



Newsletter

What's New, Pussycat?

February 2021



Jackie Zehring

Help us Beat the Heat in 2021 with a \$10,000 Spay/Neuter Matching Challenge!!

It seems like just yesterday we announced our 2020 Beat the Heat Challenge, but here we are in 2021 with eyes full of optimism, hopeful for a better year in front of us. In 2018, Beat the Heat raised about \$18,000, and about \$19,000 in 2019. To keep that numeric pattern going, for 2020, we asked if you could reach at least \$20,000, and you donated a stunning \$31,000!!! Even as 2020 hurled countless struggles at us, we could rely on you all to sustain Cat's Cradle's life-saving work.

Our aggressive spay/neuter and TNR work has prevented countless unwanted litters, which helps us live up to our mission of ensuring and maintaining a safe, compassionate community for cats in the Shenandoah Valley. Last year, despite the realities of the pandemic, we set a new spay/neuter record! We were able to alter 2,988 cats (with 1,077 being TNR). MEWOW! We could only make that happen with your help!

Jackie Zehring is the angelic benefactor whose matching money makes your donations extra impactful. She is so passionate about this spay/neuter work and knows how vital it is to reducing pet overpopulation, shelter intake, and euthanasia. When we asked her once again about sponsoring this year's Beat the Heat challenge, she did not hesitate: "Let's keep it going in 2021!" We are awed by her dedication to bettering the lives of cats and kittens in our area.

And we're similarly awed by you. Without the incredible amount gifted last year, our spay/neuter program would have taken a big hit. And while 2021 seems more promising than 2020, the virus and the uncertainty are still with us, making every donation crucial.

With that in mind, we're pleased to announce our 2021 Beat the Heat Challenge running from February 15th to April 1st. Help us claim Jackie's \$10,000 matching money by donating on our website or mailing us a check during that time. (Note: Donations must be above and beyond recurring or pledged donations.)

Can we set the lofty goal of beating the heat in this year by beating 2020's final total?! Every dollar helps save lives! And thank you so much for putting your compassion into action!!

A Thank You from the Board of Cat's Cradle

After the bizarre year that 2020 was, we wanted to express how incredibly grateful we are that you stuck by us and bolstered our programs through your continued support. On several fronts, we were very fearful during the early months of last year: What would our operations look like during the pandemic? Would donations drop off or cease altogether as many supporters faced financial hardship? We anticipated having to lop off some of our services and go into austerity mode.

But as Winter melted into Spring and 2020 barreled along through Summer and Fall, at every turn you saw us through. Your support made so many wonderful things happen, and during our monthly Board meetings last year (now Zoom meetings!), we heard program numbers that made our jaws drop.

After breaking our spay/neuter record in 2019 (2,662 cats altered, 702 being TNR), we did it again in 2020; we altered 2,988 cats with 1,077 of those being TNR. Incredible!! We also saw a rise in adoptions; while we adopted out 573 cats in 2019, 629 of our cats found their furrever homes in 2020!! As many people were camping out at home for long periods of time, Cat's Cradle was there to help them grow their families and find companionship during dark days.

These numbers represent just a portion of Cat's Cradle accomplishments last year, and we should all be proud of the successes we had in 2020 despite the many obstacles in our way. It is by your overwhelming generosity that Cat's Cradle has continued to stay strong and make a lifesaving difference in our community. Remember: **There would be no Cat's Cradle without YOU.**

Each of us on the Board is truly honored to be part of this impactful organization, and we shout a huge THANK MEW to our wonderful staff, our devoted volunteers, our fantastic fosters, and everyone else that supports our vision. Now in its 23rd year (!!), Cat's Cradle has grown from humble beginnings to become a trusted and effective organization that has saved and/or improved the lives of countless cats and kittens.

From all of us on the Board of Cat's Cradle, we wish you a Happy New Year and a (fingers crossed) wonderful 2021! Thank you for everything!



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!

Community Shout Out!

We'd like to extend a major thank you to Angela Higgs, one of the owners of Barren Ridge Vineyards in Fishersville, VA. After Cat's Cradle helped her with two "young, hungry, and scared" kitties that were found roaming the vineyard, she decided to run a promotion to help us out. Barren Ridge offered an Apple Harvest pack of two apple wines, and Higgs donated \$5 of each purchase to Cat's Cradle! Through this promotion, she was able to raise \$305 for us. Thank you so much, Angela & Barren Ridge! To read more about this story and see pictures of the kitties, visit the news page on catscradleva.org.



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 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



Kroger community rewards

The Parade of 2020 Foster Kitties!

A record year of 629 adoptions!



CAT'S CRADLE RECEIVES \$30,000 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 \$30,000 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!

“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 directly to pay veterinary expenses for rescued cats and kittens, which allows us to expand direct intake from our shelter partners in their efforts to promote transfers and adoptions. 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.”

“For over 20 years, Cat's Cradle has proven to be a vital part of the local pet community, providing critical care to homeless cats and kittens,” said Johnny Jenkins, associate relationship manager at PetSmart Charities. “We are proud to support its commitment to the pet community that reduces the homeless pet population while also giving these cats the best chance at finding loving homes.”

Since 1994, through its partnership with nearly 4,000 humane societies, SPCAs and pet rescues across North America, PetSmart Charities has helped more than 9.4 million pets to find loving homes via its in-store adoption program in over 1,650 PetSmart® stores. This leading funder of animal welfare has also donated nearly \$430 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 through 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 nearly \$430 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 17 years in a row, placing it among the top one percent of charities rated by this organization. To learn more visit www.petsmartcharities.org.

Follow PetSmart Charities on Twitter: www.twitter.com/PetSmartChariTs

Find PetSmart Charities on Facebook: www.Facebook.com/PetSmartCharities

Follow PetSmart Charities on Instagram: www.instagram.com/PetSmartCharities

See PetSmart Charities on YouTube: www.YouTube.com/PetSmartCharitiesInc



2020 Donations and Three-Year Impact Honor Circles

We are honored to recognize our supporters from 2020: 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

John & Terri Haddick

The Lynne Cooper Harvey
Foundation, Inc.

RZ Foundation

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

Janet Doerr
Network for Good
Jackie Zehring

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

Twyla Austin
Christy Cacciapaglia
Commonwealth Of Virginia Campaign
Donors Requesting Anonymity
Harold Eskey
Courtney Fairchild
Jackie & Duane Feuerhelm
Alisha Hammer
Nancy & Dan Herney
Ann Hurley
Elizabeth Ihle
Kenneth & Sandy Keller
Jennifer Kirkland
Mary Louise Long
Maria Malerba
Carolyn Snow
Roxanna Spencer
Krista Suter
Donna Whitley-Smith
John & Crystal Yates

2020 Rewards/Corporate Giving/ Matching Funds

Amazon Smile
Cargill
City of Harrisonburg (License Plate Proceeds)
Kroger Rewards Program
Network for Good
The Merck Foundation
YourCause Corporate Employee Giving Programs

2020 Events/Donation Drives

Amanda's Touch
Brothers Craft Brewing
James Madison University
Midtowne Market
Pale Fire Brewing Co.

2020 Grantors

The Community Foundation of the Central Blue Ridge
Grantor Foundation Requesting Anonymity
The Lynne Cooper Harvey Foundation, Inc.
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



2020 Gifts and Grants

\$10,000 and up

Lynn Reams
John & Terri Haddick
The Estate of Helen Hudson
The Lynne Cooper Harvey Foundation, Inc.
PetSmart Charities
RZ Foundation
Jackie Zehring

\$5,000- \$9,999

Janet Doerr
Network for Good
Page Paws
Christina & Phillip Updike

\$2,500 - \$4,999

Twyla Austin
The Community Foundation of the Central Blue Ridge
Grantor Foundation Requesting Anonymity
Nancy & Dan Herney
Mary Louise Long
The Hildred Neff Memorial Fund of the Community —
Foundation for Harrisonburg and Rockingham
PETCO Foundation
Judi & Mike Salvino
Carolyn Snow
Roxanna Spencer

\$1,000 - \$2,499

Amazon Smile Foundation
Christopher Burner
Christy Cacciapaglia
The Community Foundation of Harrisonburg & Rockingham
Mary Crosier
Commonwealth of Virginia Campaign
Donors Requesting Anonymity
Harold Eskey
Courtney Fairchild
Jackie & Duane Feuerhelm
Sharon & Jay Foley
Lindalou Friesen
Glass & Metals
Alisha Hammer
Ann Hurley
Elizabeth Ihle
Kenneth & Sandy Keller
Jennifer Kirkland
Kroger Rewards Program
Danny & Debbie Link
Maria Malerba
Sharon and Whit Menefee
The Merck Foundation
George & Lisa Neall, III
Krista Suter
Maureen Ward
Donna Whitley-Smith
Grace Watt & Karen Yang
John & Crystal Yates

\$500 - \$999

Amanda's Touch
Nicole Baker
Avent Beck
The Benevity Community Impact Fund
Dana Berliner
Diana & David Black
The Blackbaud Giving Fund
Betsy Bolton
Nathalie & Peter Capelluto
Jane & David Cline
Lynn Collins
Selena Dean
Amy & Michael Derrick
Larry & Jo Ann Diehl
Jane Dinsmore
Donors Requesting Anonymity
Edith Farris
Hess Financial
Faye & Gayle Fisher
Dixie & John Gainer
Sherry Harris
Brenda & Michael HuYoung
Joe Bowman Auto Sales
Michael Klein
Judy Ko
Rebecca Koch
Dennis & Norma Lee
Scott & Stephanie Lewis
Michelle A. Lutz
David Mars
Patrick McConnell
Faye Palmer
Janet & Russel Parrish
Judith & Zack Perdue
Julie & Steve Plumbley Donor Advised Fund at the —
Central Blue Ridge Community Foundation
Carolyn B. Price
Suzanne Rogerson
Melinda Rose
Karen Short
Anne Simmers Brower
Veterinary Emergency Services
Virginia Veterinary Specialists, P.C.
Vision Technology Group
Rosemary Wagner
Richard & Pamela Wilkins



\$250 - \$499

Charlotte Allen
William Anderson
Sharon Angle
Barren Ridge Vineyards
Dana Berlinger
Vera Bird
Nancy G. Bradburn
Charles & Margaret Brand
Allison Brock
Ellery Broga
P. Buckley Moss Gallery
Marian & Ronald Burch
Paul & Barbara Cable
Karla Carickhoff
Mike & Ardelia Cassetta
June Clarke
Classic Kitchens of Harrisonburg—Jill
McGlaughlin
Allen Coffman
Becky Combs
Sharon Condit-Fessier
Patricia & John Cork
Lorraine A. Davis
Lorrie & Duane Dean
Amanda Delorenzo
DeTorres Financial Management
Elaine Donovan
Carolyn Dove
Heather & Matthew Dowdy

Robert Duncan
Lynn M. Early
Barbara Fisher
Christine Fogt
Robert & Rebecca Fristoe
Charles Funkhouser & Pat Loomis
Dennis Gallagher
Nancy Garcia
Girl Scouts of Va Skyline, Troop —
6006
Patricia Griffith
Susan V. Hagen
Mary R. Hawkins
Myrna & Wendell Henkel
Cassie Henry
Tomas & Christie Herrera
Michael Hickman
Judge Marvin & Grace Hillsman
Dondria & James Holsinger
Chris Huber
Jamf Nation Global Foundation
Carlie Keeler
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Vivian & John Knepper
Amanda Knestrick
Mike & Susan Koch
Jamie Kukla
Marcia Larsen

Mary Lowery
Susan Mansfield
John Mercer
Gwen Mersky
Renee Moomau
Robert & Ingrid Moran
Sandra Muraca
Tammy Oldham
Jane Painter
Alicia & Bill Patterson
Sharon Printz
Asterie & Gene Provenzo
Steve Reid
Phillip Renick
Brenda & Carroll Rion
Lori Robinson
Doris Sandy
Sharon & Richard Showalter
Wendy Lynn Showers
Mira Sonner
Guy & Valerie Stephens
Gregory Tait
Pamela West
Cassie Williams & Travis Olson
Caroline Wright
YourCause Corporate Employee Giving —
Programs
Laurie & John Ziegler
Paula & Berlin Zirk



Glitterbelle is living a great life with her forever mom in Texas!

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

Amir Abdel-Malek
Garry & Annette Allen
Rebecca Ambrose
Michael and Jayne Amundson
Mary & Chuck Ansell
Wendy Arbogast
Carolyn and Kennis Armentrout
Jennifer Armstrong
Sandra Bahr
Alice & Keith Barney
John Barr
Timothy & Wanda Barth
Kelsey Beckett
Mary Alice Behe
Maxine & Lyle Benson
Marsha & Scott Berg
Gracie & Danny Berry
Cheryl L. Beverly
Christine & Eric Blackman
Danalisa Blanton
Wanda Blyer
Raymond & Rosemary Bodley
Bridget Bohnet
Jennifer & Andy Bolt
Janet Boody
Jeffrey Bradfield
Emily Branscome
BRCC Vet Tech Club
Laura Brewer
Sunni Brintle
Broadway High School
Megan Elizabeth Brown
Raymon & Reba Brunk
Loretta & James Bullock
Kelly W. Burkholder
Frances Byers
Margaret Caldwell-Ott
Robert Carr
Wendy Cass
Pablo Centeno
Cheryl and Matthew Chalifoux
Colleen Coghlan
Melissa Coleman
Robin Cook
Richard Crist
Bo Crouse-Feuerhelm
John & Candy Crum
Jesse Daniel
Roy & Jane Davis
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Barbara & Henry Deyerle
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Garland Dovel
Peggy Downing
Eileen Driver
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Abigail Kowaleski
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Peter Lefkin
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Diane Lockridge
Patricia Lovelace
Nicole Lytton
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RaeAnn and Curtis Martin
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Perry Mataya
James Matus
Johna & Paul McFarland
Bill & Frances Menefee
Diana Miller

Lfira & Marlin Miller
Norlyn & Betty Miller
Heather Moentmann
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Maria Ellen Moore
Towana & Mack Moore
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Rachel Morrison
Diane Morvay
Ginny Moss
Carter Myers
Valerie Nash
Dorothy Nelson
Renee Noll
Gary O'Brien
Alden O'Brien
William & Elizabeth Oister
Deborah O'Keefe
Isabel Oliver
Janet Oliver
Glenda & John O'Neil
Bonnie Painter
Stephanie Painter
Pale Fire Brewing Co.
Frances (Frankie) Panchari
Heather Pannell
Richard & Kathleen Pantaleo
Danielle Paradis
Julia Pasquale
Susan Peason
Dana & Mitzi Pittman
Terri Prodoehl
Ronald & Heidi Raab
Michael & Maurina Rachuba
Roger & Jeanne Rae
Sara Grace Yiwen Rakas
Elizabeth & Jeremy Ralston
Sheena Ramirez
Candy & Brent Ratliff
Blair Reeves
Susan Reynolds
Jane Ritchie
River City Collective
Sharon N. Robertson
Kimberly Robinson
Rachelle Rucker & Brandon Evans
Jonathan & Ruth Ruskin
Laurance Russell
Julia Schaeffer
Tessy Schlemmer
Christina Schroeter
Carleen & Harold Schwartz
Melinda LeBlanc See
Monica Selcik
Donna Shackelford
Syeda Shamsuddin
Ann Shawver
Gary Shears
Carolyn Sheets
Cathy & Joedy Sheets
Marvin Lee Shifflett
J. B. & Nancy Showalter
Jennifer & Warren Showalter

\$100 - \$249 Continued

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Kelly Stark
Kori Steele
Jennifer & Mike Stuart
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Elizabeth Walker
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Diane & Wylie Walton
Chip & Kathy Ware
Susan Weaver & Michael Parrott
Rebekah Webster
Jessica Wenger
Thomas & Sandy Wetsel
Patty Whitmer
Jim Wilson Charitable Fund at Fidelity Charitable
Wilma Wolfe
Neal & Rebecca Wong
Joanna Yankey
Laura Yordy
Jenny & Josh Young Mark
Julie & James Young
James & Traci Zimmerman



Notice our new donation envelope!

We have taken off the spot to put credit card information in order to protect your confidential information. You can visit catscradleva.org to make your secure online gift via credit card!



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Permit 75



*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 \$4,000.00 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 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. When we started this program back in 2014 we helped twelve families; in 2020, we helped 196! Expenses for this program now exceed \$35,000 each year and all grant funds will be used to pay veterinary fees.

