



NEWSLETTER

What's New, Pussycat?

JULY 2018



2018 SUMMERTIME CHALLENGE

Help Us Keep Saving Lives!!! \$50,000 Dollar for Dollar Match!!!

Kittens, kittens everywhere. That's what warm weather means here in the Valley, and the sobering reality is that many of these beautiful babies will end up in overcrowded shelters at risk of being euthanized. Nursing mamas and their kittens, weaned 5-6 week olds, and even tiny "meeps" who need to be bottle fed – it's up to humane organizations like Cat's Cradle to find these kittens homes and to keep them out of harm's way.

The most challenging time of year for Cat's Cradle is in the summertime months. Our limits are stretched in every way, from finances to volunteers to staff to hours in a day. But we are blessed to have an anonymous donor who, for several years now, has pledged \$50,000 each summer in matching funds if we can raise \$50,000 to help support our lifesaving programs. Thanks to the generosity and commitment of our supporters, we have succeeded in using every cent of that pledge each year through our Summertime Challenge. The resulting \$100,000+ has been spent rescuing community cats and kittens from a terrible fate, getting them fully vetted, and finding them forever homes. Remember: 89% of our budget goes directly to programs like adoption, rehoming, spay/neuter assistance, and medical assistance.

So where might the 2018 Summertime Challenge be best focused? The answer is clear: adoption, both at home and via transports of adoptable cats and kittens to no-kill shelter partners outside our community. Locally, adoptions and (therefore) adoption revenues are down, yet adoption related expenses for vetting and supplies keep on coming, so we need to be able to meet those expenses, especially for cats and kittens with special needs. And, unfortunately, 2018 has been a year full of significant special medical/surgical needs for our foster cats and kittens. These costs are not covered by any grant funding.

Thankfully, our transports to the Brandywine Valley SPCA in Pennsylvania and the Pennsylvania SPCA in the Philadelphia area for their adoption events have been making a huge dent in the feline overpopulation problem here in the Shenandoah Valley. In these northern no-kill shelters, kitten season is far less active due to the cooler temperatures, so northern shelters actually run short of kittens - - can you imagine? Typically, a transport involves a van driven by intrepid volunteers delivering about 20-30 cats to our partners' adoption events. We are delighted to report that at most such events every single cat is adopted on the day they arrive. However, a transport is no simple undertaking; a great deal of preparation and expense is involved. For one thing, we must spend roughly \$125 per cat for vetting and an additional \$10 each for obtaining the health certificate required to transport them across state lines. Even though we are incredibly grateful to Petco for the \$6,500 grant we received this year to help us with foster vetting expenses to expand our transport program, that money will pay only for roughly 48 cats. This is a drop in the bucket toward our overall vetting expenses for transports each year. In addition, we pay for gas and toll fees, all of the cats' supplies for the trip, and the upkeep of our vans. We are grateful to have our no-kill shelter partners receive these cats and kittens and assure them of good homes; however, adoption fees are paid to the receiving shelters—not Cat's Cradle.

SUMMERTIME CHALLENGE CONTINUED

Here is where you come in, faithful friends. The Summertime Challenge is the perfect time for us to address our need for revenue to support our adoption and transport programs. Will you make it possible for us to save lives in unparalleled numbers? Donate to Cat's Cradle between July 15th and August 16th online, via check, or with an in-person cash gift. It will be matched DOLLAR for DOLLAR! And if you want to be a Challenge sponsor, here is how you can help:



- 1. \$1000+: Fill the Van** – Acknowledged on social media for an entire day with a photo and/or video and story, shouted out on radio and television appearances, and named as a sponsor for an entire van of adoptable transport cats. Receive a Cat's Cradle bumper sticker in the mail.
- 2. \$500+: Cat Guard** - Acknowledged on social media for an entire day with a photo and/or video and story; named as a sponsor for five (5) adoptable cats/kittens. Receive a Cat's Cradle bumper sticker in the mail.
- 3. \$250-499: Lifesaver** - Acknowledged on social media as part of this giving level with a photo; named as a sponsor for two (2)

adoptable cats/kittens. Receive a Cat's Cradle bumper sticker in the mail.

- 4. \$150-249: Va-cat-ioner** – Acknowledged on social media via text, named as a sponsor for one (1) adoptable cat/kitten.

If you opt to give at one of these levels, simply use the memo line of your check or the comment box on our web donation page to specify your sponsorship level, and provide us contact information to reach you regarding your sponsorship. Thank you so much for helping us to FILL THE VANS and ADOPT OUT LITTERS this summer! We are confident it will be our most spectacular success yet!!



Petco Foundation Invests in Lifesaving Work of Cat's Cradle

Cat's Cradle is thrilled to announce it has been awarded a \$6500 grant from the Petco Foundation to continue the expansion of our lifesaving transport program with no-kill shelter partners in Pennsylvania.

The Petco Foundation investment will pay for foster vetting expenses, allowing us to rescue more cats and kittens from area shelters that can go on transports to the Brandywine Valley SPCA and the Pennsylvania SPCA for adoption events. We are very grateful for the continued support of the Petco Foundation, and its investment in our lifesaving programs. The Petco Foundation is a national leader in promoting adoption, spay/neuter, and pet retention programs. For more information about the Petco Foundation, visit www.petcofoundation.org. Join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) or by using the hashtag #PetcoFoundation.



Letter from the Executive Director

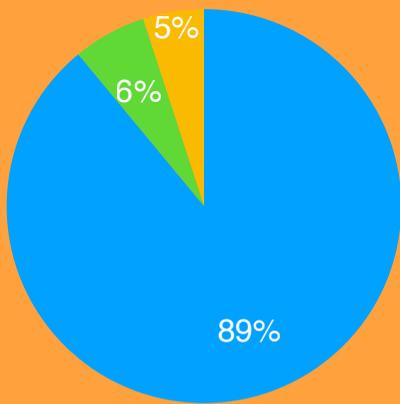
Keep this little lifesaving engine purring . . .

I am often asked why we at Cat's Cradle need to do so much fundraising from supporters and the general public when we seem to always have grants coming in from one foundation or another. The answer is that, while grants cover important program areas like spay/neuter and pet retention, they do not cover the day to day operating expenses that are critical to us being able to save lives and promote a safe community for cats in the Valley.

The reality is that almost half of our annual budget goes to expenses that most grants will not cover and that many donors don't seem to recognize we have to pay to keep our programs running. Expenses like rent, phone/internet monthly charges, gas, payroll, insurance, corporate and credit card processing fees, and supplies. They may not "have a face" but they are as vital to our work as are spay/neuter clinic fees and cat/kitten vetting costs.



- Operational Expenses
- Fundraising
- Non-Program Management Costs



Many of these operational types of expenses are part of the 89% of 2017 expenses that went toward our programs, while only 6% went to fundraising and only 5% to non-program management costs. We are proud that we operate leanly so that the donor dollars we receive are spent wisely for programs. But we can't run the programs without donations coming in year round, and when we have weeks of very low donations, it makes it hard to keep the lights on even though we may have grant dollars for spay/neuter or other programs. So, we really need your help towards a successful Summertime Challenge! Become a Summertime Challenge sponsor, or give whatever you can during the challenge month, and in either case, PLEASE share news of our Challenge and our lifesaving programs with friends, family, co-workers, church family, and all others who might want to be a part of this amazing organization and support our work!

As always, thanks for putting your compassion into action.

Jennifer Kirkland
Executive Director

2018 NUMBERS

Through April 30

- 653 spay/neuter surgeries facilitated
- 185 cats and kittens rescued
- 99 cats and kittens adopted out
- 64 cats and kittens transported to no-kill shelter partners
- 57 families helped with pet retention medical assistance



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