



**BOARD OF SUPERVISORS AGENDA ITEM REPORT
CONTRACTS / AWARDS / GRANTS**

Award Contract Grant

Requested Board Meeting Date: August 1, 2017

* = Mandatory, Information must be provided

or Procurement Director Award

***Contractor/Vendor Name (DBA):**

Maddie's Fund

***Project Title/Description:**

Fostering Adult Shelter Dogs to Increase Live Outcomes and Shorten Length of Stay

***Purpose:**

The purpose of this grant is to provide supplemental services or supplies to help save the lives of adult dogs at Pima Animal Care Center (PACC) through foster care. Additionally, the data PACC records through this initiative will help inform the development of lifesaving programs across the country.

***Procurement Method:**

N/A - grant award

***Program Goals/Predicted Outcomes:**

PACC is one of six open admission shelters across the country that has been invited to participate in this dog fostering initiative. Through this effort, we will place at least adult 30 dogs in foster homes over a one-year period, while tracking specific information throughout the process. The goal for PACC is to reduce the length of stay at PACC for these dogs.

***Public Benefit:**

Every day a pet is at PACC is an economic cost to the residents of Pima County. By getting dogs out of the shelter and into foster care, that cost is lessened. Additionally, partnering with Maddie's Fund on this national research study will elevate PACC's standing, boost regional PACC pride, and increase the probability of PACC receiving additional donor support.

***Metrics Available to Measure Performance:**

The project will be considered a success if 30 adult dogs are placed into foster care and PACC submits all the required data to Maddie's Fund.

***Retroactive:**

No. The check for this grant has been received but will not be cashed until the BOS accepts the award.

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Contract / Award Information

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

Effective Date: _____ Termination Date: _____ Prior Contract Number (Synergen/CMS): _____

Expense Amount: \$* _____ Revenue Amount: \$ _____

*Funding Source(s) required: _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Contract is fully or partially funded with Federal Funds? Yes No

*Is the Contract to a vendor or subrecipient? _____

Were insurance or indemnity clauses modified? Yes No

If Yes, attach Risk's approval

Vendor is using a Social Security Number? Yes No

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

Amendment / Revised Award Information

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

Amendment No.: _____ AMS Version No.: _____

Effective Date: _____ New Termination Date: _____

Prior Contract No. (Synergen/CMS): _____

Expense or Revenue Increase Decrease Amount This Amendment: \$ _____

Is there revenue included? Yes No If Yes \$ _____

*Funding Source(s) required: _____

Funding from General Fund? Yes No If Yes \$ _____ % _____

Grant Information (for grants acceptance and awards)

Document Type: GTAW Department Code: PAC Contract Number (i.e.,15-123): 18-001

Effective Date: 8/1/2017 Termination Date: 7/31/2018 Prior Contract Number (Synergen/CMS): N/A

Match Amount: \$ _____ Revenue Amount: \$ 5,000

*Funding Source(s) required: Maddie's Fund - a family foundation

*Match funding from General Fund? Yes No If Yes \$ _____ % _____

*Match funding from other sources? Yes No If Yes \$ _____

*Funding Source: _____

*If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)? _____

Contact: Karen Hollish / Sharon Grant

Department: Pima Animal Care Center / Health Telephone: 724-5984 / 724-7842

Department Director Signature/Date: _____

Deputy County Administrator Signature/Date: _____

County Administrator Signature/Date: _____
(Required for Board Agenda/Addendum Items)

Handwritten signatures and dates:
3 July 2017
7-6-2017
7/6/17



Maddie's
Fund

May 31, 2017

Karen Hollish
Director of Development and Marketing
Pima Animal Care Center
4000 N Silverbell Rd.
Tucson, AZ 85745

Dear Ms. Hollish:

Maddie's Fund is very pleased to present the enclosed check for \$5,000. We are proud to support Pima Animal Care Center's participation in Austin Animal Center's research project, *Fostering Adult Shelter Dogs to Increase Live Outcomes and Shorten Length of Stay*, to provide supplemental services or supplies to help save the lives of adult dogs.

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.

Congratulations and best wishes to everyone involved in this most important and humane endeavor.

Sincerely,

Mary Ippoliti-Smith
Executive Leadership Team



Maddie's
Fund

6150 Stoneridge Mall Road, Suite 125, Pleasanton, CA 94588
925.310.5450 | info@maddiesfund.org | www.maddiesfund.org



Adult Dog Foster Project



Project supported by **Maddie's Fund**



Adult Dog Foster Project

Project overview

Introduction: Six open admission shelters have been invited to participate in this dog foster initiative. Participating organizations will agree to place at least 30 dogs over a one-year period in foster homes. The goal is to find out if an adult dog foster program can improve behavior of study dogs and ultimately reduce length of stay for these dogs while boosting staff morale.

Compensation: Participating shelters will receive \$5,000 at the beginning of the study period. These funds can be used to purchase crates, walking equipment, training treats, beds and supplies and may also be used for marketing and media of program dogs.

Objectives:

1. To assess the effect of foster program placement on dog behavior and length of stay.
2. To assess the impact of an adult dog foster program on shelter staff morale.
3. To compare CBARQ results of foster (and then adopted) dogs in the project to the existing database of owned dogs meeting the study criteria.

The Requirements to Participate:

- Participating shelters must be open admission and have physical shelters. They must agree to place 30 dogs, with a 21 day length of stay (or longer) into foster homes within one year of the beginning of the study. Shelters must also have at least 30 dogs that meet the inclusion criteria, to be used as a control group during the duration of the study. *Total of at least 60 dogs in a one-year period that meet inclusion criteria.*
- Dog inclusion criteria: Dogs must be at least 12 months old, weigh between 40 and 100

pounds, be healthy with no serious medical conditions and have a length of stay of 21 days or more. Dogs meeting inclusion criteria will be randomly assigned to either A. Foster Group or B. Shelter Group.

- Shelters must have or be able to recruit and train a sufficient number of foster families to house 30 dogs during the study period. Fosters must take at least one dog but may take more than one.
- Shelters must have a person assigned as the project manager. This may be a foster coordinator or another staff member, but they will be the point of contact to the Maddie's® Foster Expansion Coordinator (Kelly Duer) and they will ensure all the requirements of participating shelters are met.
- Provide behavior and medical notes on dogs in control and study group, including detailed notes regarding any study dogs euthanized for any reason.

Training and Study Procedure:

Roles

- *Maddie's® Foster Expansion Coordinator:* Kelly Duer, Contact Info: kkduer@gmail.com (571) 329-6012
- *Project consultant:* Kristen Auerbach
- *Shelter director:* The director of each participating organization
- *Shelter project manager:* A person at each shelter who may be the foster coordinator or another position who will serve as the lead on the project.
- *Shelter staff:* staff members who assist with data collection, complete behavior surveys, and complete an organization morale survey
- *Foster caregivers:* People who agree to foster study dogs and to meet the study requirements including completing behavioral surveys.

Training

- All participating shelters must have one representative have previously attended one of the Maddie's® Adult Dog Foster Program Apprenticeships held at Austin Animal Center, in Austin, Texas.
- The Maddie's® Foster Expansion Coordinator will conduct an initial orientation and site visit to each of the participating shelters to provide guidance, troubleshoot challenges unique to each organization and to resolve any barriers inhibiting adult dog foster program success. They will also provide guidance on completing the study.

Study - Step 1

The shelter director:

- Will attend a 30 minute telephone meeting with Kristen Auerbach and Kelly Duer to hear an explanation of the study and the requirements of participating.
- Will debrief *shelter project manager* and *shelter staff*.

Study - Step 2

Shelter staff:

- Will complete an initial in-shelter behavior questionnaire about each dog in the project and will complete two subsequent questionnaires for dogs in the control group.


Shelter project manager:

- Will place dogs in foster, coordinate the management of foster dogs, market the dogs for adoption, etc. record all demographic data for each dog, will ensure foster families complete behavior questionnaires and that data from questionnaires is entered correctly, and will record every dog's outcome status, total length of stay and the date of enrollment into the program (see spreadsheet).
- Will administer morale surveys to staff before and one year after foster program initiation.
- Will ensure the shelter follows an approximate timeline of sending five dogs to foster in the first quarter, 10 dogs in each the second and third quarters, and 5 dogs in the fourth quarter.
- Will attend a quarterly Skype meeting

Foster Caregivers:

- Have one member of the family assigned as the shelter point of contact.
- Will complete two behavioral surveys and one CBARQ survey.

I have read and understand the terms outlined above for participation in this study. I am aware that if my shelter's participation in the study is terminated, the study's grant must be returned to Maddie's Fund.

Signature:  Date: 5/3/17
Printed Name: Karen Hollish Title: Dir of Development &

Marketing



Adult Dog Foster Project

Marketing Guidelines

Vigorous

- The best way to get long stay foster dogs into forever homes is to market them vigorously (at least every 7-10 days).
 - Post on each dog regularly
 - Think outside the 'pet bio box'
 - Highlight a specific pet's adorable quirk, a scene or story from their day, an interaction with other dogs or people, etc.
 - Regular posting creates an emotional connection between dog and your supporters
 - Together, the posts tell a story
 - The happy ending is the dog's adoption
 - Goals:
 - The ultimate goal: adoption
 - The secondary goal: make the dog a local celebrity!
 - Get the community talking about the dog and your shelter
 - Great marketing leads to a shorter length of stay. This means more foster homes available to take the next dog that needs them.

Foster-Driven

- Make your staff, volunteers and fosters partners in your social media. Ask them to photograph, take video, create graphics and write anecdotes about their interactions with shelter pets.
 - More people contributing = many new avenues of ideas and content
 - Social media staff can often pull content directly from this page, saving time
- Foster families should be required to supply the shelter with new marketing material at least every 7-10 days.
- This works best when the shelter has a dedicated foster, staff and volunteer social media group
 - Fosters and volunteers can see what one another are creating and doing; they often end up giving one another great ideas for marketing.
 - The group's likes, comments and support are rewarding to its members, increasing the chances that they'll consistently send in great marketing material.

Positive Approach

- Commit to a positive-only marketing approach combined with a conversation-based adoption counseling process
 - Marketing is meant to grab attention and open a door. Adoption counseling is for full disclosure. Marketing is what gets people to the adoption counseling process by piquing their interest in meeting the animals.
 - Skip stop signs such as, “If you have no other pets, Coco is for you,” and “Rocky needs a home with no small children!”
 - Comprehensive adoption counseling when contact is made
 - Foster care enables the shelter to learn much more about the dog
 - Potential adopter will have the benefit of speaking with the foster 1-on-1 as well as the shelter’s adoption counselors in most cases

Resources

Marketing is not Adoption Counseling: Keep ‘em Separate, Save More Lives!

<https://animalfarmfoundation.wordpress.com/2016/02/18/marketing-not-adoption-counseling/>

Best Practices: Marketing and Advertising

<http://www.animalfarmfoundation.org/files/Marketing-Advertising-E-Book.pdf>

Marketing rules to increase adoptions

<https://www.animalsheltering.org/magazine/articles/awesome>

Better Photos and Profiles for Long-Stay Shelter Dogs

<http://chewonthis.maddiesfund.org/2016/04/long-stay/>

Marketing, PR and Social Media

<http://www.maddiesfund.org/topic-marketing-pr-and-social-media-social-media.htm>

You Might be Overlooking the Easiest Way to Help Your Shelter’s Long Term Stay Dogs

<https://animalfarmfoundation.wordpress.com/2016/10/25/you-might-be-overlooking-the-easiest-way-to-help-your-shelters-long-term-stay-dogs/>

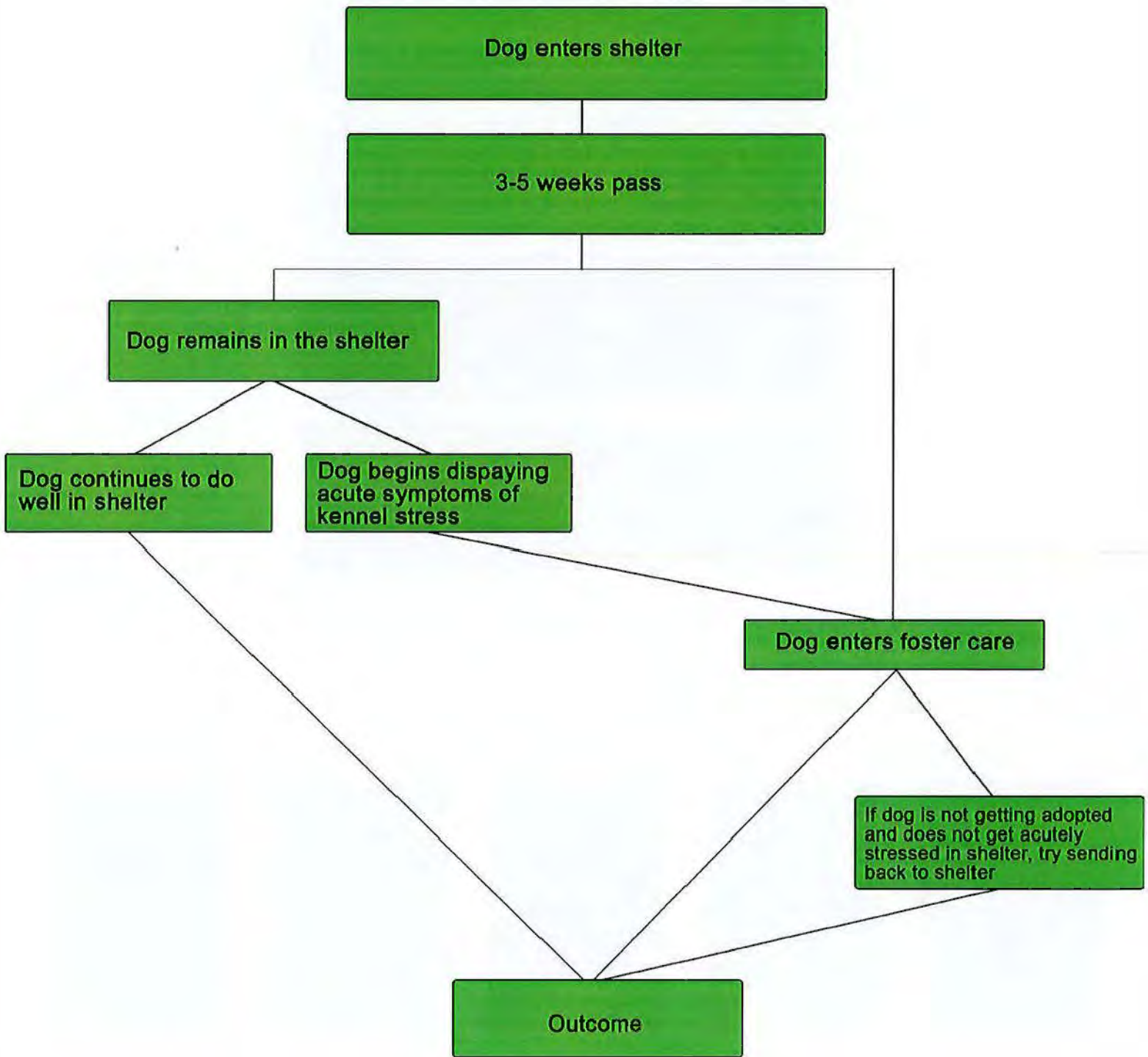
Social Media: Six New Things

<http://www.maddiesfund.org/social-media-six-new-things.htm?p=0EECED7D-7E3F-4ECB-A2D8-CD9099F21539>

How to Take Great Pet Adoption Photos with a Smartphone

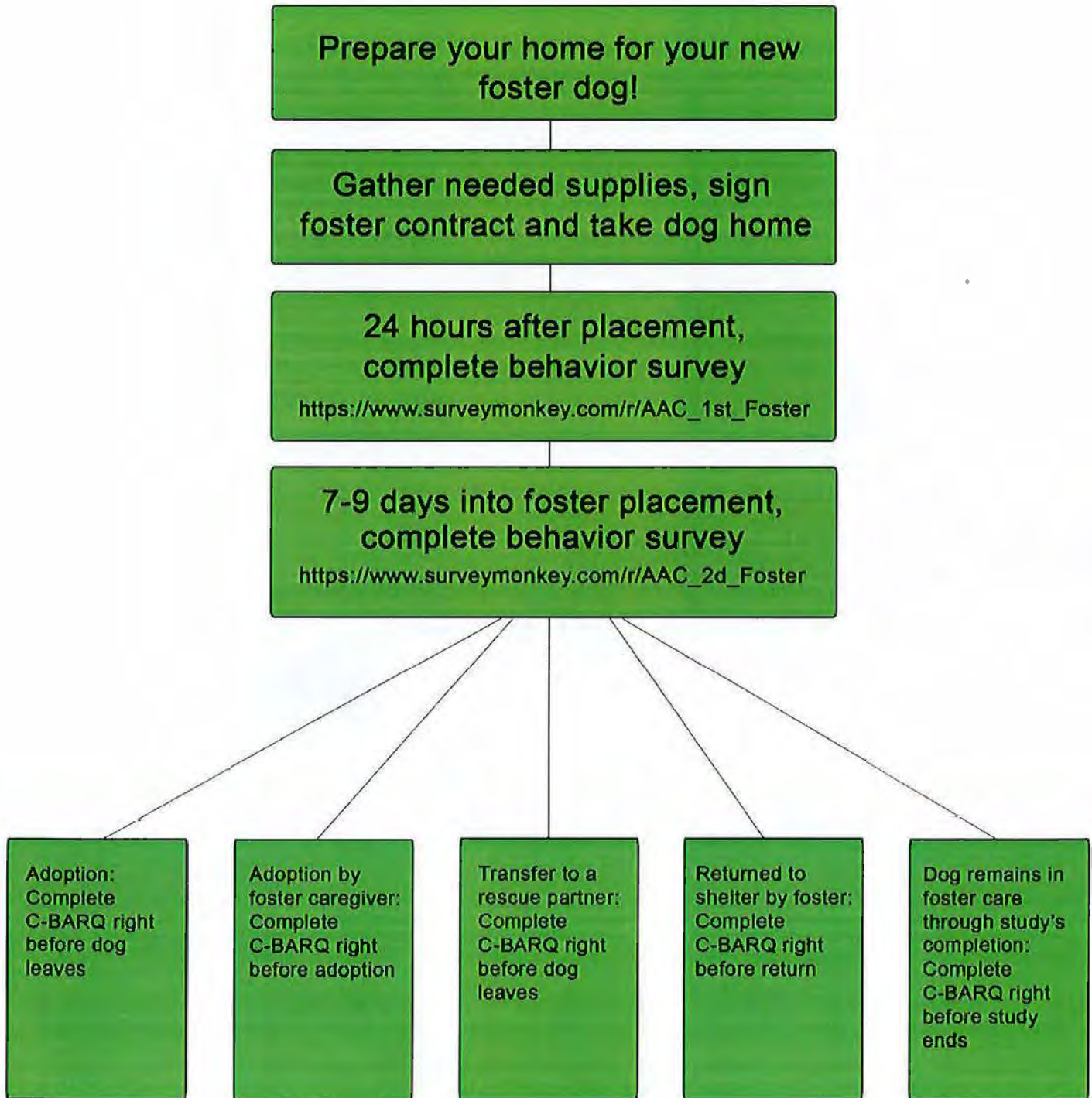
<http://chewonthis.maddiesfund.org/2015/03/how-to-take-great-pet-adoption-photos-with-a-smartphone/>

Adult Dog Foster Project
Dog Timeline

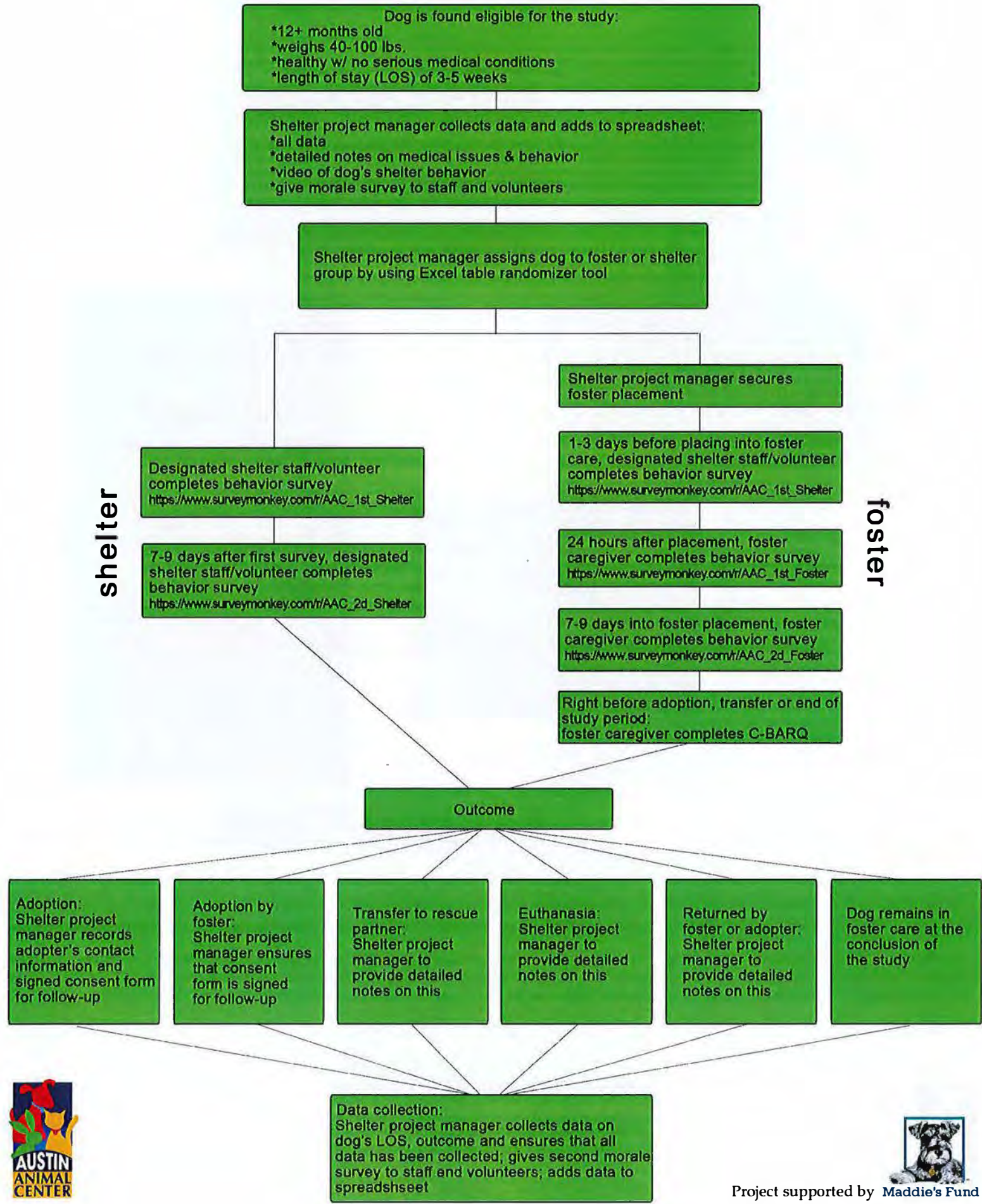


Foster Caregiver Timeline

Dog ID # _____



Adult Dog Foster Project
Shelter Timeline



Shelter Project Manager Process

Ongoing duties:

- * Ensure that all data is collected and recorded; track dogs' ID numbers through all study stages
- * Ensure that all surveys are completed within the specified time periods
- * Ensure that dogs are being placed in foster at approximately the rate of the study timeline:
 - 5 in 1st quarter
 - 10 in 2nd quarter
 - 10 in 3rd quarter
 - 5 in 4th quarter
- Corresponding number of dogs to be placed on the in-shelter track
- * Regular contact with Foster Expansion Coordinator
- * Troubleshoot with foster caregivers
- * Attend quarterly Skype meetings with project consultant and Foster Expansion Coordinator
- * Ensure that foster caregivers are producing material the shelter can use to market their foster dog
- * Ensure that the shelter is posting the foster dogs to social media on a regular basis (at least every 7-10 days)
- * Monitor dogs on the shelter track for stress that may necessitate foster placement

Collect general shelter data on shelter's average LOS, etc.

Give morale survey to staff and volunteers

Monitor shelter's dog population and add dogs who fit the criteria to the study

Collect data on dogs and add to spreadsheet:
 *all data
 *detailed notes on medical issues & behavior
 *video of dog's shelter behavior

Assign dogs to foster or shelter by using Excel table randomizer tool

Match dog with foster caregiver

1-3 days before placing into foster care, send reminder to designated shelter staff/volunteer to complete behavior survey
https://www.surveymonkey.com/triAAC_1st_Shelter

Ensure that designated shelter staff/volunteer completes behavior survey

Ensure that foster caregiver has signed foster contract and has all necessary supplies and information

Place dog in foster care

24 hours after placement, send foster caregiver behavior survey
https://www.surveymonkey.com/triAAC_1st_Foster

Ensure that foster caregiver completes behavior survey

7-9 days into foster placement, send foster caregiver behavior survey
https://www.surveymonkey.com/triAAC_2d_Foster

Ensure that foster caregiver completes behavior survey

Right before adoption, send foster caregiver C-BARQ

Ensure that foster caregiver completes C-BARQ

shelter

1-3 days after dog is assigned to shelter group, send reminder to designated shelter staff/volunteer to complete behavior survey
https://www.surveymonkey.com/triAAC_1st_Shelter

Ensure that designated shelter staff/volunteer completes behavior survey

7-9 days after first survey, send reminder to designated shelter staff/volunteer to complete behavior survey
https://www.surveymonkey.com/triAAC_2d_Shelter

Ensure that designated shelter staff/volunteer completes behavior survey

foster

Outcome

Adoption: Record adopter's contact information and ensure that consent form is signed by adopter for follow-up

Adoption by foster caregiver: Ensure that consent form is signed for follow-up

Transfer to rescue partner: Provide detailed notes on this

Euthanasia: Provide detailed notes on this

Returned by foster or adopter: Provide detailed notes on this

Dog remains in foster care at the conclusion of the study

Data collection:
 Collect data on study dogs' LOS, outcomes, etc.; give second morale survey to staff and volunteers; add data to spreadsheet





Adult Dog Foster Project Consent Form*

As the foster caregiver for _____ (*insert name of pet*) you are being asked to participate in a research project to evaluate the effect of foster care on dog behavior and adoption. Before giving your consent to participation, please read the following, ask as many questions as needed to understand what your participation involves, and sign and date the statement at the end of this document.

Project Coordinator: Kelly Duer, kkduer@gmail.com, (571) 329-6012

PURPOSE OF STUDY

I certify that I am over the age of 18 and hereby agree to participate in a research study designed to evaluate the effect of foster care on dog behavior and adoption.

DESCRIPTION OF PROCEDURES

1. I understand that the dog I am providing foster care for is participating in a project which assesses foster care as an intervention strategy to improve welfare and increase adoptions for shelter dogs.
2. I agree to provide all necessary information about the dog during their stay in my care to assist with the study. In particular, I agree to complete two surveys at 1 day and between 7 and 9 days while in my care. In addition, I agree to complete a detailed survey (CBARQ) about my foster dog within 24 hours of adoption or within 24 hours of the dog returning to the shelter.
3. I agree to submit pictures and/or videos of my foster dog, while in my care.
4. I consent to Austin Animal Center contacting me if needed, after I am done providing foster care for this dog.

PUBLICITY

I hereby grant _____ (organization name), Austin Animal Center and Maddie's Fund® permission to use my likeness in a photograph or video images in any and all publications for publicity purposes, including web site, YouTube, Facebook and Twitter entries, without payment or any other consideration in perpetuity.

*This project is sponsored by Maddie's Fund®

CONFIDENTIALITY

I understand that surveys that I complete about my foster pet while in the study will be kept confidential. No information by which my foster pet can be identified will be released or published without my written authorization.

QUESTIONS OR COMMENTS

My questions about this project protocol have been answered to my satisfaction. If I have additional questions regarding completing the surveys in this study, I may phone, fax or email the project coordinator at the following numbers and addresses. If I have questions about my foster dog, I will contact my foster coordinator at _____ (organization name).

1. Phone (571) 329-6012
2. E-mail kkduer@gmail.com

I understand that by participating in this study, I have access to an online discussion forum about the foster care program. The discussion forum is accessible at [https://groups.yahoo.com/Foster Study](https://groups.yahoo.com/Foster_Study).

AUTHORIZATION

I have read and understand the foregoing statements and agree to participate in this study. Upon signing below, I will receive a copy of this consent form.

Pet name _____ Pet ID: _____

Foster caregiver printed name _____

E-mail address _____

Phone number _____

Foster caregiver signature: _____

Date: _____

Shelter representative printed name: _____

Shelter representative signature: _____



Adult Dog Foster Project Consent Form*

Your dog was part of a research study led by **Austin Animal Center** looking at the effect of foster care on dogs. As the adopter of _____ (*insert dog's name*) we are asking you to help us with the last part of this project. We will ask you to complete two surveys about your dog one month after adoption, or sooner if things don't work out and you don't keep your dog. Note that you will need your dog's ID number (written below) to complete the surveys.

CONFIDENTIALITY

All surveys that you complete about your pet will be kept confidential. No information by which you or your pet can be identified will be released or published without your written authorization.

QUESTIONS OR COMMENTS

If you have additional questions regarding completing the surveys in this study, you may phone, fax or email the project coordinator at the following numbers and addresses.

1. Phone (571) 329-6012
2. E-mail kkduer@gmail.com

AUTHORIZATION

I have read and understand the foregoing statements and agree to participate in this study. Upon signing below, I will receive a copy of this consent form.

Pet name _____ Pet ID: _____

Adopter printed name _____

E-mail address _____

Phone number _____

Adopter signature: _____

Date: _____