

ALLEY CAT ACTION

Alley Cat Allies Newsletter • alleycat.org • SUMMER 2017

For Alley Cat Allies' Over 650,000 Supporters and Activists Across the Nation and Around the World



SAVING CATS, ONE INNOVATIVE IDEA AT A TIME

People driving in the Chesapeake, VA, area this spring may have noticed some out-of-the-ordinary billboards.

Instead of featuring the next rest stop or tourist trap, these billboards advertised for one of the community's greatest needs—kitten foster families.

This creative campaign helped Chesapeake Animal Services save kittens' lives—by simply getting them out of the shelter. Across the United States, 70 percent of cats who enter shelters are killed. That number rises to virtually 100 percent for community cats, who are unadoptable, and unweaned kittens, who need round-the-clock care that most shelters lack the resources to provide. Chesapeake Animal Services is working to change this.



Thanks to Chesapeake Animal Service's foster program—promoted with billboards—these kittens were cared for in a foster home until they were old enough to be adopted.

Thinking Big

Chesapeake Animal Services' campaign began after Adams Outdoor Advertising donated its unused billboard space and helped create ads calling for families to foster kittens. With kitten season (the time when most kittens are born) underway, the shelter needed help and needed to spread awareness.

Alley Cat Allies and the National Kitten Coalition cosponsored a presentation about Trap-Neuter-Return (TNR) and caring for kittens that also helped the shelter as it was launching this new kitten foster program.

(continued on page 3)

JOIN US FOR GLOBAL CAT DAY!

OCTOBER 16, 2017

From the start, we've been inspiring and sharing information with cat advocates around the world. We've decided it's time for our flagship public outreach day to reflect this reality.

National Feral Cat Day® is now Global Cat Day™. ***Because compassion knows no borders...and neither do we.***

Celebrate with us on **October 16**. We have so much more to tell you! Visit globalcatday.org to learn more and get involved.



Office Cat Oliver is so excited for Global Cat Day. Keep an eye out for this photo in the September/October 2017 issue of Catster magazine!

 Alley Cat Allies

GLOBAL CAT DAY™

October 16, 2017



PRESIDENT'S MESSAGE

I traveled to New Orleans in April and had the honor of receiving the Golden Paw Award from the Louisiana-based Feral Cat Consortium. While there (read more on page 4), I met with dozens of individuals and organizations doing great work to help community cats in the region. Colony caregivers, humane societies, and animal shelters are dedicating themselves to making a difference and saving lives.

These New Orleans advocates aren't the only ones working tirelessly to help cats. Activists—and as you'll read in our lead story, a few shelters—have launched innovative strategies to save cats' lives. They are refusing to accept the status quo. They're thinking outside the box and involving their communities. After all, our communities are the best resource we have to make real change for cats worldwide.

Alley Cat Allies continues to be at the forefront of this lifesaving work. In this edition of *Alley Cat Action*, you'll read about how we are saving kittens through the innovative Wait Until 8 program. When shelters empower their communities' residents to care for kittens, a magical new form of lifesaving is the result. Everyone becomes a hero.

As more communities embrace these efforts, I'm confident that we'll succeed in creating a more humane world for cats. After all, people in every country protect cats and care for those in their communities. To recognize this, we're celebrating Global Cat Day on October 16. Read more about it on page 1.



All of us—everywhere—are in this together!

For the cats,

Becky Robinson, President and Founder

Connect with me online



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It is Alley Cat Allies' practice to exchange the names of our donors with other charities that share our values. We do this in order to both expand our donor base and spread our mission and to support those charities that we feel are working toward the good of animals and our community. Please notify us if you would prefer that we not share your name. We would be happy to remove your information from our exchange list.



Alley Cat Allies is proud to have earned the highest rating of four stars from Charity Navigator, the nation's largest and most respected charity evaluator. Join us and our more than 650,000 supporters at www.alleycat.org.



OUR MISSION: To transform and develop communities to protect and improve the lives of cats.

OUR GOALS: 1) Reform public policies and institutions to serve the best interests of cats; 2) Expand and promote cat care; 3) Increase understanding of cats to change attitudes and eliminate misconceptions.

SAVING CATS, ONE INNOVATIVE IDEA AT A TIME... (continued from page 1)



This is one of the billboards from Chesapeake Animal Services promoting the need for fosters.

One billboard counted down the number of foster families still needed. In March, it was 20. As of early June, they had seven new kitten foster families.

This creative advertising was the key to getting volunteers for the first year of the kitten foster program.

"I believe firmly that we would not have been able to get these families into our shelter without those billboards," says Dyanna Uchick, the shelter's outreach and volunteer coordinator.

Empowering the Community

Any shelter can start a kitten foster program. Alley Cat Allies is helping shelters around the nation prove it to themselves through Wait Until 8 programs. Through these programs, shelters empower community members to become kitten caregivers—which keeps more kittens out of shelters.

The Hillsborough County Pet Resource Center in Florida started its own lifesaving Wait Until 8 program in 2015. Instead of taking in the young kittens people bring to the facility, the shelter provides those citizens with training and supplies so they can raise the kittens themselves at home. When the kittens are 8 weeks old, the caregivers bring them back to the shelter to be neutered, vaccinated, and adopted.

Wait Until 8 has made incredible changes for the Pet Resource Center, which, like most shelters, lacks the



An El Paso Animal Services volunteer spends quality time with a kitten. By getting the community involved, shelters can save kittens' lives.

resources to care for neonatal (less than 4-week-old) kittens. Pet Resource Center Director Scott Trebatoski says that the shelter has saved thousands of kittens each year since implementing the program. For 2017, the shelter has its biggest goal yet: save every cat and kitten who comes in.

Getting Kids Involved

At the City of El Paso Animal Services in Texas, the minimum age for volunteers is 14. But the shelter has still found a way to get younger kids involved.

Their Kitty Reading Book Club began in January for kids 8 to 13 years old. It's "an effort to get the younger generation of our community involved in volunteering, while also offering them the opportunity to brush up on their reading skills and provide our kitties some love and enrichment," says Michele Anderson, public affairs specialist for animal services.

Once a week, kids in the club bring books to the shelter, or use ones the shelter provides, and read aloud to the cats to keep them company and help them cope with stress.

Anderson says the cats get


curious during the reading time, sitting right at their kennel doors or even in the kids' laps. In this way, kids get to help with the vital process of socializing cats for adoption—all while having fun and getting their nose in a good book.



A member of the Kitty Reading Book Club in action at El Paso Animal Services.

The Power of the People

These innovative programs save lives by simply tapping into their greatest resource—the community. And shelters aren't the only ones doing it. Animal Balance, a U.S.-based nonprofit, provides high-volume spay and neuter services for dogs and cats on islands around the world. Alley Cat Allies partners with the group, including on its cat program, Trapped in Paradise. In many places where Animal Balance works, there are no animal shelters, so instead the community collaborates to save animals' lives. Animal Balance brings together local veterinarians, animal protection organizations, and community members to get the job done.

All of these successes prove one thing: Never underestimate the power of people working together! 



IN YOUR BACKYARD

More communities around the nation are discovering the benefits of lifesaving programs for cats. Here are some recent successes.

CA California—City Learns to Believe in TNR

Community cats in a colony in Anderson River Park in Anderson, CA, are receiving the care they need through Trap-Neuter-Return (TNR). As of May 2017, the park's TNR project



has helped 43 cats, and the cats have received outdoor cat houses so they stay warm and safe. After initial skepticism, the City of Anderson and Haven Humane Society animal control officers, who provide their services to the city, are now supportive of this lifesaving program. Capt. Lee Anne Smith of Haven Humane Society hadn't realized the benefits of TNR. But now, she says "I'm a believer" and considers the cats of the park "her cats."


Cats who have been returned to their colony after being spayed or neutered and vaccinated can be identified by their eartip. Learn more at alleycat.org/Eartip.

FL Florida—Activists Come Together to Save Community Cats

When the people of North Bay Village complained about the lack of a program to manage community cats, their council first looked to what it thought would be a fast fix: rounding up cats and killing them. Outraged, several activists took action to show that catch and kill is ineffective and cruel and Trap-Neuter-Return (TNR) is the best option to manage community cat populations. Activists organized, mobilized, and attended council meetings to provide case studies and scientific evidence that support TNR. The council listened! After consulting with nearby Broward County, which has an excellent TNR track record, the city decided to start a TNR program of its own. Congratulations! We're proud of their progress and hope for even more humane change in the future.

LA Louisiana—Alley Cat Allies Receives Award

In April, our President and Founder, Becky Robinson, traveled to New Orleans to accept the Golden Paw Award for her and Alley Cat Allies' work as "Lifetime Champions for Feral Cats." The Golden Paw Awards event is hosted by the Feral Cat Consortium, a Trap-Neuter-Return (TNR) group and member of our Feral Friends Network.

Becky also visited local cat colonies and caregivers, animal shelters, and rescues to learn more about the state of TNR in the region. She enjoyed meeting the dedicated people and organizations working to help cats in the Bayou State, where Alley Cat Allies has been involved since Hurricane Katrina. 



Wendy Guidry of the Feral Cat Consortium of southeastern Louisiana presents Becky Robinson with the Golden Paw award.

A PLANNED GIFT TODAY MEANS A STRONG FUTURE FOR ALL CATS

There's nothing more important than preparing for the future. Thanks to our Forget-Me-Not Legacy Society, a dedicated group of supporters who have named Alley Cat Allies in their estate plans, our work to protect cats for the long term has spanned across the country and beyond!

Alley Cat Allies is honored to be remembered in Nancy Sullivan's estate and grateful to have her as a member of our Forget-Me-Not Legacy Society.

"I have been donating money to Alley Cat Allies since 1998, and I am confident that every dollar was used for the well-being of the cats and the continuous improvement of their lives," says Nancy.



Nancy fosters cats, including Midnight, Monica, Mary Lou, and Pete.

Nancy's legacy will help us continue to advocate for the protection of all cats, promote Trap-Neuter-Return (TNR), seek justice for cats harmed in cruelty cases, and work with animal shelters to create lifesaving programs.

When you name Alley Cat Allies as a beneficiary of your estate, you play a vital role in our mission to save cats' lives. We can't predict what will happen in the future, but with a planned gift, we can be ready.

For more information, contact us at **866-309-6207** or plannedgiving@alleycat.org. 

HISSES AND PURRS The stories of those who deserve to be celebrated...and scorned.



PURRS to **Fort Pierce, FL**, for rewriting its local ordinance to support Trap-Neuter-Return (TNR). We're glad the information we provided helped the city make the right decision.



PURRS to **Amarillo, TX**, for passing a TNR ordinance. As of May, more than 50 cats have already undergone TNR.



HISSES to the **New York State Veterinary Medical Society** for opposing a ban on declawing. Declawing is not a nail trim but a cruel and unnecessary amputation.



HISSES to **Chatham County, GA**, for adopting a leash law for cats. Leash laws make community cats targets for animal control, since they don't have owners to leash them and their home is the outdoors.

SAVE A CAT WITH A MOUSE With just a few clicks, you can make a difference in cats' lives and help transform communities. Here are some online resources to help you on your way:



CONNECT—Join us on Facebook, Twitter, and Instagram. [alleycat.org/SocialNetworking](https://www.alleycat.org/SocialNetworking)



LEARN—Advocate for cats in your community. [alleycat.org/CommunityChange](https://www.alleycat.org/CommunityChange)



DONATE—Support cats nationwide. [alleycat.org/Donate](https://www.alleycat.org/Donate)



TAKE ACTION—Receive our *FeralPower!* action alerts and other emails. [alleycat.org/SignUp](https://www.alleycat.org/SignUp)



MAKING THE CASE FOR COMMUNITY CATS IN *NATIONAL GEOGRAPHIC*



Burt is part of a TNR program in Pennsylvania.

In March, our President and Founder, Becky Robinson, wrote a blog that was featured in *National Geographic's* Cat Watch. In the blog, "Big Love for Small Cats," Becky explains how viewing domestic cats through the same scientific lens we view big cats helps us understand our pet and community cats' natures. It was a great opportunity to share the importance of Trap-Neuter-Return (TNR) with a wider audience! Check out the blog at alleycat.org/big-love-for-small-cats.

NEVADA PASSES LAW TO SUPPORT TRAP-NEUTER-RETURN

On June 2 of this year, Nevada passed a law expressly stating that the Trap-Neuter-Return (TNR) of a feral cat is not abandonment. This is a lifesaving decision for community cats.

Community, also called feral, cats have a home—the outdoors—so returning them there after getting them spayed and neutered is not the same as abandoning an owned pet (who depends on humans for food and shelter) outside. Including feral cats in abandonment laws hinders TNR efforts. This law will help TNR continue in Nevada! To speak up for cats in your state, go to alleycat.org/ActionCenter.

SUMMER TIPS FOR CATS

It's important to keep cats cool and safe in warm weather. We'll show you how.

- Feed the cats, not the ants! Try dry food or purchase a bug-proof dish.
- Give cats extra cold water.
- Provide cats with a shady resting place.
- When trapping, be aware of heat—don't leave cats in traps for long periods.

Get more detailed information at alleycat.org/Summer.



Misu stays cool on the Atlantic City Boardwalk.

CHECK THE CHIP DAY

August 15 is Check the Chip Day! Make sure the animals in your life are microchipped and that the microchips are registered with your correct contact information. If you work at an animal shelter, scan *all* animals you take in for microchips so you can more easily reunite them with their families. Learn about our Plan to Scan campaign at alleycat.org/PlanToScan.

NEW RESOURCE: CAT BEHAVIOR WEBINAR SERIES

Do you know why your cats do the things they do? Find out in our three-part **Cat Behavior Webinar Series**, presented by Certified Animal Behavior Consultant Kelley Bollen, who has a master's degree in animal behavior. We are pleased to present her webinars:



- **Understanding Your Feline Friend:** An overview of cats' biology and behavior to help you understand how they perceive the world.
- **Behavioral Enrichment for Your Cat:** How to enrich cats' lives and cure their boredom by tapping into their instincts and needs.
- **Common Behavior Problems in Cats:** A guide to common behavioral issues, how they connect to the way cats think, and how to solve them.

You can view all three webinars **FREE** at alleycat.org/CatBehaviorSeries. 