



Newsletter

What's New, Pussycat?

February 2020

Let's Beat the Heat in 2020 with a \$10,000 Spay/Neuter Matching Challenge!!

New decade, new goals!



Jackie Zehring

For the third year in a row, we have been blessed by the wonderful Jackie Zehring who has offered \$10,000 matching money for our Beat the Heat drive. So generous!

Because of your 2019 Beat the Heat donations, we were able to facilitate a *record number* of spay/neuter surgeries – a whopping 2,662 cats (including 702 TNR cats)!! Impressive!!

This year, we have absolutely *zero* dollars in grant money to help spay/neuter non-foster cats, and on top of that, our primary spay/neuter clinic has to increase their prices because of the rising costs of vaccines and supplies. So, in 2020, we need you all **more than ever** to help us offset those rising costs and to sustain the vital work of preventing unwanted litters and shelter intake.

In 2018, you all donated \$18,000. In 2019, we hit \$19,000. Folks, it's 2020 – can we top ourselves and reach \$20,000!? With Jackie's matching money, that would put a \$30,000 dent in the roughly *\$120,000* we pay toward spay/neuter and rabies vaccinations.

Please help us *beat the heat* by donating between February 15th and April 1st – don't miss out on helping us get this matching money! (Note: Donations must be above and beyond existing recurring or pledged donations).

Thank you so much for putting your compassion into action!!

Not again!

Please spay & neuter.

Beat the Heat!



WONDERFUL NEWS!!!

Cat's Cradle of the Shenandoah Valley gets Veterinary Assistance Grant from the Banfield Foundation®!

The Banfield Foundation® has awarded Cat's Cradle a generous grant to help us continue to grow our pet retention program! This grant will help Cat's Cradle provide assistance with veterinary fees for low income cat owners. We are very grateful to the Banfield Foundation for this funding. Banfield Foundation and Cat's Cradle know that pet retention is key to reducing shelter intake and the euthanasia of healthy companion animals.

"We're proud to have supported Cat's Cradle's important work in keeping pets in their loving homes and out of shelters through our various grants since 2015. With our most recent Veterinary Assistance Grant, we look forward to updates on their continued impact in the Shenandoah Valley." – Lane Murphy, Community Programs Specialist, Banfield Foundation.

For more information on eligibility for assistance under this grant, please contact Cat's Cradle at 540-433-1135. Learn more about the Banfield Foundation's lifesaving programs at BanfieldFoundation.org and visit them on Facebook or Instagram @banfieldfoundation.

About the Banfield Foundation®

At the core of the Banfield Foundation, a 501(c)(3) nonprofit organization, is the belief that all pets deserve access to veterinary care. In support of this belief, the foundation funds programs that enable veterinary care, elevate the power of the human-animal bond, provide disaster relief for pets, and advance the science of veterinary medicine through fostering innovation and education. It also leverages the expertise and passion of Banfield Pet Hospital associates to care for pets in need. At the Banfield Foundation, we are committed to making a better world for pets because they make a better world for us. For more information, visit BanfieldFoundation.org



Join us in watching the history of Cat's Cradle!

Cat's Cradle has helped so many deserving kitties over its 20+ year history, and that was only possible because of your generous and enduring support. As we look forward to the next chapter of Cat's Cradle, we'd love to share our history with you. Please visit the following website (link is case-sensitive) to see the impact you've helped us make on our community:

<http://tiny.cc/CatsCradleHistory>

Want to remember or honor a friend or loved one?



A donation in memory or honor of a friend is a great way to recognize your loved one and help save a life at the same time! You can use the envelope in this newsletter to send in your donation in memory or honor of a loved one!

2019 in Review



Note from a donor: "I just wanted to thank you for all of your help with Ava. She is eating up a storm. Gaining weight back from the 7 pounds she had gotten down to. Hope you have a Merry Christmas!"

2,662 cats were helped with spay/neuter. Of this number, 702 TNR were altered! This is a **NEW RECORD!!!**

764 cats & kittens were rescued

573 cats & kittens found their "Forever Homes" in our community and 191 were transferred to no-kill shelter partners

192 helped low-income families get medical care for their cats, this is also a new record!

Do Reward Programs Really Work?

Actually, yes! Every time you shop at Kroger or use Amazon Smile, you can support Cat's Cradle – at no cost to you! Since we first enrolled in the Amazon Smile program, we've received over \$5,000 dollars, and we get about \$2,000 a year from Kroger Rewards! Thanks to everyone who already uses these programs, and if you haven't enrolled yet, please consider signing up!

amazon smile
You shop. Amazon gives.
Are you an Amazon shopper?
You can help Cat's Cradle by visiting smile.amazon.com and signing up with your Amazon account. The amount you spend on Amazon.com purchases will be donated to Cat's Cradle. The Amazon.com link is on your receipt. Next time you order through Amazon.com, the amount Cat's Cradle will receive is on the purchase order on your order.
While you shop, you get your awesome deals from Amazon, and Cat's Cradle gets a donation!

Want to help Cat's Cradle?

You can help!

And keep using your Kroger Card. It costs nothing to use. The only benefit is you help other people who have to feed their cats.

1. Visit Kroger Community Rewards.com
2. Enter your store and select "Feed Me!"
3. Sign in or create an account or make an account
4. Personal select your organization and activate!

No more shopping for us. You're done! It's all done! Thank you for helping us support local nonprofits like Cat's Cradle through Kroger Community Rewards!

We're giving \$1.5 MILLION DOLLARS to local nonprofit organizations

Kroger community rewards

The Parade of 2019 Foster Kitties!



CAT'S CRADLE RECEIVES \$15,000 GRANT FROM PETSMART CHARITIES® TO HELP MORE HOMELESS PETS FIND HOMES IN SHENANDOAH VALLEY



MEWOW!!! We are thrilled to announce that we have received a \$15,000 grant from [PetSmart Charities](#) to help prepare more shelter pets in Page, Augusta and Rockingham counties for adoption and ensure they are ready to find loving homes. In an effort to help area shelters continue to reduce euthanasia rates, Cat's Cradle will use the grant to pay veterinary fees for spay/neuter and rabies vaccines for its foster cats and kittens, thus enabling us to rescue more animals and prepare them for adoption. We are so grateful to PetSmart Charities for its support of our lifesaving foster and adoption program!

"We are proud to continue to support the work of Cat's Cradle that provides care to the homeless cats throughout the area," said Sophie Faust, associate relationship manager at PetSmart Charities. "This initiative will ensure these cats and kittens have the best chance of finding loving homes while reducing the number of homeless pets."

Since 1994, through its partnership with nearly 4,000 humane societies, SPCAs and pet rescues across North America, PetSmart Charities has helped more than 9 million pets to find loving homes via its in-store adoption program in over 1,650 PetSmart® stores, including Cat's Cradle's adoption center in the Harrisonburg PetSmart. The leading funder of animal welfare has also donated nearly \$400 million to positively impact communities, to help preserve families, to improve access to veterinary care and to connect people and pets through initiatives like this with Cat's Cradle.

ABOUT PETSMART CHARITIES®:

PetSmart Charities, Inc. is committed to finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities helps to find forever homes and families for more than 500,000 shelter pets each year. PetSmart Charities also provides grant funding to nonprofits aligned with its mission. Each year, millions of generous PetSmart shoppers help pets in need by donating to PetSmart Charities using the PIN pads at checkout registers inside PetSmart stores. In turn, PetSmart Charities efficiently uses more than 90 cents of every dollar donated to fulfill its role as the leading funder of animal welfare in North America, granting more than \$390 million since its inception in 1994. Independent from PetSmart Inc., PetSmart Charities is a 501(c)(3) organization that has received the Four-Star Rating from Charity Navigator, a third-party organization that reports on the effectiveness, accountability and transparency of nonprofits, for the past 16 years in a row – placing it among the top one percent of charities rated by this organization. To learn more visit www.petsmartcharities.org. Find PetSmart Charities on Facebook: www.Facebook.com/PetSmartCharities



2019 Donations and Three Year Impact Honor Circles

We are honored to recognize our supporters from 2019 – individual and business donors, foundation grantors (competitive grants and others), event sponsors, matching and rewards program donors, and our beloved recurring donors! Thanks to each of you for putting your compassion into action by donating to our lifesaving programs. We are particularly grateful to those donors in our Three-Year Honor Impact Circles. These donors have given at major gift levels for the past three consecutive years or more, making a sustained impact on our work.

If you want to join our recurring donor group, please go online to catscradleva.org and set up a monthly or quarterly gift to keep your support going strong throughout the year!



Platinum Circle
\$10,000 and up

Lynn Reams

The Lynne Cooper Harvey
Foundation, Inc.

John and Terri Haddick

Gold Circle
\$5,000 - \$9,999

Janet Doerr
RZ Foundation
Jackie Zehring

Silver Circle
\$1,000 - \$4,999

Amanda's Touch	Kenneth and Sandy Keller
Twyla Austin	Jennifer Kirkland
Nicole Baker	Mary Louise Long
Lynn Collins	Maria Malerba
Donors Requesting Anonymity	Herman and Janet Mason Families
Harold Eskey	Fund of the Community Foundation
Leighton and Kathryn Evans	of Harrisonburg and Rockingham
Courtney Fairchild	Russell Riggelman
Jackie and Duane Feuerhelm	Carolyn Snow
Faye and Gayle Fisher	Roxanna Spencer
Sharon and Jay Foley	Krista Suter
Alisha Hammer	Donna Whitley-Smith
Nancy and Dan Herney	Laura Wisman
Ann Hurley	John and Crystal Yates
Elizabeth Ihle	

2019 Rewards/Corporate Giving/Matching Funds

Amazon Smile
Atlantic Union Bank
Bright Funds Foundation
Cargill
City Of Harrisonburg
Commonwealth of Virginia Campaign
Kroger Rewards Program
Network for Good
The Merck Foundation
YourCause Corporate Employee Giving Programs

2019 Events/Donation Drives

Amanda's Touch
Arts Council of the Valley
Ashby-Lee Elementary School
Brothers Craft Brewing
Chili's Chesapeake Foods Inc.
Midtowne Market
Mountain View Elementary School
BRCC PaintNite
Pale Fire Brewing Co.
Pendleton Community Bank
Rocktown Rollers
Tractor Supply

2019 Grantors

Banfield Foundation
Community Foundation of the Central Blue Ridge
The Lynne Cooper Harvey Foundation, Inc.
Grantor Foundation Requesting Anonymity
Healthy Paws Foundation
The Hildred Neff Memorial Fund of the Community Foundation of Harrisonburg and Rockingham
PETCO Foundation
PetSmart Charities
Robert M. Reedy and Jean S. Reedy Homeless Animal Fund
RZ Foundation



2019 Individual Gifts

\$10,000 and up

John and Terri Haddick
Lynn Reams

\$5,000 - \$9,999

Janet Doerr
The Estate of Jean Railey
Virginia Warrick
Jackie Zehring

\$1,000 - \$4,999

Amanda's Touch
Twyla Austin
Nicole Baker
Christy Cacciapaglia
Lynn Collins
Donor Requesting Anonymity
Harold Eskey
Leighton & Kathryn Evans
Courtney Fairchild
Jackie and Duane Feuerhelm
Faye and Gayle Fisher
Sharon and Jay Foley
Alisha Hammer
Nancy and Dan Herney
Judge Marvin and Grace Hillsman
Ann Hurley
Elizabeth Ihle
Kenneth and Sandy Keller
Jennifer Kirkland
Judy Ko
LD&B Insurance & Financial Services
Danny and Debbie Link
Mary Louise Long
Maria Malerba
Susan Mansfield
Herman and Janet Mason Families Fund of the Community
Foundation of Harrisonburg and Rockingham
Midtowne Market
Sharon and Whit Menefee
Pale Fire Brewing Co.
Russell Riggleman
Judi and Mike Salvino
Karen L T Shangraw
Carolyn Snow
Roxanna Spencer
Krista Suter
Donna Whitley-Smith
Laura Wisman
John and Crystal Yates

\$500 - \$999

AmTrust North America, Inc.
William Anderson
Avent Beck
Mary Alice Behe
Bright Funds Foundation
Brothers Craft Brewing
Burkholder & Associates
Nathalie and Peter Capelluto
Karla Carickhoff
Classic Kitchens of Harrisonburg-Jill
McGlaughlin
Larry and Jo Ann Diehl
Jane Dinsmore
Donor Requesting Anonymity
Teresa "Terry" Elia
Lindalou Friesen
Charles Funkhouser and Pat Loomis
Sherry Harris
Chris Huber
Brenda and Michael HuYoung
Glenda Jones
Michael Klein
Vivian and John Knepper
Rebecca Koch
Eric D. Kramer
Scott and Stephanie Lewis
Susan Altieri Marks
David and Karin Mars
John Mercer
Tammy Oldham
Page Paws
Janet and Russel Parrish
Judith and Zack Perdue
Julie and Steve Plumbly Donor Advised
Fund at the Community Foundation of the
Central Blue Ridge
Carolyn B. Price
Suzanne Rogerson
Jennifer and Warren Showalter
Chad Taylor
Heather and Gregory VanLear
Veterinary Emergency Services
Virginia Veterinary Specialists, P.C.
Vision Technology Group
Janet and David Wendelken
Richard and Pamela Wilkins
Grace Watt and Karen Yang



\$250 - \$499

Sharon Angle
Ashby-Lee Elementary School
April Barry
Diana and David Black
Blue Mountain Animal Clinic
Donna Bothof
Charles and Margaret Brand
Marian and Ronald Burch
Kelly W. Burkholder
Barbara Cable
Mike and Ardelia Cassetta
Chili's Chesapeake Foods Inc.
Jane and David Cline
Barbara Collamer
Allen Coffman
Sharon Condit-Fessier
Patricia and John Cork
Catherine Crummett
DeTorres Financial Management
Carolyn Dull
Robert Duncan
F&M Bank

Edith Farris
Ruth A. Fifer
Carley Fitzpatrick
Christine Fogt
Jean Fraser
Frontier Community Bank
Nancy Garcia
Carol Goin
William and Paula Greer
Cynthia Hasler
Susan V. Hagen
Cassie Henry
Tomas and Christie Herrera
Hess Financial
Michael Hickman
Patricia Jeppesen
Linda and Ken Kline
Amanda Knestrick
Mary Lowery
Patrick McConnell
Gwen Mersky

Diana Miller
Angelique Mirro
Renee Moomau
Diane Morvay
Mountain View Elementary School
Anna and Dezso Nemeth-Barath
Thomas and Alicia Patterson
Asterie and Gene Provenzo
Ann Rainard
Sheena Ramirez
Brenda and Carroll Rion
Rockingham Insurance Company
Rachelle Rucker and Brandon Evans
Sharon and Richard Showalter
Geoffrey and Mira Sonner
Zachary and Julie Stewart
Amanda Story
Gregory Tait
Christina and Phillip Updike
Rosemary Wagner
Cassie Williams and Travis Olson
Kevin Zook and Kara Westerbeek



The Young family adopted playful Oliver Twist!

Help us Help Them.... Become a Pet Pal!

Want to become a Pet Pal? Just visit www.catscradleva.org and click on the donate tab. You can set up monthly recurring donations of as little as \$10 per month. You will be enrolled in our Pet Pal Program and receive special mailings and goodies just for being a Pet Pal! Come on and join the fun!



\$100 - \$249

Joyce and James Acker
Samantha Adamson
Michele Allebaugh
Charlotte Allen
Rebecca Ambrose
Wendy Arbogast
Carolyn and Kennis Armentrout
Arts Council of the Valley
Donald and Lavonne Bailey
Andrew Baldwin
Barbara Barath
Sandra Bahr
Alice and Keith Barney
Timothy and Wanda Barth
Christine and Eric Blackman
Sarah Rachel Blackstone
Howard and Donna Bleam
Gail H. Bolka
Janet Boody
Nancy G Bradburn
Jeffrey Bradfield
Emily Branscome
Susan Brillhart
Allison Brock
Anne Simmers Brower
Brown, Edwards & Company, LLP
Megan Elizabeth Brown
Raymond and Reba Brunk
John and Nora Bungard
Rich and Sarah Busi
Frances Byers
Richard Carlson
Marcia Carpentier
Wendy Cass
Cheryl and Matthew Chalifoux
Deborah and David Cheezum
David Chernoff
Linda Chism
June Clarke
Renee Clark
Linsey Clarke
Jatanna Clifton
Rebecca Combs
Cindy Counts
Aileen Crider
Richard Crist
Carol Dian Davis
Roy and Jane Davis
Lorrie and Duane Dean
Amanda Delorenzo
Denton Family Foundation
Amy and Michael Derrick
Olimpia Dorries
Ellen Dotas
Heather and Matthew Dowdy
Peggy Downing
Dorothy Dunham
Joan and Rich Eberly

Cheryl and Edwin Eller
Roxie Estes
Brenda Fairweather
Bo Crouse-F Feuerhelm
Fidelity Charitable
Barbara and William Fisher
Susan and Wilson Fisher
Alicia and Jody Fitzgerald
Flora Pettit P.C.
Rita and William Fulk
Emily Fuller
Dixie and John Gainer
Dennis Gallagher
Dorothy Getz
Colleen Coghlan
Jacque Golladay
Karen Gonzol
Kenneth W Good
Priscilla R. Good and Patti Good
Sandra F. Good-Wetsel
John and Juliet M. Goswell
Ann Grey
J.T. Hailey
Nicole Hall
Pamela Hancharik
Lucy and Kristin Hanger
Mary Hawkins
Alisa Hawthorne
Deborah and Steven Hedberg
Stoney Heishman
Myrna and Wendell Henkel
Carolyn and Michael Hill
Dondria and James Holsinger
Sherrill Hood
Linda Hoover
Margaret and Howard Hotchner
Meredith and W. Dale Houff
Denise Houseknecht
Heidi Hubbell
Gary Huffman
Douglas Hulvey
Walter Hussey
Patricia Flowers Jacobina
Glenn and Carol Janser
Katrina Jarisch
Bonnie and Larry Johnson
Gary and Janice Judd
Brandon S Kaigler
Patrice M. Kelly
Julie and Steven Kennie
Elizabeth Kirk and Fred Land
Linda Kline
Mike and Susan Koch
Sarah and David Koontz
William L. and Annie Korn
Ashley Kreis
Barbara Krumm
Hanna and Robert LaClair

Rebecca Ritchie Laine
Karen Lam and Keith Pultz
Susan Lamb
Marcia Lamphier
Elizabeth Langston
Erich and Nancy Lantz
Elizabeth Lawrence
Martha Lawrence
Peter Lefkin
Ann S. Lentz
Herbert and Ellen Levine
Jody L'Heureux
Bonnie Lilienfeld
Thomas Lloyd
Jo Louderback
Patricia Lovelace
Nicole Lytton
Mary Ellen Martin
RaeAnn and Curtis Martin
Joan Mazza
Marla McCauley
Bill and Frances Menefee
Middle River Veterinary Hospital
Rod Morgan
Janie Mosby
Carter Myers
Morgan Nagle
Eileen S. Nelson
Alanna O'donnell
Heather Oertly
Francis and Linda Olson
Glenda and John O'Neil
Bonnie Painter
Jane Painter
Stephanie and David Painter
Wendy and Marc Panaro
Frances (Frankie) Panchari
Kathleen and James Parks
Pendleton Community Bank
Ronald and Heidi Raab
Michael and Maurina Rachuba
Roger and Jeanne Rae
Elizabeth and Jeremy Ralston
Jane Ritchie
Susan Reynolds
Isaac Rhett
Rocktown Rollers
Jennifer Rohrer
Melinda Rose
Annie and Justin Rumley
Laurance Russell
Jeanne Russell
Jacqueline Sammon
Doris Sandy
Linda Q. Sandquist
Margaret Schad
Christina Schroeter
Leonie Marie Schultz
Cathy and Joedy Sheets

\$100 - \$249 Continued

Wendy Lynn Showers
Mary and William Simmons
Gail G. Smith
Reginald and Pamela Smith
Sherry and Kenneth Smith
Geoffrey Snow
Diane Stamp
Michael Stauffer
Tom and Susan Steele-Ward
Sandora Stiles
Harold and Hilda Strawderman
Elizabeth and Gene Stultz
Target Corporation
Amy Taylor
Jean Taylor
Benjamin Thompson
Evelyn Timberlake
Anne Tjaden
Warwick and Courtney Tomfohr
Mimi Totten
Scotti Troxell
Gina Troyer
Paula and David Vann
Lisa Vienna
Deborah Walker
Maureen Walsh
Diane and Wylie Walton
Chip and Kathy Ware
Jennifer Weaver
Joan Wells
Jessica Wenger
Pamela West
Donna Whisler
Stephen White and Susan Hasler
Shirley Whitley
Patty Whitmer
Doria Wiedel-Contil
Jim Wilson Charitable Fund at Fidelity Charitable
Dana Wiseman
Stacey Wisman
Wilma Wolfe
Laura Yordy
Paula and Berlin Zirk



Christy is our amazing Veterinarian Technician who works day and night making sure our fosters are healthy!





122 SOUTH MAIN STREET SUITE 101
P.O. BOX 2128
HARRISONBURG, VA 22801

Non Profit Org
US Postage Paid
Harrisonburg, VA
Permit 75



**Aurora was adopted by local
Artist, Linda Patrick!**

Call or Click,

we are always here to help!

www.catscradleva.org

540-433-1135



Pet Retention Grant



Cat's Cradle of the Shenandoah Valley is honored to receive a \$3525 grant from the Community Foundation of Harrisonburg and Rockingham County (CFHR), made possible by the generosity of the Hildred Neff Memorial Fund of the Community Foundation! This grant will support our expanding pet retention program, which provides financial assistance to low-income and other vulnerable cat owners and caretakers to defray the costs of veterinary bills and help them keep their pets. In 2014 we helped twelve families in this way – in 2019 we have helped over 192! Expenses for this program now average \$40,000 each year and all grant funds will be used to pay veterinary fees.