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AN INITIATIVE OF BLUE GRASS COMMUNITY FOUNDATION



Nonprofit profile provided by Blue Grass Community Foundation

MAKING A DIFFERENCE NOW (MADN)



General Information

Contact Information

Nonprofit	MAKING A DIFFERENCE NOW (MADN)
Address	173 Louisiana Avenue % Diane Parrish Lexington, KY 40502
Phone	(859) 559-2466
Fax	859 269-7532
Email	madnky@gmail.com
Contact Name	Diane Parrish

Web and Social Media

Website	Website
Facebook	Facebook
Twitter	Twitter

At A Glance

IRS Ruling Year

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Other ways to donate, support, or volunteer

We are grateful for all support, monetary and in-kind. Checks may be mailed to Making A Difference Now, 173 Louisiana Avenue, Lexington KY 40502. Online donations may be made through our website - <http://www.makingadifferencenow.org> - through Goodgiving.net, Guidestar, or Razoo. Individuals who would like to donate in-kind services are encouraged to contact Diane Parrish at madnky@gmail.com or 859 559-2466. We are particularly in need of volunteer social media expertise and online skills.

Statements & Search Criteria

Statements

Mission Statement

The mission of Making A Difference Now (MADN) is to help homeless, abandoned and feral animals, and the volunteers and organizations that serve them; to support other organizations with similar goals; and to advocate for animals everywhere.

Background Statement

Making a Difference Now, Inc. (MADN) was incorporated on November 24, 2009. We are a totally volunteer organization governed by our volunteer directors. We are committed to helping with the immediate needs of animals and animal-serving volunteers and organizations. We also recognize the critical need for long term programming designed to increase awareness, public education, and advocacy to permanently reduce the number of animals who suffer from homelessness, abandonment, and cruelty, and to improve conditions for all animals everywhere.

Impact Statement

Past accomplishments: Helped stabilize feral cat colonies including over 50 cats through TNR (trap, neuter, return), helping the cats live longer, safer, healthier lives & preventing countless litters of kittens. TNR is not only the best & most humane approach for the feral cat colonies, it also helps the cats get along better with their human neighbors because neutered cats do not have to fight for mates & often stay closer to home, eliminating the noise & disturbance of mating behaviors. TNR also means that the colony population is stabilized & gradually reduced over time. Helped establish & support feral colony caretaking teams. MADN works with neighbors to establish & support caretaking teams for the cats who have been neutered & for other neighborhoods upon request. Caring volunteers provide food, water & shelter, & monitor the cats' health to identify any serious injuries or illnesses that require human intervention. MADN volunteers can help trap & recover cats who need veterinary care. Helped coordinate resources (food, shelter, care, equipment, transportation) for rescues, treatment, & foster & permanent placements. MADN assisted in the adoption of a number of homeless but socialized cats who were not feral & were friendly enough to be adopted into forever homes. Coordinated foster/socialization placements for kittens who were young enough (generally up to about 4 months) to be socialized & adopted. Provided medical care & rehabilitation for homeless animals with severe injuries or illnesses. Responded to many requests for info regarding resources & short-term help. Top goals: Expand TNR & access to low cost spay/neuter & medical services. Increase awareness of MADN & our mission & goals to promote understanding of animal welfare issues & involvement opportunities. Identify collaborative opportunities for MADN & other animal-serving organizations, especially related to public education, volunteer recruitment/training, resource development. Develop and coordinate first annual animal welfare conference in central KY.

Needs Statement

Funding to provide for immediate animal care needs, TNR expansion, volunteer recruitment and training, and public education efforts. Public education/PR expertise to develop traditional and social media campaigns for encouraging broader commitment to TNR, low cost spay/neuter services, shelter adoptions, responsible pet ownership, and compassionate animal care. Event planning and coordination for conferences, workshops, and volunteer recruitment, support, and training events. MADN would love to find a volunteer who is skilled in online and social media and would like to help us develop and manage our online presence, including email, web, and social media.

CEO/Executive Director Statement

NA - We have no paid staff and are a volunteer-only organization.

Board Chair Statement

As noted above, we are a volunteer-only organization governed by our Board of Directors who donate their time and talents to the MADN mission. All board members are animal lovers and many directly engage in animal rescue efforts, including feral cat colony caretaking and TNR activities. In fact, MADN was created when two founding directors became involved in feral cat rescue, TNR and caretaking, and realized the enormous needs that were going unmet. We decided we could and must help, and we have - both animals in need and the people who work hard every day to help them. Seeing animals you have rescued and knowing that you have given them a safe home if they are friendly and adoptable, or a much better shot at a long and healthy life if they are feral and have been neutered and now have caretakers to help care for them - that's a great feeling!

Service Categories**Primary Organization Category**

Animal Related / Animal Protection & Welfare

Secondary Organization Category

Animal Related / Alliances & Advocacy

Tertiary Organization Category

Animal Related / Fund Raising & Fund Distribution

Geographic Areas Served**Areas**

Clark County

Fayette County

Franklin County

Anderson County

Bourbon County

Garrard County

Jessamine County

Madison County

Scott County

Woodford County

MADN serves animals and people who assist animals in Fayette and surrounding counties in central KY. We support organizations with goals similar to ours and advocate for animals everywhere.

Impact

Impact

Goals

MADN works to reduce pet overpopulation and help all animals live healthier, safer, happier lives, preferably as treasured pets in loving homes, as farm animals in humane, cage-free, natural surroundings, or as wildlife in comfortable, stable, appropriate habitat. We also want to eliminate research using animals that isn't absolutely necessary for human health, to encourage more humane treatment of all research animals, and to encourage widespread use of cruelty-free products. Our direct service work is primarily targeted to companion animals while our advocacy and educational efforts touch all animal welfare issues. The needs are HUGE! Best Friends estimates that about 4 million animals die every year in our nation's shelters simply because they do not have a home. That means that more than 9000 wonderful animals die every single day. Put another way, Alley Cat Allies reports that a cat is killed in our nation's shelters every 15 seconds - 4 cats are killed every single minute of every day. 70% of cats who enter the shelter system are killed, and this number increases to almost 100% for community cats. While no one knows how many stray dogs and cats live in the U.S., it is clear that pet overpopulation is a huge problem. Estimates for stray or community cats alone range up to 70 million! Stray, homeless, abandoned, and feral dogs and cats are also called community animals because they do not have a human family who cares for them and must rely instead on caring members of the community to help them. Targeting this population of community animals for TNR and spay/neuter can clearly have a huge immediate and long-term impact on pet overpopulation. Thus, our number one priority is to expand TNR (trap-neuter-return programs for feral cats) and resources for low cost spay/neuter services for dogs and cats. MADN helps with other immediate needs as well including rescue and transportation; establishing caretaking teams; resources for food, shelter and medical care; and rehabilitation and foster care. The long-term solution to pet overpopulation and animal welfare generally, however, is public education and commitment. We want to work with other animal welfare organizations to promote broad-based educational programs that reach throughout our communities to increase awareness of these issues and the ways each individual can make a difference.

Strategies

Public education is an essential component of animal welfare efforts and is required to meet our long-term goals. Pet overpopulation - Conduct TNR, enlist more veterinarians to provide low cost spay/neuter, encourage everyone to spay/neuter their own pets and adopt from shelters or rescue organizations. Immediate needs - Provide/facilitate access to resources where possible, raise funds to help more animals, encourage more people to become involved in animal rescue and welfare activities. Volunteer recruitment, training and support - Work with other local, regional and national organizations to develop support structures and materials, and events to increase working knowledge, commitment and enthusiasm. Long-term progress - Develop collaborative relationships that provide synergy and maximize message and project reach, cutting edge public education campaigns that are targeted for specific audiences, outreach and advocacy to improve laws in Kentucky, and funding to support all of these.

Capabilities

We are a small, volunteer-only nonprofit committed to Making A Difference and to working with other organizations, individuals and resources to expand our reach and depth. We promote other organizations doing good work and we support individuals in the trenches. We have worked with different groups and individuals who believe strongly that their way is the only way. MADN, on the other hand, recognizes that the needs we are striving to address are huge, and there is ample room for groups with differing views and approaches to make an important difference where they choose. We celebrate the work of others and support individuals and organizations whose mission and goals match ours, and who are working to make life better for the animals that share our planet. The MADN board brings a range of skills to the table and to our work serving animals: advocacy; project management; government service at the local, state, and federal levels; education, both higher ed and elementary education; small business ownership; banking; and of course, pet parenting and animal welfare volunteering.

Indicators

Increased awareness by the community and by specific target groups (school children, college students, neighborhoods, and so forth) of pet overpopulation, shelter/rescue group adoptions, responsible pet ownership, and appropriate actions when one sees an animal in need or in distress. More area veterinary practices providing low cost spay/neuter services. Stabilizing and then declining numbers of feral cat colonies and community cats. Fewer homeless, abandoned and feral animals. Increased shelter and rescue organization adoptions. More volunteers engaged in animal welfare efforts resulting in a larger and stronger volunteer force for area agencies.

Progress

We have contributed to the reduction in the number of feral cats in Lexington, and we will continue and expand this essential work. We have helped animals with critical emergency needs and arranged for their care, rehabilitation and adoption. This will be an ongoing MADN priority. We have informally educated a number of area residents about animal welfare, overpopulation, shelter adoptions, TNR and other rescue efforts. We have raised funds to develop the first animal welfare conference in central KY in 2017 (see next paragraph as well). In addition to the educational aspects of our animal welfare conference, another important goal is volunteer recruitment, engagement and training. We are working with several local groups and individuals to develop the conference and maximize the opportunities it presents for recruitment and training.

Programs

Programs

Trap/Neuter/Return (TNR)

Description	MADN volunteers work with area residents and other local groups to identify feral cats/colonies that need to be spayed/neutered and to respond to requests for TNR assistance. We trap the cats and coordinate surgery and recovery with other local organizations. We return the cats to their home location and identify and assist residents who agree to serve as the cats' caretakers following their return to the colony.
Category	Animal-Related, General/Other Animal Protection & Welfare
Population Served	, ,
Program Short Term Success	More community cats will be spayed and neutered, and the number of feral cats/colonies will stabilize and then decline. More residents will serve as colony caretakers. More veterinary practices will provide low cost spay/neuter services.
Program Long term Success	In the best of all possible worlds, every companion animal would have a loving home and none would be abused, neglected or abandoned. TNR moves us in this direction with community cats, and declines in the number of cats who are homeless, abandoned and feral are markers toward this goal. Shelter populations and euthanasia rates also will decline as fewer cats enter shelters.
Program Success Monitored By	See above.
Examples of Program Success	See above

Increase access to low cost spay/neuter services

Description	Several veterinarians and other animal-serving organizations in our area provide low cost spay/neuter services, but many others are not involved in this effort. MADN works to increase the number of providers engaged in this important community service.
Category	Animal-Related, General/Other Animal Protection & Welfare
Population Served	Adults, Children and Youth (0 - 19 years),
Program Short Term Success	Increasing numbers of vets provide low cost spay/neuter services each year. More pet parents and individuals feeding community cats and dogs are convinced to spay/neuter their animals.
Program Long term Success	Most area practices provide low cost spay/neuter services on an ongoing basis. At least 90% of owned and community animals are spayed/neutered. Area shelters have fewer homeless, abandoned and feral animals and higher adoption rates. Euthanasia rates are reduced at area shelters and animal control organizations.
Program Success Monitored By	see above
Examples of Program Success	see above

Program Comments

CEO Comments

Leadership & Staff

CEO/Executive Director

Executive Director all volunteer

Term Start Nov 2009

Experience

MADN is an entirely volunteer organization, governed by a volunteer board of directors, none of whom receive any compensation from MADN.

Co-CEO

Co-CEO all volunteer

Term Start Nov 2009

Experience

MADN is an entirely volunteer organization, governed by a volunteer board of directors, none of whom receive any compensation from MADN.

Staff

Full Time Staff 0

Part Time Staff 0

Volunteers 16

Contractors 0

Retention Rate 0%

Management Reports to Board? N/A

Staff Demographics - Ethnicity

African American/Black 0

Asian American/Pacific Islander 0

Caucasian 0

Hispanic/Latino 0

Native American/American Indian 0

Other 0 0

Staff Demographics - Gender

Male 0

Female 0

Unspecified 0

Formal Evaluations

CEO Formal Evaluation N/A

CEO/Executive Formal Evaluation Frequency	N/A
Senior Management Formal Evaluation	N/A
Senior Management Formal Evaluation Frequency	N/A
NonManagement Formal Evaluation	N/A
Non Management Formal Evaluation Frequency	N/A

State Information

Yes

Plans & Collaborations

Plans & Policies

Organization has a Fundraising Plan?	Under Development
Organization has a Strategic Plan?	Under Development
Years Strategic Plan Considers	N/A
Management Succession Plan?	No
Organization Policy and Procedures	Under Development
Nondiscrimination Policy	No
Whistleblower Policy	No
Document Destruction Policy	No

Collaborations

MADN collaborates with a number of local organizations and unaffiliated volunteers to provide services for animals in our area. We also support organizations in other areas through online and social media activities.

Affiliations

Affiliation	Year
Kentucky Nonprofit Network	2016

Government Licenses

Is your organization licensed by the Government? No

Board & Governance

Board Chair

Board Chair	Diane Parrish
Company Affiliation	JDPA
Term	May 2016 to Apr 2019
Email	diane.parrish20@gmail.com

Board Members

Name	Affiliation	Status
Elizabeth Adams	MADN, SOS, KCAP, Best Friends	
Mark Campbell	ArtWorks	Voting
Ruth Hufnagle	Community Volunteer	
Diane Parrish	JDPA	Voting
Thomas Parrish	Author/historian	Voting
Judy Sellars	Community Volunteer	
Erin Stevenson PhD	MMSK	Voting
Sharon Stewart EdD	University of Kentucky	Voting
Nancy Wolsk PhD	Transylvania University	Voting

Board Demographics - Ethnicity

African American/Black	0
Asian American/Pacific Islander	0
Caucasian	6
Hispanic/Latino	0
Native American/American Indian	0
Other	0 0

Board Demographics - Gender

Male	2
Female	4
Unspecified	0

Governance

Board Term Lengths	3
Board Term Limits	0
Board Meeting Attendance %	0%
Written Board Selection Criteria?	No
Written Conflict of Interest Policy?	No

Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	78%
Constituency Includes Client Representation	Yes
Number of Full Board Meetings Annually	2

Board Co-Chair

Board CoChair	Sharon Stewart
Company Affiliation	University of Kentucky
Term	May 2016 to Apr 2019
Email	sharon.stewart@uky.edu

Standing Committees

Executive

Financials

Fiscal Year

Fiscal Year Start	Jan 01, 2017
Fiscal Year End	Dec 31, 2017
Projected Revenue	\$28,428.00
Projected Expenses	\$28,548.00
Endowment Value	\$0.00
Spending Policy	N/A
Percentage	0%

Detailed Financials

Revenue and Expenses

Fiscal Year	2016	2015	2014
Total Revenue	\$27,508	\$24,220	\$7,837
Total Expenses	\$20,625	\$22,700	\$7,374

Revenue Sources

Fiscal Year	2016	2015	2014
Foundation and Corporation Contributions	\$500	\$271	--
Government Contributions	\$0	\$0	\$0
Federal	--	--	--
State	--	--	--
Local	--	--	--
Unspecified	--	--	--
Individual Contributions	\$22,507	\$1,248	\$462
Indirect Public Support	--	--	--
Earned Revenue	--	--	--
Investment Income, Net of Losses	--	--	--
Membership Dues	--	--	--
Special Events	--	--	--
Revenue In-Kind	--	--	\$7,374
Other	--	\$22,700	--

Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	\$16,414	\$21,630	\$7,374
Administration Expense	\$3,957	\$1,070	--
Fundraising Expense	\$254	--	--
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	1.33	1.07	1.06
Program Expense/Total Expenses	80%	95%	100%
Fundraising Expense/Contributed Revenue	1%	0%	0%

Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	\$10,797	\$3,889	\$2,469
Current Assets	\$10,797	\$3,889	\$2,469
Long-Term Liabilities	--	--	--
Current Liabilities	--	--	\$2,469
Total Net Assets	\$10,797	\$3,889	--

Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	--	--	1.00

Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	0%	0%	0%

Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00

State Registration

State Registration	Yes
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Comments**CEO Comments**

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ary of Assets

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es
restricted Assets

\$	4,601.38
\$	25.00
\$	-
\$	4,626.38

Foundation Staff Comments

This organization files the 990-N, which contains no financial information. All financials are unaudited and were submitted by the organization.

Form 990s

[2015 990n filing confirmation.pdf](#)

[990-2014](#)

[2013 990-N](#)

[990 N -2012](#)

[IRS 990N - 2011](#)

[IRS 990N - 2009](#)



Blue Grass Community Foundation
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859-225-3343

