



**Advisory Committee Meeting Minutes  
March 3<sup>rd</sup>, 2022 | 10:30 AM – 12:00 PM**

In Attendance:

Sheri Gustafson  
Kyle Baron  
Michael Cahill  
Laura Marwill  
Dr. Martha Smith-Blackmore  
Kara Holmquist  
Deanna Gualtieri  
Classroom from Southeastern Regional Vocational Technical High School

Due to Covid-19 Social Distancing restrictions, this open meeting was held virtually over the ZOOM platform. A PowerPoint presentation was shown over ZOOM to all attendees.

**I. Fund Totals and Expenditures**

Sheri explained the current Fund's revenue totals. The Fund has an unexpended balance of \$295,410 as of 2/23/22. The revenue intake in CY21 was \$522,428, and revenue to date in CY22 is \$843. To date, the Fund has taken in \$3,364,940 in revenue. \$2,810,440 (84%) has been from tax donations, \$102,449 (3%) from online donations and grants, \$2,051 from interest, and \$450,000 (13%) from line items in the state budget.

Sheri presented a spending breakdown from Fund inception to date. To date, the Fund's spending was in the following distributions: \$2,110,361 (63%) for veterinary services, \$98,120 (3%) for ACO training, \$846,458 (25%) for administration, \$23,834 (<1%) for marketing, and \$285,772 (8%) surplus. Total spending \$3,078,772 as of 2/23/22.

Sheri presented the final numbers from CY21. The Fund's spending was in the following distributions: \$332,620 (58%) for veterinary services, \$12,001 (<1%) for ACO training, \$129,783 (23%) for administration, \$481 (<1%) for marketing, and \$97,544 (17%) surplus. Total spending in CY21 was \$474,885.

Sheri presented a one-page CY20-CY21 Progress Report to the Advisory Committee, highlights from the report were: In November of 2021, the free spay/neuter Voucher Program reached 15,000 cats/dogs helped since inception in 2014. In October of 2021, the Fund reached the milestone of having provided \$2,000,000 in assistance to local animals in need. Completed the 5th round of Core Competency Training. Reached 660 ACOs trained in areas of animal laws, wildlife, animal behavior and safe handling, officer safety and report writing, and record-keeping since Core Training Program started in 2016.

## **II. Budget/Grant Spending**

Sheri presented the Fund's CY22 proposed budget. CY22 proposed budget of \$587,740 had the following allocations: 66% for veterinary services, 1% for ACO training, 30% for administration, and less than 1% for marketing. The proposed budget utilized \$147,740 in rollover revenue from CY21 and projected revenue from \$390,000 in tax donations and \$50,000 from a state budget line item. If projected revenue amounts are reached, the CY22 proposed budget would leave an operating buffer of \$200,000 in the trust fund.

The Advisory Committee approved the CY22 proposed budget. Sheri explained that the budget will get adjusted if the Fund receives lower than projected revenue.

## **III. FY22 Line Item**

Sheri stated that CY21 utilized two line items of \$50,000 and \$100,000 from the FY21/FY22 state budgets.

## **IV. Spay/Neuter Voucher Program**

Sheri presented that the Fund has helped 15,725 animals to date and has already redeemed 251 vouchers in CY22.

Kyle gave information on CY22 voucher distribution. As of 3/2/22, 360 have been disseminated, and there are currently around 225 animals on the waitlist. Voucher dissemination for CY21 has been for the following categories: 81% for animals in low-income households, 18% for animals in ACO care, and 1% for feral cats. Worcester County has received the largest number of vouchers, followed by Hampden, and Suffolk. To date in CY22, there have been no voucher requests from Nantucket and Dukes. CY22 voucher requests have been 40% for cats, and 60% for dogs.

Emergency and priority vouchers make up 19% of the voucher requests and 22% have been requested for voucher day clinics. Kyle mentioned that the Fund is utilizing a new voucher form that helps the fund track the source of animals better.

Kyle stated that the current rate of distribution is around 185 vouchers a month. Approximately 45-65 of the vouchers distributed are going to provider-listed animals. 30 vouchers a month are being issued for animals in ACO care. Approximately 60-80 vouchers a month are going to animals on the current waitlist after emergency/priority/ and clinic vouchers are distributed. Kyle stated that the wait time for vouchers was around 2 months. Sheri asked that provider waitlist animals be included in the total waitlist since wait times tend to increase quickly during tax season.

Kyle presented that the voucher usage rate from July 2021-March 2022 was 51%, and stated the reason for the decrease was delays in voucher returns.

Sheri asked the committee for thoughts on what we can do to increase the redemption rate. David suggested increasing the expiration date on vouchers an additional month to see if it helps. Sheri agreed that it would be an easy test. Martha suggested that a survey gets sent out to expired voucher holders to see why they were not utilized.

Kyle stated that the Voucher Program had three new veterinary providers: Cape Ann Animal Aid, Northeast Animal Shelter, and Boston Animal Care and Control. There is one new municipal partner: Norwood. The fund also has one veterinary partner pending: Come Together Animal Clinic.

Sheri stated that Come Together Animal Clinic applied to partner with an independent veterinarian to complete volunteer-based clinics. Martha suggested that we reconsider that approach and make sure that staff is being paid for participation. Sheri stated that we will discuss the application with the department.

## **V. Promotions/Events**

Sheri stated that promotions for tax season are still ongoing. Sheri stated that if the Fund reaches its revenue goals for CY22, she would like to try to hire a part-time tax season intern to help with promotion. The Committee agreed thought an intern would be beneficial but expressed that the Fund needs to keep administration costs under 30%. Sheri said we can revisit this idea once tax donation numbers for CY22 have been fully reported.

## **VI. Animal Control Officer Training Updates**

Sheri stated the 2022 Core Competencies Training will get scheduled for the Fall. Sheri also stated that the following areas of the Core curriculum reworked for the 2022 session: update MA Laws and Regulations Book, new law exam, new final exam video and questions, and create an online exam submission portal. Sheri shared a map of where the ACOs that need Core Training are across Massachusetts.

Sheri stated that she is also working on finding more advanced training options.

Sheri reported that 1/3 of the municipalities in Massachusetts still need to submit 2022 ACO Designation Forms.

**The next meeting date was set post meeting via a doodle poll.**

**The next MAF Advisory Meeting will be held on:**

**Thursday, June 16<sup>th</sup>, 2022**

**10:30 AM- 12:00 PM**



# ADVISORY COMMITTEE MEETING

3.2.2022 *Is it normal yet?*



# AGENDA



- I. Advisory Committee Empty Seat**
- II. Fund Totals and Expenditures**
  - a. Review of Balance Sheet/Budget**
- III. Budget/Grant Spending**
- IV. FY22 Line Item**
- V. Spay/Neuter Voucher Program**
  - a. Numbers**
  - b. Wait List**
  - c. Provider Recruitment**
  - d. Incentives**

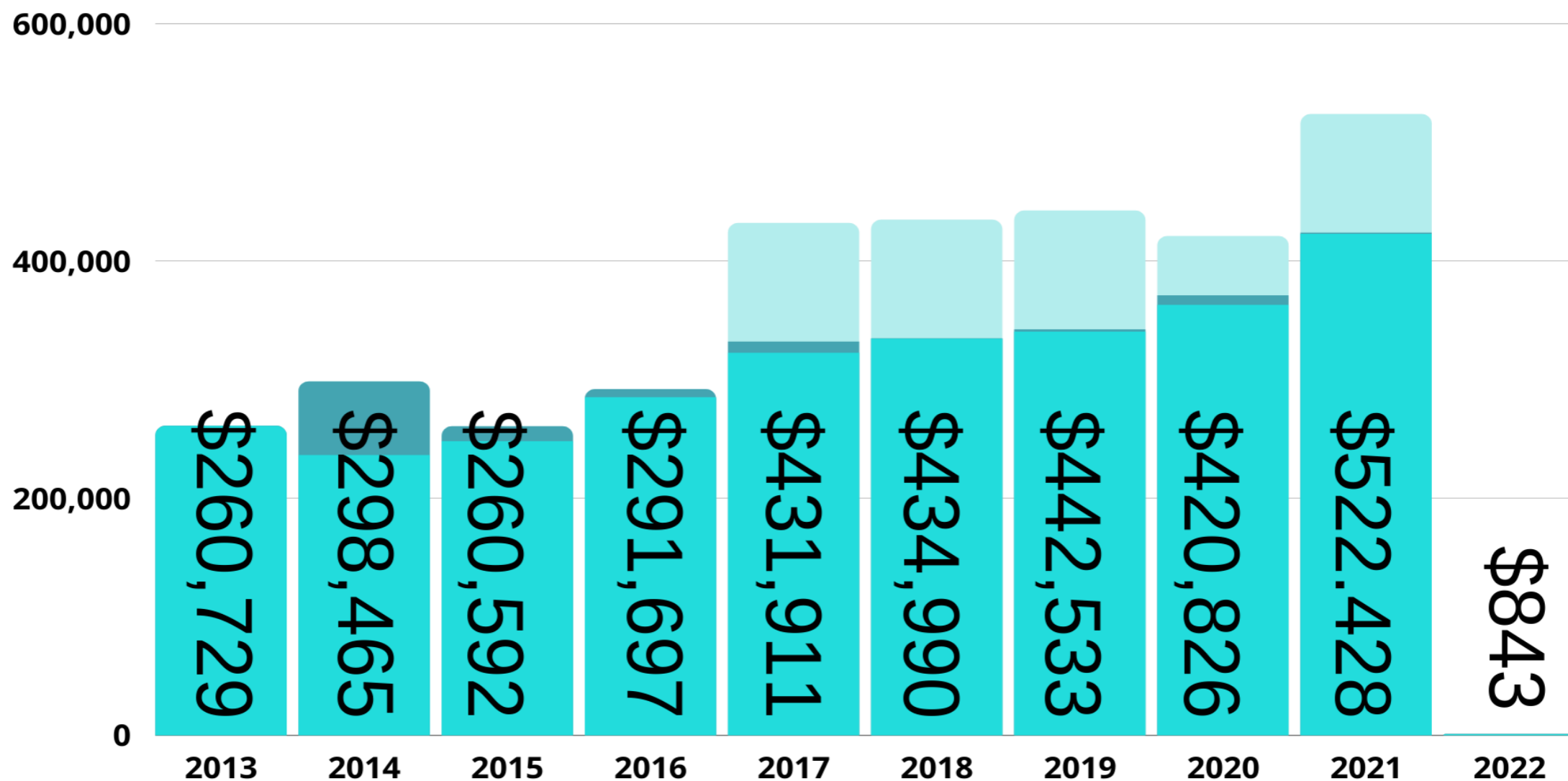
- VI. Promotions/ Events/ Marketing**
  - a. 2022 Tax Season**
  - b. CY21/CY22 Progress Report**
- VII. Animal Control Officers**
  - a. 2022 ACO Designations**
  - b. 2022 Core Training**
  - c. CE Training**



# FUND TOTALS AND EXPENDITURES



Unexpended balance as of 02/23/22 \$295,410. CY21 ended \$101,602 higher than CY20!



# FUND TOTALS AND EXPENDITURES





# How our donations have grown....

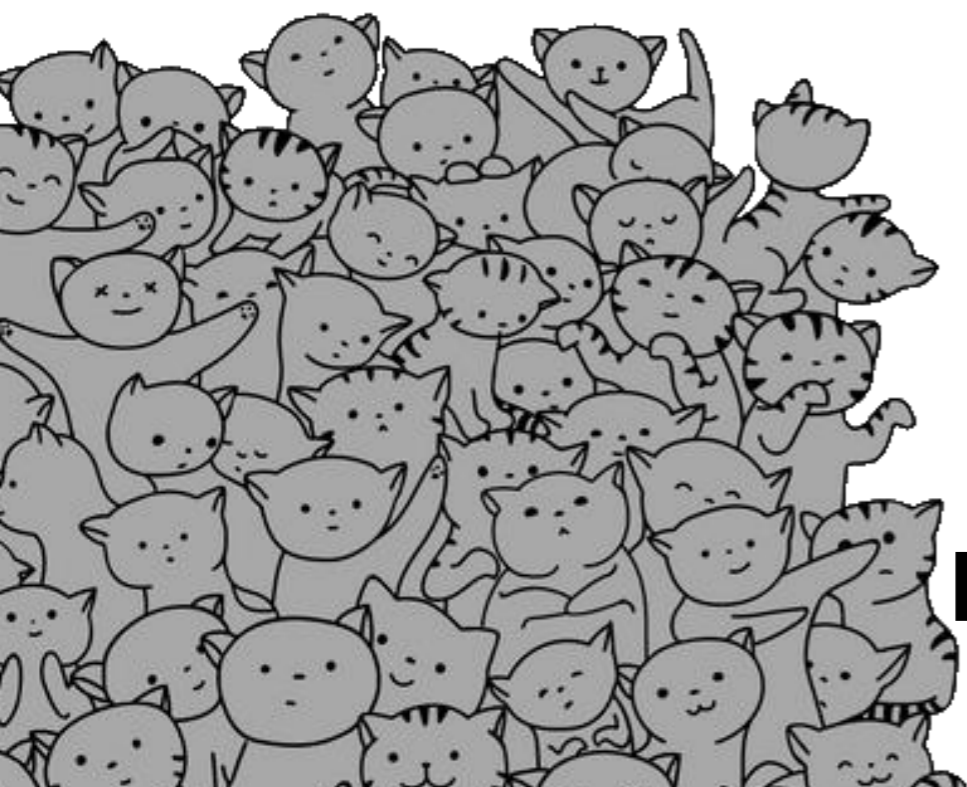


Revenue T/D				
year	tax donations	online/grants	interest	line item
	\$ 3,364,940.57			
2013	\$ 260,670.55	59	0	
2014	\$ 235,995.38	62091	378.73	
2015	\$ 247,689.33	12613.73	289.6	
2016	\$ 284,828.37	6665.79	123.15	
2017	\$ 322,220.04	9465.63	225.98	\$ 100,000.00
2018	\$ 334,290.90	300	399.44	\$ 100,000.00
2019	\$ 340,150.72	1914	469.06	\$ 100,000.00
2020	\$ 362,536.42	8150	139.68	\$ 50,000.00
2021	\$ 421,415.32	990	22.88	\$ 100,000.00
2022	\$ 643.69	200	2.18	
<b>total</b>	\$ 2,810,440.72	\$102,449.15	\$ 2,050.70	\$ 450,000.00
	84%	3%	<.0001%	13%



# Spending Breakdown

Inception to date	Percentage of Revenue Spent = \$3,364,545	Actual Expenses = \$3,078,772
Veterinary	63%	\$2,110,361.14
ACO Training	3%	\$98,119.87
Administration	25%	\$846,457.80
Marketing	<1%	\$23,834.02
Surplus	8%	\$285,772.33



**Over 15,700 local animals helped, and counting!  
over 20,500 vouchers have been distributed.**



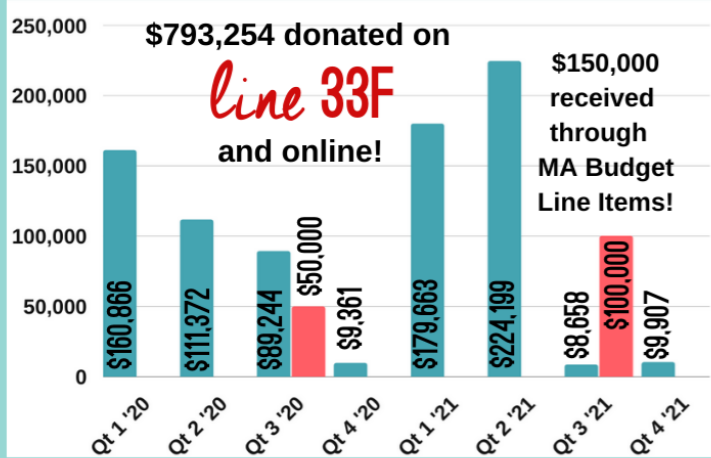


# 2021 Final Numbers

<b>2021 final</b>	<b>Percentage of Revenue \$572,429</b>	<b>Actual Expenses = \$474,885</b>
Veterinary	58%	\$332,620
ACO Training	<1%	\$12,001
Administration	23%	\$129,783
Marketing	<1%	\$481
Surplus	17%	\$97,544



## REVENUE 2020-2021



*Thank you for the support!*

## SPENDING

### VETERINARY COSTS

Average of \$157 spent for voucher assistance, average of \$209 for emergency assistance per animal.

**Veterinary Assistance 53%**

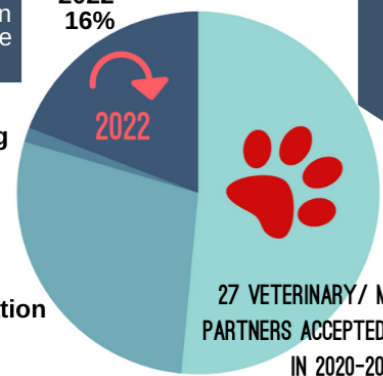
**27 VETERINARY/ MUNICIPAL PARTNERS ACCEPTED VOUCHERS IN 2020-2021**

Record donations in 2021 will allow us to issue even more assistance in 2022!

Surplus for 2022 16%

**ACO Training 2%**

**Administration Costs 28%**



## 2020-2021 REVIEW



On October 31, 2012, a law took effect that, in part, created the Homeless Animal Prevention and Care Fund (Mass Animal Fund).

The Fund is administered by the Massachusetts Department of Agricultural Resources with assistance from an advisory committee and seeks to end the problem of animal homelessness in Massachusetts. This program is primarily funded by the voluntary tax check-off (Line 33f) on the Massachusetts resident income tax form and by monetary donations.

In 2020 and 2021, in spite of the pandemic, the Fund collected record amounts in taxpayer donations through the tax checkoff. This funding allowed the Fund to continue to provide essential no-cost spay/neuter and vaccination options for Commonwealth homeless cats and dogs and animals owned by low-income residents. During the pandemic one out of every six of the animals assisted needed urgent services for life-threatening medical conditions or relinquishment prevention so that they could stay with their families.

# Draft 2020-2021 Mass Animal Fund Progress Report

## MILESTONES REACHED

- In November of 2021, the free spay/neuter Voucher Program reached **15,000 cats/dogs helped** since inception in 2014.
- In October of 2021, the Fund reached the milestone of having **provided \$2,000,000 in assistance to local animals in need.**
- Completed the 5th round of Core Competency Training. Reached **660 ACOs trained in areas of: Animal Laws, Wildlife, Animal behavior, officer safety and report writing, record keeping** since Core Training Program started in 2016.



@line33f



@line33f



fb.com/massanimalfund

## CONTACT INFO



Sheri Gustafson  
Program Coordinator  
617-626-1740

Sheri.Gustafson@mass.gov

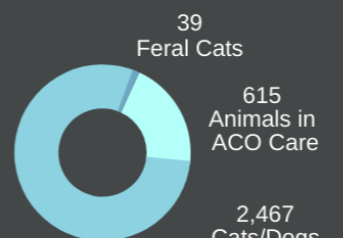
Kyle Baron  
Community Liaison  
617-626-1790

Kyle.Baron@mass.gov

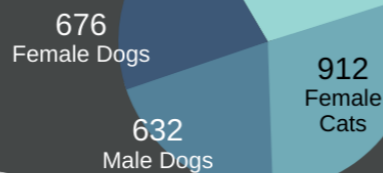
## HELPED 3,121 LOCAL ANIMALS

### \$508,255 in Assistance Issued

\$114,900 was spent helping animals in emergency situations



Who received Spay/Neuter & Vaccination Assistance?



#line33F

WWW.MASS.GOV/ANIMALFUND



\$587,740 = \$390,000 from 2022 Donations  
 \$50,000 2022 Line Item  
 \$147,740 Rollover from 2020-2021

\* would leave a buffer of approx. \$200,000  
 in the Fund

<b>2022 Proposed \$587,740</b>	<b>% of Proposed</b>	<b>Proposed Expenses = \$587,740</b>
Veterinary	66%	\$400,000.00
ACO Training	1%	\$23,250.00
Administration	30%	\$163,000.00
Marketing	<1%	\$1,490.00
Surplus		<b>(\$147,740.00)</b>



# BUDGET LINE ITEM



**CY 2021 Budget:  
\$50,000 included  
from MA FY21.**

- FY21 Line Item fully spent
- Utilized over 3 months, Jan/Feb/March 2021
- Utilized for 312 surgeries at 15 veterinary providers in 8 counties.
- Average cost of surgery \$160

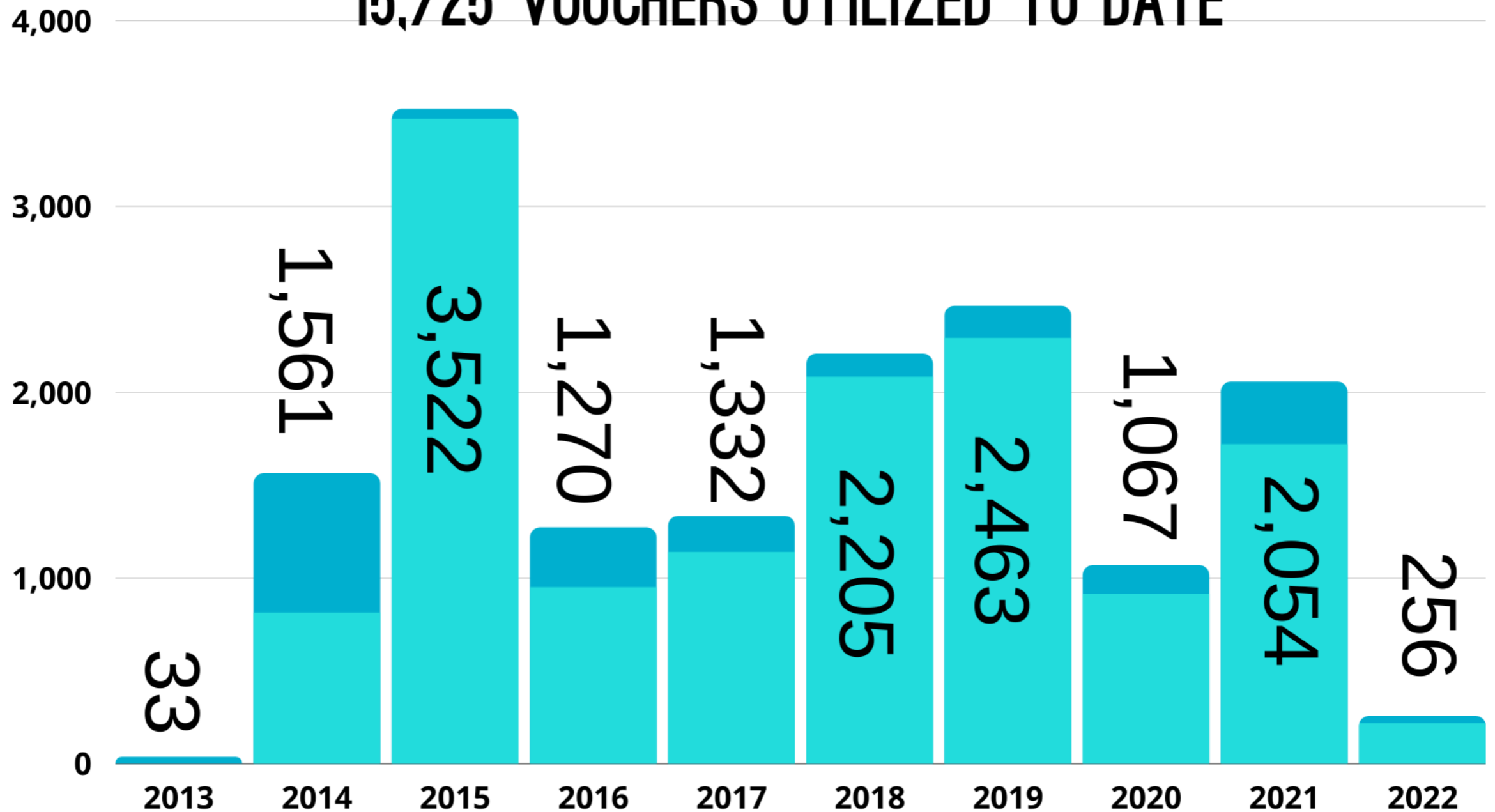
**CY 2021 Budget:  
\$100,000 included from  
MA FY22.**

- FY22 Line item fully spent.
- Released for use in increments.
- Average cost of surgery \$177
- Utilized for 567 surgeries at 23 Providers in 13 counties (121 Municipalities)

# SPAY NEUTER VOUCHER PROGRAM



15,725 VOUCHERS UTILIZED TO DATE



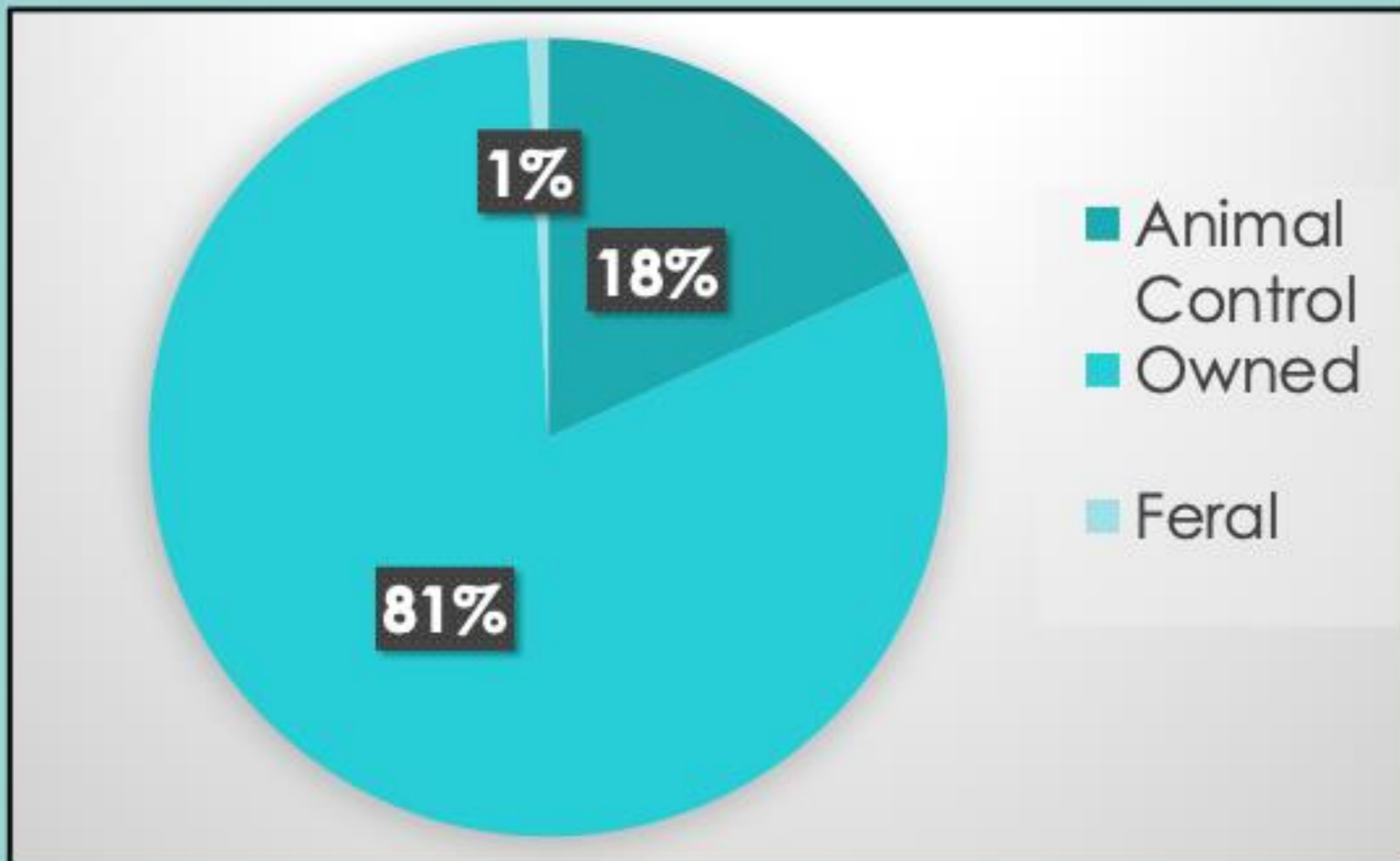
As of MARCH 2<sup>nd</sup>

360 Vouchers  
Distributed in 2022

~40 Vouchers/Week

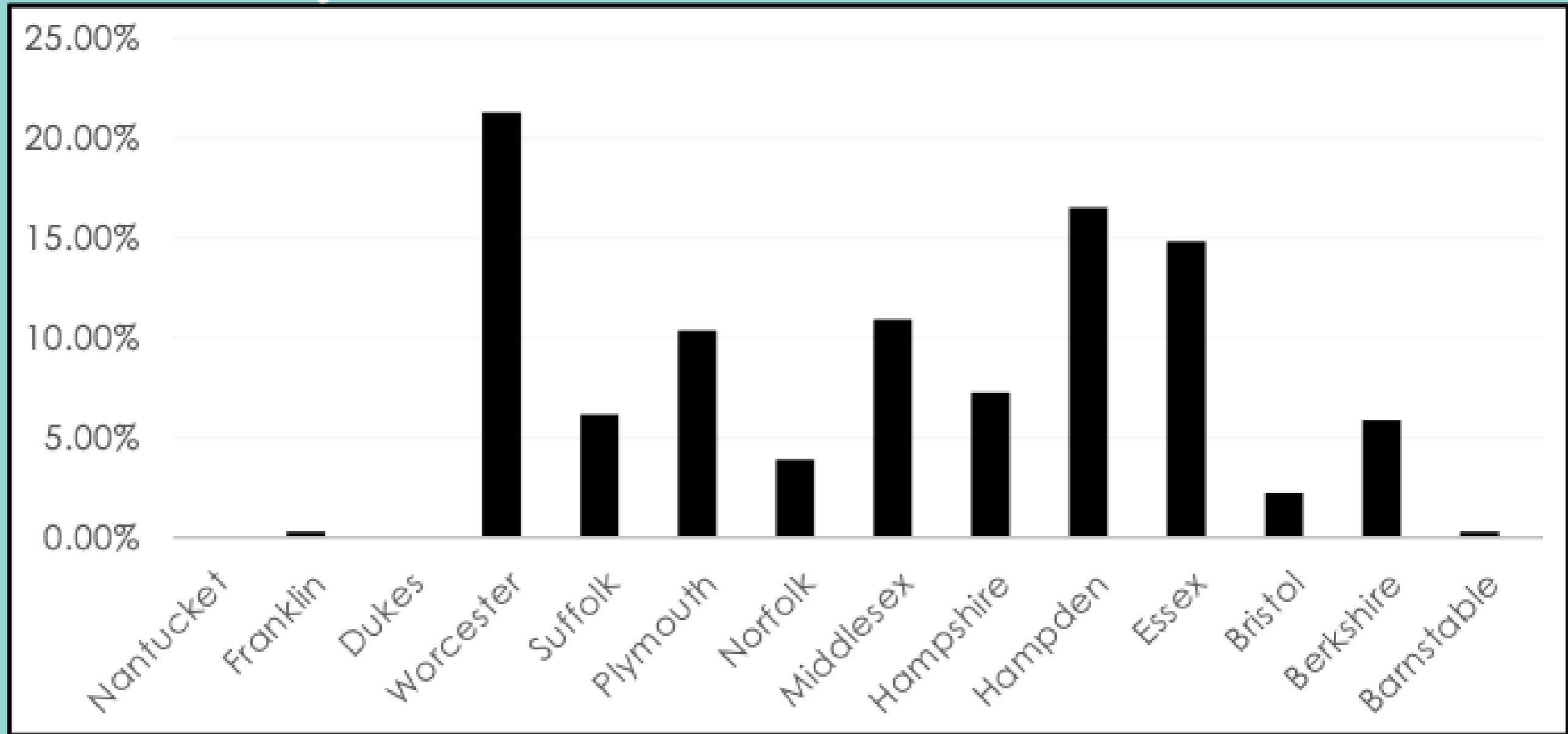
225 Animals on Waitlist

# Voucher Request by Ownership

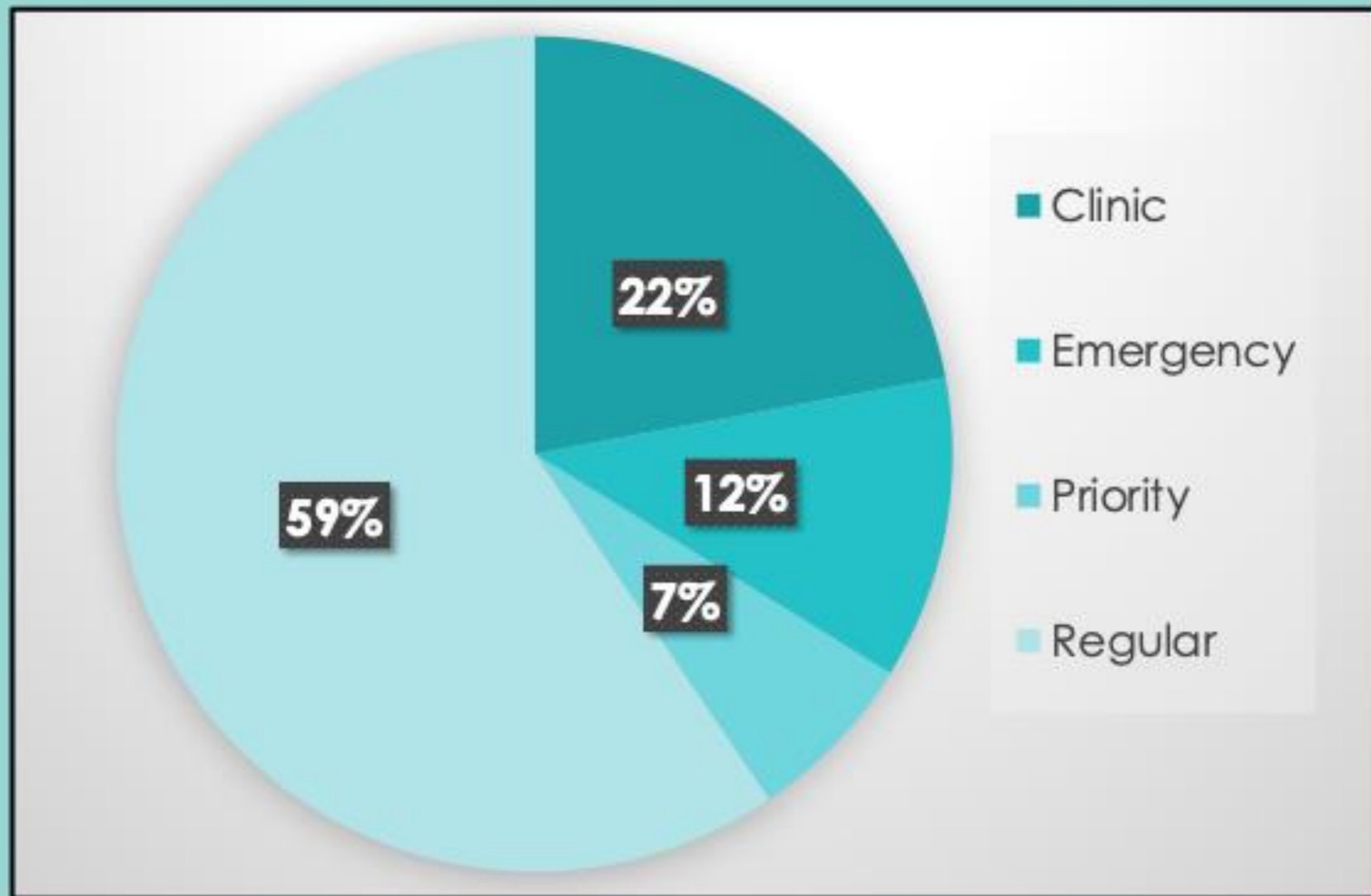




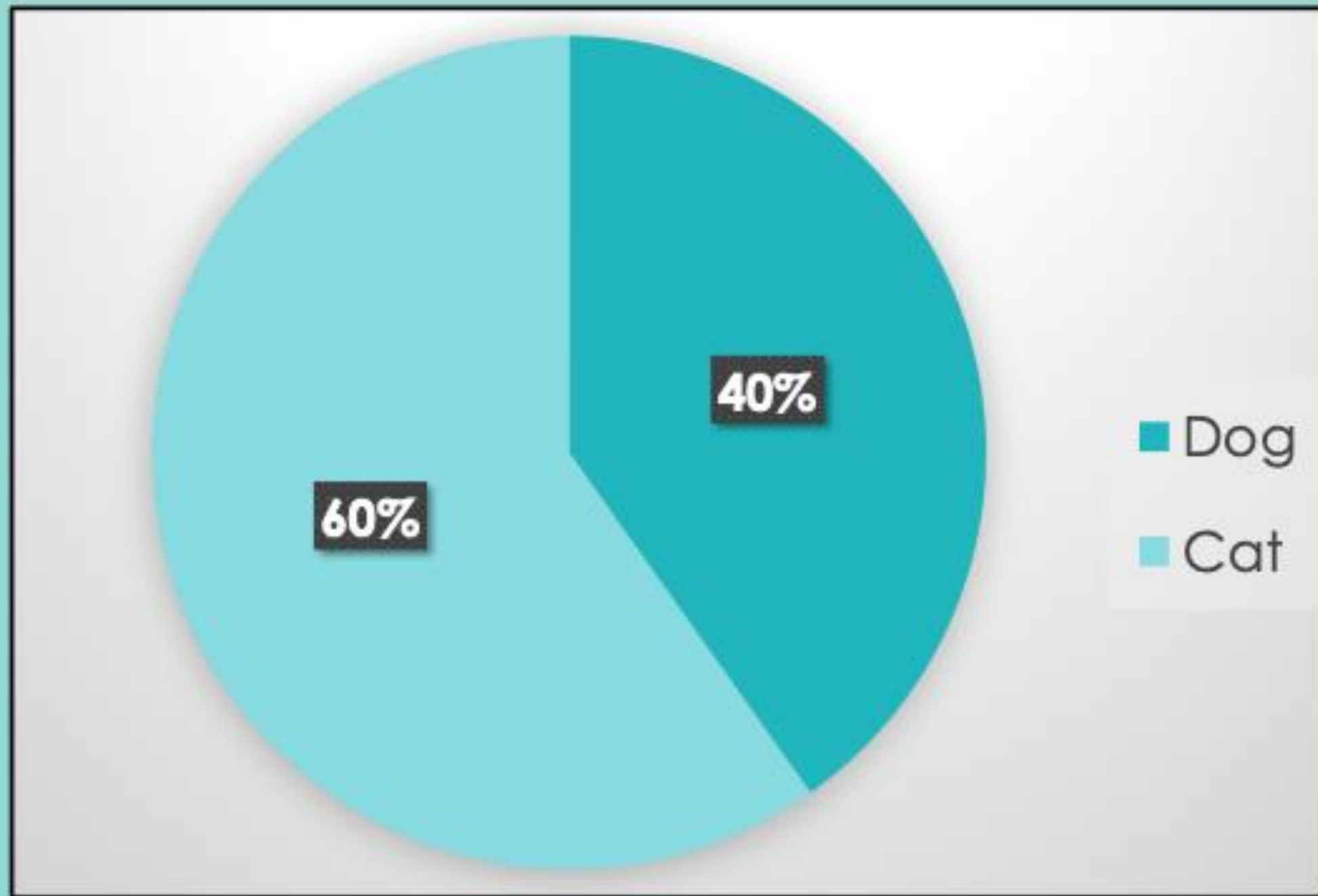
# Voucher Request by County



# Voucher Request by Type



# Voucher Request by Animal



# Updated Voucher Request Form

ACD/Provider Requester Name:	Priority? Yes <input type="checkbox"/> or No <input type="checkbox"/>
Requester Email:	Priority Reason:

Date requested: \_\_\_\_\_  
 # of vouchers: \_\_\_\_\_



## MASS ANIMAL FUND SPAY/NEUTER/VACCINATION ASSISTANCE REQUEST

\* Completed applications must be submitted to local animal control officers or a veterinary provider.  
**INCOMPLETE applications and applications submitted directly to Mass cannot be processed.**

Required Owner Information	
NAME: _____	
ADDRESS: _____	
CITY: _____	ZIP: _____
PHONE: _____	EMAIL: _____
INCOME ELIGIBILITY	Do you receive public assistance? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, what programs? _____
If you are not receiving financial assistance, please describe your financial need below: _____ _____	
Owner Signature: _____	

Required Animal Information			
Name: _____		CAT <input type="checkbox"/>	DOG <input type="checkbox"/>
Breed: _____	Age: _____	Male <input type="checkbox"/>	Female <input type="checkbox"/>
Description: _____			
Where did you get this pet? Breeder <input type="checkbox"/> Pet Shop <input type="checkbox"/> Shelter/Rescue <input type="checkbox"/> Private Party <input type="checkbox"/> Born at Home <input type="checkbox"/> Other _____			
If from a Shelter/Rescue or Pet Shop, provide the following information: Name of Organization: _____ Date/Location picked up: _____			
When was your animal last seen by a vet? _____			
Do you have additional animals needing assistance? Please list: _____ _____			
<b>FOR ACO OR PROVIDERS ONLY:</b>			
Email completed forms to <a href="mailto:Kyle.Baron@Mass.gov">Kyle.Baron@Mass.gov</a> or <a href="mailto:Sheri.Gertelson@mass.gov">Sheri.Gertelson@mass.gov</a>			
MAF Approval Initials: _____	Entered on Waitlist: _____	Issued: _____	

- Sending requests to correct party
  - Animal origin tracking
  - Financial assistance
  - Reaching out to voucher recipients
- 
- Voucher animals from shelter/rescues



# Voucher Distribution

185 Vouchers/Month

## 1. Provider

Northeast Animal Shelter	Dakin Humane Society	Boston Animal Control	Animal Rescue League
10-15	20	5-10	10-20
Monthly			

2. Animal Control 30/month

3. Waitlist 60-80/month

4. Emergency/Priority?

5. Voucher Day Clinics?

2 Month Waitlist

# Voucher

## Use

July 2021 - March 2022

Usage Rate: **51%\***

- **Delay in voucher return**
- Voucher Days
- Animal Control Vouchers
- Provider Surgery Schedules + Expiration Dates
- Wait times for standard requests

# New

## Providers

### **Veterinary**

- Cape Ann Animal Aid
- Northeast Animal Shelter
- Boston Animal Care and Control Center

### *Pending*

- Come Together Animal Clinic

### **Municipal**

- Norwood, MA

# Active

## Providers

- Animal Rescue League
- Blandford AH
- Boston AC
- Cape Ann Animal Aid
- Cody PH
- Heal Vet Clinic
- JM Pet Vet
- MRFRS
- Mendon AH
- MSPCA
  - Boston, Angell
  - Essex/Nashoba,
  - Centerville
- Lichtenberg VH
- Northeast AS
- North Shore AH
- North County VH
- Pittsfield VH
- Potter League
- Sterling AS
- TJ O'Connor
- Second Chance Animal Services
  - North Brookfield,
  - Springfield,
  - Worcester



- **CLOSE PROVIDER PARTNERSHIPS HELP FACILITATE HIGH DISTRIBUTION/USE RATES (VOUCHER DAYS)**
- **MOBILE SPAY/NEUTER, HIGH REQUEST AREAS**
- **SURGERY WAIT TIMES GOING DOWN**
- **PROVIDER BULK REQUESTS/SURGERIES**
- **DIGITAL REQUESTS**

LET'S THINK ABOUT  
THIS..



## **Brainstorming**

What can we do to increase the voucher redemption rate?

What can we do to increase capacity and reach?

Are we missing key populations?

**ACO Holding Facility Participation?**

*Doing taxes?*

DON'T FORGET.....FILL IN *line 33F* AND HELP ANIMALS!



Massachusetts Department of Revenue  
Form 1 Massachusetts Resident Income Tax Return



**33** Voluntary fund contributions

f. Homeless Animal Prevention And Care . . . .33f

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- Due to time restrictions and lack of new stories, reusing many past campaigns.
- New billboards are up.
- Social media not getting as many hits.
- If budgeting allows, consider paid part-time media intern for QT4 of 2022- QT1 of 2023?

# ACO TRAINING

## The plan...



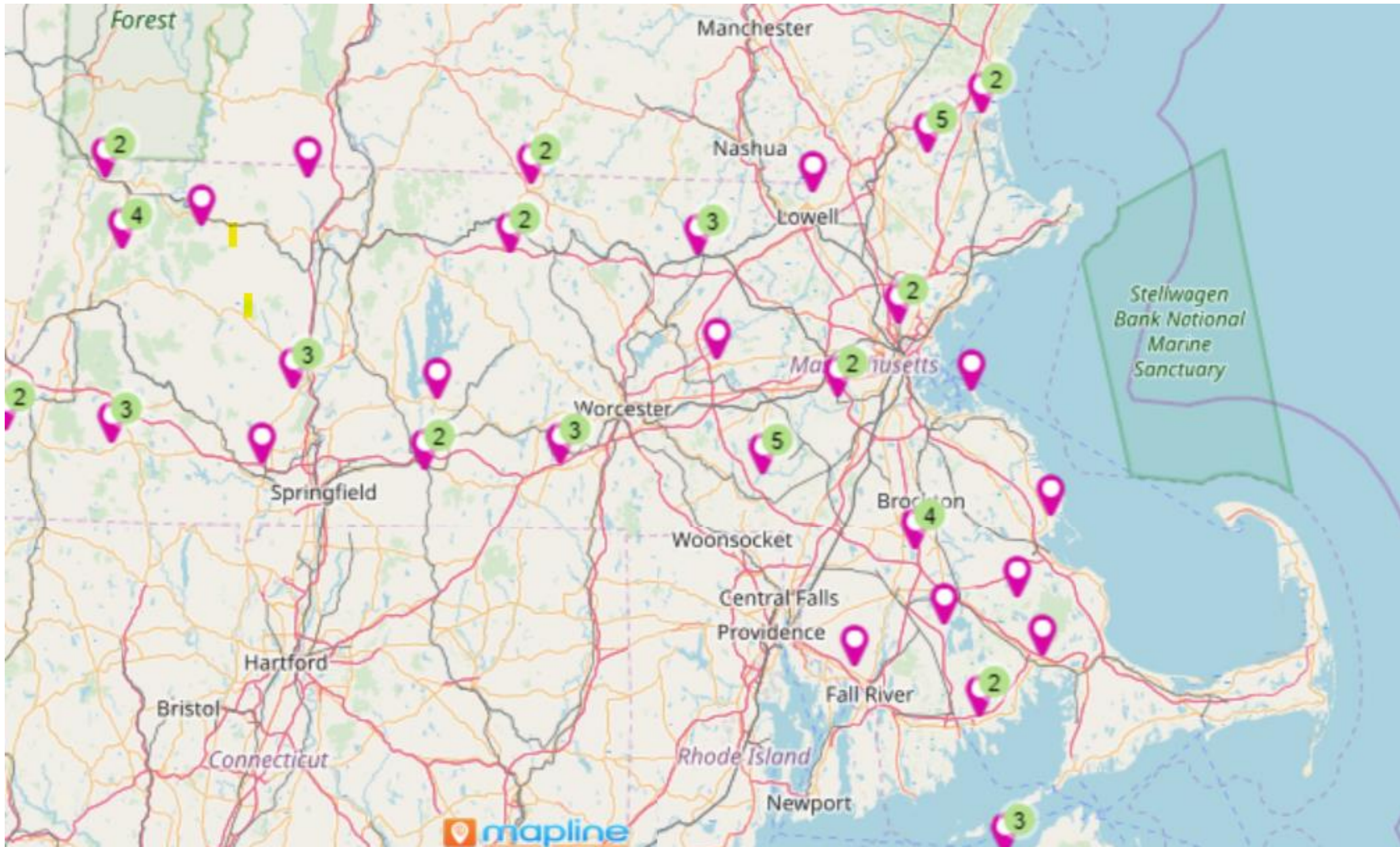
- **<80 ACOs need the Core in 2022.  
2 sessions? Plus 1 virtual**
- **3 need retakes, 6 need tests.**
- **44 are new hires. (2019-2022)**
- **Work on developing online session.**
- **Virtual session only if absolutely needed. If virtual attendance is offered it will only be for one session**

## 2022 Core Updates

- **Update and reprint MA Law book.**
- **Redo law exam**
- **Redo final exam video**
- **Create online submission portal for exams**
- **Add advanced training**



# Where ACO training is needed in 2022.





2022 ACO Designations Needed

Acushnet	Dighton	Kingston	Newton	Tolland
Amesbury	Dunstable	Lakeville	North Adams	Ware
Aquinnah	Duxbury	Lancaster	North Andover	Warwick
Ashby	Bridgewater	Lanesborough	Northborough	Washington
Ashland	Egremont	Lee	Oakham	
Auburn	Everett	Lenox	Palmer	Wayland
Avon	Fall River	Leominster	Peabody	Wellesley
Becket	Fitchburg	Leverett	Pelham	Wenham
Bedford	Florida	Leyden	Plainville	West Boylston
Belchertown	Foxborough	Lincoln	Randolph	West Bridgewater
Berkley	Freetown	Lowell	Raynham	West Brookfield
Berlin	Georgetown	Lynn	Revere	West Springfield
Blackstone	Gill	Lynnfield	Rowe	West Stockbridge
Blandford	Gloucester	Marblehead	Royalston	Westford
Boxford	Gosnold	Marlborough	Russell	Westhampton
Bridgewater	Grafton	Maynard	Sandisfield	Westport
Brimfield	Granby	Medfield	Saugus	Westwood
Brookfield	Granville	Middlefield	Savoy	Williamsburg
Burlington	Greenfield	Middleton	Shirley	Wilmington
Chatham	Hadley	Millbury	Shutesbury	Windsor
Chelmsford	Hampden	Millville	South Hadley	Winthrop
Chelsea	Hanson	Milton	Southborough	Woburn
Chicopee	Hardwick	Monroe	Springfield	Worthington
Chilmark	Harvard	Monson	Stoneham	
Clarksburg	Hatfield	Montague	Sturbridge	
Clinton	Haverhill	Nahant	Sudbury	
Concord	Hawley	Natick	Sudbury	
Conway	Holbrook	New Ashford	Sunderland	
Cummington	Hudson	New Salem	Swampscott	
Deerfield	Hudson	Newton	Templeton	



**2022 ACO Designations were due back on Feb 1st, 2021, about 1/3 still need to report.**



Next Meeting.... June?

