



BOARD OF SUPERVISORS AGENDA ITEM REPORT
CONTRACTS / AWARDS / GRANTS

Requested Board Meeting Date: June 6, 2017

or Procurement Director Award

Contractor/Vendor Name (DBA): Maddie's Fund

Project Title/Description:

Utilizing Trained Volunteers to Conduct Targeted Outreach on Responsible Pet Ownership

Purpose:

Maddie's Fund has made a generous grant to PACC so it can purchase supplies related to building a volunteer corps that will conduct targeted community outreach and education on responsible pet ownership. These educational materials, handouts, and teaching resources will be used when these specially trained volunteers visit the neighborhoods in Pima County from which PACC receives the highest numbers of sick, neglected, and unwanted pets.

Procurement Method:

N/A - Grant

Program Goals/Predicted Outcomes:

The goal of this project is to train at least ten solid volunteers who can conduct this important work, and to procure the supplies they need to succeed.

Public Benefit:

The residents of Pima County have made it clear that the welfare of animals in the county is a priority for them. At the same time, tax dollars are limited. This donation allows PACC to save more lives at no additional cost to the taxpayer.

Metrics Available to Measure Performance:

To quantify our success, we will track the number of volunteers we recruit and retain, as well as the number of community members they reach through their presentations, the type of location and venue they visited, and the topics they presented on. We will also track the number of pets being admitted from our targeted neighborhoods so we can identify if our programming is contributing to our ongoing pet-retention efforts.

Retroactive:

No.

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Original Information

Document Type: GTAW Department Code: HD Contract Number (i.e., 15-123): 17-74

Effective Date: 06/06/2017 Termination Date: N/A Prior Contract Number (Synergen/CMS): N/A

Expense Amount: \$ _____ Revenue Amount: \$ 5,000.00

Funding Source(s): Grant from Maddie's Fund

Cost to Pima County General Fund: \$0.00

Contract is fully or partially funded with Federal Funds? Yes No Not Applicable to Grant Awards

Were insurance or indemnity clauses modified? Yes No Not Applicable to Grant Awards

Vendor is using a Social Security Number? Yes No Not Applicable to Grant Awards

If Yes, attach the required form per Administrative Procedure 22-73.

Amendment Information

Document Type: _____ Department Code: _____ Contract Number (i.e., 15-123): _____

Amendment No.: _____ AMS Version No.: _____

Effective Date: _____ New Termination Date: _____

Expense Revenue Increase Decrease Amount This Amendment: \$ _____

Funding Source(s): _____

Cost to Pima County General Fund: _____

Contact: Sharon Grant

Department: Health Telephone: 724-7842

Department Director Signature/Date: _____

Deputy County Administrator Signature/Date: [Signature] 5 May 17

County Administrator Signature/Date: [Signature] May 08, 2017
(Required for Board Agenda/Addendum Items)

Sharon Grant

From: Karen Hollish
Sent: Monday, April 17, 2017 5:18 PM
To: Candy Moore; Natasha Montanez; Sharon Grant
Subject: FW: Maddie's Fund - Innovation Grant Approval
Attachments: innovation-grant-application - Pima Animal Care Center.pdf

Hi Candy, Natalie and Sharon:

Per the email below, we have received a \$5K grant from Maddie's Fund. I have attached the application we submitted back in January. On page 4 it says what we are going to do with the funds.

Thanks so much,
Karen

Karen Hollish, Director of Development and Marketing
Pima Animal Care Center
4000 N. Silverbell Rd.
(520) 724-5984 (desk) / (520) 247-3649 (cell)
Adopt, Volunteer, Give!

From: Maddie's Fund - Innovation Grants [mailto:innovation@maddiesfund.org]
Sent: Monday, April 17, 2017 4:31 PM
To: Karen Hollish <Karen.Hollish@pima.gov>
Subject: Maddie's Fund - Innovation Grant Approval

Dear Karen,

We are pleased to tell you that your Innovation Grant application for your Community Outreach (Pets for Life) project has been approved in the amount of \$5,000. Congratulations! We are proud to support Pima Animal Care Center's efforts on behalf of homeless dogs and cats. We will be mailing your check in the next 3 weeks to the address you provided on your application.

We thank you for your patience as we reviewed the nearly 500 applications we received. Our Innovation Grants are helping to fund projects at shelters, independent rescue organizations, non-profit clinics and TNR groups across the country that advance lifesaving and ultimately guarantee a healthy home or habitat for all dogs and cats. We applaud your forward thinking and are excited to hear about the success of your new program!

In appreciation of this grant, please use the hashtag #ThanksToMaddie in any posts on social media about this grant or activities funded by this grant.

As your reporting requirement for this grant, we will be sending you a follow up survey via email in approximately six months to learn how your project went/is going. This will need to be completed within 30 days of receipt of the survey.

If you have any questions about this grant, please contact our Grants Team at grants@maddiesfund.org or 925.310.5450.

Congratulations, again, on receiving this grant! We wish you the best in your humane work.

Sincerely,

Kelly Clardy

Grants Specialist

Maddie's Fund - Innovation Grants

innovation@maddiesfund.org

925.310.5450

MaddiesFund.org | 6150 Stoneridge Mall Road Suite 125, Pleasanton, CA 94588



Maddie's
Fund

#ThanksToMaddie

MADDIE'S[®] INN--VATION GRANTS

Maddie's Fund[®] is offering \$250,000 in grant funding for shelters and rescues to implement lifesaving programs in their organizations!

From February 6–13, 2017, Maddie's Fund is accepting Innovation Grant applications from U.S. based 501c3 or government animal welfare organizations focused on dogs and/or cats. Maddie's Fund is offering up to \$5,000 to implement a new program at your organization that will advance lifesaving.

Before filling out this application, please be sure to review the complete grant requirements for this program.

Please provide the following information:

1. Organization Information

a. Name of Organization:

Pima Animal Care Center

b. Head of Organization:

i. Name: José Ocaño

ii. Title: Executive Director of Operations

iii. Phone: (520) 247-2171

iv. Email: jose.ocano@pima.gov

c. Organization Address:

i. Street: 4000 N Silverbell Rd.

ii. City, State, Zip: Tucson, AZ 85745

d. Organization Website:

www.pima.gov/animalcare

e. EIN Number: 86 - 6000543

For questions 1f - 1j, please refer to our Grant Requirements webpage for more information.

f. Please provide the web link to where you are publicly sharing your annual animal statistics on your website (on the same page as your lifesaving percentage - see 1g below).

<http://webcms.pima.gov/cms/One.aspx?portalId=169&pageId=258040>



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g. Please provide the web link to where you are publicly sharing your lifesaving percentage, including how it was calculated, on your website (on the same page as your annual animal statistics - see 1f above).

<http://webcms.pima.gov/cms/One.aspx?portalId=169&pageId=258040>

h. My organization is an active participant in Shelter Animals Count.

Yes

No, please explain:

i. My organization is an active participant in the Million Cat Challenge.

Yes

No, please explain:

j. My organization is current on all grant reporting requirements for any previous Maddie's Fund grants. (Please contact Maddie's Fund at 925.310.5450 if you have questions about this.)

Yes

No, please explain:

2. Organization Demographics:

a. Which best describes your organization?

Municipal animal services

Animal shelter/rescue with a government contract (i.e., animal control or housing services)

Shelter without a government contract (physical facility)

Rescue without a government contract (solely foster-based)

College/University

Non-Profit Spay/Neuter Clinic

Non-Profit Veterinary Clinic

Other (please specify):



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b. Approximately how many dogs and/or cats does your organization handle annually?

Dogs:

10,000 or more

Cats:

5,000 to 9,999

3. Application Submitted by Contact Info:

Same as Head of Organization (skip to #4)

Different Contact

Name: Karen Hollish

Title: Director of Development and Marketing

Phone: 520-247-3649

Email: karen.hollish@pima.gov

4. How much funding are you requesting to implement this lifesaving program (not to exceed \$5,000)?

5,000

5. How many additional lives will be saved as a result of implementing this lifesaving program?

We aim to take in 150 fewer pets from the three zip codes we target through this program.

6. Lifesaving program you're applying to implement (you must select one of the below categories or your application will not be accepted):

Community Outreach (Pets for Life)



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7. What are you trying to achieve and in what timeframe?

While it is a hallmark of many humane organizations, community outreach and humane education programming has never been a funded priority for our municipal shelter, which handles nearly 20,000 pets a year. We are lucky to have recently brought two outreach-minded leaders to our team: Gina Hansen, a veteran humane educator who oversees our volunteer program, and Adam Ricci, who's working to transform our enforcement arm into a progressive field services team. Gina and Adam share a desire to bring humane education to the areas of our community that need our help the most, especially the key zip codes -- 85705, 85706 and 85713 -- from which we receive the most surrendered pets, see the most leash law violations, and get the most reports of pet neglect and abuse. While Gina and Adam have endless passion and skills, they have almost no supplies or staff to do this job. With your support, we would build a robust team of volunteers who will have the supplies and training they need to serve as our humane education and outreach team. Working in collaboration with our Field Services Officers, these specially trained volunteers would visit schools and community groups to talk about humane pet care, pet safety, and other key animal-welfare issues facing our community. Your funds would underwrite the program's material costs, including modern curriculum materials, such as pet safety handouts, plush "example" pets, and the books used in our fledgling Read to a Dog Program; humane pet care giveaways such as leashes, collars and bowls; the costs for receiving Canine Good Citizen certification for ambassador dogs, who our volunteers can take to visits; and the costs for volunteer recruitment and training. We currently have no budget for any of these items, and your generosity would be greatly appreciated. We would begin the volunteer recruitment process as soon as we receive funding, and our volunteer training courses would launch within a month. Within three months of receiving funding, we would have outreach team members working in the community, and alongside our Field Services Officers, to promote responsible pet care.

8. How will you measure or evaluate your success?

To quantify our success, we will track the numbers of volunteers we recruit and retain, as well as the numbers of community members they reach through their presentations, the type of location and venue they visited, and the topics they presented on. We are currently receiving almost one inquiry a day from community groups and schools who want us to come discuss pet care, so we know we will be busy.

We will also track the numbers of pets being admitted from our targeted neighborhoods, so we can identify if our programming is contributing to our ongoing pet-retention efforts.



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If your application is approved, you agree to complete a survey 6 months after funding on how grant funds were spent and the results of implementing the selected lifesaving program.

Grant recipients will be asked to honor Maddie, the little dog who inspired a movement, through their social media and donor recognition about this grant on their website, donor wall, annual report, newsletter or other promotional materials or marketing communications, as appropriate.

Please submit this **completed** application form to innovation@maddiesfund.org between **February 6 - 13, 2017**. Incomplete applications will not be accepted.

