



*Working together to decrease the number of neglected, displaced & abused animals in Massachusetts.*

**MAC's Mission Statement:** To maintain a leadership role within the Massachusetts animal welfare community using sustainable, effective and widely used forums for dialogue and strategic collaboration to reduce the number of homeless, neglected, displaced and abused companion animals.

## **ANNUAL REPORT**

**Fiscal Year July 1, 2015-June 30, 2016 (Our Sweet Sixteen!)**

### **MAC's History and Goals**

The Massachusetts Animal Coalition is a statewide tax-exempt, not-for-profit organization of Massachusetts animal welfare professionals and dedicated volunteers who have put their differences aside and their heads together in an effort to effect change for animals in Massachusetts communities. Now in its 16th year, MAC members have created strong alliances and developed new programs and initiatives that are benefitting an ever-increasing number of Massachusetts animals.

Created in February 2000, MAC has worked hard over the years at forming alliances and developing programs in various areas of animal welfare, all with an eye toward improving the lives of our companion animal friends. Since its inception, MAC has provided a forum to network, collaborate and learn. MAC has acted as a facilitator to foster ideas, develop expertise, and generate support for animal welfare activities - all in an effort to provide "animal people" a way to promote their ideas and receive support as they carry out their programs and projects. While there is certainly much more to work on, MAC has a bright future as we look forward to tackling more and more issues as a united front.

MAC operates as a volunteer-run organization, using consultants occasionally as needed, to organize operations and to fulfill our legal and financial responsibilities.

MAC holds at least three education and training meetings per year. These meetings are held at the Cummings School of Veterinary Medicine at Tufts University in North Grafton, and MAC remains grateful to Dean Deborah Kochevar and everyone at the Cummings School for the ongoing support. A link for a list of meetings and topics that have occurred over the years can be found on the MAC website ([www.massanimalcoalition.org](http://www.massanimalcoalition.org)) under the "Get Involved" tab and you can click on "Become a Member."

MAC has three standing Programs (License Plate, AniMatch and Spay Mass). MAC also sponsors Task Forces that are working on particular projects. (See the attached MAC Organizational Chart.) MAC's approved Task Forces engage in collaborative endeavors to benefit Massachusetts animals. MAC serves as an umbrella and incubator allowing Task Forces to get started on their work without having to form a tax-exempt, non-profit organization, set up a Board of Directors, and address all required government annual filings. If you are a MAC member and are interested in exploring the idea of a MAC Task Force that is in keeping with MAC's mission, email to inquire about the process at [info@massanimalcoalition.org](mailto:info@massanimalcoalition.org).

## **MAC Programs**

### **Animal-Friendly License Plate** ([www.petplate.org](http://www.petplate.org))

This MAC Program promotes and receives funds collected from the sale of the Animal Friendly License Plate through the Registry of Motor Vehicles. MAC annually awards grants to community based spay-neuter programs across the state operated by non-profits, and by coalitions of non-profits and municipalities. The license plates have been for sale since 2004. The hardworking 5-member grant awards committee consists of an animal control officer, a veterinarian, a MAC member, and two members of the shelter and rescue community. They review grant applications and make recommendations for funding. In 2016, \$185,000 was distributed to 38 organizations and municipalities, 8 more organizations than in the 2015 grant cycle.

Since the License Plate grant award program began in 2005 , MAC has distributed \$1,876,900 in grant funds throughout the state; these funds have enabled thousands of cats, dogs and rabbits to receive spay and neuter surgeries.

MAC strives to ensure that the sales of the license plates continue to be strong, including license plate renewals. Visit this Program's website and Facebook page to learn more <http://massanimalcoalition.com/programs/license-plate/> and MA "I'm Animal Friendly" License Plate Facebook Page.

### **AniMatch** ([macanimatch.org](http://macanimatch.org) and AniMatch, a Project of MAC - Facebook group)

AniMatch began as a MAC task force and has become a permanent MAC program. AniMatch was created in 2007 when there was a growing belief that there was a shortage of adoptable dogs in Massachusetts. Because of this belief, over the previous two decades, some animal welfare organizations had been importing both puppies and adult dogs from out of state for adoption in Massachusetts. While this practice was saving the lives of out-of-state animals, the AniMatch team saw that there were still adoptable dogs in Massachusetts that were languishing in shelters and pounds, simply because of a lack of resources and exposure in their communities. They hypothesized that if Massachusetts dogs were provided with resources similar to those given to imported dogs, they would also have a chance at finding their "forever homes." AniMatch was created as a system to support the intrastate evaluation and transfer of pets, affording these forgotten dogs that opportunity, as reflected in its tagline, "Linking Shelter Resources to Save Local Animals."

AniMatch for Cats was launched as well! Building on our years of experience working with dogs, similar programming was rolled out, which was designed to assist cats in need across the state of Massachusetts, and AniMatch facilitated the transfer of 102 cats and kittens since the inception of the program.

AniMatch provides Canine Body Language and Behavior Observation training for participating organizations and volunteers considering becoming part of AniMatch. The goal is to enable participating organizations and volunteers to use the same standardized, objective criteria when posting available dogs on AniMatch's database. When working with cats, AniMatch utilizes a succinct feline behavior observation that provides a snapshot of a cat's behaviors. These processes allow organizations to make realistic decisions regarding their ability to help a particular dog or cat.

To date, AniMatch's training team has "graduated" 160 Behavior Observers and 382 Transporters, allowing teams of people to go out into the field to help ACOs and others. To

date, 382 people have participated in the training and have taken what they've learned back to their facilities to share with their co-workers. AniMatch teams, at the request of various shelters/ACOs across the state, performed in excess of 300 Behavior Observations in the past year. These evaluations are in addition to the countless evaluations performed by organizations for the many animals in their care.

AniMatch has been instrumental in establishing and encouraging collaborative partnerships between Massachusetts animal welfare groups and the team has learned so much about what ACOs face on a daily basis. These partnerships have developed and grown over time and have created a safety net, giving thousands of adoptable dogs and cats in Massachusetts a second chance. AniMatch's work is based on teamwork, trust building, commitment and networking and the team is humbled and proud to have served almost 2300 dogs since November 2007. AniMatch has been approached by various states and communities interested in replicating our Program and the team is happy to share its database, documents, and protocols.

AniMatch facilitates happy endings for Massachusetts animals!

### **Education and Training Sessions ("MAC Meetings")**

Held three times a year, MAC meetings feature invited speakers addressing various topics of interest and importance to the Massachusetts animal welfare community. At each meeting, MAC members also learn about the progress being made with MAC Task Forces and Programs, and most importantly, the meetings promote vigorous discussion and positive interactions among the attendees. We hold at least three sessions a year, including "Hot Topics," "All About Dogs," and the "Whole Cat Workshop". At all MAC meetings we work hard to address topics that are useful to many animal welfare groups and invite leaders in the field to be guest speakers or participate on a panel. On occasion we hold additional sessions as the need arises.

### **SpayMass ([www.spaymass.org](http://www.spaymass.org))**

Spay Massachusetts – "Spay Mass" for short – is a MAC program whose mission is to connect people in need of spay/neuter resources to 90 clinic locations throughout the state. Spay Mass provides an online resource to help Massachusetts residents locate low cost spay/neuter services with the online clinic locator tool which can be found at [www.massanimalcoalition.org](http://www.massanimalcoalition.org) (click Resources and select Find a Spay/Neuter Clinic) or the page can be accessed directly at [www.spaymass.org](http://www.spaymass.org). While the public can access this tool, it is also used extensively by spay/neuter providers across the state to help the public locate resources the spay/neuter provider cannot provide, and to help those who cannot travel to that particular spay/neuter location.

### **MAC Task Forces**

**Spay Worcester Task Force** (<http://www.massanimalcoalition.org/programs/spay-worcester-task-force.html> and Facebook page)

The mission of the Spay Worcester Task Force is to reduce the population of free-roaming cats in the city of Worcester by providing spay, neuter and rabies vaccination services through responsible "Trap-Neuter-Return" methods. To date the task force has provided spay/ neuter services for well over 2,500 cats in targeted neighborhoods. Additionally, Spay Worcester has provided medical care for countless cats and kittens and has taken thousands off the streets and placed them with partner rescue groups and shelters. This work was made possible through project coaching, grant management and fiscal oversight by the Massachusetts Animal Coalition; grant funding from PetSmart Charities and veterinary services provided by the Cummings School of Veterinary Medicine at Tufts University.

Spay Worcester is recognized throughout the city of Worcester and beyond as a leading resource for abandoned cats in the city. Volunteers work with shelter and rescue groups to place friendly free roaming cats that have lost their owners. Colony cats are maintained in their neighborhoods using a network of caretakers who monitor colony status and alert the task force when any new cats arrive. The task force also helps pet owners obtain spay neuter services for their cats when they are unable to otherwise afford such services, and provides cat food to people in need. News stories about Spay Worcester have appeared in the Telegram and Gazette and on local television.

The group has been recognized for its efforts. The City of Worcester proclaimed June 18 “Spay Worcester Day”. In June 2013, both the Massachusetts State House of Representatives and State Senate gave Citations to Spay Worcester for “your efforts to reduce the population of free roaming cats while also improving the quality of life for both residents and neighborhood cats.” And Karen Powers, founder of Spay Worcester, was awarded a Pet Rock Fest Hero Award in September 2015, “for exemplary actions in animal welfare”.

The key to the success of MAC’s Spay Worcester task force is that the task force is run by local volunteers tackling a local problem. Door to door outreach and direct contact with the city residents in need of assistance has proven to be the most effective method of helping cats.

To volunteer with Spay Worcester please contact [spayworcester@gmail.com](mailto:spayworcester@gmail.com).

### **Shelter and Rescue 101 Task Force**

The level of shelter medicine education among Massachusetts shelter and rescue workers varies widely and “101” was created with a goal of providing comprehensive training in general shelter medicine to animal shelter/rescue staff and volunteers, bringing all personnel to the same high level of key knowledge by employing already established guidelines and protocols. By having a foundational training program to address the issues of animal health, both animal shelter/rescue personnel and the animals benefit. This is a huge endeavor but curriculum development is about 80% done. Once ready for “prime time,” Massachusetts shelter veterinarians will be the instructors at each Shelter and Rescue 101 training session. The Task Force has integrated Tufts Shelter Medicine students in the process. One of the central tenets of MAC’s mission is to promote collaboration as well as provide educational opportunities. Another part of the mission is to play a leadership role in animal welfare in Massachusetts. This Task Force embodies this spirit.

### **Shelter Statistics Task Force**

The Shelter Statistics Task Force recognized, as a first step towards data collection, the need to better understand how information on animals is currently being collected, recorded, analyzed, and used, and what support might be needed for these processes. To that end, the Task Force engaged a graduate student to assist with developing an online survey that was answered by approximately 25% of all municipal and private animal shelters in the state. The team has put together a report summarizing this information, which will be presented at the 2016 Hot Topics Meeting. The plan is to use these figures to aid organizations in improving upon their data management. The task force’s longer term goal is to support statewide collection of high quality data on sheltered animals that can be used to develop policies that help homeless animals.

## **MAC Committees**

### **Sponsorship**

To be able to offer MAC meetings, MAC seeks sponsors for any or all of our meetings. Part of sponsorship means that the sponsor is given the opportunity to bring guests and provide some information about themselves at the meetings, which often draw 50 to 100+ “animal people.” Sponsors allow us to keep our education and training meetings affordable, and there is a range of sponsoring opportunities. For questions on how to become a sponsor of MAC meetings, please email MAC at [info@massanimalcoalition.org](mailto:info@massanimalcoalition.org) or visit MAC’s website ([www.massanimalcoalition.org](http://www.massanimalcoalition.org))

### **Communications**

In an effort to keep MAC members and friends informed about animal issues in Massachusetts, MAC has continued to improve its website and Facebook presence and offers e-alerts and e-newsletters about MAC’s work. We recently launched a new social media platform specifically designed to benefit MAC members, ACOs, and the animals in their care. We have also worked with Conover Tuttle Pace, a Boston-based advertising firm, to improve our outreach and license plate sales. MAC’s “events” page lists upcoming events and trainings of interest offered by a host of organizations. There is also a wide variety of useful informational resources for both the public and MAC members on the website. See [www.massanimalcoalition.org](http://www.massanimalcoalition.org).

### **MAC Membership**

MAC encourages organizational memberships and individual memberships. Individual MAC members receive discounted meeting fees and priority meeting registrations. Organizational MAC members receive free meeting passes, the number of which is dependent on an organization’s membership level, and priority meeting registration when using free meeting passes. MAC also offers meeting discounts to students. This expanded membership is intended to better meet the needs of our Massachusetts animal welfare community and strengthen MAC’s usefulness with better targeted initiatives, collaborative projects, and educational programs. See the website for specific information about the different kinds of memberships and the benefits that go along with MAC membership. If you have any questions about memberships, please email the MAC membership committee at [info@massanimalcoalition.org](mailto:info@massanimalcoalition.org).

### **Financials**

Enclosed you will find a copy of MAC Financial information covering the 2015-2016 Fiscal Year and the prior 7 years.

To access this report online go to <http://massanimalcoalition.com/about/annualreport>. Thank you for your continuing support and participation in the mission of MAC.

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