



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: David Sykes

SUBJECT: SEE BELOW

DATE: May 29, 2012

Approved

Date 6/6/12

SUBJECT: APPROVE A GRANT AGREEMENT WITH THE DUFFIELD FAMILY FOUNDATION DBA MADDIE'S FUND TO ACCEPT THEIR LIFESAVING AWARD IN THE AMOUNT OF \$370,000.

RECOMMENDATION

It is recommended that the City Council approve a grant agreement with the Duffield Family Foundation dba Maddie's Fund to accept their lifesaving award in the amount of \$370,000 for the care, treatment and adoption of animals in the care of the City Animal Care Center.

OUTCOME

City Council's approval of the recommendation to accept and appropriate the Maddie's Fund Lifesaving Award will greatly enhance the Animal Care and Services Division's ability to treat and save animals that require services that are typically beyond the resource capability of the division.

BACKGROUND

The Duffield Family foundation dba Maddie's Fund (www.maddiesfund.org) is a family foundation which is funded by PeopleSoft and Workday Founder, Dave Duffield, and his wife, Cheryl. 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 Fund is investing its resources in building community collaborations where animal welfare organizations come together to develop successful models of lifesaving; in veterinary colleges to help shelter medicine become part of the veterinary curriculum to train veterinarians to save the lives of sick and injured dogs and cats in animal shelters; and the implementation of national effort to promote accountability and transparency in animal shelter operations. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

For more than three years, the Animal Care and Services division has been involved in a county-wide coalition named *weCARE* (Community Alliance to Reduce Euthanasia) to increase positive outcomes for the animals that enter our shelters. The members of *weCARE* include Humane Society of Silicon Valley, Palo Alto Animal Services, Santa Clara County Division of Animal Care and Control, San José Animal Care and Services, Silicon Valley Animal Control Authority, and Town Cats. As a group, *weCARE* has achieved its goal to save all *healthy and adoptable* shelter dogs and cats throughout the County. By working together to achieve this goal, *weCARE* collectively qualified for a \$1,000,000 award that is apportioned to each agency.

ANALYSIS

The Maddie's Fund grant will be focused on achieving higher adoption rates for categories of animals other than *healthy and adoptable*. These animals are categorized as *treatable* or *manageable*. The proposed grant agreement does not require matching funds from the City, and would terminate once the grant funds are fully used for the care, treatment, and adoption of animals. The grant requires the City to track and report shelter statistics regarding the outcome of the animals including but not limited to intake, adoptions, and euthanasia. The City also agrees to submit annual reports describing how the grant fund was used, animal statistics, and copies of publications promoting activities using grant funds. The grant funds may only be used for "the care, treatment and adoption of animals in the City's care." Staff intends to use the funds to enhance and augment current programming, which may include, but not be limited to:

- Offsite adoption programs to increase adoptions.
- Incentives to local rescue partners to provide higher levels of treatments to save more dogs and cats.
- Affordable or free spay/neuter services
- Expanded foster programs for abandoned or underage puppies and kittens needing intensive short term care.
- Adoption promotions and outreach.

This grant further requires that the City acknowledge Maddie's Fund in various promotional opportunities, press releases, write ups on the website, and any publications that the City may produce. Maddie's Fund will also work with the City to identify an appropriate naming opportunity commensurate with the level of funding. Examples of naming opportunities include a space, room, or area inside or outside the Animal Care Center named after Maddie. An Annual Report budget action will ensure all grant funding is available in 2012-2013 in a citywide appropriation for the above purposes.

EVALUATION AND FOLLOW-UP

Animal Care and Services will report program activity associated with the Maddie's fund Lifesaving Award in the semi-annual report provided to the Neighborhood Services and Education Council Committee.

May 29, 2012

Subject: Maddie's Fund Lifesaving Award

Page 3

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This item does not meet any of the criteria listed above; however this memorandum will be posted on the City's website for the June 19, 2012 Council Agenda.

COORDINATION

This action was coordinated with the City Attorney's Office and the City Manager's Budget Office.

COST IMPLICATIONS

Total grant award is \$370,000.

CEQA

CEQA: Not a Project, File No. PP10-066(g), Agreement and Contracts for 2012 Maddie's Fund Lifesaving Award.

/s/

DAVID SYKES
Director of Public Works

For questions, please contact Jon Cicirelli, Deputy Director of Animal Care and Services at (408) 794-7223