Maddie’s Fund® is helping to create a no-kill nation where all healthy and treatable shelter dogs and cats are guaranteed a loving home. To achieve this goal, Maddie’s grant giving is focused in three areas: increasing adoptions and spay/neuter surgeries to reduce shelter deaths; gathering statistics to measure lifesaving progress; and encouraging private practice veterinarians and colleges of veterinary medicine to actively get involved in animal welfare.

In Fiscal Year 2007–2008, Maddie’s Fund and Petfinder.com inaugurated a Marketing Competition to increase adoptions of hard to place pets. The Marketing Competition invited animal welfare organizations to submit successful marketing campaigns for placing elderly, shy, disfigured or unattractive pets, as well as cats and dogs requiring in-home medical or behavioral care — pets who are traditionally left behind in animal shelters, but who must be saved if we are to reach our no-kill nation goal.

Maddie’s Fund invested heavily in this competition to accomplish several objectives:

• Demonstrate that there is a market for “less than perfect” dogs and cats.
• Focus national attention on adopting hard to place shelter pets.
• Reward organizations that are doing it well.
• Encourage shelters not placing difficult pets to invest their resources and increase their efforts in this area.
• Provide valuable “how-to” information for other shelters to utilize.

From the trends I see today, it won’t be long until the supply of puppies, small dogs, and adorable, young “peak of health” pets are a very small fraction of homeless pet populations. That is the case already in many communities. And so we’re faced with a choice. Do we euthanize the elderly dog with arthritis and import a puppy from another part of the country (or another country)? Or do we step up to the plate, proclaim that every healthy and treatable homeless dog or cat is entitled to a second chance, and take on the challenge of finding homes for the tough cases?

If animal welfare leaders are serious about wanting to end the killing, every animal control agency, traditional shelter, and adoption guarantee organization is going to need to sharpen their marketing skills to get the hard to place animals adopted. Some organizations have started already, as you’ll see in this year’s Annual Report, Marketing to Save Lives.

Sincerely,

Rich Avanzino
President

Marketing to Save Lives

In Fiscal Year 2007–2008, Maddie’s Fund® distributed $14.5 million in grant funds.

Lifesaving Accomplishments

In Fiscal Year 2007–2008, our 6 community collaborative projects:

• found new homes for a total of 69,701 dogs and cats
• performed 16,563 spay/neuter surgeries and
• reduced euthanasia by a total of 20,987 deaths

298 grants were awarded to:

• 422 animal welfare organizations
• 109 veterinary hospitals
• 9 universities
• 4 veterinary medical associations

Maddie’s Fund® has supported programs in 41 states (in blue) and the District of Columbia.

To find homes for an onslaught of black cats, the SPCA of the Triad capitalized on the popularity of the Carolina Panthers and created Adopt a “Mini Panther.”