



CARE

Cat Adoption and Rescue Efforts

SEPTEMBER 2016 NEWSLETTER 15 YEARS OF CARE

THANK YOU FOR SUPPORTING CARE

September is a time of beginnings for many families, as kids or grandkids head off to school and work starts ramping up again after the summer slow-downs. At CARE, we're thinking about beginnings, as well. 15 years ago, CARE began.

In this month's newsletter, we're sharing our accomplishments over the past 15 years and looking forward to what our future brings with your continued support. This month, we'll also invite you to take a second glance at commonly overlooked shelter cats, encourage you to share your successful adoptions stories to help us win a holiday grant, help you explore fostering, and show you how to make a homemade puzzle box for your cat.

Should you decide to do so, you can easily unsubscribe at any time through the link found in the footer of the email. We hope, though, that you will enjoy these updates and feel free to forward on to people you know who may be considering a companion animal or have questions about kittens they may have found this month. You can also call our hotline at 804-288-9797 with any additional questions.

15 Years of CARE

- Founded on September 25, 2001
- Saved and rehomed over 7,000 cats and kittens
- Consistently awarded funding by United Way Campaigns
- Maintain website with over 450,000 views since 2011
- Manage statewide hotline and rescue group directory



Second Glance: Less Adoptable Cats

Less adoptable. It's not a very flattering term - and sometimes it's one that shelters even shy away from with good intentions of highlighting the best attributes of a cat. Why point out the aspects that make them harder to adopt and possibly make a situation worse by acknowledging that reality?

A number of traits can brand a cat as "less adoptable":

- Adult
- Physical special needs
- FIV+ and other medical conditions
- Black
- Overweight
- Shy or fearful personality

Petfinder surveyed their affiliated shelters and found that less adoptable pets stay in shelters four times longer than more adoptable pets like kittens, outgoing cats, and special breeds.

At CARE, we know how hard it can be for less adoptable cats. We have a number of cats that fall into the less adoptable category. We care for them for as long as they are with us, caring for them not in spite of but because of their differences. We know that each of them deserves the security and comfort of a loving home.

Consider bringing a less adoptable cat into your home.



Available: Emily



Available: Hoppy



Available: Gypsy

Interested in Learning to Foster?



We will be holding monthly foster education sessions to train a new class of CARE fosters.

Have you ever considered fostering? Want to learn more about what fostering entails? Or would you like tips and tricks from more experienced fosters?

Available: NoSox and Sketchers

Reply to this newsletter to express your interest in upcoming sessions.

Are You a CARE Adopter?



The Petco Foundation is offering the chance to win a \$100,000 grant. They are asking for adopters to submit stories about how their beloved adopted pets have changed their lives for the better and support the organizations that helped connect them.

If you have adopted from CARE, please consider sharing your story with Petco of how your life changed by adopting your cat(s).

Full Petco Holiday Wishes information can be found here.

School's in Session: Homemade Puzzle Box

Feeling crafty? The Glam Cat has a DIY project for you that we think makes the perfect "back-to-school" themed cat toy - a puzzle box to mentally stimulate your favorite feline friend.

Supplies List:

- One (or more) disposable food containers
- Utility knife
- VERY sharp scissors
- Black marker
- Rubbing alcohol
- Lighter
- Small rubber adhesive casters
- Small cat toys/balls (at least one with a bell)



- for stimulating sounds)
- Cat kibble or treats

[Find out more at The Glam Cat.](#)



Kroger Shoppers: Yearly Renewal

It's time to renew your support of CARE through Kroger community rewards - or add this to your card if you haven't done so before!

Kroger donates money back to the community when customers link their card to their choice of charity. A percentage of all your Kroger grocery sales will go directly to help CARE cats!

- Sign in online at: kroger.com/communityrewards.com and link your Kroger Plus card to CARE #92652
- Click on Edit Kroger Community Rewards information and input your Kroger Plus card number
- Enter #92652 or Cat Adoption and Rescue Efforts, Inc., select CARE from list and click on CONFIRM
- To verify you are enrolled correctly, you will see Cat Adoption Rescue Efforts, Inc. on the right side of your Kroger information page
- Do you use your phone number at the register? Call 800-576-4377, select option 4 to get your Kroger Plus card number, and then link your account online
- Members must swipe their registered Kroger Plus card or use the phone number that is related to their registered Kroger Plus card when shopping for each purchase to count

Cat Adoption and Rescue Efforts, Inc.

<http://care-cats.org>
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Cat Adoption and Rescue Efforts, Inc. (C.A.R.E.) is an all-volunteer, non-profit 501 (c) (3) organization dedicated to the rehabilitation, care and adoption of cats and kittens rescued from euthanizing animal shelters in Richmond, VA and surrounding areas. And, accepts on a limited basis animals from alternative sources. We are committed to the highest principles of humane care and obtain professional medical treatment for all animals in our systems.



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