



NEWSLETTER

FEBRUARY 2025

LET'S BEAT THE HEAT IN 2025!

Kitten season is almost here, and with it comes the potential for explosive growth in the cat population! Did you know that cats can start breeding as early as 4 - 5 months old and may have up to three litters a year? Without spay/neuter intervention, the cat population can spiral out of control.

Over the past four years, we've helped facilitate around 13,607 spay/neuter surgeries, but thanks to your incredible support, we set a new record of 3,925 surgeries just last year! Of those, 1,411 were TNR (trap-neuter-return), which is crucial for stabilizing feral colony populations. How amazing is that? **These results wouldn't be possible without YOU!**

However, this vital work comes with a cost. In 2023, we spent \$205,361 on spay/neuter efforts, and in 2024, with rising expenses and a record number of surgeries, that cost jumped to \$213,498. While every dollar spent goes directly toward controlling the cat population, increasing prices are putting significant pressure on our budget.

Thankfully, we have two incredible matching fund partners: Jackie Zehring and Rose Zafren (RZ Foundation) who have been champions of our Beat the Heat campaign for many years! Their generosity is a lifeline for us, and we are so deeply grateful. A thousand 'thank yous' to them!

This year, Jackie Zehring and the RZ Foundation have pledged \$15,000 each in matching funds! That means we already have \$30,000 in matching money on the table! Last year, you, our amazing community of supporters, helped us raise \$50,088 in community support for Beat the Heat. We're hoping to match last year's success and raise \$50,000 in community support, which, with the matching funds, would bring us to at least \$80,000, helping us continue our vital work to prevent an overpopulation crisis.

Beat the Heat!

Spay/Neuter NOW - Before Kitten Season



- Cats have a 63- day (9 week) gestation period.
- Spring kittens are being conceived right now!
- Prevention is key with Trap-Neuter-Return and Spay/Neuter of cats you are feeding!

BEAT THE HEAT- CONTINUED

Spay/neuter is one of the most effective ways to reduce shelter intake and prevent euthanasia. It works—shelter directors tell us so! We need your help to continue making a lasting impact. Please contribute to Beat the Heat between **February 15th and April 1st**. Every dollar counts, whether large or small, and your donation will make a huge difference. You can donate online or mail a check during this time. (Note: Donations must be above and beyond any recurring or pledged contributions to count toward Beat the Heat.)



Jackie Zehring

Thank you for your unwavering support and for putting your compassion into action. Together, we can make a BIG difference for our community’s cats!

Scan the QR code below or visit: <https://form-renderer-app.donorperfect.io/give/cats-cradle/2025bth>



Rose Zafren

Scan to make an online gift today!



My name's Bill, and I'm part of the Adoption Team at Cat's Cradle. **Why do I work here?** I didn't grow up having animals, and honestly wasn't really into having a pet until my partner and I adopted Prince Leo. He must have sensed that, and he made it his mission to melt the ice around my cold, cold heart. Now I'm a full time cat dad, working for a feline rescue organization! Are you looking for a furry feline friend? Put in an adoption application, and peruse available cats on our website!



★ 2024 ★ RECAP

Today we celebrate our amazing successes. We could not have done it without YOU!



ADOPTIONS

607



INTAKE

675



TRAP, NEUTER, RETURN

1,411



VOLUNTEERS

43 Volunteers
1,540 Hours



CAT CAFE VISITS

Our Cat Cafe in Downtown Harrisonburg is the perfect place to get some kitty love and maybe even find a forever friend!

1,025 Visits

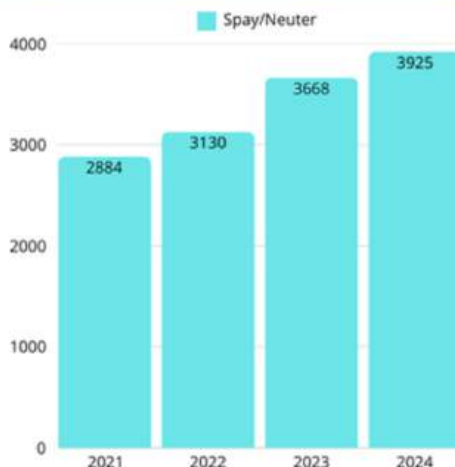
FOSTERS

126

OODLES OF HOURS

SPAY/NEUTER ASSISTANCE

Cat's Cradle provides financial assistance for spay/neuter. In 2024 we facilitated 3,925 spay/neuters, our best year ever!



MEDICAL ASSISTANCE

We provided medical assistance of \$19,560 for 127 cats.

2024 Donations and Three-Year Impact Honor Circles

We are deeply grateful to all of our supporters from 2024, including individual and business donors, foundation grantors (both competitive and other types), event sponsors, matching and rewards program contributors, and our cherished recurring donors. Your generosity directly supports our lifesaving work, and we cannot thank you enough for putting your compassion into action.

A special thank you goes to our Three-Year Honor Impact Circle members. These exceptional donors have consistently given at major gift levels for three or more years, making a lasting and meaningful difference in our organization's efforts.

In this newsletter, we will highlight our Three-Year Honor Impact donors. To keep costs down and reduce our environmental footprint, we've made a full list of all our donors available on our website. Please visit www.catscradle.org/latest-news to see the full list of our incredible supporters!



Platinum Circle \$10,000 and up

John and Terri Haddick
The Lynne Cooper Harvey
Foundation, Inc.
Lynn Reams
Robert Ryder
RZ Foundation
Amanda & Rachel Street
Donor requesting anonymity

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

Janet Doerr
PetSmart Charities
Carol Ann Rhodes

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

William Anderson
Twyla Austin
Nicole Baker
Lee Beam
The Benevity Community
Impact Fund
Christy Cacciapaglia
Allen (Chip) Coffman
Mary Crosier
Gwendolyn David
Larry Diehl
Harold Eskey
Leighton Evans
Courtney Fairchild
Harrisonburg Animal Hospital
Herman and Janet Mason
Families Fund

Nancy and Dan Herney
Elizabeth Ihle
Laurie Joy
Kenneth and Sandy Keller
Kroger Rewards Program
John Link
Mary Long
Maria Malerba
PETCO Love Foundation
Suzanne Rogerson
Judith Salvino
Carolyn Snow
Roxanna Spencer
Christina and Phillip Updike
Donna Whitley-Smith
Richard and Pamela Wilkins
Donors Requesting Anonymity

2024 Events

Amanda's Touch Prom Fashion Show
Alley Cat Tattoos Fundraiser
Brothers Craft Brewing May Music Festival
Gift and Thrift Fundraiser
You Made It Fundraiser



2024 Matching Programs/Rewards Programs

Benevity Community Impact Fund
City of Harrisonburg (License Plate Proceeds)
Commonwealth of Virginia Campaign
Kroger Rewards Program
Merck Foundation
PetSmart Charities

2024 Grantors

The Community Foundation of the Central Blue Ridge
The David Feline Medical Assistance Fund of the
Community Foundation of the Central Blue Ridge
The Lynne Cooper Harvey Foundation, Inc.
The PETCO Love Foundation
PetSmart Charities
The RZ Foundation
Donor requesting anonymity



2024 Gifts and Grants

\$10,000 and up

Amazon.com CHO-1
Beverley and Jeffrey S. Evans - Betty Boop Rascal
Rescue Fund
John and Terri Haddick
Vivian Hevener
The Lynne Cooper Harvey Foundation, Inc.
PetSmart Charities
Lynn Reams
Robert Ryder
The RZ Foundation
Amanda & Rachel Street
Donor requesting anonymity

\$5,000 - \$9,999

Aileen Crider
Mary Crosier
Janet Doerr
Bruno and Hazel Giraldi
Jane W. Ritchie Trust
Maria Malerba
Carol Ann Rhoads

\$2,500 - \$4,999

Alley Cat Tattoo
Twyla Austin
The Community Foundation of the
Central Blue Ridge
Gwendolyn David
Leighton Evans
Courtney Fairchild
Lindalou Friesen
Gilliam Center for Entrepreneurship,
JMU

Paula Kahaner
Kenneth and Sandy Keller
Susan Peason
PETCO Love Foundation
Roxanna Spencer
Tender Care Veterinary Center
Christina and Phillip Updike
We Care by ZYN Fund
Richard and Pamela Wilkins



\$1000 - \$2,499

William Anderson
Anicura Veterinary Center
Nicole Baker
Lee Beam
The Benevity Community Impact Fund
Blue Ridge Insurance Services, Inc.
Christy Cacciapaglia
Debra Canfield
Amanda Cash
Allen (Chip) Coffman
Commonwealth Of Virginia Campaign
Dennis and Norma Lee Charitable Fund
Larry Diehl
James Dillon
Harold Eskey
Edith Farris
Paige and Robert Franklin
Gift and Thrift Shop, Inc.
Harrisonburg Animal Hospital
Herman and Janet Mason Families Fund
Nancy and Dan Herney
Meredith Houff
Elizabeth Ihle
Robert Jolley
Laurie Joy
Vivian and John Knepper
Kroger Rewards Program
Dan Layman
John Link
Mary Long
Suzanne Rogerson
Melinda Rose
Judith Salvino
Margaret Schad
Shamrock Tire and Auto
Carolyn Snow
Donna Whitley-Smith
Donors Requesting Anonymity

\$500 - \$999

Gayle Alderfer Fisher
Carrie Ashton
Karen Brownsword
Rita Bunch
Burkholder and Associates
Frances Byers
The Katherine Clagett Charitable Trust
Kim and Keith Curtis
Jane Dinsmore
Deanna Douglass
Sharon and Jay Foley
Emily and James Goalder
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Kyle Hausrath
Christie and Tomas Herrera
Michael Hickman
Linda Hoover
Brenda and Michael HuYoung
Alex and Taylor Kelley
Michael Klein
Linda and Ken Kline
Rebecca Koch
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Scott and Stephanie Lewis
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David Mars
Dana McNamara
Gwen Mersky
Michelle Miller
Sandra and Wayne Mongold
Tammy Oldham
Janet and Russel Parrish
Judith and Zack Perdue
Carolyn Price
Ruth Ruskin
Roger Stepp
Elizabeth Szabo
Gregory Tait
Veterinary Emergency Services
Kathy Wade
Rosemary Wagner
Westwood Animal Hospital
Joanna Yankey
Laura Yordy
Donors Requesting Anonymity



\$250 - \$499

Jennifer Almjeld
Sharon Angle
Montie and Karen Armentrout
Dave and Angie Arndt
Alice and Keith Barney
Lisa Batchelder
Marcus and Nancy Bradburn
Ralph and Karen Buglass
Irving Byrd
Deborah and David Cheezum
Renee Clark
Jane and David Cline
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Lorrie and Duane Dean
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Heather and Matthew Dowdy
Robert Duncan
Joan and Rich Eberly
Terry Elia
Christine Fogt
Elizabeth Ford
Dennis Gallagher
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Patricia Griffith
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Sherry and Timothy Harris
Hess Financial
Sherry Hood
Deborah Kees
Charles Kern
Katie King
Elizabeth Kirk

Marcia Lamphier
Jean Lester
Tom and Susan Lloyd
Michelle Lutz
Mama's Treasures
Susan Mansfield
Linda Matkins
Marla McCauley
Patrick Mcconnell
Waylan and Molly McGillis
Linda McIntyre
William and Frances Menefee
Renee Moomau
Catherine Morris
Faye Palmer
Crystal Palmer
Frances Panchari
David Russell
Richard Showalter
Stephen Simpson
Jeannie and Joey Skelton
William Sowers
Guy Stephens
Greg Stiger
Krista Suter
Benjamin Thompson
Carrie Tillman
United Way of South Hampton Roads
Jeffrie Van Loveren
Judy Vaughan
Patricia Wade
Diane Walton
Jessica Wenger
Pamela West
James Wilson
Donors Requesting Anonymity



\$100 - \$249

William and Linda Abshire
Susan and David Acord
Brent Alderfer
Victoria Allison
Jennifer Almanza
Rebecca Ambrose
Adrienne Angelo
Fran Anthony
Wendy Arbogast
Nancy Arietta
Carolyn and Kennis Armentrout
Atlantic Union Bank
B & S Contracting, Inc.
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Dixie Barnes
Timothy Barth
Linda Bartley
Ramona Bearor
Mary Alice Behe
Patricia Bell
Mitzi Benson
Cori Biddle
Kathy Billhimer
Cynthia Brandt Campagna
Amanda and Josh Breeden
Oscar Brookins
Raymond and Reba Brunk
David and Laura Bueker
Elizabeth Bugg
Margaret (Peg) Caldwell-Ott
Carahsoft Technology Corp.
Karla Carickhoff
Marcia Carpentier
Robert Carr
Eve Carter
Mike and Ardelia Cassetta
Matthew Chalifoux
Marcia Chamberlin
David and Paula Chernoff
City of Harrisonburg
James Clark
June Clarke
Lynn Collins
Winifred Coolbaugh
Randy Covington
Gary Creasy
Gabriella Crivilare
Anne Crocker
Robert Deavers
Laura DeLoach



Amanda DeLorenzo
Barbara Deyerle
Susan Douglass
Peggy Downing
Eileen Driver
Elizabeth Dudley
Carolyn Dull and Salome Baugher
Sandy and Claude Dull
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Melissa Dyer
Emily Eaves
Karen Eckard
Cheryl Eller
Brenda Fairweather
Melvin Falls
Jeff Feuerhelm
Barbara Fisher
Nancy and Dwight Fitzsimons
Faith Forkovitch
Rita and William Fulk
Mary Garber
Rita and Jack Gentile
Heidi and William Gentry
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Sherrill Glanzer
Carol Goin
The Golden Pony
Kenneth Good
Cindy Gorrell
Grand Home Furnishings
Janet Gray
Teresa Gray
William and Paula Greer
Allen Groves
Michelle Guddat
Kathryn Harris
Louise and Robert Harris
Curtis Hart
April Heatwole
Terry Hess
Michael Hill
Peggy Hill
Marvin and Grace Hillsman
Frank and Carol Holcomb
Phyllis Holloway
Carol House
Jacklyn and Robert Howard
Heidi Hubbell
Tina and Mark Humphreys
Walter Hussey

\$100 - \$249 Continued

Perry Hyde
Michelle and Steven Irvine
Caroline Janney
Sharon Janney
Elizabeth Johnson
Jollivue/Barterbrook Ruritan Club
Cindy Jones
Rebecca Joyce
Robert and Suzanne Just
Josie Kinkade
Michael Klein
Mike and Susan Koch
Mary Konsoulis
A. Konstant
Bailey Kratz
Ashley Kreis
William Kreowski
Autumn Kujawa
Sharon Kyger
Erich and Nancy Lantz
Peter Lefkin
Ann Lentz
Karen and Kenneth Lohr
Jo Louderback
Patricia Lovelace
Dorothy Luck
Robin Markowitz
RaeAnn and Curtis Martin
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Sue Ann McCarty
Barbara McCray
Morgan Mendosa
Diana Miller
Rhonda Miller
C. Elizabeth Miller
Jeffrey Miller
Karen Mitchell
Jean Morgan
Vance Morrison
Janie Mosby
Sharon Mowbray
Kim and Brad Myers
Carter Myers
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Ryan and Joelle Nelson
Denise and Mark Nicely
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Elizabeth and William Oister
Francis and Linda Olson
Glenda O'Neil

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Jane Painter
Parentheses Books
LaVerne Parrott
Sarah Pearson
Pillichody Arts, LLC
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William and Sharon Posey
Melisa and Edward Price
Asterie and Eugene Provenzo
Ronald and Heidi Raab
Robert Raikes
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Cynthia Ryman
Nathan and Ashley Sandlin
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Cathy Sheets
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Jayne Stargel
Kelly Stark
Tom and Susan Steele-Ward
Rebecca Stevens
Janice Storm
Harold and Hilda Strawderman
Juliette Swenson
Amy Taylor
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Mimi Totten
Tom Tucker
Kevin Turner
Mary Tyree
Vailes Heating and Air

Valley SmartMove
Paula and David Vann
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Maureen Walsh
Desmarie Waterhouse
Jennifer Weaver
Susan Weaver Parrott
David Weintraub
Emily Westcott
Elaine Wightman
Shelley Wilhelm
Saralyn Williams
Jane Wimmer
Dijana Winch
Wilma Wolfe
Karen Wood
James and Julie Young
Traci Zimmerman
Berlin and Paula Zirk
Donors Requesting Anonymity





2024 Pet Pals

Monthly Recurring Donors

William and Linda Abshire
Twyla Austin
Nicole Baker
Lisa Batchelder
Kelsey Beckett
Megan Brown
Eve Carter
Richard Crist
Olimpia Dorries
Elizabeth Dudley
Robert Duncan
Kerri Easterbrook
Emily Eaves
Joan and Rich Eberly
Terry Elia
Mark Ezell
Edith Farris
Estefani Flores
Emily Fuller
Emily and James Goalder
Carol Goin
Jacque Golladay
John Haddick
Julie Hagen
Marcia Harrison
Stoney Heishman
Cassie Henry
Heather Hensley-Stevenson
Christie and Tomas Herrera

Dondria and James Holsinger
Sherry Hood
Carol House
Heidi Hubbell
Chris Huber
Tina and Mark Humphreys
Brenda and Michael HuYoung
Lisa Jernigan
Carlene Keeler
Julie and Steven Kennie
Katie King
Rebecca Koch
Patricia Koff
William and Annie Korn
Hanna and Robert LaClair
Carl and Susan Lam
Martha Lawrence
Jean Lester
Kimberly Lester
John Link
Mary Lowery
Emily Mann
Susan Mansfield
Robin Markowitz
David Mars
RaeAnn and Curtis Martin
Joan Mazza
John Mercer
Gwen Mersky

Diana Miller
Angelique Mirro
Abigail Montgomery
Genevieve Morelli
Frances Panchari
Carolyn Price
Melisa and Edward Price
Jean and Wallace Railey
Susan Reynolds
Justin Richardson
Kelly Ritchie
Suzanne Rogerson
Susan Rose
Tyler Roussele
Anne and Mack Rowe
Laurance Russell
Emily Shaffer
Roxanna Spencer
Deborah Sturm
Elizabeth Szabo
Amy Taylor
Maureen Walsh
David Weintraub
Pamela West
Shirley Whitley
Susan and William Whitlock
Jennifer Whitmore
Dijana Winch
James and Julie Young
Donors Requesting Anonymity



become a PET PAL

At Cat's Cradle, we believe that every cat deserves a safe, loving place to call home. But for the cats and kittens who need help the most, their journeys can be long—and that's where you can make a world of difference. For just \$10 a month, you can become a Cat's Cradle Pet Pal. As a Pet Pal, you're offering more than just a donation. You're providing steady, ongoing support that helps us care for cats in their hours of need.



\$10/month will vaccinate, spay or neuter one cat

\$25/month will help a low-income family get medical attention for a sick or injured cat

\$50/month covers extraordinary vet care for special needs cats

\$100/month covers help spay or neuter an entire colony of cats!

Your recurring gift ensures that every cat gets the food, medical care, and love they deserve—whether they're recovering from an injury, finding their way after a life on the streets, or just waiting for a forever family to come along. Pet Pals are the heart of Cat's Cradle—a community of supporters whose continuous gifts allow us to respond quickly to emergencies, provide medical treatments, and ensure our furry friends always have a safe space to grow and even recover from trauma.

When you become a Pet Pal, you're not just a donor—you're part of our family. Your monthly gift makes a lasting impact and is a constant reminder to the cats that love, care, and hope are always within reach. Your commitment today brings a brighter future for these precious cats tomorrow.

Will you become a Pet Pal today? Together, we can change lives—one paw at a time. To sign up as a Pet Pal today visit: <https://form-renderer-app.donorperfect.io/give/cats-cradle/petpal>. Or scan the QR code!

**CAT'S CRADLE OF THE SHENANDOAH VALLEY, INC.
RECEIVES \$20,000 GRANT FROM PETSMAART CHARITIES® TO
HELP MORE HOMELESS PETS FIND HOMES IN THE
SHENANDOAH VALLEY**



Cat's Cradle of the Shenandoah Valley, Inc. has received a \$20,000 grant from PetSmart Charities to help prepare more homeless cats in the Shenandoah Valley for adoption. Some four million pets find themselves in U.S. shelters each year. In partnership with PetSmart Charities, Cat's Cradle will bring adoptable pets to two PetSmart locations in support of National Adoption Week, taking place March 29th at the Waynesboro and Harrisonburg PetSmart stores. With the help of this grant, the organization will offer cats and kittens for adoption fully vetted and spayed/neutered.



**CAT'S CRADLE IS SET TO RECEIVE A \$2,500 GRANT INVESTMENT FROM NATIONAL
NONPROFIT PETCO LOVE IN SUPPORT OF THEIR LIFESAVING WORK FOR COMMUNITY
CATS IN AUGUSTA COUNTY**

"The support from Petco love is so needed in our community! This grant will allow us to help thirty-three community cats and their caretakers to receive Trap, Neuter, Return (TNR) services. There is a direct impact when you perform TNR in communities you see reduced intake at our local shelter," said Sherri Heishman, Cat's Cradle Executive Director. Petco Love is a national nonprofit leading change for pets by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since its founding in 1999, Petco Love has invested nearly \$400 million in adoption and other lifesaving efforts. And Petco Love helps find loving homes for pets in partnership with Petco and more than 4,000 organizations – like ours – across North America, with more than 6.9 million pets adopted and counting.



P.O Box 2128
Harrisonburg, VA 22801

Non Profit Org
US Postage Paid
Harrisonburg, VA
Permit 75

*Bailey's Buggy is
on the road to
Beat the Heat!*



Bailey's Buggy, our TNR van, has helped with over 1,400 TNRs in 2024 alone! Scan the QR code to make your gift to Beat the Heat today!



GET SOCIAL

Follow us
@catscradleva



540-433-1135
catscradleva.org

Want to help Cat's Cradle?



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



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](https://www.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.

