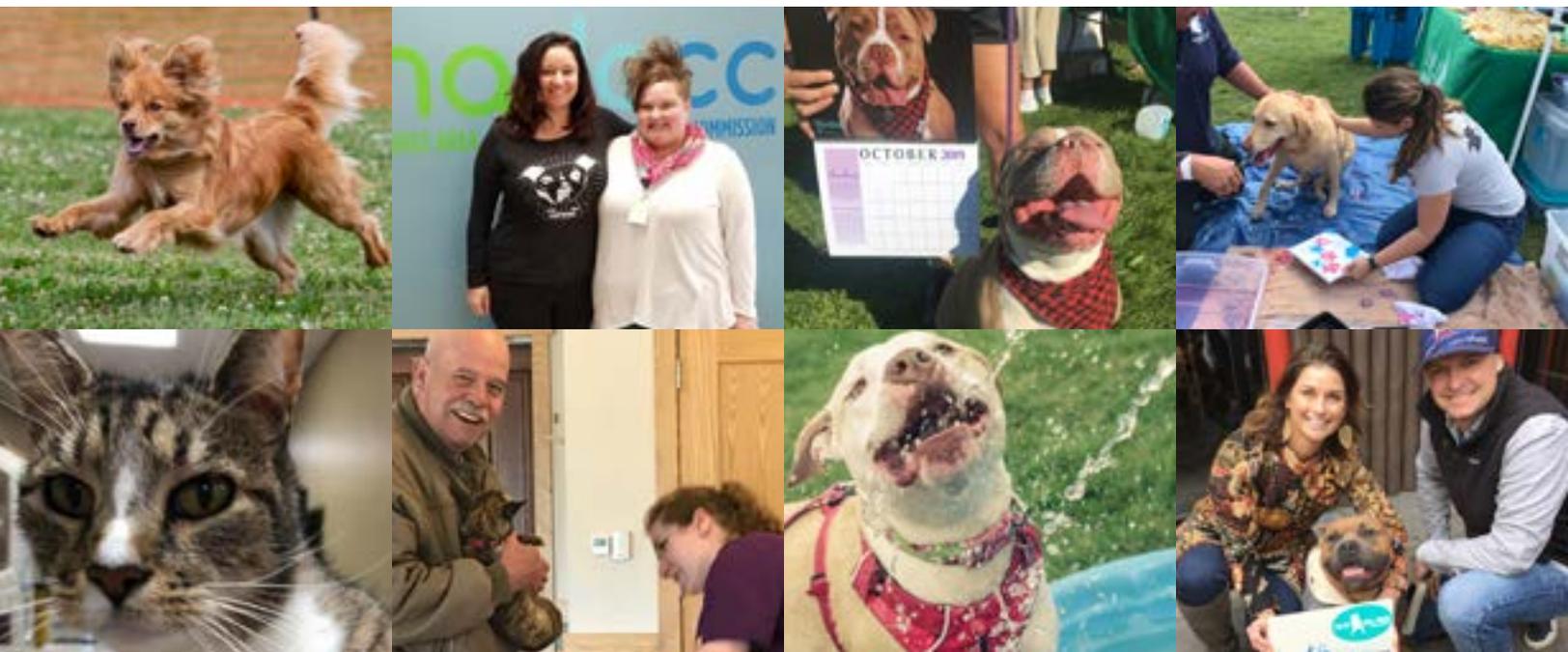




2018 IMPACT REPORT

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LETTER FROM THE PRESIDENT

Dear Friends,

What a year 2018 was! I am so excited to tell you about everything we accomplished this year and what we are already excited to start in 2019. I hope that this report will capture some of our biggest successes and show you how proud you should be for being part of our accomplishments.

If you're reading this and not already involved in Friends of MADACC, I hope this will show you what an amazing organization it is and why I am proud to be a part of it. We have so many amazing volunteers and donors that make all of the work we do possible and will continue to work even harder in 2019. If you want to be part of that, you can [sign-up to volunteer](#), [donate](#), or [email us](#) for more opportunities!

I'm going to let the rest of the impact report speak for itself. I hope that you enjoy reading it and hopefully learning a little more about the effect of Friends of MADACC on the Milwaukee County community and animals. I know we sure enjoyed looking back and putting it together!

Sincerely,

Amila Rizvic

Amila Rizvic
Friends of MADACC President

MISSION & OBJECTIVES

Friends of MADACC (Milwaukee Area Domestic Animal Control Commission) is a 501(c)(3) non-profit organization dedicated to promoting community awareness and improving the welfare of over 10,000 homeless and neglected animals MADACC cares for every year.

1. Reduce intake to MADACC
2. Provide community support
3. Increase adoptions from MADACC
4. Improve life at the shelter

Here's What We Accomplished in 2018!

COMMUNITY OUTREACH

Spay & Neuter Program

The Friends of MADACC Spay & Neuter Program was created in 2013. In our effort to reduce the overpopulation of animals in Milwaukee County, we offer spay and neuter vouchers for pit bull type dogs and cats to individuals that cannot afford the service. Learn more about the Spay & Neuter Program at: www.friendsofmadacc.org/education-outreach/spay-and-neuter.

Spay & neuter surgeries sponsored in 2017: 128

Spay & neuter surgeries sponsored in 2018: 381 | Dogs: 82 Cats: 299

Outreach Events

Friends of MADACC hosted three community pet clinics in 2018:

- Kosciuszko Park
- Urban Ecology Center Menomonee Valley
- Urban Ecology Center Washington Park

Outreach Events Attended

Friends of MADACC attended various outreach events in the community. We provided educational material, spay and neuter vouchers and goodies for kids and pets.

Events:

- Fondy Farmers Market
- St. Patrick's Day Parade
- West Allis a la Carte

At these clinics, we provided:

- Low cost vaccinations
- Spay and neuter vouchers
- 200+ collars and leashes
- Food and treats
- Animal care education & services MADACC offers
- Lasting relationships with people in the community!

Pit Bull Awareness Day

Friends of MADACC hosted Pit Bull Awareness Day at Camp Bar Tosa in October, which is National Pit Bull Awareness Month. Our two- and four-legged friends came out to support us. Friends were happy to share why they are Pit Bull Proud like in the photo on the left.

Funds raised: \$2,700



Messmer Catholic Schools Art Project

Teacher: Ms. Tai Hardie



Friends of MADACC loves engaging in the community. This year, we were especially excited to have Ms. Tai Hardie and her students from Messmer Catholic Schools visit MADACC. The students shared artwork they created of the adoptable dogs and cats at MADACC and we taught them about interacting safely with dogs and cats, and about services MADACC can provide. Additionally, the students got a tour of MADACC, met adoptable kittens, and met MADACC alumni Max and Stella!

MEDICAL FUNDING

Medical Cases

Over 10,000 animals enter MADACC each year. The shelter provides basic medical care for the animals but does not have the funds to do any complex procedures. Friends of MADACC has a medical fund specifically used for such complex procedures.

Medical expenses & shelter enrichment covered: \$13,275

Veterinary Support at MADACC

MADACC hired a second veterinarian in 2018. The shelter had partial funding for the position and Friends of MADACC provided a \$20,000 grant to help pay for the remainder of the veterinarian's salary.

In 2018 this grant and the new veterinarian:

- Expanded the scope and range of lifesaving surgeries that could be done in the facility including, but not limited to eye enucleations, amputations, and hernia repairs.
- Expanded the scope of treatment for chronic and acute illnesses that previously may have resulted in euthanasia.
- Increased the number of spay & neuter surgeries done in house to provide faster adoption outcome placements, reducing time spent in the shelter.



FUNDRAISING EVENTS & CAMPAIGNS

Friends of MADACC raises funds throughout the year by hosting and attending various events at which we sell merchandise, raise awareness and meet new supporters and their pups. Here's a brief snapshot of our 2018 fundraising events and their fundraising impact:

Events we hosted:

- Walk Run Wag: \$43,000
- Barktoberfest: \$15,700
- Pit Bull Awareness Day: \$2,700

Events we fundraised at:

- Bark N Brew: \$4,800
- Pints For Pups: \$7,000
- Pet Expo: \$3,600
- Rockabilly: \$2,400
- Tails on the Trail: \$1,600
- Calendar Photo Shoot: \$600
- West Allis A La Carte: \$300

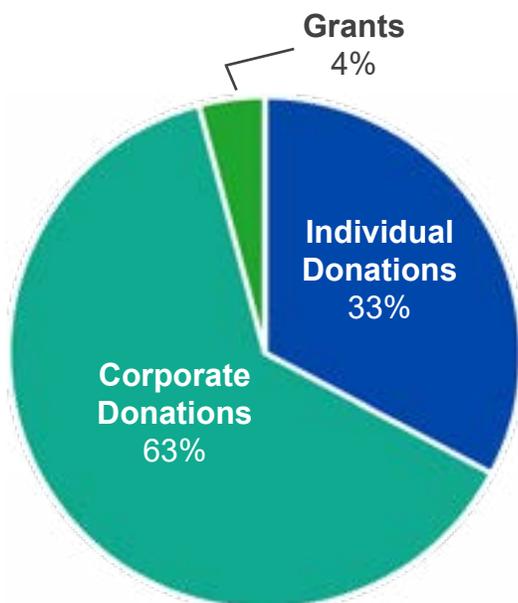


Direct Mail Campaign

Friends of MADACC depends on donations and because of our amazing supporters we're able to help Milwaukee's homeless animals. We reach our supporters through events and mailing campaigns.

Direct mail donations raised: over \$8,500

Sources of Funding



Our sincerest Thank You to our supporters who generously donate, volunteer and always support our fundraising efforts. We would not be able to help Milwaukee County's homeless animals without you!

ADOPTION CAMPAIGNS & STORIES

Pit Bull Proud Program

The Pit Bull Proud adoption program was created in 2014 to increase the number of pit bulls adopted into loving, forever homes. Pit bull type dogs make up 45% of the homeless and neglected dogs brought into MADACC each year. Over 550 pit bulls have been adopted via the Pit Bull Proud Program since 2014!

In 2018, we revamped the program. Instead of subsidizing adoption fees, we provided our pit bulls with a Pit Bull Proud Adoption Kit to take home with them to their new family! Friends of MADACC provided 325 Pit Bull Proud Adoption Kits worth \$10,500. Learn more about the Pit Bull Proud Program at: www.friendsofmadacc.org/programs/pit-bull-proud.

The Pit Bull Proud Adoption Kit included

- Easy walk harness
- Kong dog toy
- Squeaky toy
- “I’m Pit Bull Proud” bandanna
- Friends of MADACC Tennis Ball
- “I’m Pit Bull Proud” sticker



Purrfect MKE Program

Purrfect MKE started in 2018 when Friends of MADACC realized that while our Pit Bull Proud Program helped a lot of dogs, it REALLY helped a lot of cats. Cats used to be included under the Pit Bull Proud Program and their fees were waived June – October. The felines of Milwaukee needed their own program and it became Purrfect MKE!

Under Purrfect MKE, Friends of MADACC still waives adult cat adoption fees from June 1st – October 31st of each year! Learn more about the Purrfect MKE Program at: www.friendsofmadacc.org/programs/purrfect-mke.

Cats sponsored: 498 | Total program cost: \$12,450



Tootsie (formerly Tutti)

“I adopted Tootsie on September 17th. I met her on a Saturday while helping a friend look for a kitten. I came back Sunday to see her for a second time and MADACC was bustling and several cats from the day before had already been adopted. I ended up going back Monday after work. I worried all day long that she’d be gone when I got there. That’s how I knew it was meant to be.”

Cheesehead Program

Friends of MADACC proudly offers the Cheesehead Program, which helps lovable dogs from MADACC find their forever homes. These dogs have been at MADACC a little longer than their peers or have a hard time in the shelter environment - so their adoption fees are subsidized by Friends of MADACC, reducing them to \$25! Learn more about the Cheesehead Program at: www.friendsofmadacc.org/programs/cheeseheads.

Cheeseheads subsidized: 44 | Total program cost: \$1,980

Adopt a Butterball

Adopt a Butterball was a Thanksgiving campaign where Friends of MADACC sponsored fees for both dogs and cats the Friday-Monday following Thanksgiving.

Sponsored adoption fees for 66 cats & 10 dogs | Total campaign cost: \$2,475



Millie (formerly Honey Bun)

"The day we adopted Millie, we had come in to meet a two-month-old puppy and instead fell in love with this one-year-old pittie. At first, Millie was scared, she wasn't sure about car rides, her new brother, or stairs. Getting her to go in the front door was even a task. Now, Millie is no longer scared and enjoys running zoomies around her new brother, chewing on nylabones, and taking her neighborhood watch shifts in the living room bay window. Millie is just a petite bundle of perfection and we spend every day spoiling Millie and reminding her that she is safe and home forever."

12 Days of Strays

12 Days of Strays is an adoption campaign that has been run for several years in the 12 days leading up to Christmas. In 2018, the campaign reduced adoption fees of dogs and cats starting on December 12th and then the fees increased by a dollar a day.

Subsidized adoption fees for 51 cats & 17 dogs | Total campaign cost: \$1,347



Cassie (formerly Orange Juice)

"When we came to meet her, it only took about 10 minutes to know that I wanted her. She was matted, smelled, and very skinny. This is no longer the case as she's hungry all the time, she gained a good hunk of weight, and loves attention. She's the sweetest and friendliest cat anyone could ask for. When the door opens, no matter who is behind it, she runs to the door to greet whoever is walking through. I hope that this can be shared and more people can open their hearts to older cats at the shelter. We're so grateful and in love with Cassie!"

LOOKING FORWARD TO 2019

2019 is already well underway and we kicked it off by adding a fourth community pet clinic to the rotation at Central Bark - Westside. Looking forward, you can expect to see us at all of our regular events plus a few new ones! Here's what we have planned so far:

Winter

In 2019, we've already sold merchandise at Pet Expo! We also once again sponsored and filled 150 spay & neuter surgery spots for cats in Milwaukee County within the first four days of February. In March, you'll see us at Pints for Pups at Camp Bar Tosa (date coming soon) and for the first time, at the Shamrock 5k Beer Run on March 23rd.

Spring

April 6th we will be trying out another new event at The Buzzards Nest. Join us for a dart tournament and other fun activities! Then on April 27th we will hold our 2nd community pet clinic for the year at Kosciuszco Community Center.

Summer

June kicks off our Pit Bull Proud and Purrfect MKE campaigns. These run through the end of October each year and we have some exciting new ideas for these in the works. June 1st will also be the date of our third community pet clinic at the Urban Ecology Center in Menomonee Valley. Then mark your calendars for Walk Run Wag for MADACC on July 13th at Hart Park! And once again summer will wrap



up with our final community pet clinic on August 17th at the Urban Ecology Center in Washington Park and a two-day fundraiser at Bark N Brew where you can expect to see our fan favorite, lure course.

Fall

Save the date for September 14th for Barktoberfest at Estabrook Beer Garden! It's one of our favorite events and we are excited to make it bigger and better than ever. In October we will conclude our Pit Bull Proud campaign with a big Pit Bull Awareness Day Celebration. Then our final events of the year will tentatively be our two holiday adoption campaigns and online and in-person merchandise days.

We expect 2019 to be our best year yet! Stay tuned for even more events, campaigns and exciting programs. View upcoming events at: www.friendsofmadacc.org/events.

THANK YOU DONORS

Thank You Donors! We couldn't do nearly as much as we have without your support! Whether you have donated money or time, you make everything we do possible.

Donations from individuals: over \$26,000 | Corporate donations: \$49,000

Thank You!

THANK YOU VOLUNTEERS

Thank You Volunteers

Our fundraising and outreach events wouldn't be possible without the support of our volunteers! All Friends of MADACC activities and events are 100% volunteer run and therefore none of this would be possible without the wonderful people who donate their time to us! From our biggest event, Walk Run Wag, which involved over 90 volunteers, to our remote volunteers who support the administrative side of things, we cannot express how grateful we are for your time and efforts. THANK YOU!

Volunteer of the Year

Elena Panero Santos



Elena started volunteering with Friends of MADACC in February of 2018 at our Pet Expo booth. Her pittie, Joker, motivated her to volunteer because she wanted to help other animals like Joker. Since she began volunteering with us, she has volunteered for 10 events, including multiple shot clinics, Walk Run Wag, and Barktoberfest. Elena very quickly became one of our most dedicated and reliable volunteers. Thank you, Elena for all of your hard work and dedication to the Friends of MADACC mission!

MEET THE BOARD



Amila Rizvic
President



Elizabeth Parsell
Vice President



Christina Schultz
Secretary



Alison Tweddell
Treasurer



Kelly Oyler
Education/Outreach



Meghan Marciniak
Fundraising



Jess Rasmussen
Fundraising



Savannah Schroeder
Fundraising



Jackie Wells
Fundraising



Cassidy Davis
Marketing



Lauren Dewey
Merchandise



Kelsey Burazin
Volunteer Coordinator

GET INVOLVED

Interested in being part of any of these activities in 2019? Here's how you can get started:

Attend a Friends of MADACC Event

Attending one of our fundraising events is one of the most fun and easiest ways to help support us! A lot of our events are dog friendly, so bring some friends and your pups and just enjoy the festivities with us! Visit www.friendsofmadacc.org or our [Facebook page](#) for a full list of upcoming events.

Volunteer

We are always looking for volunteers to join our team and donate their time to saving animals. If you're passionate about getting out into the community and helping with outreach and education, you can volunteer to help us hang door tags in communities prior to community pet clinics, or help us at the clinics themselves. We also need volunteers to help staff our fundraising events, where roles include tasks such as: handing out flyers, helping with merchandise, running our lure course, and more! Learn more about volunteering and sign-up to receive emails about upcoming events at: www.friendsofmadacc.org/get-involved/volunteer.

Partner with Friends of MADACC

Join our corporate partners and make an impact by hosting an event or sponsoring programming. Our two biggest events are Walk Run Wag and Barktoberfest. We have opportunities for sponsorship for both of these events. We also work closely with local businesses in Milwaukee County to put on other events throughout the year. If you are interested in either of these opportunities, contact Jackie at JackieFOM@gmail.com or Jess at jessicalrasmussen80@gmail.com.

Donate

Can't commit time to volunteering? Make a tax-deductible donation to Friends of MADACC so we can continue to expand our impact. Let's continue to grow our charitable contributions so we can have an even bigger impact in 2019! You can donate at www.friendsofmadacc/get-involved/donate.

Connect With Us on Social Media

Like us on [Facebook](#) and follow us on Instagram (@friendsofmadacc) to stay up to date with our latest news, photos, and videos. You can also sign-up for our quarterly e-newsletter here: www.friendsofmadacc.org/news.

For more ways to get involved email us at: friends@madacc.org. We hope to see you in 2019!

Thank you for making 2018 another successful year!