

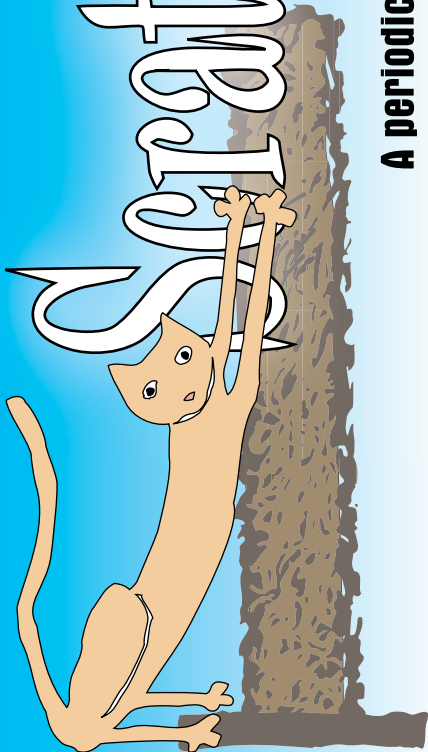


**Cat Tales, Inc.**  
ANIMAL RESCUE

July, 2007

# Scratching Post

**A periodic newsletter of the Cat Tales Animal Rescue**



## The never ending story

Welcome to 2007 and the ~~February~~ ~~March~~ ~~April~~ ~~May~~ ~~June~~ July issue of the Scratching Post. Quite a bit has been going on in the organization and we'll do our best to get you caught up.

This issue serves as an "annual report" for the organization. Inside, you'll find the summary of income and expenditures, a discussion of the anomalies over last year and some projections for this year. I hope you will appreciate the transparency, without being tedious. Your trust, that we are spending your donations properly, is something we must constantly earn.

We've re-vamped our communications system over the last year. The incoming faxes are distributed to a team of reviewers to expedite the response to applications. All phone calls received on the 215-933-6900 number are also distributed to a team so we can meet our pledge of responding to all calls within 3 business days. In most cases, we respond within one business day. Our "old" number, 215-218-9998, has been re-routed to collect all of the calls in one voice mail box. We will be retiring the old number at the end of this year.

We've expanded our e-mail to allow better service to adopters and potential adopters.

- If you have questions about adopting a cat, send your message to [applications@cattalesinc.org](mailto:applications@cattalesinc.org).
- If you have questions about volunteering, send your message to [volunteer@cattalesinc.org](mailto:volunteer@cattalesinc.org).
- If you have questions about surrendering your cat, send your message to [surrenders@cattalesinc.org](mailto:surrenders@cattalesinc.org).
- If you have questions about the newsletter, send your message to [newsletter@cattalesinc.org](mailto:newsletter@cattalesinc.org).
- If you have questions about the web site, send you message to [webmaster@cattalesinc.org](mailto:webmaster@cattalesinc.org).
- If all else fails, send your message to [info@cattalesinc.org](mailto:info@cattalesinc.org).

These changes were developed with our new web site at [www.cattalesinc.org](http://www.cattalesinc.org). The site is evolving and some pages aren't working, so please bear with us. (If you find something that doesn't work, please send an e-mail to [webmaster@cattalesinc.org](mailto:webmaster@cattalesinc.org).)

We will have an on-line gallery of cats available for adoption, directions to our adoption centers, listings of volunteer positions, answers to frequently asked questions and a library of old issues of the **Scratching Post** and the past sponsor letters.

We're hoping to add features that will encourage you to visit often. Eventually, we'll have pictures of our feline alumnae, a spot to suggest names for our incoming kitties and a "kitten-o-meter" to show you our progress adopting out kittens.

In other organizational changes this year, we've lost two board members and we wish them the best in their new endeavors. We've added three new board members to handle specific tasks in the Cat Tales, Inc. organization. We now have someone to oversee all of our volunteers, someone to focus on incoming adoption applications and someone to focus on incoming calls. We welcome Janet, Sue and Vicki. We've also closed our adoption center in Trappe. Several issues made support of this center difficult for the organization and after the primary Cat Tales' representative from that store resigned from the board, we chose to close our adoption center there. Many thanks to Mark for years of excellent service in Trappe. Your efforts over the years saved a multitude of cats! We appreciate everything you accomplished. To the adoptive families in that area, please keep in touch with us through the web site.

This year, we will also observe our fifth anniversary and, in celebration of this milestone, we will be having a party September 30. Please see the article inside for additional details.

# A Financial Review of 2006

by Jeff Dodd, *Cat Tales* Treasurer

This has been a big, but unusual year for *Cat Tales*. We have matured as an organization and have experienced some growing pains. Through all of this, we continue to serve our mission of caring for cats in need.

Last year, we adopted out 170 cats, 80 of which were kittens. However, we had an outbreak of ring-worm (fungus) in our foster care facilities and an outbreak of "kitty flu" in an adoption center. This kept many of our cats out of the centers and we were not able to have as many cats out for the public to see.

What follows is a high-level summary of the finances for 2006. Figures presented in the editorial summary are rounded to the nearest \$100.

## INCOME

2006 ended on an extraordinarily high note. Our income for last year was \$133,000. This exceptional number is impacted by one specific donation. You may recall the passing of one of

our volunteers, Steve Benner, which we shared with you in the February, 2005 issue of the *Scratching Post*. Steve designated *Cat Tales* as the beneficiary of his life insurance policies, to our gain of \$85,000, 2/3 of the year's total income.

This was a gift we have not taken lightly. First priority was to take care of the cats Steve left behind. This we are doing. We also discussed ways to use the money in a way to honor the generosity of this man; finding something appropriate, though, has been difficult. A shelter for our rescued cats is a long-range goal we have often discussed, but with no decision imminent, we have invested the money in certificates of deposit to assure the safety of the money.

The table below summarizes the remaining income for the year.

Adoption fees	\$11,317	8.51%
Spay-Neuter Deposit	\$2,355	1.77%
Surrender Fees	\$3,097	2.33%
Gifts Received	\$6,446	4.85%

Snoopy Kaplan Memorial	\$2,622	1.97%
Steve Benner Memorial	\$88,267	66.38%
Condo Sponsorship Foundations	\$1,933	1.45%
Veterinarian Services	\$8,105	6.09%
Merchandise sales	\$3,725	2.80%
Christmas fund raising	\$1,013	0.76%
	\$4,103	3.09%
<b>Total</b>	<b>\$132,982</b>	

Income of note: Gifts Received covers simple donations that were not attributed to a particular effort. These gifts came in via mail or donations to the "jar" at the adoption centers. The Snoopy Kaplan Memorial line item describes giving in honor of a dear pet of one of our adoptive families that passed this year, given by his friends and family. The Steve Benner Memorial line item includes the insurance policy as well as donations given by Steve's friends, family and co-workers.

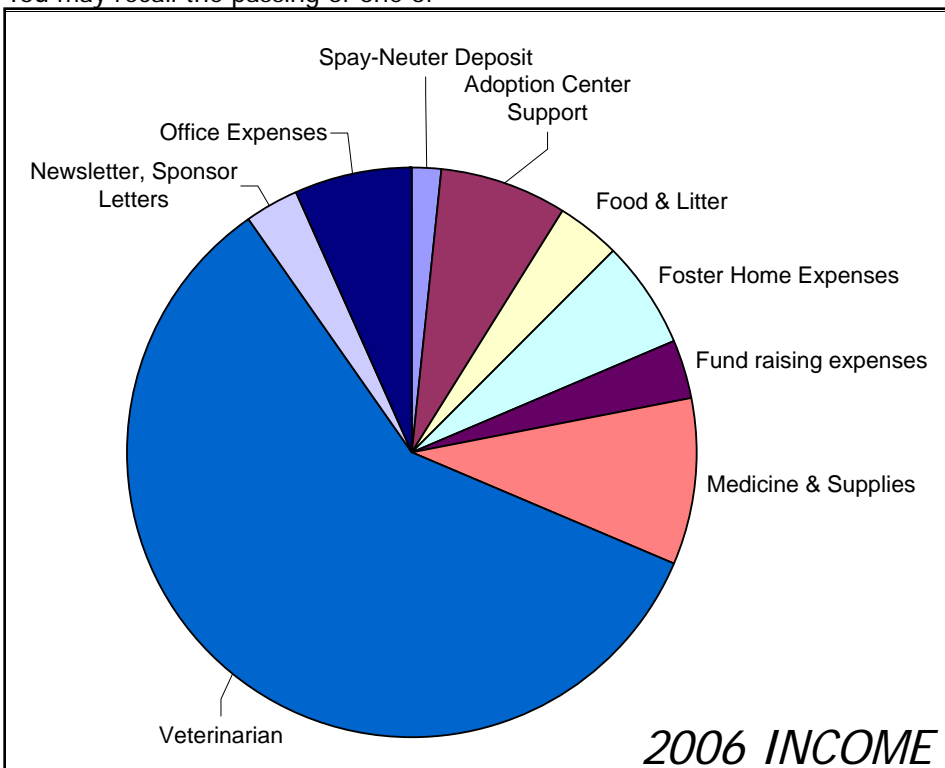
Cat Tales receives money from the charitable foundations associated with our adoption centers at Petco and Petsmart. We receive a small bonus for each adoption and participation in other promotional events at the stores. We thank both stores and encourage everyone to shop at both stores.

The income from "veterinarian services" is reimbursement we receive from other rescue groups and individuals who we share our medical care arrangements.

Several successful holiday fund-raising activities, Pet Pictures with Santa Claws, gift raffle and the Barnes and Noble gift wrap brought in a tidy sum to round out our year.

## EXPENDITURES

Cat Tales has recorded expenditures of \$53,400 for 2006. Once again, our expenditures are dominated by payments for veterinary care. We have worked hard to stretch our medical dollars through agreements with our veterinarians for set prices for stan-



standard care and discounts off retail. Without these arrangements, our costs could have easily been 30% higher. We also purchase some of the medical supplies, including vaccines, at wholesale costs which adds to our savings. Special thanks to the Main Street Animal Hospital doctors and staff for all of their help in caring for our cats.

Spay-Neuter Deposit	\$930	1.74%
Adoption Center Support	\$3,789	7.09%
Food & Litter	\$1,997	3.74%
Foster Home Expenses	\$3,189	5.97%
Fund Raising Expenses	\$1,850	3.46%
Medicine & Supplies	\$5,024	9.40%
Veterinarian	\$31,438	58.84%
Newsletter, Sponsor Letters	\$1,595	2.99%
Office Expenses	\$3,621	6.78%
<b>Total</b>	<b>\$53,433</b>	

Our adoption center costs are up this year. This line item covers supplies not provided by the adoption centers, such as litter, bleach and other cleaning supplies. We purchased carts to assist some of our smaller volunteers with moving large pails of cat litter

and the variety of foods for the cats. This item also includes food, shelter and health care costs for Steve Benner's cats. We have entered an agreement with a local laundry service for the washing of towels and cat bedding for the adoption centers. (It's hard to believe cats can be so messy until you start carrying bags of towels around.) Asking volunteers to take this responsibility was time consuming and caused some distress with the kitty residue in personal washers and dryers.

Approximately \$1900 was spent last year on utilities. This is a generic category for business expense that must be paid to keep the organization running. This line item covers our phone service, fax service, voice mail service, post office box rental, internet service and liability insurance for volunteers and customers at the adoption centers. Where possible, we've negotiated for discounts by selecting the minimum necessary configuration.

The office expense line item is different and covers consumables used by the organization. This is the duplication of forms via photo-copying and print and promotion materials distributed at public events. The costs associated with the duplication and delivery of the newsletter are segregated

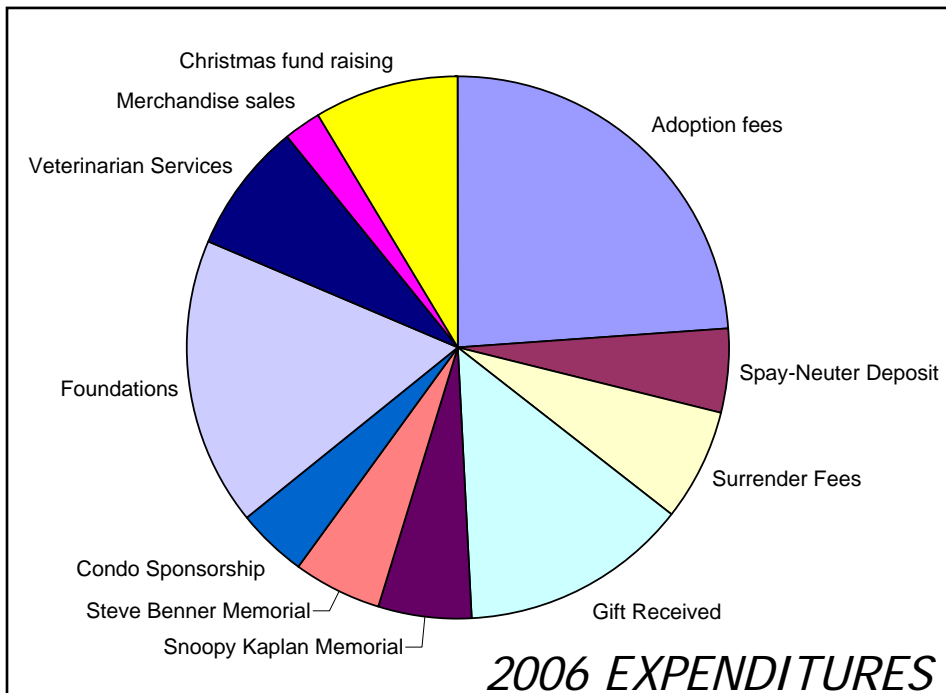
into a separate line item. The newsletter is delivered to almost 1000 addresses. \$450 was spent per issue for the distribution for 400 mailed copies. The remaining copies are delivered by e-mail. We maintain the list, respecting people's requests to be removed from the mailing list and marking returned mail as undeliverable.

## SUMMARY

Our surplus of income at the end of the year has been a blessing. We can grow our organization, extending assistance to other cat rescue and spay-neuter organizations so we can reduce the populations of stray and unwanted cats. We have established a way to support Steve's cats for the remainder of their lives (or nine lives), providing shelter, food and medical care for them. We have worked with other groups and funded the spay-neutering and basic vaccinations for four feral colonies. We have provided money to another group which is establishing a low-cost spay-neuter clinic in our area.

We are planning a strategy session within Cat Tales, to determine if a shelter is viable for an organization. We are reaching our capacity to foster cats, support the adoption centers and track the incoming and outgoing streams of cats.

This surplus has caused some stress as we must continue to exercise our fund raising muscles so we will be able to survive when the money has been committed to another project. It is awkward for us to ask donors for \$5 or \$10 a month when they see such an amount in our records. I hope all of our donors will appreciate the efforts we are making for the humane care of cats and be comfortable in continuing to support us.





*Is your house really ready to be put on the market?*

*First Impressions are the most important!*

*“Home Showcasing” enables a seller to enhance the overall appearance of their home. With the noted improvements, the first impressions of your home can lead to a quicker sale at the best price. Or, if your home has been on the market for a while, perhaps you haven’t focused on what prospective buyers are looking for. Call me and I will help you make great First Impressions.*

### *First Impressions*

*Marion Gilligan, Home Showcasing Consultant (215) 674-9359*

# A dear friend departs

by Stacy Alu

In the predawn hours of a cold, blustery November morning, I made the decision to say my final farewell to my beloved 17 year old cat, Princess Clarabella. Tipping the scales at barely 4 pounds and suffering from kidney failure, she remained my loyal friend until the end. She would not go gently into the night. Instead, she waited on me to accept her mortality. Only then could I let her go.

In her book, "On Death and Dying", Elisabeth Kubler Ross identifies the 5 stages of grieving. They are denial and isolation; anger; bargaining; depression; and acceptance. Before Princess would die with dignity, I had to accept the inevitability that it was time to end her suffering.

Do we grieve differently over the loss of a pet compared to the loss of a human loved one? Do our hearts have the capacity to love a cat as much as we love another person?

I believe our hearts are brimming with love for our feline friends. Cats are non-judgmental and offer us their unconditional love. When we suffer the loss of a cat, the heartache is a physical pain. Sometimes we can grieve more for our cat than we would for another human being. The relationship between you and your cat may outlast the length of time of some marriages.

Allow yourself the time and permission to grieve for your cat. She was your companion, friend and roommate. Let the tears flow when her favorite chair remains empty, or you're late to work because she wasn't there to awaken you for her 6 a.m. breakfast feeding.

Reminisce with fondness on her antics that made her unique. One of my favorite memories is the hair ball incident. I have a relative who inspects my house for cleanliness when she visits. She uses the "white glove treatment" on my table tops by run-

ning her index finger over the furniture to rate my dusting compliance.

Having spent the better part of a week doing a thorough cleaning, my house was in tip top shape awaiting my relative's arrival. After much hugging and fanfare, she entered via the front door. She then proceeded to visually scan the living room in preparation for her white glove inspection. At that point I happened to look down to where my relative was standing, and noticed a huge hair ball on the floor, courtesy of Princess. She had just barely avoided stepping on the hair ball, but the hair ball glob brushed the tip of her right size 7 AAA shoe. What is the proper etiquette for removing a hair ball in the presence of company? Do you say, "pardon me, Madame, while I remove a spill from the floor?" I will always laugh out loud remembering the hair ball predicament, courtesy of Princess.

As you grieve for your loss, know that you are not alone in your grief. Share your memories and pictures of your cat with your family and friends. Know that there are support groups available to help you through your loss. The School of Veterinary Medicine at Tufts University offers a help line for grieving the loss of a pet. The Tufts Veterinary students staff the call center. They offer a sympathetic ear to the grieving caller.

In the end, your heart has the capacity to love another cat again. You will never replace your cat, but will be able to love that new cat in a different way. As you travel through the grieving process, reflect on the principles and ideals that led you to your compassion for cats. And hasn't that made all the difference?

## Bubboo Kaplan

*Today we made the decision to ease the suffering and discomfort to our oldest cat, Bubboo, who died at the age of 17 years and 8 months.*

*My friend Linda referred me to a wonderful vet who came to our home where she was able to gently and compassionately put Bubboo to sleep.*

*It was extremely important to me that Bubboo die at home and not at the vet's office. I didn't want her last living moments to be filled with fear, dread, and panic in a cold, metallic, sterile environment.*

*Bubboo died at home on her favorite, softest, pinkest blanket, surrounded by the toys she loved, as well as a picture of her loved kitty companion, Simcha, who died May 1, 2003.*

*Bubboo's last minutes were spent with me, kissing her, while softly telling her that I loved her.*

*Rest in peace, Bubboo, you will always be with me in my heart.*



Princess Clarabella 1989-2006



# Home Decor & Unique Gifts

An overlooked items in home decor and often the most needed for comfort, is the ceiling fan.

At Dodd Interiors, we see the need to spruce up and spice up that most ignored part of the home.

Why not show some style, uniqueness, character, or whimsy by giving that ceiling fan a facelift. It can be decorated just like anything else in the home.

How about a lovely Evergreen branch look to go in the den or a baby duck for the child's bedroom or a floral look for the bath or kitchen.

The overall effect that it will add to the room is amazing.

Check our web site for the perfect idea for your home.

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# Happy birthday to us!

This year, we celebrate our fifth anniversary and we are inviting you to our birthday party. The party is not only for the Cat Tales' volunteers, past and present, but also for the adopting families that have given homes to the near 1,000 cats adopted from us- something that we should all celebrate.

The party is Sunday, September 30, from 4:00 PM to 8:00 PM. To allow everyone to enjoy the party, the event is catered which will assure that there is no cat hair in the food. The party is at **Catering by Jessica Lee**, Route 611 and Freedoms Way in Warrington. (Next to the Warrington Fire Station).

Jessica will be providing a choice of three entrees on the buffet (carved roast beef, Chicken Marsala and Stuffed Shells for the vegetarians), beverages (unleaded) and a birthday cake fit for litter of kittens.

We'll have a band, **The Nickel-Plated Fatties**, who draw their unique name from a type of guitar string. The 'Fatties' have played area bars, as well as private parties, in Bucks and Montgomery counties for

the past two years. Their music is a combination of classic rock, specializing in hits from the 60's and 70's. The group is fronted by lead singer, Tom Chase, and also features Tom Edmister and George Chase on lead guitars, Michael Betts on rhythm guitar, Dave Bischoff on drums, and Bill Hankel on bass.

There will also be a "family board" for pictures of our Cat Tales family, so bring a picture of your Cat Tales alumnae and pin it to the board. (Put your name on the back so we can make sure you get it back at the end of the party).

We are also having a silent auction of items donated from area merchants and other providers. So far we have confirmed a free overnight stay at the **Regency Motor Inn** in Warminster (great when too many relatives arrive at once), a gift certificate for the **Eagle Diner** in Warminster, a **handmade afghan** by an employee at the Regency Motor Inn, a home decorating gift certificate from **Dodd**

**Interiors** for decorative fan blades to spruce up your home ceiling fan and a certificate for home remodeling labor for those who are tool challenged. Other items are pending. Check the Cat Tales web site for a current list.

The tickets are \$30 a piece, but if you buy them in advance (before September 17) they are \$25 a piece. Tickets are available via mail or from the host at the high profile table on the weekends at PetsMart. Call or send a message to [birthdayparty@cattalesinc.org](mailto:birthdayparty@cattalesinc.org).

*You will NOT see kitties eating birthday cake (not that we wouldn't like to have them with us)*



# Wee Kitty

small traveler, big adventurer

www.cattalesinc.org • www.weekitty.com



Coming to the web through Cat Tales, the adventures of Wee Kitty. Wee Kitty is a small orange FP\* tabby who is a small traveler but up for big adventure.

If you've traveled or you have young children, you've heard of "Flat Stanley." Flat Stanley is a paper-based traveler that is carried or mailed around to see worlds beyond the neighborhood. Wee Kitty is Flat Stanley in a fur coat.

Wee Kitty was created to provide an outlet to the inner child of some adults dealing with cat crises every day and to offer something appealing to people to encourage them to visit the Cat Tales web site often, see the announcements of fund raisers and adoption events and maybe make a donation.

While Wee Kitty is for the amusement of adults, it is intended Wee Kitty's adventures will also be safe for younger viewers. Our guide to adults will be, "if you would be embarrassed having your mother see this, don't do it."

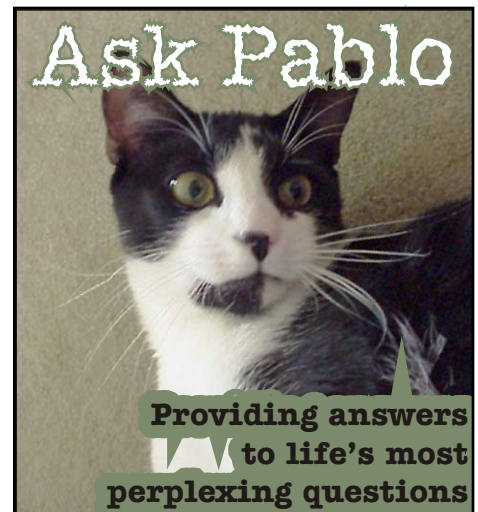
Since Wee Kitty comes from a "large litter," Cat Tales will be offering these kittens for you to take on your travel adventures. Wee Kitty comes with his own passport and small travel carrier. After returning your digital pictures of Wee Kitty's adventure with your collection of snarky comments, you can get a T-shirt announcing your travels with Wee Kitty, encouraging other people to visit the web site, see the announcements of fund raisers and adoption events and maybe make a donation... you'll notice a pattern.

"Finger Puppet"

Wee Kitty's first trip was on a cruise to Alaska, leaving from Seattle. The slide show of pictures and comments from this trip should be posted to the web site by the end of July. Video's will be posted on our own "Wee-Tube."

As Wee Kitty travels, or finds other new experiences, we will post the pictures. Wee Kitty will be heading to Amsterdam, Paris and Germany later this year.

*Below, Wee Kitty visits the Martini Glass Forest on the Noordam. Below that, Wee Kitty starts the day with a big cuppa joe.*



Dear Pablo-

How do I keep my cat from "urinating inappropriately" around the house? My other cats are fine, but he seems to not like his litter box.

*Perplexed in Perkasio*

Dear Perple-

With other cats in the house and him being the newbie, he's probably stressed out. And since you won't listen to him when he talks to you, he's trying to get your attention.

A suggestion would be to try **Feliway**. It's a plug-in, like the room deodorizers. One plug in lasts about 4 weeks. You can purchase it at most pet stores or online. Prices can range from \$17 for refills, or up to \$50 for the whole contraption. There are also Feliway sprays but those are hard to find in most stores.

**Feliway** emits natural feline pheromones that calm the cat to allow for proper behavior - no scent to humans. It's easier than teaching them yoga.

Once you get it, plug it in where your cat is marking his territory or having "stress issues." (This is also good for inappropriate scratching.) Put it with the litter boxes. The sprays can be used the same way - spray around the area's or rooms where kitty stresses or has "issues".

Some humans swear by it and others say it doesn't work, so it may depend on the cat or the environment around it. It's an option.

# Kindness Club Visits Cat Tales

Ivy Schmidt, age 9, who volunteers at Cat Tales with her dad Rob, created a local club called **The Kindness Club**. **The Kindness Club** is a group of ten neighborhood girls from Warminster who get together once a month to think of and do kind acts for people.

To date, they have painted flower pots for several mothers on Mothers Day, hid Easter eggs on neighborhood lawns, picked up trash at their school and had a lemonade sale to raise money for Cat Tales, as well as the **American Cancer Society**.

Accompanied by Ivy's mom, Colleen, the girls brought their money to PetsMart. They went on a whirlwind shopping trip around the store, purchasing approximately \$50 in cat toys, bedding and kitten food, donating all of it to the kitties at Cat Tales.

After checking out at the register, the girls spent some time with the objects of their affection. As you see in the picture at the right, little Forrest and Tux were quite intrigued and appreciative.

Thank you, **Kindness Club** for adding us to your scrapbook.



*Pictured standing, left to right: Cadey Weir, Bailey McLaughlin and Ivy Schmidt. Seated, left to right: Ashley Pantalone, Devon Fithian and Paige Schmidt. Also members but absent from photo are: Alyssa McDevitt, Shealyn Conway, Caroline Deitrich and Marissa Letizio*



# Scratching Post

is a periodic newsletter  
of Cat Tales, Inc., Animal Rescue, a no kill,  
non-profit volunteer organization working  
for the care and placement of cats in need.

P.O.Box 165, Warminster, PA 18974  
Fax and voice mail at 215-933-6900

Our adoption centers are at:  
Petco/Warminster  
..... 624 York Road, Warminster, PA 18974  
Petsmart/Warminster  
..... 934 W. Street Road, Warminster, PA 18974



**Cat Tales, Inc.**  
ANIMAL RESCUE

## Keep in touch

We hope you like the stories and want to keep in touch.

You can help **Cat Tales** by taking our "periodical" via e-mail. This will save us the cost of postage and printing. Send a message to our editor, Jeff, at [pablo@cattalesinc.org](mailto:pablo@cattalesinc.org). Then we'll e-mail the colorful newsletter to you as an Adobe PDF. It will come from that e-mail address, so don't tag it as spam.

Not interested in receiving this letter? Just let us know at the phone number at the left or the e-mail address above and we'll remove your name from our mailing list as soon as we can. We still thank you for your previous support of Cat Tales.

Do you know of someone else that might be interested in receiving this?

Please send us their name and we will add them to our list. We prefer to send it via e-mail (again, no postage or printing costs), but will send it via the US Post Office when we receive a minimum donation each year.

## Advertising Rates

We offer space for advertising in the **Scratching Post**. Our rates are per issue since we don't publish every month.

1/6 page.... \$4.00 1/3 page.....\$8.00

1/2 page...\$12.00 Full page .... \$24.00

The ads will be delivered in black-and-white for our mail customers and color for our e-mail customers. Design assistance is available. Send your inquiries to Jeff at [pablo@cattalesinc.org](mailto:pablo@cattalesinc.org).

Widths: 1 column, 14 picas, 4 points; 2 columns, 29 picas, 10 points; 3 columns, 45 picas. Depth: Full page, 57 picas, 6 points; half page, 28 picas.