



**Maddie's[®]
Pet Project**

Saving Nevada's Pets

Maddie's[®] Pet Project in Nevada

Mission

Revolutionize the status and well-being of dogs and cats in the state of Nevada.

Desired Results

Create a sustainable statewide safety net for animals.

- Empower organizations and communities to save all healthy and treatable animals entering shelters in all communities across the state, generally resulting in a live-release rate of 90% or better.
- Empower rural communities to create shelter-less humane communities.
- Expand access to veterinary care in underserved communities, especially rural, tribal, and low-income urban areas.
- Cultivate animal sheltering leadership—encourage new leaders, and support and develop existing leaders.

Strategic Goals

- Support networking between humane organizations across the state.
- Create community engagement in helping animals.
- Create partnerships with human services, civic, and social organizations, as well as with government agencies and businesses.
- Gather and use data to assess progress.
- Create new leaders and support current leaders in animal welfare.

Current Campaigns

- Las Vegas and Clark County Campaign: Support organizations and animal lovers in Clark County to achieve the overall goals of the campaign in the communities that make up Clark County.
- Interstate 80 (I-80) Communities Campaign: Support organizations and animal lovers in communities along the I-80 corridor to achieve the overall goals of the campaign.

Background

Maddie's[®] Pet Project in Nevada is made possible by the generosity of the Nevada-based Dave and Cheryl Duffield Foundation as well as Maddie's[®] Fund in memory of the Duffield's beloved dog, Maddie.

In the latter part of 2016, Humane Network conducted a statewide feasibility study for this campaign at the request of Maddie's[®] Fund. Humane Network, a Nevada-based organization, is managing the campaign. Humane Network was founded by Diane Blankenburg and Bonney Brown in 2007.