

• About Maddie's FundSM

Maddie's Fund is a family foundation, established by Dave and Cheryl Duffield as the Duffield Family Foundation in 1994. In February 1999, the Board of Directors restructured the Foundation, defined its mission, implemented a new operating methodology and adopted the name Maddie's Fund.SM

Maddie's Fund, The Pet Rescue Foundation, is helping to fund the creation of a no-kill nation. The first step is to help create programs that guarantee loving homes for all healthy shelter dogs and cats throughout the country. The next step will be to save the sick and injured pets in animal shelters nationwide.



2001-2002 ANNUAL REPORT

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The Pet Rescue Foundation



The Pet Rescue Foundation

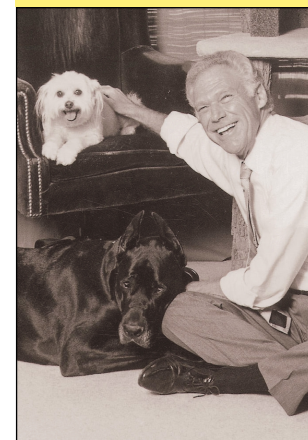


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Our Mission is to revolutionize the status and well-being of companion animals.



PRESIDENT'S MESSAGE

Have you ever known someone who was so driven to reach a goal you just knew they would get there no matter what? I refer to this rare quality as "fire in the belly."

This year's Annual Report focuses on four organizations whose leaders are definitely setting the animal welfare field ablaze. I'm

referring to Lynne Fridley and Dr. Charles Franz of Maddie'sSM Big Fix in Alabama; Dr. Janet Foley, creator of the UC Davis School of Veterinary Medicine's Maddie'sSM Shelter Medicine Program; Patricia Sherman of Maddie'sSM Pet Rescue Project in Lodi; and Gregory Castle, President of No More Homeless Pets in Utah.

Some of these individuals are quiet and soft-spoken. Others are outgoing balls of fire. But each has exhibited, through their own leadership style, a clear-minded determination to succeed.

The Maddie's FundSM 2001-2002 Annual Report goes behind the scenes to disclose some of the secrets of their amazing successes.

In the case of Pat Sherman's Animal Friends Connection, a cadre of dedicated volunteers enables the organization to expand its reach far beyond its small size.

In Alabama, an eclectic collection of veterinarians and animal welfare workers has emerged to lead the charge.

A visionary plan and a group of talented veterinary academicians have made the UC Davis Maddie'sSM Shelter Medicine Program a true pioneer.

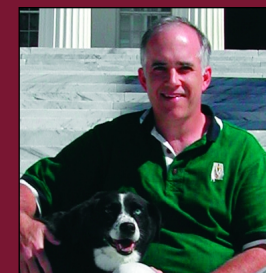
A highly creative pet adoption strategy has made No More Homeless Pets in Utah a model for the nation.

It's been an outstanding year for Maddie's Fund, thanks to the great leadership, and the "fire in the belly" of all of our funded projects.

Rich Avanzino



Patricia Sherman



Dr. Charles Franz



Lynne Fridley



Dr. Janet Foley



Gregory Castle

ONGOING PROJECTS 2001–2002



NO MORE HOMELESS PETS IN UTAH (NMHPU)

- SUPER ADOPTIONS
- FURBURBIA
- HOME FOR THE HOLIDAYS
- SPECIAL ADOPTION EVENTS

No More Homeless Pets in Utah (NMHPU)

was awarded a first installment of \$830,000 for Year Three in July 2002. To date, the project has received \$4.1 million and is expected to receive up to \$9.6 million over its five year duration.

No More Homeless Pets in Utah is a community collaboration working to end the killing of healthy, adoptable pets in Utah by 2005.

In the first two years of the project, adoptions rose by 31%. Deaths of healthy pets declined 38% and all deaths declined by 11%. An additional 20,872 dogs and cats were spayed or neutered through a new voucher program with private practice veterinarians.

A talented NMHPU staff and a coalition of dedicated, hard working animal welfare organizations are keeping this project on target to meet its five year goal of saving Utah's healthy shelter pets. And when it comes to adoption events, promotions and media coverage, No More Homeless Pets in Utah is the best of the best.

SUPER ADOPTIONS

Weekend long Super Adoptions, complete with giant tents, bands, entertainment and celebrity MC's have proven incredibly successful in big cities and small towns alike.

In 2001-2002, a whopping 1,649 homeless dogs and cats found new, loving homes at Super Adoption events. Super Adoptions were held in Salt Lake City (greater metro area pop. 900,000), Taylorsville (pop. 59,000), Ogden (pop. 77,000) and St. George (pop. 90,000).



FURBURBIA

NMHPU has turned donated retail space in a popular Salt Lake City shopping mall into a highly effective adoption center called Furburbia. The site is shared by all of the coalition partners and is managed by NMHPU staff.

In 2001-2002, Furburbia placed 1,300 abandoned dogs and cats in loving new homes.

- To celebrate Furburbia's first birthday, NMHPU held a press conference with a "lifesavers" theme, headlined by dogs decked out in lifejackets and staff in sailor gear.
- **St. Patrick's Day** kicked off a month-long cat adoption promotion at Furburbia that included a free pot o' gold with each adoption: a covered litter box, bag of litter, cat dish, toy and treats.





- **Kit, Kat and Caboodle** was the theme of June's Adopt-a-Cat promotion. Anyone who adopted a cat during the month was entered in a drawing to win a whole kit and caboodle of kitty supplies and human gifts, including a \$350 cat tower.

- **A Happy Days Reunion** press conference was held to celebrate the adoption of 1,300 pets at Furburbia. The Fonz made a special appearance in his black leather jacket.



- Over Labor Day weekend, Furburbia touted a **Labrador Weekend** promotion. All weekend long, labs and lab mixes were offered at a special low price of \$50—including tennis ball.



- **Sweet Success at Furburbia**
The future didn't look bright for a thirteen-year-old overweight, deaf pug named Hilde, who was anonymously dropped off at Salt Lake City's Animal Control Services. Everything changed when Hilde got a second chance at Furburbia.

HOME FOR THE HOLIDAYS

Each year, this campaign to encourage shelter pet adoptions over the holiday season generates a lot of attention—and adopters.

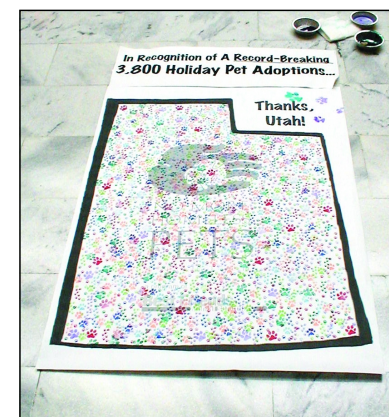
Between November 10, 2001 and January 5, 2002, a record 3,800 pets were adopted in Utah animal shelters.



The media was invited to a press conference to kick off the event and foster dog Rudolph was among the honored guests.



To celebrate the campaign's success, NMHPU held a press conference at the state capitol featuring a big map of Utah and 3,800 paw prints to represent each adoption.





SPECIAL ADOPTION EVENTS

- A **Double Dog Dare You** two-day adoption event was held at a Subaru dealership in a Salt Lake City suburb, proclaiming “hundreds of new and used pets have passed the sixteen-point safety check, many factory reconditioned.” 101 dogs found loving new homes.
- 44 pets found homes during a three-day **Senior and Special Needs** adoption event.
- 100 adoptions resulted from **Furburbia on Tour** offsite adoption events held at different shopping malls in the Salt Lake City area.

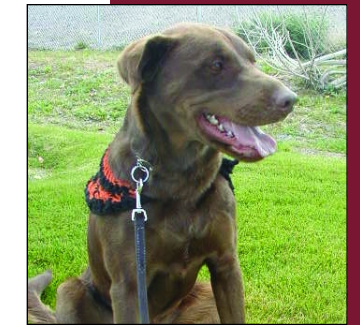


245 dogs and cats were adopted at special adoption events.



• **Cocoa Bear Finds a Home**

Cocoa Bear was only two years old. He didn't require lifetime medication. He didn't have a disability. Cocoa Bear was a “special needs” dog because he just could not find a home. The big brown Chow-Chesapeake Bay Retriever mix was adopted as a small puppy and returned as an adolescent. Even though he was featured at several adoption events during his time in foster care, he was always left behind. A young couple who lived close by the Special Needs event noticed all of the activity and took their two-year-old Bull Terrier, Beau, to pick out a new friend. That day, Cocoa Bear finally found a new home.





Maddie's Shelter Medicine Program medical staff and veterinary students.

UC DAVIS MADDIE'SSM SHELTER MEDICINE PROGRAM

Maddie'sSM Shelter Medicine Program

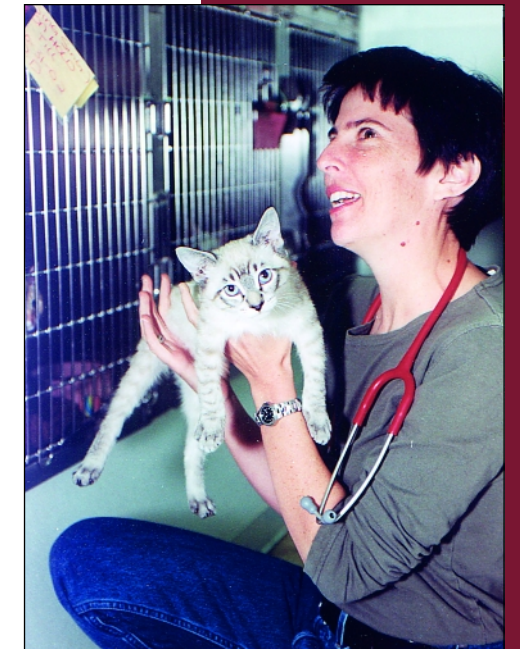
at the UC Davis School of Veterinary Medicine was awarded a second year grant of \$350,000 in February 2001. To date, the UCD project has received \$744,000. Funding is scheduled to continue over six years for a total of \$2.2 million.

The UC Davis Maddie'sSM Shelter Medicine Program was the first comprehensive shelter medicine program ever established.

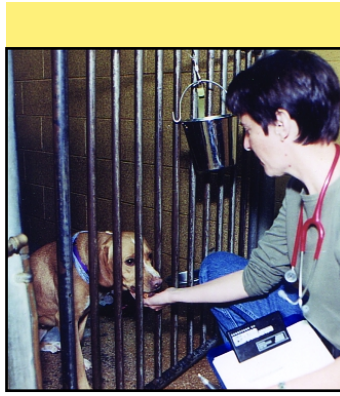
Just as many people today rely on cell phones and the internet, many animal shelters are already wondering how they ever got along without Maddie'sSM Shelter Medicine Program. Maddie'sSM Shelter Medicine staff has consulted with and performed pioneering investigations in over a dozen California animal shelters, then synthesized the information and made it accessible on their website so that other animal shelters could benefit.

Through published research papers, online shelter protocols, speaking engagements at animal welfare conferences, on-site shelter visits, phone consultations, and e-mail correspondence, Maddie'sSM Shelter Medicine Program is disseminating breakthrough information on medical and behavioral issues to animal shelters worldwide.

- Investigations of bordetellosis, feline URI, herpesvirus sinusitis and rhinitis, panleukopenia, parvovirus, and ringworm have been undertaken in a variety of different animal shelter settings, from crowded animal control facilities to small no-kill agencies.
- Over two dozen new protocols have been posted on the UCD website (www.vetmed.ucdavis.edu/cah/Prog-ShelterMed/Shelter%20Medicine_Protocols.html) on such matters as antibiotic use, cleaning, infectious disease diagnosis, parvovirus, feline URI and canine kennel cough.
- Published research includes: *Antibiotic Susceptibility Patterns of Bordetella Bronchiseptica* and *Feral Cat Population Dynamics*.
- Within the last year, Janet Foley, DVM, PhD, Director of Maddie'sSM Shelter Medicine Program, has been a featured speaker at the *Animal Care Conference* co-hosted by the State Humane Association of California, California Animal Control Director's Association and the California Veterinary Medical Association; at the American Humane Association's *The Conference* in Denver; at Tufts University's *Animal Expo* in Boston; and at the *Conference on Homeless Animal Management and Policy (CHAMP)* in Reno.
- Kate Hurley, DVM, Maddie'sSM Shelter Medicine Resident, was a featured speaker at the *Conference on Health Care and Animal Behavior in the Shelter Environment* presented by the School of Veterinary Medicine at the University of Wisconsin-Madison and at the CHAMP Conference in Reno.



Kate Hurley, DVM



- The UCD team visited or consulted with five core shelters on a weekly basis to offer help and advice on such matters as the diagnosis and management of infectious disease, vaccination protocols, facility design, quarantine practices and housing methods. Two of the core shelters, the Berkeley-East Bay Humane Society and Pets In Need in Redwood City, are no-kill facilities. The other three are animal control agencies: Solano County Animal Care and Control, Oakland Animal Shelter and Sacramento County Animal Services.
- Maddie'sSM Shelter Medicine staff performed additional consults at Friends of Auburn/Tahoe Vista Placer County Animal Shelter, Orange County Animal Care Services, Humane Society of Santa Clara Valley, Los Angeles County Animal Control, North Lake Tahoe Pet Network and Maricopa County (Arizona) Animal Control Services.

Maddie'sSM Shelter Medicine Program provided new opportunities for veterinary students to learn about the emerging field of shelter medicine.

- Several veterinary students assisted with investigations and medical programs at core animal shelters.
- Two undergraduate student interns were hired to work on shelter medicine research projects over the summer.
- A second Shelter Medicine Class was offered to undergraduate students, covering such topics as "Animal Cruelty and Abuse," "Behavioral Issues in Shelters," "Architecture and Design of Shelters," "An Intro to No-Kill (Beyond Euthanasia)," and "The Private Practitioner's Role in Ending Euthanasia."

Dr. Sheila Segurson joined the staff as the second Maddie'sSM Shelter Medicine Resident, specializing in animal behavior.



Janet Foley, DVM

Many animal shelters are already wondering how they ever got along without Maddie'sSM Shelter Medicine Program.





MADDIE'SSM PET RESCUE PROJECT IN LODI

Maddie'sSM Pet Rescue Project in Lodi

was awarded a second year grant of \$113,786. To date, the project has received \$194,306.

Maddie'sSM Pet Rescue Project in Lodi is a community collaboration working to end the killing of healthy, shelter cats and dogs in Lodi within five years. Lodi (pop.60,000) is an agricultural and bedroom community located in California's Central Valley, 25 miles south of Sacramento.

In the first two years of Maddie'sSM Pet Rescue Project in Lodi, adoptions rose by 50%. Deaths of healthy pets declined 77% and all deaths declined by 46%. An additional 2,589 dogs and cats were spayed or neutered through a new voucher program with Lodi's private practice veterinarians.

Maddie'sSM Pet Rescue Project in Lodi is best compared to "The Little Engine That Could." Prior to receiving a Maddie's Fund grant, the project's lead agency, Animal Friends Connection (AFC), was a non-sheltered all-volunteer organization that annually placed nearly 500 pets. The organization now has one full-time and one half-time paid staff member, but the Herculean effort of its amazing volunteers is still a driving force behind the Project's accomplishments.

🐾 Rhonda Bandemer

Two-and-a-half years ago, Rhonda Bandemer began to notice just how many cats were roaming her suburban neighborhood.

"They were everywhere," Rhonda recalls. "One even had babies on my back porch!"

Turns out an animal lover living nearby was feeding the local feline population, but there didn't appear to be anyone spaying or neutering them. So Rhonda and a friend set out to fix the problem.

Together they trapped the cats and kittens—who, fortunately, were nearly all well-socialized—and took them to Animal Friends Connection to get neutered and re-homed.

"That's how I ended up volunteering," says Rhonda. "Although it wasn't asked of me, I would stay and help out with the adoptions, and, after a while, I just ended up doing other things."

Those "other things" included setting up and co-running the AFC cat adoption program every weekend at PETCO, transporting cats to veterinarian appointments and new homes, fostering cats and kittens, and baking special treats for other volunteers.

"The goodies facilitate community bonding," says Rhonda of her homemade breads, cakes and cookies. "We're almost like a family here at Animal Friends Connection."

When she's not at AFC, Rhonda works nine to five at a company that makes rubber grips for bowling balls. She can also be found taking classes in Eastern philosophy or brushing up on her computer skills at the local community college.

"I only get one day off every couple of weeks," she says with a chuckle.

"But I don't care. It's worth it to see animals who've had a bad start find a great home, and to watch peoples' faces light up when they get a great cat."





🐾 **Marian Repp**

For board member and committed volunteer Marian Repp, giving homeless dogs and cats a new lease on life is just one of the rewards she reaps through her work at Animal Friends Connection. Another is helping humans.

Marian spends many volunteer hours on the AFC hotline boosting the spirits of demoralized pet rescuers. “Sometimes they just need someone to talk to who will understand,” she says. “And I’m a good listener.”

Marian learned about AFC through her own animal rescue efforts, and volunteered at AFC for a year before joining the Board of Directors. Now, when she’s not hauling donated animal supplies in her pick-up truck, fostering cats, recruiting volunteers or counseling, Marian can be found working alongside Rhonda Bandemer at the cat adoption site at PETCO.

Though she confesses to not having much of a “real” life outside of her work with the county and her AFC duties, Marian is content.

“I’m dedicated to the success of Animal Friends,” she says. “I’ll probably be doing this forever.”

🐾 **Barbara Bagley**



When Barbara Bagley retired in 1994, she thought her working days were over. And they were, for a little while.

Then destiny—in canine form—stepped in.

“I found two Chihuahuas wandering in the middle of the street,” remembers Barbara, who then called Animal Friends Connection to see if they could help. “The next thing I know, I’m checking the Animal Friends’ voicemail, taking pictures of adoptable dogs and doing write-ups for the *Mini Merchant* and the *Stockton Record*.”

Barbara also began a weekly ritual she continues to this day: dog walking. Three times each week, Barbara drives out to Allen’s Pet Resort—a local dog boarding facility that donates kennel space for AFC dogs awaiting adoption—and heads off into the countryside with a four-legged friend in tow.

A native of Sussex, England, Barbara moved to Lodi in 1978. Today, she shares her home with two of her own dogs and an ever-changing number of foster dogs. “I’m the neighborhood

“I’ll probably be doing this forever.”

dog lady,” says Barbara.

Despite her retirement, Barbara is as busy as ever. She gardens, paints, feeds feral cats, volunteers at her local art center, picks up and distributes pet food to needy pet owners, transports dogs to new homes and swaps dog caregiving duties with AFC cohort Donna Swinney.

“I’m very active and quite happy,” she says. “I intend to do it until I can’t do it any longer.”

🐾 **Donna Swinney**

Donna Swinney is many things to many people: wife, mother, grandmother, friend. But to the homeless dogs and cats of Lodi, she is a savior.

Together, with a handful of like-minded friends, Donna co-founded Animal Friends Connection a decade ago. She’s been busy saving lives ever since.

“I’ve cared about animals all my life,” says Donna. “I’ve always been a rescuer.”

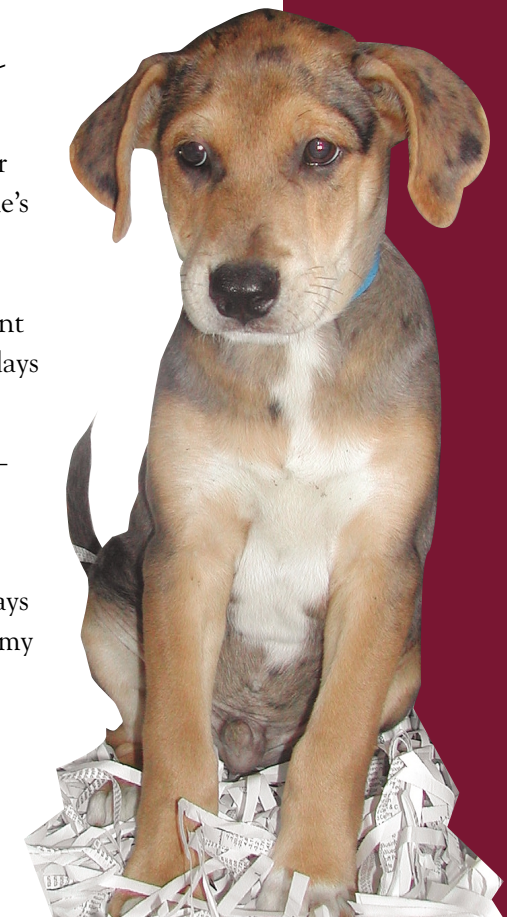
Though she serves on the AFC Board of Directors and keeps busy with myriad AFC administrative projects, Donna’s passion is the “hands-on animal stuff.”

“I really like doing the dog deliveries,” says Donna, who has traveled up to 65 miles, to Placerville and San Jose, to hand-deliver a dog to a new family.

Donna describes herself as “high energy,” but one look at her hectic schedule tells you what an understatement that is. She’s a bilingual educator at four different schools, and she also serves as treasurer for the local chapter of the American Association of University Women. Then there are investment group meetings, church activities, Bunko game nights, and days spent with her three grandkids.

At home, Donna cares for a pack of rescued geriatric dogs — her own as well as fosters—and still manages to spend time with her husband.

“He knew what he was getting into when he married me,” says Donna. “In fact, that’s one of the things he loves about me: my passion and dedication.”





Lynne Fridley with her dog, Little Girl



MADDIE'SSM BIG FIX IN ALABAMA

Maddie'sSM Big Fix began in July 2001 as a two-year pilot spay/neuter program administered by the Alabama Veterinary Medical Association (ALVMA) and carried out by the Association's private practice member veterinarians. The project sprang from the work of the Alabama Humane Federation, a statewide association of traditional shelters, animal control agencies, no-kill organizations and the ALVMA.

The goal for Year One was to spay or neuter 10,000 dogs and cats belonging to Alabama's low-income caregivers. The number of surgeries performed by July 2002 exceeded goal by 83% for a total of 18,319. The Maddie's FundSM grant amount for Year One was \$1.3 million.

After just one year, 10,054 fewer dogs and cats were brought into Alabama animal shelters and 3,015 fewer animals were euthanized.

Alabama's first year successes were largely generated by enthusiastic individuals in veterinary clinics and humane organizations who took it upon themselves to push the project forward in creative and innovative ways.



Dr. Mark S. Lawrence and his dog, Breeze

- ❖ **Individual Veterinarians Go Above and Beyond**
Veterinarians throughout the state used their own resources to take out local newspaper ads, produce flyers and advertise Maddie'sSM Big Fix at their own Hospitals.

- ❖ **Dallas County Veterinary Medical Association Pays to Spay**

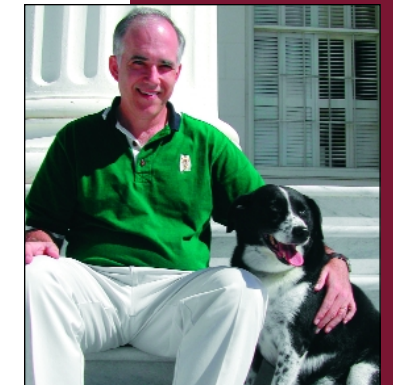
At a recent meeting of the Dallas County Veterinary Medical Association, the veterinarians came up with a new plan to increase Maddie spay/neuter surgeries: they elected to pick up the cost of the pet owner's \$10-\$20 co-pay and offer an additional \$5 reward to anyone bringing in a pet for surgery!

- ❖ **Anonymous Donor Teams Up with Humane Society Director**

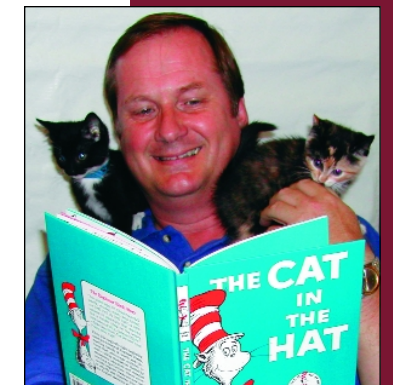
Maddie'sSM Big Fix got off to a slow start in Montgomery County, much to the distress of Andy Potter, Executive Director of the Montgomery Humane Society. No problem. Andy found a private donor to help jump start the program. For four months, the donor covered the surgery co-pay, making the surgeries free to the county's Medicaid recipients. He also offered a "finder's fee" of \$10 for anyone who convinced a Medicaid recipient to take his or her pet into a veterinary clinic for surgery. Building upon the donor's generosity, the Montgomery Humane Society used its own money to produce and distribute spay/neuter brochures, billboards, and a special targeted mailing to make sure Maddie'sSM Big Fix was publicized throughout the county.



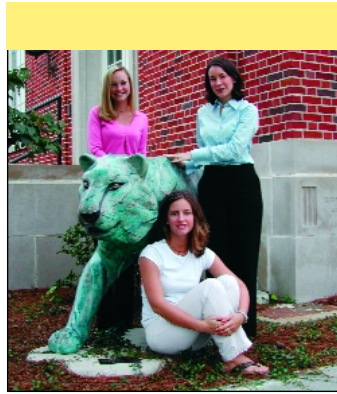
Dr. Hal Pate with his cat, Mattie



Dr. Charles Franz and his dog, Spunky



Andy Potter, Montgomery Humane Society



Jessie King (standing on right) with students Jennifer Kelly and Leah Goodson

❦ **PR Queen**

Jessie King, Public Relations Coordinator at the Lee County Humane Society, promoted Maddie'sSM Big Fix from the get-go. She advertised the program on radio, in local newspapers, and on 24,000 pharmacy bags widely used by the county's Medicaid recipients. Now Jessie is working with students at nearby Auburn University to put together a new ad campaign. "The students were looking for a pro bono project for their advertising and PR class. They were thrilled when they found such a great cause."

❦ **Graphic Aid**

Graphic designer and fine artist Karen Rouse was looking for a way to help. She put her talent to use by designing a popular logo for Maddie'sSM Big Fix and creating an animation to go along with it. The animation has been used as a public service announcement and is showcased on the PETS 911 website.



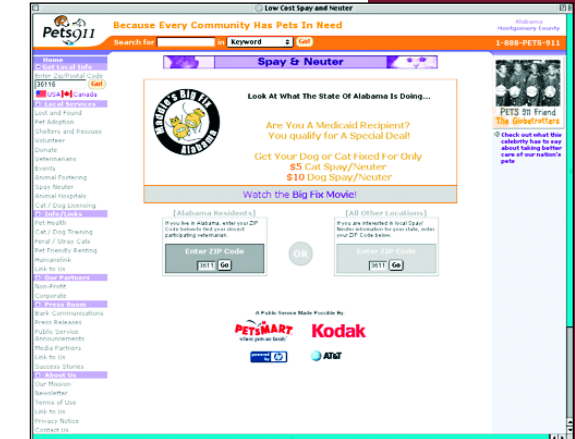
They were thrilled when they found such a great cause.



❦ **PETS 911**

Prior to PETS 911's involvement, Maddie'sSM Big Fix didn't have a central source where Alabamians could find a participating veterinarian in their area. By placing veterinarian locations on its website (www.pets911.com) and toll-free phone line (1-888-pets 911), PETS 911 provided the missing link. PETS 911 also customized its own radio and TV spay/neuter PSAs to direct Alabamians to the program.

To continue Maddie'sSM Big Fix for Year Two, humane organizations must work toward forming community collaborations to increase adoptions. Collaborations that demonstrate an ability to achieve an adoption guarantee for their community's healthy shelter dogs and cats within five years will receive an additional Maddie's Fund grant. Six collaborations consisting of 45 counties are currently "under construction."





MADDIE'SSM SPAY/NEUTER PROGRAM IN UTAH

MADDIE'SSM PET RESCUE PROJECT ALACHUA COUNTY, FLORIDA

NEW PROJECTS FUNDED IN 2001–2002

Maddie's FundSM awarded \$343,500 to the Utah Veterinary Medical Association (UVMA) in January 2002 to administer a one-year program to spay and neuter feral cats, as well as dogs and cats belonging to Utah's low-income residents. UVMA and its member veterinarians have set a goal of 5,000 surgeries.

In July 2002, Maddie's Fund awarded \$168,250 (the first of two installments) to support Year One of Maddie'sSM Pet Rescue Project in Alachua County, Florida. Maddie'sSM Pet Rescue Project is a community collaboration to end the killing of healthy shelter dogs and cats in the city of Gainesville and the surrounding Alachua County, Florida, within five years. As goals are achieved, Maddie's Fund will award this project up to \$3.2 million.

PROJECTS APPROVED FOR FUNDING IN 2002–2003

Maddie's Fund approved a one year grant of \$250,000 to Western University's College of Veterinary Medicine to integrate shelter medicine and no-kill philosophy and methods into the school's four year core curriculum. Funding is scheduled to continue over five years for a total of \$1.25 million. Established in 1998, Western University's College of Veterinary Medicine is the first new veterinary school to open in the United States in more than two decades and is the only veterinary school in Southern California.

Maddie's Fund approved \$2.4 million for the Texas Veterinary Medical Association to support the first year of a program to spay and neuter dogs and cats belonging to low-income residents in 51 Texas counties. The project's first year goal is to spay or neuter 40,000 pets.

Maddie's Fund approved \$375,120 to support the first year of Maddie'sSM Pet Rescue Project in Maricopa County, Arizona. Maddie'sSM Pet Rescue Project is a community collaboration to end the killing of healthy shelter dogs and cats in the city of Phoenix and the surrounding Maricopa County, Arizona, within five years.

Maddie's Fund approved \$181,000 for the Arizona Veterinary Medical Association to administer a program to spay and neuter dogs and cats belonging to low-income residents in Phoenix and the surrounding Maricopa County. Within the first year, the Project plans to spay or neuter 3,000 dogs and cats. This program will work in tandem with Maddie'sSM Pet Rescue Project in Maricopa County and is scheduled to continue for five years.



MADDIE'SSM SHELTER MEDICINE PROGRAM AT WESTERN UNIVERSITY OF HEALTH SCIENCES

MADDIE'SSM SPAY/NEUTER PROJECT IN TEXAS

MADDIE'SSM PET RESCUE PROJECT IN MARICOPA COUNTY, ARIZONA

MADDIE'SSM SPAY/NEUTER PROJECT IN MARICOPA COUNTY, ARIZONA



Feral Cat Altering Program (1999-2002)

Pet Altering Program for Low-Income Caregivers (2001-2002)

PROJECTS COMPLETED 2001-2002

In 1999, Maddie's FundSM and the leadership of the California Veterinary Medical Association (CVMA) came up with an ambitious new plan to spay or neuter 60,000 feral cats throughout California. Maddie's Fund would subsidize the surgeries and the CVMA would enlist the support of its member veterinarians to perform the operations over a three-year period.

The response to the program was overwhelming.

CVMA enrolled over 1,100 member doctors. Feral cat caregivers mobilized around the state, and 30,334 cats were sterilized in the first year alone. In Year Two, 66,400 cats were altered for a combined total of 97,334 cats. In Year Three, 73,000 cats were sterilized. The grand total of feral cats altered: 170,334.

In 2001, Maddie's Fund and CVMA paired up again to carry out the Pet Altering Program for Low-Income Caregivers. The one year goal was 30,000. The final count: 38,000 dogs and cats of low-income caregivers were spayed and neutered.

All told, CVMA veterinarians have spayed and neutered more than 224,000 dogs and cats through Maddie's Fund programs over the past three years. (This figure includes 16,000 cats altered in the Low Income Cat Altering Program in 2000-2001.)

But that's not all...

By enlisting over 1,000 private practice veterinarians in every part of California, in big city practices and rural practices, from the coast to the mountains, CVMA has helped to create a stronger bond and sense of shared mission between the veterinary profession and the animal welfare community. Never before have so many private practice veterinarians taken up the burden traditionally shouldered by humane organizations to help end pet overpopulation.

CVMA has also gone on to promote veterinarian involvement through national meetings of the American Veterinary Medical Association and state veterinary medical association (VMA) meetings. As a result, veterinarians in Alabama, Utah, Texas and Arizona (through the leadership of their state VMAs) have taken up the spay/neuter cause.

Maddie's Fund is deeply grateful to the California Veterinary Medical Association for blazing the trail and improving the lives of so many companion animals over the past three years.

In recognition of its extraordinary accomplishment, Maddie's Fund awarded the CVMA the first ever Maddie Achievement Award in August 2002.

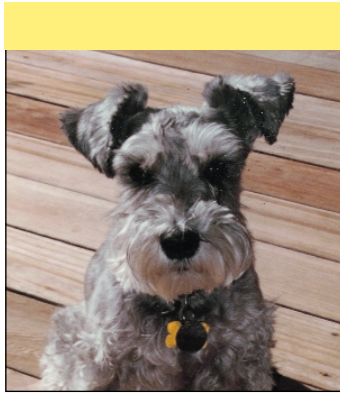


CVMA Veterinarians have spayed or neutered an additional 224,000 dogs and cats over the past three years through Maddie's Fund programs.



Left to right: Maddie's Fund Veterinary Consultant, Dr. Laurie Peek; CVMA Executive Director, Dr. Dick Schumacher; Maddie's Fund Founder, Dave Duffield.

Photo Courtesy CVMA



Maddie's FundSM held its first Maddie Rally in Reno, Nevada.

MADDIE'SSM RALLY

Maddie's FundSM held its first Maddie Rally in Reno, Nevada, at the conclusion of the Conference on Homeless Animal Management and Policy (*CHAMP*).

The purpose of the Rally was to bring funded partners together to meet, interact with the Maddie's Fund staff and get acquainted with some of the Maddie's Fund board members. Another goal was to provide a forum where funded partners could exchange ideas, share experiences and celebrate successes. The hope was participants would come away from the meeting with greater excitement, optimism and enthusiasm about achieving their goals.

To start the ball rolling, Maddie's Fund hosted two open houses so Board, staff and project members could meet and chat in an informal setting.

The actual four-hour Rally began with a motivational speaker. Next up, representatives from each funded project provided a brief overview of their project's struggles and successes. A roundtable discussion followed, allowing for a give-and-take exchange among funded project participants. At the concluding luncheon, Maddie's Fund Founder, Dave Duffield, offered some heartfelt words about his little Miniature Schnauzer, Maddie, and the first Maddie Achievement Award was presented to the California Veterinary Medical Association.

Participants described the meeting as informative, inspiring and thought-provoking.

FINANCIAL SUMMARY FISCAL YEAR 2001–2002

Project Funding

Grant funds distributed in fiscal year 2001–2002 amounted to \$8.3 million. Long-term funding for continuing projects is estimated at \$25.5 million.

Since 1999, all grants, including long-term funding for continuing projects amount to \$50 million. (See Appendix III.)

Maddie'sSM Approach to Funding

Most foundations provide grants to individual organizations for single programs for one year. Amounts per grant typically range from \$5,000 to \$50,000.

Maddie's FundSM generally provides funding for five years to collaborative community projects that usually include many organizations and many programs. Ongoing funding is contingent upon reaching annual goals.

The biggest project to date comprises an entire state. That grant amount for the five-year project is currently estimated at \$9.6 million. The smallest grant Maddie's Fund will normally award to any community project is \$500,000 over five years. Funding amounts for community projects are based on formulas laid out in the Maddie's Fund Application.

In 2002, Maddie's Fund tested a new approach for community collaborations. While coalitions of traditional shelters, rescue groups, animal control agencies and no-kill organizations receiving Maddie's Fund grants remained responsible for increasing adoptions and achieving an adoption guarantee for the community's healthy shelter animals within five

years, the Foundation looked to the veterinary profession through state, county, regional or city veterinary medical associations to carry out the spay/neuter portion of the Maddie's Fund grant requirement.

In addition to funding community collaborations, Maddie's Fund also provides grants to Colleges of Veterinary Medicine to establish Shelter Medicine Programs that will further the no-kill agenda.

Maddie's Fund intends to spend a minimum of \$200 million to help achieve a nationwide adoption guarantee for healthy shelter animals. Ultimately, the Foundation plans to spend much more to save the sick, injured and poorly behaved and help reach the no-kill nation goal.

The Maddie's Fund Team

Founders: Dave and Cheryl Duffield

Board Chairman: Amy Zeifang

President: Rich Avanzino

Veterinary Consultant: Laurie Peek, DVM

Program Director: Mary Ippoliti-Smith

Policy and Strategic Planning

Director: Pam Rockwell

Communications Director: Lynn Spivak

Communications Specialist: Sarah Engel

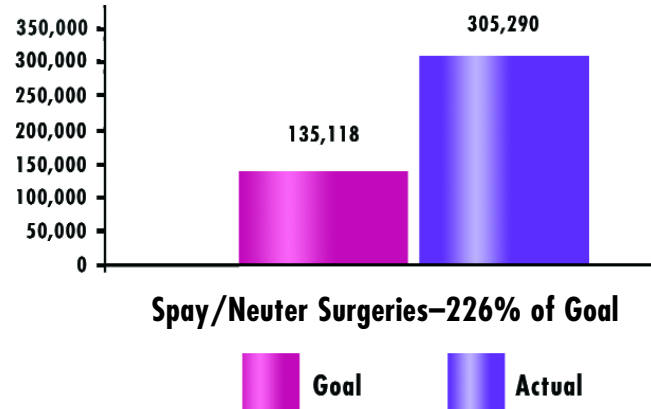
Grants Specialist: Shelly Thompson

Field Representative: Lynne Fridley

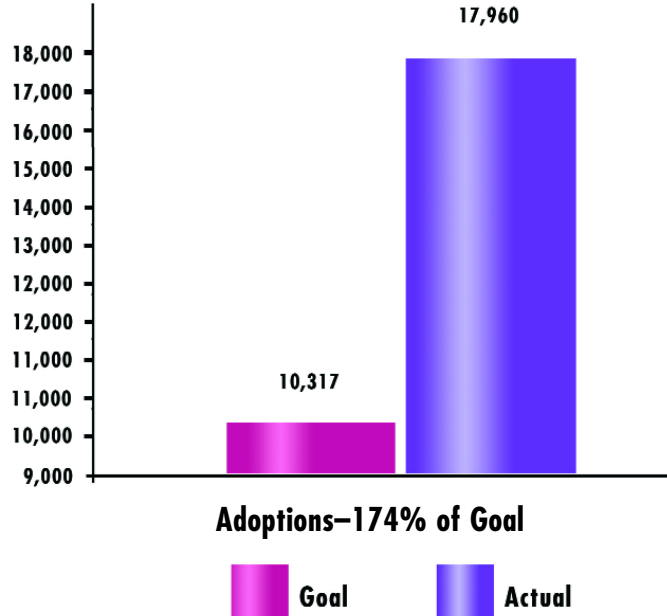
APPENDIX I

What has Maddie's FundSM paid for?

Cumulative Above Baseline S/N Surgeries for All Projects



Cumulative Above Baseline Adoptions for All Projects



Since its 1999 inception, Maddie's FundSM has paid for 305,290 above-baseline surgeries and 17,960 above-baseline adoptions through the projects already funded. As these projects continue to meet their goals, the Foundation expects to pay for an additional 235,785 surgeries and 74,439 adoptions for a grand total of 541,075 above-baseline surgeries and 92,399 above-baseline adoptions.

APPENDIX II

Where is Maddie's FundSM?

Current projects include:

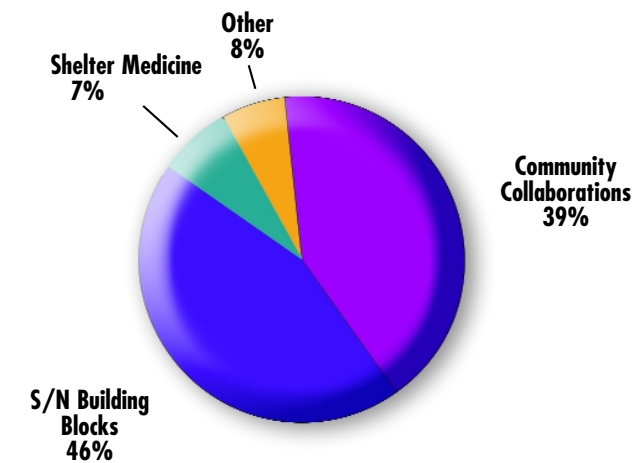
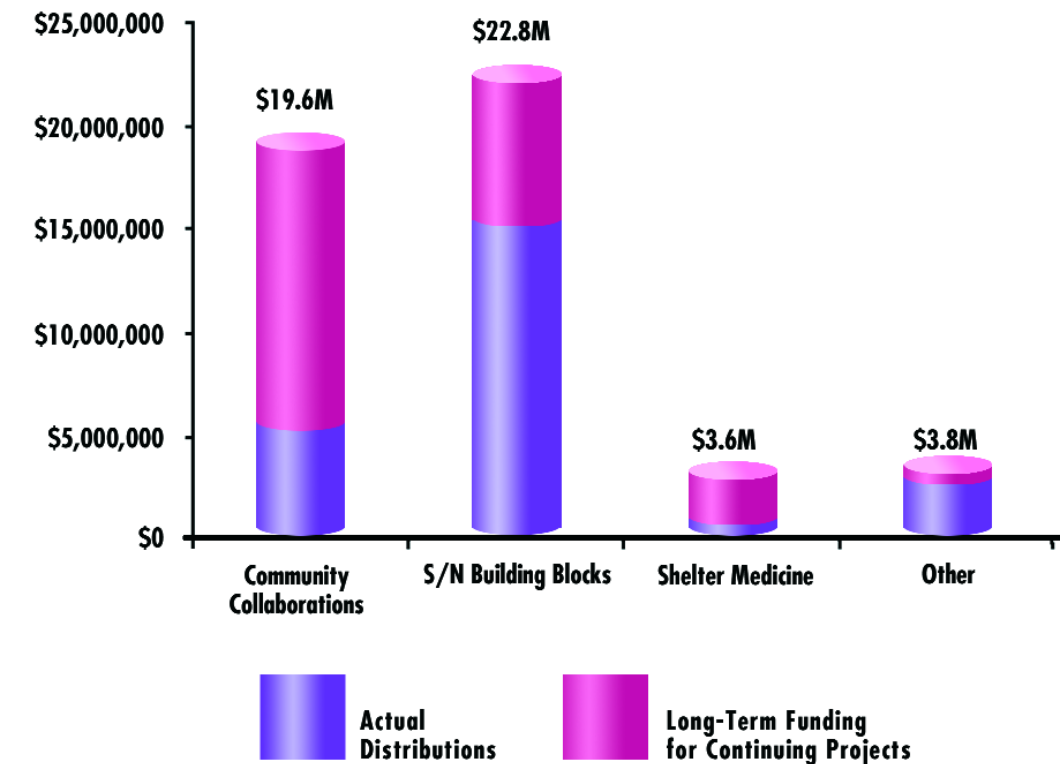
- 7 States
- 166 Counties
- 1,127 Cities
- 294 Animal Welfare Organizations (including 114 No-Kill Groups)
- 746 Private Practice Veterinary Hospitals
- 3 Universities
- 5 Veterinary Medical Associations

Since its 1999 inception, Maddie's FundSM projects have included:

- 10 States
- 244 Counties
- 2,528 Cities
- 304 Animal Welfare Organizations (including 121 No-Kill Groups)
- 1,929 Private Practice Veterinary Hospitals
- 4 Universities
- 6 Veterinary Medical Associations

APPENDIX III

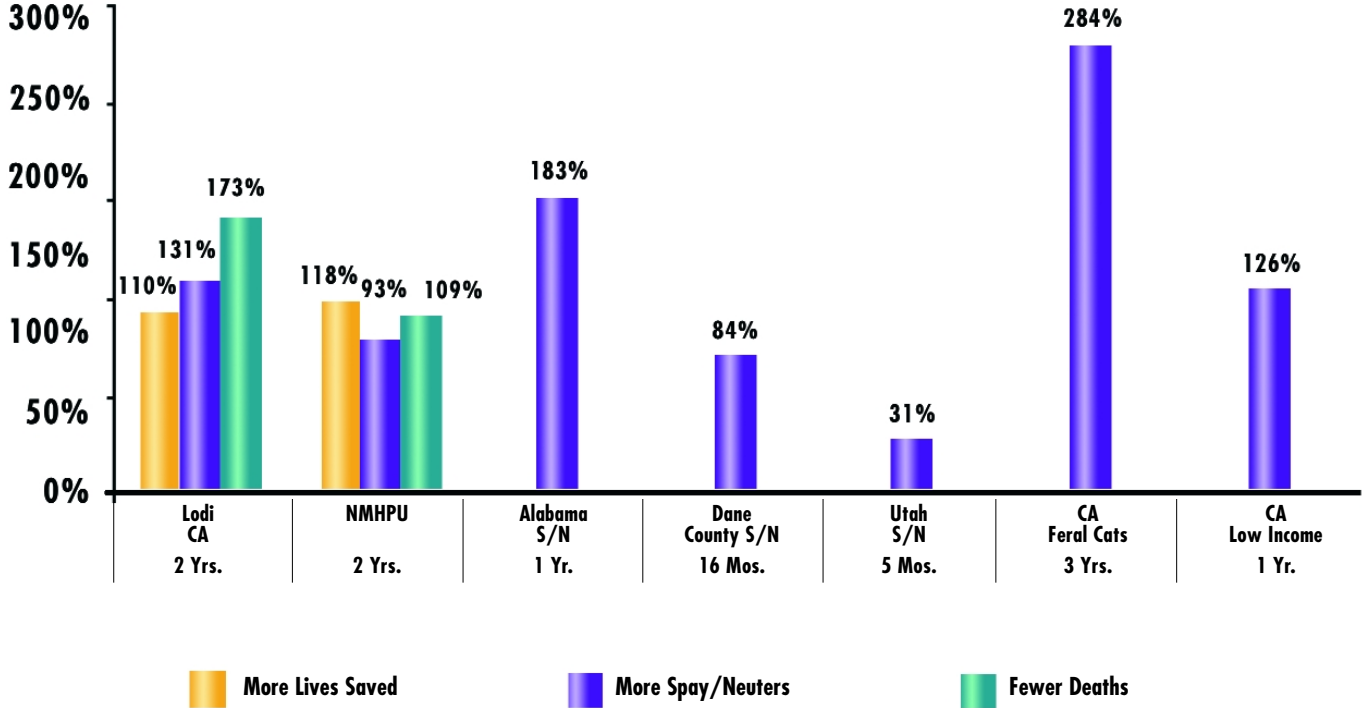
Maddie's FundSM Grantmaking by Project Type 9/99–8/02



Total Grants Including Long-Term Funding for Continuing Projects = \$50M

APPENDIX IV

**Cumulative Achievement in All Phases
for All Projects in % of Goals**



APPENDIX IV NOTES:

Lodi, CA = Maddie’sSM Pet Rescue Project, community collaboration, town, five year project

NMHPU = No More Homeless Pets in Utah, community collaboration, statewide, five year project

Alabama S/N = Maddie’sSM Big Fix for Alabama, veterinary medical association project, statewide, two year project

Dane County S/N = Maddie’sSM Spay/Neuter Project, veterinary medical association project, county, eighteen month project

Utah S/N = Maddie’sSM Spay/Neuter Program, veterinary medical association project, statewide, eight month project

CA Feral Cats = Feral Cat Altering Program, veterinary medical association project, statewide, three year project (completed)

CA Low Income = Pet Altering for Low-Income Caregivers, veterinary medical association project, statewide, one year project (completed)