

# ALLEY CAT ACTION®



Alley Cat Allies Newsletter | [alleycat.org](https://alleycat.org) | SUMMER 2020

For Alley Cat Allies' More Than Half a Million Supporters and Activists

## PROTECTING CATS NOW AND THROUGH WHATEVER TOMORROW BRINGS

When faced with a crisis like COVID-19, we can let it paralyze us... or we can grasp the opportunity to make lifesaving change. With your help, Alley Cat Allies has a long history of finding innovative new ways forward in the face of tough situations.

It seems hard to believe, but back in 1990, our president and founder Becky Robinson couldn't find a single veterinarian to neuter a community cat in the greater Washington, D.C., area. There were no non-lethal options for cats living outdoors; no blueprint to protect them. The majority of cats, even socialized and adoptable cats, were killed in shelters.

So, Becky formed Alley Cat Allies, and we made our own blueprints.



*Alley Cat Allies' groundbreaking work with Feeding Florida is filling the food bowls of cats, like these, across the state.*

cats' lives are launched all the time.

Fast forward 30 years. Our blueprints are now the go-to approach for communities everywhere. Trap-Neuter-Return (TNR) and other humane programs are mainstream, and more programs to save



*Alley Cat Allies' Keeping Families Together campaign is keeping cats fed and cared for throughout the COVID-19 crisis. We distributed all this cat food, and much more, in collaboration with food banks across Florida.*

We got this far by looking challenges square in the face—and that is what we're continuing to do at this most critical time.

Thanks to your support, we have been able to hit the ground running since the start of the COVID-19 pandemic, shifting and shaping policies and providing relief and assistance where it is needed most.

Keeping Families Together™, a campaign we launched as soon as COVID-19 landed in the U.S., has supplied cat and dog food and cat litter for food banks to provide for their communities.

We know that the millions of people with companion animals consider them family, and that caregivers care deeply about their community cats. Our Keeping Families Together campaign is helping those who are struggling and relying on food banks to keep their animals in their homes and to continue to care for community cats.

*(continued on page 5)*



# PRESIDENT'S MESSAGE

In the midst of a generation-defining time in our history, your support has allowed us to make lifesaving differences for cats and the people who care for them. Thank you from the bottom of my heart.

This global movement of ours was built on compassion and common sense across 30 years, from the ground up. The COVID-19 pandemic has made plain how much we have accomplished for cats in these past decades. We have led by example and encouraged people, especially decision makers, to shift their thinking and consider what is humane and right.

That sea change has transformed the way society approaches cats.

In this edition of Alley Cat Action®, you'll learn how our new Keeping Families Together™ campaign has kept thousands of cats in their homes—indoors or outdoors—throughout the ongoing crisis [page 1].

A campaign like this would not have been possible 30 years ago. Today, the vast majority of people recognize that cats are family, too, and deserve to be provided for in times of emergency.

You will also meet just a few of the kittens we've saved through our COVID-19 emergency funding and newly launched Leave Them Be™ campaign [page 6].

Then, join us as we celebrate the 20th anniversary of our Atlantic City, New Jersey, Boardwalk Cats Project® [page 4] and get ready for Global Cat Day, Oct. 16 [page 3].

Together, we will continue to make positive changes for cats as the world around us changes like never before. So please keep advocating with us and keep loving your cats.



For the cats,

Becky Robinson  
President and Founder

P.S. We are here to help and are open for business. Should you have concerns about cats in your community, please reach out.

## Connect with me online



/ACAPresident



/FeralBecky



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Alley Cat Allies is a 501(c)(3) nonprofit and tax-exempt organization. Alley Cat Allies' federal employer ID number is 52-1742079, and our CFC number is 10964. All contributions, donations, and gifts are tax deductible, as allowed by law.

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.

LEADERSHIP: Becky Robinson; Patricia Kauffman; Kevin Lee, CPA;  
Anne Lynch, Esq.; Justin Oravetz, Esq.



**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 end outdated and deadly policies.



# PLANNED GIVING PROFILE: DEBBY GIBLIN

Debbly Giblin has been helping Alley Cat Allies save cats' lives almost as long as we've been around! Since



*Debbly's beloved cat, Figaro. Fun fact: Figaro's best friend since he was a tiny kitten is a stuffed manatee named Satchell!*

1996, for 24 years, Giblin has donated regularly to protect cats and kittens—who have always been important to her.

"Cats are my first love," she says. That is why Giblin chose to name Alley Cat Allies in her will. She has spent all her life

helping cats, so it was an easy decision to ensure her legacy will do the same.

Giblin isn't afraid to get hands on for the cats who need her, either. She learned on her own how to bottle-feed and raise her now 12-year-old cat, Figaro, when he was just 3 weeks old and found without his mother.

And when asked why she gives to Alley Cat Allies, she recalls one of her most beloved cats.

"When I think of Alley Cat Allies, I think of Beauty, a cat who was with me for almost 20 years," Giblin explains. "Beauty reminds me how special our bond is with cats. That they are important and deserve to be protected."



Visit [alleycat.org/PlannedGiving](https://alleycat.org/PlannedGiving) (CFC #10964) (EIN #52-1742079) or for more information, call **866-309-6207**.



## AWAKENING THE ADVOCATE WITHIN

Global Cat Day®, October 16, is the day we mobilize those around the world to take a stand for cats and kittens. In many communities, cats are still rounded up and killed. We can end the killing—together.

For 30 years, Alley Cat Allies has empowered people like you to make grassroots change in your towns and neighborhoods. Through the power of compassion, we have flipped thousands of local laws to stop the killing and save cats.

But there is still so much change that needs to be made. We need your help in areas where cats are still at risk every day—including parts of Florida, Mississippi, Alabama, North Carolina, Virginia, and Texas.

This Global Cat Day, we must rally existing and budding advocates to be the cats' voice and take on the remaining threats to their lives.

Join us at  
**GlobalCatDay.org**



# 20 YEARS OF THE BOARDWALK CATS PROJECT®

Smokey, the matriarch of the cat families living along the Atlantic City Boardwalk in New Jersey, is still spry at the ripe old age of 20. She explores the sprawling hidden space beneath the Boardwalk, cuddles each member of her feline family, and enjoys regular meals from her caregiver.

But 20 years ago, Smokey's life almost took a very different turn. If not for Alley Cat Allies' Boardwalk Cats Project, she may have spent her last days as a young kitten in an animal shelter.



*Smokey, the matriarch of the community cats living on the Atlantic City Boardwalk, is an amazing 20 years old!*

and all the cats living under the famous two-mile-long Boardwalk.

By mobilizing the Atlantic City community and supporters like you, we inspired the city public health department to embrace the humane and effective approach of Trap-Neuter-Return (TNR). We named our initiative the Boardwalk Cats Project and formed a coalition that includes the Humane Society of Atlantic County and the devoted caregivers. Together, we transformed Atlantic City policies to save all the Boardwalk cats and kittens.

This year, on its 20th anniversary, our Boardwalk Cats Project remains a model for coexistence between cats and people in every community. There's plenty of reason to celebrate, so we're planning something special. Stay tuned for more details at [alleycat.org/BoardwalkCats](http://alleycat.org/BoardwalkCats).



**Suzy**



**Big Red**



**Groucho & Mr. Meow**



**Misu**

**Sweet Boy**



# PROTECTING CATS NOW AND TOMORROW (continued from page 1)

To get food to the largest number of animals in need, we began working with community food banks that



*Alley Cat Allies is also donating dog food through our Keeping Families Together campaign! This Florida man came to a public distribution event to receive no-cost meals for his beloved dog, also pictured.*

primarily distribute food for people. So far, we have donated animal food to Feeding Florida, a statewide network of food banks, as well as Collier County Emergency Management, and other food banks across the nation.

In the process, we helped create a model in which community food banks expand their mission and recognize the importance of providing food for our animal family members and community cats.

Through Keeping Families Together™, we also issued emergency funds to more than 50 organizations around the country. One such organization, Friends For Life in Houston, has been holding Community Outreach Clinics, all with safe social distancing, to provide treatment, microchipping, and vaccinations for thousands of animals.

Leave Them Be™, our other new campaign, launched as the COVID-19 crisis slowed spay and neuter across the nation for months—right as kitten season ramped

up. Leave Them Be is educating people that the best way to save young kittens' lives is to leave them with their mother, who is their best caregiver.

In line with Leave Them Be, FieldHaven Feline Center in California utilized our emergency grant to launch its “Kitten Sitter” program. The program educates and provides tools to community members to watch over young kittens outdoors rather than separating them from their mothers.

Please visit our website at [alleycat.org](https://alleycat.org) for more inspiring stories of the cats and people we are helping together. With you in our corner, Alley Cat Allies is making this dark time a fair bit brighter and more hopeful for many.



*Cat food donated by Alley Cat Allies' Keeping Families Together campaign is given to a family in need at a public distribution event in Naples, Florida.*



## ALLEY CAT ALLIES IN THE NEWS

As the pandemic led to so many questions about cats, we protected them by sharing critical expertise through leading news outlets. Our president and founder, Becky Robinson, was quoted in the **New York Times** with advice for those who adopted animals during the shutdown. The nationally syndicated column **My Pet World** passed along Becky's guidance that “Stay at Home” orders did not restrict people from caring for community cats. Local newspapers, radio and television stations covered emergency grants from Alley Cat Allies to organizations throughout the country. These stories built upon previous high-profile features in **Good Housekeeping** magazine, **Newsweek.com**, and other national news outlets—all within the last year!

# SAVING LIVES IN CRISIS-TIME KITTEN SEASON

Usually by this date, thousands of community cats would have been spayed or neutered. But, like with most things in our lives, COVID-19 has uprooted the usual.

Many spay and neuter clinics had to suspend their critical services... right around the time of year most kittens are born. As a result, people are discovering a growing number of kittens outdoors in their neighborhoods.

Alley Cat Allies is leading the way to protect these kittens during this crisis—and always. Here are just some of the kittens' lives we've saved thanks to your support.



## Snook Kittens—Raised the Natural Way

Leave Them Be™ is the best approach to newborn kittens. The story of the Snook kittens proves it! This litter of five was born to mother cat Sunny in a shed in northern California. FieldHaven Feline Center (see page 5) educated concerned neighbors to simply watch over the entire family and not intervene. Sunny raised her kittens well, and all have been adopted into loving homes. Sunny herself was spayed and returned to her outdoor home, where she is thriving.

## Save More Kittens

Alley Cat Allies' incredibly popular 'How Old Is That Kitten?' resource is helping people around the world learn about and care for kittens of any age. It's all at your fingertips at [alleycat.org/KittenProgression](https://alleycat.org/KittenProgression).

## Rousy—Only Three Weeks Old



Through our COVID-19 emergency support, The Haven in Fairhope, Alabama, provided lifesaving emergency veterinary care for this tiny orange tabby found alone in a storm at just 3 weeks old. Today,

Rousy is happy and healthy in a forever home.

## Fitzgerald—The Teeny Tuxedo

Fitzgerald was found in a shed when he was 2 weeks old, stuck between a wall and a cabinet. There was no sign of his mother, so PALNV in Las Vegas, Nevada, took him in. Our emergency support paid for the round-the-clock care he needed to thrive—and thrive he did. Today, Fitzgerald is enjoying life with the family who adopted him.



## 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:



**QUESTIONS?**—Looking for assistance with cats? Get the help you need!  
[alleycat.org/GetHelp](https://alleycat.org/GetHelp)



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



**DONATE**—Support cats and kittens.  
[alleycat.org/Donate](https://alleycat.org/Donate)



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