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OAKLAND

2014 SEP 18 PM 1:13

## AGENDA REPORT

**TO: HENRY L. GARDNER**  
**INTERIM CITY ADMINISTRATOR**

**FROM: Sean Whent**

**SUBJECT: Maddie's Fund Donation of**  
**\$256,000 to Oakland Animal Services**

**DATE: September 8, 2014**

City Administrator  
Approval

Date

9-16-14

**COUNCIL DISTRICT: City-Wide**

### **RECOMMENDATION**

Staff recommends the City Council adopt the Resolution Authorizing the City Administrator, or Designee, on Behalf of the City of Oakland, to Accept A Donation in the Amount of \$256,000 from Maddie's Fund and Appropriate Said Funds to the Oakland Police Department Animal Services Section to Help Fund Spay and Neuter Programs, Quality of Life Projects for Animals, and for the Purchase of Supplies and Equipment for the Volunteer Program and the Oakland Animal Shelter.

### **OUTCOME**

Acceptance of the generous donation of \$256,000 from Maddie's Fund, will provide the Oakland Animal Services (OAS) Section with monies to assist in covering the cost of spay and neuter programs, quality of life projects for animals, the purchase of supplies and equipment for the animal shelter's volunteer program and other animal-related programs and services at the Shelter.

### **BACKGROUND/LEGISLATIVE HISTORY**

Maddie's Fund® is a family foundation endowed by the founder of Workday® and PeopleSoft, Dave Duffield and his wife, Cheryl. Maddie's Fund, founded in 1999, helps to achieve and sustain a no-kill nation by providing solutions to the most challenging issues facing the animal welfare community through its grant giving, hands-on animal care, and research and education. Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997. For additional information: [www.maddiesfund.org](http://www.maddiesfund.org) . Since its inception, Maddie's Fund

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has awarded animal welfare organizations and universities \$71.6 million to save the lives of dogs and cats.

The OAS has previously been the recipient of Maddie's Fund largess from their annual "Maddie's Matchmaker Adoptathon" in June 2010 (Resolution No. 83007 C.M.S., October 5, 2010), in the amount of \$66,500, and June 2011 (Resolution No. 83742 C.M.S., March 6, 2012), in the amount of \$99,000.

### **ANALYSIS**

The Maddie's Fund donation of \$256,000 represents the cumulative donation amount awarded Oakland Animal Services Section for their participation in Maddie's Fund "Maddie's Matchmaker Adoptathon" events, wherein Bay Area animal shelters received \$500 to \$1,500 for every dog and cat they adopted, during the following dates:

- June 9 and 10, 2012, (127 dogs and cats were adopted, for a total donation from Maddie's Fund in the amount of \$107,000.)
- June 1 and 2, 2013, (105 dogs and cats were adopted, for a total donation from Maddie's Fund in the amount of \$77,000.)
- May 31 and June 1, 2014, (110 dogs and cats were adopted, for a total donation from Maddie's Fund in the amount of 72,000.)

There is no matching funds requirement to accept these donations; the Animal Services Director is responsible for managing these funds.

Acceptance of this grant will positively impact OAS programs; funds will be used to supplement projects that will increase adoptions at Oakland Animal Services and improve the quality of life of animals at the Shelter. Other projects will include, but are not limited to:

- Spaying / neutering dogs, cats and rabbits
- Acquiring computer software and other supplies for the OAS staff and the volunteer program
- Supplement food costs for the animals
- Training of Animal Control Officers, Animal Care Attendants and Dog Crew volunteers on safe dog handling techniques and new methods of temperament testing dogs

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### **PUBLIC OUTREACH/INTEREST**

This item did not require additional public outreach other than the required posting on the City's website.

### **COORDINATION**

The Budget Office and the Office of the City Attorney were consulted in the preparation of this report and resolution.

### **COST SUMMARY/IMPLICATIONS**

1. AMOUNT OF RECOMMENDATION: Maddie's Fund is generously donating \$256,000 from monies raised during the following "adoptathons":
  - \$107,000 – from the period June 9-10, 2012
  - \$ 77,000 – from the period June 1-2, 2013
  - \$ 72,000 – from the period May 31 – June 1, 2014
2. SOURCE OF FUNDING: Funds shall be appropriated into Oakland Police Department General Fund (1010), Animal Shelter Organization (103130), Project (P44400), in Program (PS13).
3. FISCAL IMPACT: Approval of this resolution will authorize the City Administrator to accept donations on behalf of the Oakland Police Department Animal Services Division, in the amount of \$256,000. Said Funds will be used to supplement projects that will increase adoptions at Oakland Animal Services and improve the life of animals at the Shelter.

### **SUSTAINABLE OPPORTUNITIES**

**Economic:** These funds will be used to help transfer and adopt animals out of the shelter faster, helping to decrease City-funded expenditures associated with feeding and cleaning animals housed at the shelter.

**Environmental:** OAS is responsible for handling all calls for injured/trapped wildlife in Oakland, picking up dead animals, and spaying/neutering feral cats to reduce their impact on

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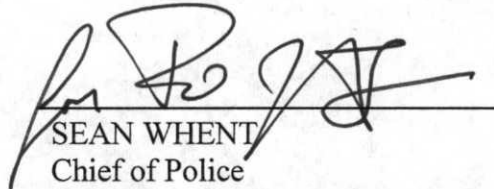


Native wildlife. These funds will assist in these efforts and contribute to a healthier environment.

**Social Equity:** Oakland Animal Services enhances public safety by removing aggressive animals before they injure people or other animals. These funds will be used to train Animal Control Officers to properly handle dangerous animals and train staff on how to properly test animals to ensure they are safe to transfer to other groups and for adoption by the public.

For questions regarding this report, please contact Lieutenant Chris Mufarreh, Animal Services Section, at (510) 535-5604.

Respectfully submitted,



SEAN WHENT  
Chief of Police  
Oakland Police Department

Prepared by:  
Sergeant R. Muniz  
Animal Services Section

-- Resolution.

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# OAKLAND CITY COUNCIL

*Priscia Hynes*  
City Attorney's Office

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR, OR DESIGNEE, ON BEHALF OF THE CITY OF OAKLAND, TO ACCEPT A DONATION IN THE AMOUNT OF \$256,000 FROM MADDIE'S FUND AND APPROPRIATE SAID FUNDS TO THE OAKLAND POLICE DEPARTMENT ANIMAL SERVICES SECTION TO HELP FUND SPAY AND NEUTER PROGRAMS, QUALITY OF LIFE PROJECTS FOR ANIMALS, AND FOR THE PURCHASE OF SUPPLIES AND EQUIPMENT FOR THE VOLUNTEER PROGRAM AND THE OAKLAND ANIMAL SHELTER**

**WHEREAS**, the Oakland Police Department Animal Services (OAS) Section has received a donation in the amount of \$256,000 from Maddie's Fund, a family foundation created in 1999, to help achieve and sustain a no-kill nation by providing solutions to the most challenging issues facing the animal welfare community through grant giving, hands-on animal care, and research and education; and

**WHEREAS**, Oakland Animal Services participated in the Maddie's Fund "Maddie's Matchmaker Adoptathon" in 2012, 2013, and 2014, wherein Bay Area animal shelters received \$500 to \$1,500 for every dog and cat adopted during these annual events; and

**WHEREAS**, during the June 9-10, 2012 "Adoptathon" OAS found homes for 127 dogs and cats, which yielded a total donation from Maddie's Fund in the amount of \$107,000; and

**WHEREAS**, during the June 1-2, 2013 "Adoptathon" event 105 dogs and cats were adopted from OAS, which yielded a donation in the amount of \$77,000; and

**WHEREAS**, during the May 31-June 1, 2014 event, OAS adopted-out 110 dogs and cats, which yielded a total donation from Maddie's Fund in the amount of \$72,000; and

**WHEREAS**, said funds shall be appropriated into the General Fund (1010), Animal Shelter Organization (103130), Project (P44400); and Program (PS13); and

**WHEREAS**, this generous donation from Maddie's Fund will positively impact OAS Programs by supplementing available funds for projects that will increase adoptions at Oakland Animal Services and improve the quality of life of animals at the Shelter, help fund spay and

neuter programs, and purchase supplies and equipment for the volunteer program and the Oakland Animal Shelter; now, therefore, be it

**RESOLVED:** That the City Council hereby authorizes the City Administrator, or designee, to accept a donation in the amount of \$256,000 from Maddie's Fund; and be it

**FURTHER RESOLVED:** That said fund shall be appropriated to the Oakland Police Department General Fund (1010), in Animal Shelter Organization (103130), Project (P44400); Program (PS13); and be it

**FURTHER RESOLVED:** That the City Council accepts this donation from Maddie's Fund and thanks them for their generosity and compliments them on the work their organization performs on behalf of our animal companions and for their support of the Oakland Police Department Animal Services Section personnel and volunteers.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES – BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California