



# 2020 Summertime Challenge

**CAT AID 20:**

**THE EVENT OF THE SUMMER**

**LET'S ROCK IT!!!**

While COVID-19 grabbed all the headlines this Spring, stories of cats and kittens in the Valley who need your help keep piling up. Cat's Cradle has got to go big this year for all these precious kitties, so we are pumped up to announce the theme of our 2020 Summertime Challenge!

You've heard of FARM AID and LIVE AID – huge concert events that raise funds for great causes? Well this year, we're putting on a 'rock show' that will blow them all out of the water – CAT AID 20!! Everyone at Cat's Cradle is counting on you to make some noise – crank it up to '11' for the kitties! Help us guarantee \$50,000 in matching funds pledged by an anonymous rock goddess if we can raise the same amount between July 15 and August 15.

We got off to a solid start this year raising over \$30,000 for BEAT THE HEAT, our spay/neuter \$10,000 matching challenge – WOW!!! But COVID-19 has thrown everything into a whirlwind, bringing donations way down and impacting other aspects of our operations in big ways.

As this newsletter goes to press, we still have not returned adoptable cats to PetSmart, we have a skeleton crew working with intake, and our downtown center is still closed to the public. We've also had a huge uptick of calls for spay/neuter and medical assistance help, and it's currently kitten season – these situations make your donations crucial.

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## Summertime Challenge Continued

We did obtain a Payroll Protection Program loan to help us keep our staff and meet our payroll for the short-term, but the \$50,000 Matching Summertime Challenge is even more critical this year to the animals we help than ever. Keep in mind that Cat's Cradle spends almost 90% of our annual budget on direct program expenses like spay/neuter, TNR, medical assistance, and intake/adoption – we can't let the kitties down!!!

We know that we can't stop our lifesaving work, so will you grab a mic, bang a drum, or strum a chord and join CAT AID 20, our most vital fundraiser of the year? Every dollar counts and will be matched dollar for dollar, up to \$50,000. No gift is too small, but if you can think BIG this year, please consider joining one of these featured 'bands' – our Summertime Challenge Sponsors!



**\$1000+: PURRVANA** Acknowledged on social media for a day with photo/video and story (if requested), thanked by name on our website, shouted out in radio/tv appearances (if requested), and named as sponsor for an entire colony of cats spayed/neutered by Cat's Cradle.



**\$500-999: DEF LEOPARD** Acknowledged on social media for an entire day with photo/video and story (if requested), thanked by name on our website, and named as sponsor for three adoptable cats/kittens.



**\$250-499: CAT SABBATH** Acknowledged on social media as part of this giving level with photo (if requested) and named as sponsor for a family of cats spayed/neutered by Cat's Cradle or one special needs adoptable cat/kitten.



**\$150-299: PUDDYCAT DOLLS** Acknowledged on social media via text and named as sponsor for one medical assistance client cat/kitten.

If you opt to give at one of the sponsor levels, just use the memo line of your check or the comment box on our online donation page to specify whether you wish to be acknowledged by name on media or if you want your gift to be anonymous. To donate online, go to [www.catscradleva.org](http://www.catscradleva.org).



**LET'S ROCK SUMMER 2020 ----- MEWOW!!!!!!!!!!!!!!**



## THE IMPACT OF YOUR SUPPORT!

# 2020 NUMBERS

- 933 spay/neuter surgeries facilitated
- 287 cats and kittens rescued from partner shelters
- 184 cats and kittens adopted out (167 local & 17 via transport to no-kill shelters)
- 54 Medical assistance clients helped

January 1 - April 30

## Why Your Help Is So Important to Our Medical Assistance Program

We wanted to share with you just a couple of the beautiful kitties whose families have received help from Cat's Cradle's medical assistance program, thanks to the generosity of our donors and our foundation partners. This program helps cat owners and caretakers get desperately needed financial help with veterinary bills. We are grateful to the families of these wonderful cats for sharing their pictures and stories with us to share with you.

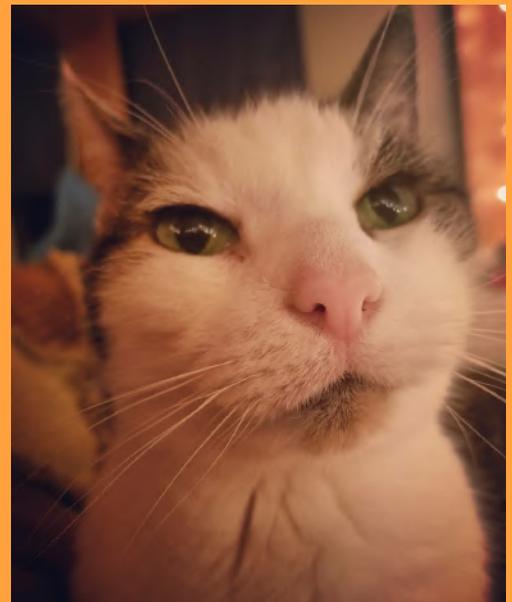
I had a four-year-old boy and a grumpy cat named after a Goodfellas character when I found her, a tiny and soaking wet kitten, on a freezing November evening. I took her in and named her Carmella Soprano. She welcomed my two other boys when they were born.

She loved to occasionally slip out the door to rub her face on some nearby concrete, but the wide world scared her. She was much happier being in our home, snuggling on our beds, and occasionally killing spiders or crickets. She once killed a mouse, and I'm certain it surprised her even more than it did me.

Carmella Soprano was a sweet, snuggly, beautiful 15-year-old cat. She was ill for a few months and this week, after a vet visit, I told a few loved ones that I hated being in this place. This place where your beloved pet is still doing ok, but signs are clear they won't be around for long, and sometimes you're just uncertain of when it's time to make a humane, difficult decision for them. Friday morning, in true Carmella fashion, she spared me that choice, and died at home in my arms.

She made me laugh, and she comforted me, and she slept on my chest or perched on my shoulder. She liked rubbing her nose into my hair and tolerated an untold number of tail tugs by well-meaning toddlers and loved licking tuna cans clean.

I could have shared a million pictures of her over the years because she's always been there. A part of my family. I'm going to miss her so much. My heart hurts.



Carmella



But I will forever be grateful to Cat's Cradle for the funding that allowed us to bring her to the vet a few months ago and again last week. I am a single mom now to my three boys and we live in low-income housing. I work part-time and go to school full-time, and I had no idea how I was going to be able to afford her vet visits and medication.

Cat's Cradle gave us more time with sweet Carmella. And I hope to one day repay that when I am back on my feet. Thank you so much for your dedication and hard work which is a priceless benefit to animals as well as your community.

With love, *Allison P.*

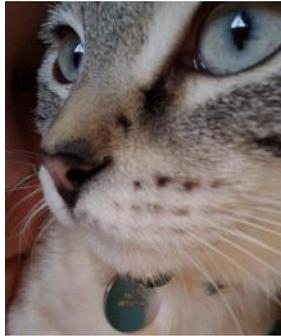
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Luna is doing amazing. My husband and I can't begin to tell you how grateful we are that we received funds through Cat's Cradle and were able to get her surgery done - - it was the best gift ever! *Amanda M.*



## 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](http://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.



**kroger community rewards**



## Petco Foundation Invests in Lifesaving Work of Cat's Cradle

### Grant of \$2,000 will allow continued expansion of Trap Neuter Return Program

Cat's Cradle is thrilled to announce it has been awarded a \$2,000 grant from the Petco Foundation to continue the expansion of our lifesaving Trap Neuter Return program!

The Petco Foundation investment will pay for veterinary fees associated with spay/neuter surgeries, allowing us to prevent unwanted litters in area shelters. We are very grateful for the continued support of the Petco Foundation, and its investment in our lifesaving programs. To learn more about the Petco Foundation, visit [www.petcofoundation.org](http://www.petcofoundation.org) or join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) by using the hashtag #PetcoFamily.



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