



Newsletter

What's New, Pussycat?

February 2022



Jackie Zehring



Rose Zafren

Beat the Heat 2022 - Calling All Paws!

You're probably well aware that the price of groceries, gas, and other goods have all skyrocketed, and Cat's Cradle is feeling the squeeze, too. Several years ago, a spay/neuter surgery and rabies shot averaged \$66 per cat, but the clinics we use for the majority of these surgeries have all raised their rates in this new economic landscape. In 2022, we will average \$86 for alteration and a vaccine, a whopping \$20 increase per cat. Those price hikes will eat away at our budget fast.

To further complicate matters, we often receive grants from several national animal welfare organizations who, of late, have significantly decreased or altogether ended funds to help with non-foster spay/neuter programs. That puts more burden on Cat's Cradle to help clients do the responsible thing and alter their pets and colonies to prevent needless intake and euthanasia in the Shenandoah Valley.

An unaltered female cat can produce **THREE LITTERS PER YEAR**. With average litter sizes ranging from **FOUR TO SIX KITTENS**

a single unspayed female cat and her offspring can produce **MORE THAN 400,000** cats in their lifetime.

Through your generous support, the number of cats and kittens we've altered per annum has risen, and we've averaged nearly 3,000 spay/neuter surgeries over the past couple years!! So, you can see why the rising cost of alterations has us coughing up hairballs. We could previously budget about \$145,000 for spay/neuter (based on an average of 2,700 surgeries a year minus client copays). Going forward, because we're now averaging 3,000 surgeries a year, we expect to need almost \$200,000 a year for alterations!

This is where our annual Beat the Heat challenge comes in! After an exciting 2021 Beat the Heat where you set a record \$41,709 in donations, we're excited to launch our 2022 fundraiser. This year, we once again have the selfless, compassionate Jackie Zehring who has offered \$10,000 matching money to help us save as many lives as we can.

(Continued next page)

(Beat the Heat - Continued)

But with the staggering rise in spay/neuter costs, we needed more help. The RZ Foundation (RZF) stepped up to likewise offer \$10,000 matching money for this fund drive. RZF has supported Cat's Cradle for quite a while, and we thank them for helping us Beat the Heat this year! RZF was established in 2002 to honor the memory of Rose Zafren, who loved nature and living creatures, and the organization is "commit[ed] to ameliorating suffering and correcting inequity of all varieties in Virginia and beyond." And a fun fact: Cat's Cradle was blessed to have Rose's granddaughter, Diana Black, on our board for many years. Diana devoted countless hours to helping our organization thrive, and she and her husband Dave (and Diana's parents!) remain ardent supporters of us to this day. Diana and Dave also recently adopted a Cat's Cradle alum, Tuna, after their beloved Ollie passed away. For this challenge, RZF offers their \$10,000 matching money to honor Ollie's beautiful soul.

Cat's Cradle works tirelessly to keep intake and euthanasia rates low at local shelters, and Beating the Heat through aggressive spay/neuter is our best weapon. Jackie and RZF recognize how essential our work is, which is why they're providing critical funding for this fundraiser. To make this year's Beat the Heat a success and help us get out in front of kitten season, we're hoping to reach a total of \$70,000. With \$20,000 matching money, we're asking that you all once again set a record and donate \$50,000. Reaching that amount would enable us to continue saying "yes" to clients seeking our help to prevent unwanted litters and unnecessary euthanasia.

Cat's Cradle has come too far over the years — we can't lose ground in reducing pet overpopulation! Help us Beat the Heat by contributing from **February 15th to April 1st**. You can save lives by donating on our website or mailing us a check during that time. (Note: Donations must be above and beyond recurring or pledged donations.)

No matter what you give, every dollar helps! Thank you so much for putting your compassion into action!!



Tuna - Cat's Cradle Alum



Want to remember or honor a friend or loved one?

A donation is a great way to recognize your loved one and help Cat's Cradle 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 (feline or human!) or donate through our website at catscradleva.org.

The Parade of 2021 Foster Kitties!



Do Reward Programs Really Work?

Did you know that every time you shop at Kroger or use Amazon, you can support Cat's Cradle at no cost to you!? Since we first enrolled in the Amazon Smile program, we've received over \$9,700 dollars with \$653.65 of that coming in the last quarter of 2021. And at Kroger, between September and November of last year, we had 113 households donate \$516.37. Mewow!! 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 sign in with your Amazon username and pass code. Choose "Cat's Cradle of the Shenandoah" the first time you log in. Next time you order through Amazon via the smile link, Cat's Cradle will receive .5% of the purchase price of your order!

What a deal, you get your awesome deals from Amazon, and Cat's Cradle gets a donation!

Want to help Cat's Cradle?

You can help!

Just shop, swipe your Plus Card and earn rewards for your favorite local nonprofit organization. Here's how to enroll:

1. Visit KrogerCommunityRewards.com
2. Locate your state and click "Enroll Now"
3. Sign in to your online account or create an account
4. Find and select your organization, and click "Save"

You can choose Cat's Cradle from the drop down list or enter the NPO# GG043

Thank you for helping Kroger support local nonprofit organizations through Community Rewards.

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

2021 Program Numbers - - LOOK WHAT YOU ACCOMPLISHED!

Intake	538	
Adoptions	537	450 cats and kitties were adopted to local families and 87 were adopted through transports to partner shelters.
Spay/neuter	2,884	We're nearly tied with our 2020 record of 2,988 spay/neuter surgeries. Wow! 700 of these alterations were Trap-Neuter-Return.
Medical Assistance	151	We authorized over 250 families for assistance through this program, but not all ultimately needed/obtained treatment or have been billed as we go to print.

These numbers are wonderful, and we're able to do all of this only because of your steadfast support. To make these numbers more real, we'd like to share just one story from the thousands of kitty and human lives we touched in 2021. Last year, Caitlin Powers sought help from Cat's Cradle for a feral cat with serious medical issues, and she reached out to let us know what happened:

"The feral kitty, now named Charli, had an open fracture and osteomyelitis [inflammation of the bone] on her left hind leg. The team at Anicura spayed her and amputated her leg. My husband has grown attached to her since she's been hanging around. . . [s]he is now living in my bathroom until she is healed. We plan to keep her as an indoor cat. . . I truly appreciate the help I received from Cat's Cradle. Thank you!!!!"

We want to likewise thank the Cat's Cradle community for helping us save so many precious lives!



Cute Little Charli



CAT'S CRADLE RECEIVES \$25,500 GRANT FROM PETSMART CHARITIES® TO HELP MORE HOMELESS PETS FIND HOMES IN SHENANDOAH VALLEY



MEWOWEEWOW! Cat's Cradle is thrilled to announce that we have received a \$25,500 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!

“We are so grateful to PetSmart Charities for its support of our lifesaving foster and adoption program for many years now,” said Board President Jennifer Kirkland. “This grant will be used to defray expenses for veterinary care and volunteer support activities related to preparing rescued cats and kittens for adoption, which allows us to expand direct intake from our shelter partners in their efforts to promote transfers and adoptions. The grant will impact at least 350 cats and kittens. With that kind of partnership, along with our intensive spay/neuter program and pet retention programming, we have made real progress toward no-kill goals in the communities we serve. That progress is due, in no small part, to the financial support of PetSmart Charities.”

“Pets can make a house a home,” said Heidi Fulcher, Adoptions Grant Manager at PetSmart Charities. “When a person opens their heart and home to a lost or lonely animal, they’re giving the gift of life. These grant funds enable our partners at Cat’s Cradle of the Shenandoah Valley to ensure these pets are as healthy as possible before going to their new homes. We’re thankful for the important work they do to bring people and pets together.”

About PetSmart Charities®

PetSmart Charities is committed to making the world a better place for pets and all who love them. Through its in-store adoption program in all PetSmart® stores across the U.S. and Puerto Rico, PetSmart Charities helps nearly 600,000 pets connect with loving families each year. PetSmart Charities also provides grant funding to support organizations that advocate and care for the well-being of all pets and their families. Our grants and efforts connect pets with loving homes through adoption, improve access to affordable veterinary care and support families in times of crisis with access to food, shelter and emergency relief. Each year, millions of generous supporters help pets in need by donating to PetSmart Charities directly at [PetSmartCharities.org](#), while shopping at [PetSmart.com](#), and by 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 \$475 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 for the past 17 years in a row placing it among the top one percent of rated charities. To learn more visit [www.petsmartcharities.org](#).

Follow PetSmart Charities on Twitter: [www.twitter.com/PetSmartChariTs](#)

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Follow PetSmart Charities on Instagram: [www.instagram.com/PetSmartCharities](#)

See PetSmart Charities on YouTube: [www.YouTube.com/PetSmartCharitiesInc](#)



2021 Donations and Three-Year Impact Honor Circles

We are honored to recognize our supporters from 2021: 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 support our lifesaving work. 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 organization.



Platinum Circle
\$10,000 and up

Lynn Reams
PetSmart Charities
John & Terri Haddick
RZ Foundation
The Lynne Cooper Harvey
Foundation, Inc.

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

Network for Good
Jackie Zehring

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

<p>Twyla Austin Christy Cacciapaglia Commonwealth Of Virginia Campaign Harold Eskey Leighton & Kathryn Evans Courtney Fairchild Alisha Hammer Nancy & Dan Herney Ann Hurley Elizabeth Ihle Kenneth & Sandy Keller Jennifer Kirkland Kroger Rewards Program Mary Louise Long Maria Malerba Sharon & Whit Menefee Judi & Mike Salvino</p>	<p>Carolyn Snow Roxanna Spencer Krista Suter The Community Foundation of the Central Blue Ridge The Community Foundation of Harrisonburg & Rockingham County Donna Whitley-Smith John & Crystal Yates Donors Requesting Anonymity</p>
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2021 Events

Brothers Craft Brewing
The Golden Pony



2021 Matching/Rewards Programs

Amazon Smile
PetSmart Charities
City of Harrisonburg (License Plate Proceeds)
Kroger Rewards Program
Network for Good
The Merck Foundation
Martin's Bags 4 My Cause Program

2021 Grantors

The Community Foundation of the Central Blue Ridge
The Lynne Cooper Harvey Foundation, Inc.
The Hildred Neff Memorial Fund of the Community
Foundation of Harrisonburg & Rockingham County
PetSmart Charities
Robert M. Reedy & Jean S. Reedy Homeless Animal Fund
RZ Foundation



Pet Pal Monthly Recurring Donors

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Carlie Keeler	Maureen Walsh
Rebecca Koch	Chip & Kathy Ware
Danny & Debbie Link	Pamela J. West
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2021 Gifts and Grants

\$10,000 and up

Jackie Zehring
Lynn Reams
PetSmart Charities
John & Terri Haddick
The Lynne Cooper Harvey Foundation, Inc.
RZ Foundation
The Community Foundation of Harrisonburg
& Rockingham County
Estate of Nancy Harrold

\$5,000 - \$9,999

Janet Doerr
Page Paws
The Community Foundation of the
Central Blue Ridge

\$2,500 - \$4,999

Amazon Smile Foundation
Twyla Austin
Leighton & Kathryn Evans
Nancy & Dan Herney
Judi & Mike Salvino
Carolyn Snow
Roxanna Spencer
Christina & Phillip Updike

\$1,000 - \$2,499

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Commonwealth Of Virginia Campaign
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Mary Louise Long
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Herman & Janet Mason Families Fund
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Laura Yordy
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\$500 - \$999

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Lynn Collins
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Terri Elia
Edith Farris
Sharon & Jay Foley
Lindalou Friesen
Nancy Garcia
Susan Gast
Patricia L. Griffith
Wade Harkins
Sherry Harris
Tomas & Christie Herrera
Hess Financial
Phyllis & Marvin Hollowell
Brenda & Michael HuYoung
Rebecca Koch
Kathy Koditek
John Koehler
Danny & Debbie Link
BRCC Vet Tech Club
Susan Mansfield
Patrick McConnell
Jill McGlaughlin
Ellen Mercer
Gwen Mersky
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Judith & Zack Perdue
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Veterinary Emergency Services
Virginia Veterinary Specialists, P.C
Vision Technology Group
Rosemary Wagner
Grace Watt & Karen Yang
Rebecca Wilson
Donors Requesting Anonymity



\$250 - \$499

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Alice & Keith Barney
John Barr
Mary Alice Behe
The Blackbaud Giving Fund
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Mike & Ardelia Cassetta
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Robert Duncan
Jeffrey Evans
Brenda Fairweather
Christine Fogt
City of Harrisonburg

Charles Funkhouser & Pat Loomis
Dennis Gallagher
Heidi & William Gentry
The Golden Pony
Joann Grayson
Michael Hickman
Janney Montgomery Scott, LLC
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Patricia Jeppesen
Kirsten Johnson
Laurie Joy
Alex & Taylor Kelley
Michael Klein
Linda & Ken Kline
Crystal Knighton
Crystal Knott
Michael Koch
Bailey Kratz
Jamie Kukla
Sharon Kyger
Marcia Lamphier
Mary Lowery
Michelle A. Lutz
The Merck Foundation
Martha Merz

Renee Moomau
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Betty Jean Putnam
Doris Sandy
Geoffrey Snow
Kelly Stark
Guy & Valerie Stephens
Zachary & Julie Stewart
Gregory Tait
Benjamin Guy Thompson
Deborah Walker
Donna Walton
Diane & Wylie Walton
Pamela J. West
Cassie Williams & Travis Olson
Neena Wright
Joanna Yankey
Laurie Ziegler
Donors Requesting Anonymity

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



Want to help us year round by becoming a pet pal? Just visit catscradleva.org and click on the donate tab. You can set up monthly recurring donations to help in various ways. A donation of **\$13 a month** helps pay for two cats to be altered and given rabies shots. For **\$17 a month**, you could cover basic rescue care for one foster cat to become adoption ready. And just **\$25 a month** would help to alter four precious kitties. If you enroll in our Pet Pal Program, you'll receive special mailings and goodies only available to the donors in this elite group! Come join the fun!



\$100 - \$249

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kitties like Lolly!



Call or Click,
we are always here to help!
www.catscradleva.org
540-433-1135



Cat's Cradle Receives Pet Retention Grant

Cat's Cradle of the Shenandoah Valley is honored to receive a \$7,000.00 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 provide significant support to our 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 2020, we were able to authorize help to over 200 families for their pets! Expenses for this program now exceed \$40,000 annually. All grant funds will be used to pay veterinary fees.

