats sterilized at participating Maddie’s Partner veterinary clinics.

INCOME STATEMENT: **Attachment 2**

Final