

STRAY CAT ALLIANCE



**2020**

# IMPACT REPORT

Building Community • Saving Lives Together



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# MISSION



Building a No-Kill Nation, One Stray at a Time

Stray Cat Alliance educates and empowers communities to advocate for every cat's right to be safe, healthy, and valued.



- **Email:** [development@straycatalliance.org](mailto:development@straycatalliance.org)
- **Website:** [StrayCatAlliance.org](http://StrayCatAlliance.org)
- **Mailing Address:**  
**P.O. Box 661277, Los Angeles, CA 90066**
- **Jefferson Park Address:**  
**3612 11th Ave., Los Angeles, CA 90018**
- **Thrift Store:**  
**10918 Pico Blvd., Los Angeles, CA 90064**

# CONTACT

**Stray Cat Alliance is a 501(c)(3) nonprofit organization.  
Tax ID # 95-4787231**



## **Directors and Officers**

- **Courtney Fern, Director & Secretary**
- **Aaron Leider, Director & Treasurer**
- **Betsy Liley, Director & Board Chair**
- **Christi Metropole, President & CEO**
- **Jon Pelletier, Director**
- **Angie Rubin, Director**
- **Katherine Ruffner, MD, Director**
- **Kaye Zigrang, Director**



# VISION

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Stray Cat Alliance envisions a time when all cats are valued and safe whether in homes or communities, and when shelters serve only as temporary safe havens or resource centers.



Dear Friends,

The past year has been one of incredible change due to the pandemic. Businesses closed, lives were upended, and communities have changed irreparably. For Stray Cat Alliance, however, our mission has remained the same - to educate and empower communities to advocate for every cat's right to be safe, healthy, and valued - Building a No-Kill Nation, One Stray at a Time. And we answered the call of those feline voices so often unheard and overlooked.

In gratitude for all you have done to help save the vulnerable cats and kittens we serve, we proudly present Stray Cat Alliance's 2020 Impact Report.

Through all of the stresses and hardships of the COVID-19 pandemic, thousands of you gave of yourselves and became fosters and adopters. The outpouring of love and support in this time of such incredible loss inspired us, and with the help of supporters like you, we were able to save more cats and kittens than ever.

Despite the pandemic, last year was bright in so many ways. The transition to managed intake, in which shelters limit the number of incoming animals, has meant more lives saved. In 2020, we celebrated a milestone: Los Angeles reached no-kill status for dogs and an 83% save rate for cats. Despite this triumph, the data for cats remains worrisome.

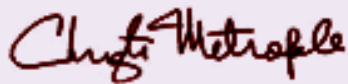
Last year, our work made a difference for thousands of cats and kittens in Southern California. Stray Cat Alliance's hotline helped 15,061 cats and kittens and 3,680 caring people who reached out for help saving lives. Our Safe at Home team worked with a record 750 kittens (+13.6% from 2019). We celebrated 1,817 adoptions and gave these forever families the joy and comfort of animal companionship. We are proud of all we accomplished in 2020 and remain committed to saving even more lives in 2021. Together, we will reach the LA No-Kill 2025 goal for cats and kittens.

Our goals are to:

- Eradicate cruelty toward cats through advocacy, rescue, and education
- Find loving forever homes for cats and kittens taken in through all of our programs
- Help shelters transform into safe havens for cats by implementing our life saving policies and procedures
- Educate the community about the plight of free-roaming cats and empower people to take action to stop population growth through spay and neuter
- Create and sustain a No-Kill Nation by mentoring other communities to become no-kill through our grassroots programs

Our accomplishments in 2020 were the result of YOUR hard work and giving spirit. These pages celebrate you and your lifesaving impact.

Meow,



Christi Metropole  
President and CEO

# PROGRAMS AND IMPACT



## YOUR SUPPORT AT WORK IN 2020

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**1,913**  
**CATS**  
TAKEN INTO  
**FOSTER**  
**CARE**



  
**750**  
KITTENS  
**SAFE**  
AT HOME

**1,817**  
 **CATS**  
**ADOPTED**  


**15,061** CATS  
HELPED VIA  
**HOTLINE**   
**3,680** PEOPLE  
HELPED VIA  
**HOTLINE** 

  
**1,750** **CATS**  
RTH'ED/TNR'ED

  
**2,707**  
**CATS**  
SPAYED/NEUTERED

**38,078** MEALS  
  
PROVIDED TO COMMUNITY CATS

YOUR SUPPORT AT WORK IN 2020

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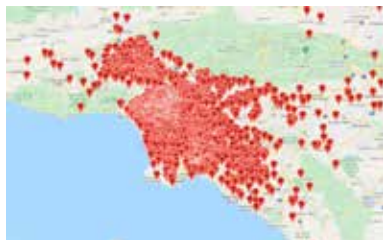
# CARE FOR COMMUNITY CATS

# CARE FOR COMMUNITY CATS

Our Care for Community Cats program includes advocacy, Trap/Neuter/Return (TNR), a hotline, trap depots, medical care, and community outreach. This program is at the root of empowering community members to make a difference in the lives of their neighborhood cats. Our hotline is key to Stray Cat Alliance's outreach to and support of the community. This public service provides resources for all aspects of cat care including:

- **Education**
- **Advocacy**
- **TNR Training**
- **Adoptions**
- **Rescue**
- **and Medical Assistance**

## LOCATION OF HOTLINE CONTACTS:



Southern California



Nationwide

**In 2020**, our nationwide hotline provided vital resources for 3,680 individuals who had questions regarding community cats, resulting in 15,061 cats and kittens being helped.





## COOKIE AND HER BABIES

We were alerted via our hotline to a situation involving Cookie, a mama cat doing her best to care for her four sick kittens in an alley. The whole family needed urgent medical attention because of their injuries, so Stray Cat Alliance stepped in to rescue them. They received the very best medical treatment, warm beds, and full food bowls, and when it was time, our Adoptions program placed each of the kittens into happy homes. This little family will never be left alone or hungry again.

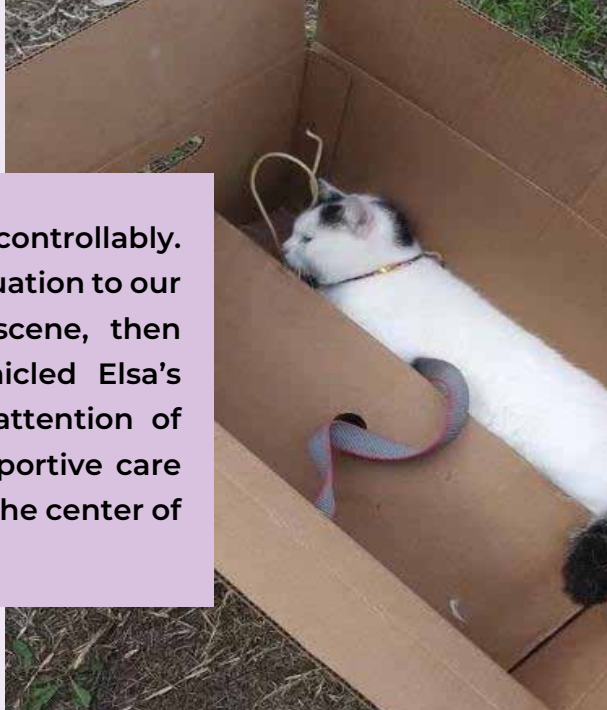
## FLOYD

A community volunteer contacted Stray Cat Alliance via our hotline about a severely injured cat who had been abused by a group of children. Sadly, the children had strapped a firecracker to the cat's tail and lit the device. The Stray Cat Alliance team sprang into action, immediately bringing the cat to an emergency hospital where he was treated. Despite the trauma and physical pain of the attack, Floyd's (as he became known) sweet and loving nature never changed, and he quickly caught the attention of Amanda Hearst (right), a long-time donor and volunteer, who stepped up to foster him. After recovery, it didn't take long for Floyd's sunny personality to win over a purrfect forever family, where Floyd remains today.



## ELSA

Elsa was abandoned in a box, unconscious and twitching uncontrollably. Luckily, a good samaritan found her and reported this sad situation to our hotline. A Stray Cat Alliance volunteer rushed to the scene, then transported Elsa to the emergency room. As we chronicled Elsa's recovery via social media, her story quickly gained the attention of thousands of our followers. Because Elsa got the best supportive care from Stray Cat Alliance, she made a full recovery and is now the center of attention in her forever home.



## PABLO

Brenda Ortiz is one of our hundreds of dedicated volunteers. She has been fostering with Stray Cat Alliance since 2017 and typically fosters cats that need extra love, attention, and socialization. She is a dual-threat: a Safe at Home foster who also performs TNR of community cats. While trapping, Brenda was able to catch Pablo, a beautiful cat who had suffered a head injury, and she immediately reached out to Stray Cat Alliance for help. We quickly gave Pablo the medical treatment he needed to heal and relieve his pain. Happily, Pablo turned out to be an extremely affectionate cat, and in no time he was adopted into a loving home where he is thriving under the care of his new parents.

**RETURN  
TO HOME  
FOR  
COMMUNITY  
CATS**



# RETURN TO HOME FOR COMMUNITY CATS

(FORMERLY RETURN TO FIELD)

Return to Home (RTH) for Community Cats is an innovative, lifesaving program that significantly reduces the death rate of healthy community cats brought into shelters.

**Approximately 10% - 20% of cats impounded in shelters are community cats, who would live happily in their communities if they were left alone.**

Through RTH, healthy community cats are spayed/neutered, vaccinated, given medical care, and microchipped, then returned to their community homes. Ongoing education and outreach teaches the public about the importance of spay/neuter of all cats – whether they are community cats or companion animals.



## RETURN TO HOME IN ACTION



In 2021, Stray Cat Alliance completed a seven-year collaboration with Long Beach Animal Care Services. Through education, activism, and advocacy, we ensured that **2,800 healthy stray cats surrendered to Long Beach Animal Care Services were spayed/neutered and returned to their community homes.**

We trapped, spayed/neutered, and returned an additional **3,117** healthy cats to their community caregivers over those seven years. **These efforts resulted in a 43% reduction in intake and a 97% live save rate for cats** - a monumental achievement in Southern California.

Long Beach Animal Care Services will continue this crucial work on its own. During our tenure, we implemented practices essential to the survival of community cats and ushered in a culture change at Long Beach Animal Care Services that will have long-lasting effects. We trained a full-time animal control officer to replace our outgoing team and educated rescue and shelter personnel and community members on RTH programs and why they should advocate for RTH. Stray Cat Alliance will carry the lessons learned from this collaboration forward as we bring our lifesaving programs to cities and counties across Southern California.



## CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

7700 E. SPRING STREET LONG BEACH, CA 90815 (562) 570-7387 FAX (562) 570-3053

ANIMAL CARE SERVICES



**Date:** November 12, 2020  
**To:** Stray Cat Alliance  
**From:** Staycee Dains – Animal Services Director  
**Subject:** Impact Statement – Stray Cat Alliance

This letter is to provide a statement on the impact the work Stray Cat Alliance and the Michelson Found Animals Foundation have had in the City of Long Beach.

Stray Cat Alliance, in partnership with the Michelson Found Animals Foundation, began providing RTF and TNR programs in the City of Long Beach in 2014. These programs were implemented because of high intake and euthanasia of both cats and kittens at Long Beach Animal Care Services (LBACS), a municipal animal welfare organization.

The program's goals were to, through education, activism, and advocacy, ensure healthy stray cats and age appropriate kittens surrendered to LBACS were spayed and neuter returned to their original safe locations or, to assist LBACS in seeking alternative placement for those that could not be returned.

In addition, Stray Cat Alliance launched targeted TNR efforts in areas that were producing stray cats and kittens that were ultimately surrendered to the shelter and historically killed. Below are annual statistics that demonstrate a 43% reduction in intake and a 97% live release rate for cats. These impacts may be directly attributed to the work of Stray Cat Alliance in the City of Long Beach.

The program has resulted in a decrease of cats and kittens entering the shelter, prevented the birth of an untold number of cats and has virtually eliminated all killing of cats in the shelter. Only cats and kittens that are irremediably suffering are euthanized at LBACS. All other cats and kittens, if they can be saved, are saved. This program has provided a level of confidence for staff and has enabled them to use their time to care for and rehabilitate cats. LBACS staff have become community cat advocates.

We not only appreciate these noble organizations, we recognize their work has forever changed the way LBACS operates which will continue to benefit our staff, cats, and our community.

Thank you,

# Staycee Dains

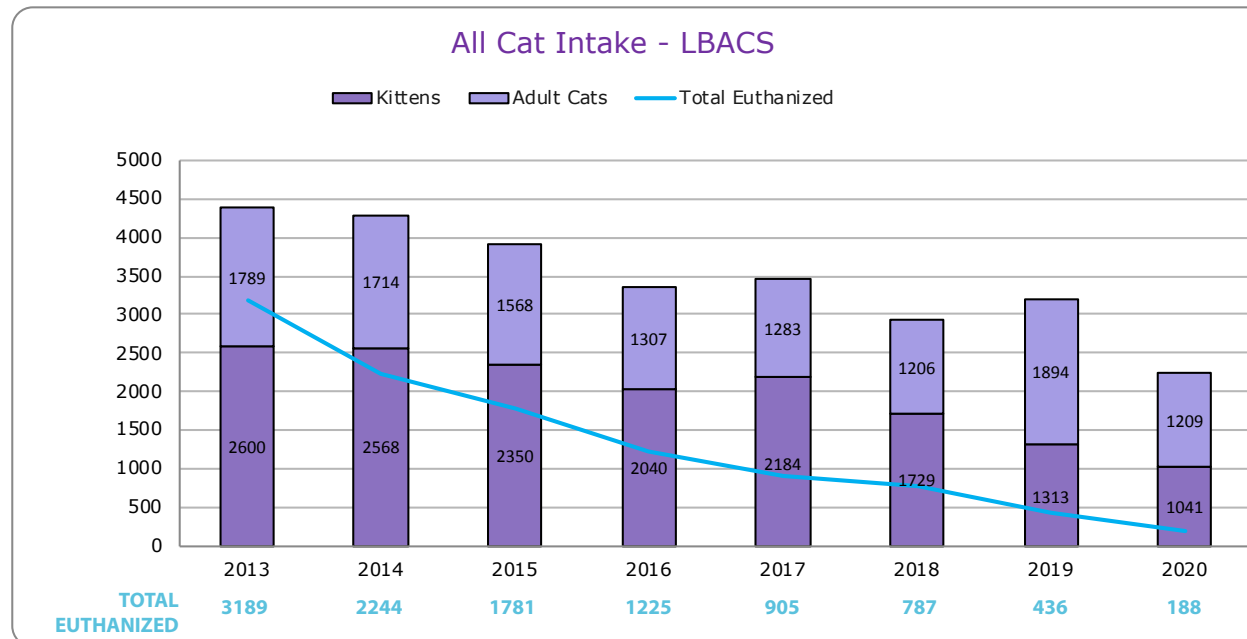
Staycee Dains  
Animal Services Director  
Bureau Manager of Animal Services for the Department of Parks, Recreation and Marine

Cat and Kitten Intake from 2013 to 2020

	2013	2014	2015	2016	2017	2018	2019	2020
< 4 weeks	1,038	895	924	814	922	742	767	471
4-8 weeks	1,122	1,147	1,011	843	933	679	855	488
8-16 weeks	293	328	246	197	194	201	251	115
4+ months	1,943	1,912	1,749	1,501	1,434	1,317	1,305	836
Total	4,396	4,282	3,930	3,355	3,483	2,939	3,178	1,910

Cat and Kitten Outcomes from 2013 to 2020

	2013	2014	2015	2016	2017	2018	2019	2020
Adoption	134	127	182	294	380	346	584	377
SNR	-	467	468	360	346	388	435	183
Died	45	46	40	41	60	64	96	36
Euthanasia	3,189	2,244	1,781	1,225	905	787	436	188
Other Live Outcom	1,015	1,401	1,466	1,378	1,795	1,359	1,555	1,248
Total	4,383	4,285	3,937	3,298	3,486	2,944	3,106	2,032







## GARDEN GROVE

Theresa reached out to Stray Cat Alliance for assistance in spaying/neutering her small colony of community and companion cats and we were more than happy to help.

Stray Cat Alliance was also able to find forever homes for some of the younger cats through our Adoptions program. Working with caring community members like Theresa exemplifies the power of the Return to Home program. Our collaboration made a difference for this community and ensured the health of these free-roaming felines.

Our Return to Home program empowers communities to save more cats and kittens. Through continuing education and outreach, Stray Cat Alliance is teaching more communities how to properly care for unowned cats and respect their right to live safe, healthy lives.

“I want to thank you from the bottom of my heart for all of your help these past two weeks. My cats are all doing well, thanks to your team. I don’t have much money to contribute right now to Stray Cat Alliance, but when I get another job, I will be sure to donate or help out in any way that I can. I appreciate all your hard work and kindness.”

~Theresa Pham

# **SAFE AT HOME**





# SAFE AT HOME

**Unweaned, newborn kittens make up an estimated 20% - 40% of cats impounded in municipal shelters, and they are most often killed because of their age.**

If they require bottle feeding and are not fostered immediately, they are euthanized. Safe at Home empowers community members to serve as foster caregivers, playing an integral part in saving lives. At the South Los Angeles Shelter, Stray Cat Alliance community engagement counselors intercept people on their way to impound their kittens, then support them as fosters. We provide training on all aspects of care, from bottle feeding to adoption, and supply all food and medical treatment. Safe at Home staff do all they can to ensure the most vulnerable kittens find safety regardless of their condition. **In 2020, we saved the lives of 750 kittens.** This is one of the few programs of its kind in the United States. Your continued support will allow us to expand Safe at Home outside of Southern California.







## WINTERBERRY & EVERGREEN

Winterberry and Evergreen were approximately six-weeks old when we rescued them from the shelter. Both suffered from upper respiratory issues and infected eyes. Thankfully, we found a foster home that was more than happy to double their love and took these bonded brothers into their home and hearts. With proper veterinary care and daily belly rubs, both were nursed back to health. Winterberry and Evergreen are currently in a foster-to-adopt situation - together forever.

## MOUSE

Mouse is one of Safe at Home's favorite 2020 success stories. Four-week-old Mouse was found emaciated, dehydrated, and stuck to a glue trap in a warehouse. He was brought into the shelter in a box, still firmly stuck to the trap. Our medical team jumped into action, providing fluids to treat his dehydration, an incubator to warm his hypothermic body, and multiple baths to gently remove the glue from his fur. If Stray Cat Alliance had not diverted little Mouse from the shelter, he likely would have perished. Instead, Mouse was placed into a loving foster home where he received the care he needed in a safe and calming environment. Eventually, after Mouse healed, he was adopted into a forever family that includes another cat with whom he has bonded.



## DAVE

When Stray Cat Alliance first pulled Dave from the shelter, we thought he was perfectly healthy. We soon realized, though, that Dave was born with a condition called pectus excavatum - a structural deformity of the chest wall. Cats with this condition have difficulty breathing because their hearts are constricted; however, when caught in young kittens, this condition is completely curable. Thanks to Stray Cat Alliance, Dave received the multiple, lifesaving procedures he needed to correct his condition, and he is now a healthy, happy young man in his forever home.



## GUINEVERE

Guinevere is one lucky kitten! She came to Stray Cat Alliance as a bottle baby in need of around-the-clock care and was immediately taken in by one of our core fosters, Annika Brown. Annika has been with Stray Cat Alliance since 2018 and is a bottle baby expert, so we knew little Guinevere would thrive under her care - and she did! Baby Guinevere is now a proper house panther and was adopted into a home with a new brother, who is all white - the yin to her yang. Guinevere currently spends her days napping, snacking, and purring in the comfort of her forever home. Thanks to the staff of Stray Cat Alliance and our devoted team of fosters, Guinevere and bottle babies just like her are finding their happily-ever-afters through a community of caring individuals outside the walls of a shelter.





## **BOTTLE BABIES**



**YOUR SUPPORT AT WORK IN 2020**

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# **ADOPTIONS**



# ADOPTIONS

Our Adoptions program provides foster and forever homes to cats and kittens found on the streets through TNR or impounded at a shelter. We also accept cats and kittens from caring community members who contact our hotline for support. Each cat and kitten who travels through Stray Cat Alliance's programs receives veterinary care, including spay/neuter, vaccines, testing, check-ups, and microchips.

**In 2020, we helped 1,817 cats and kittens reach a permanent, loving adoptive home.**



Jethro & Royal



Quesadilla



Floyd



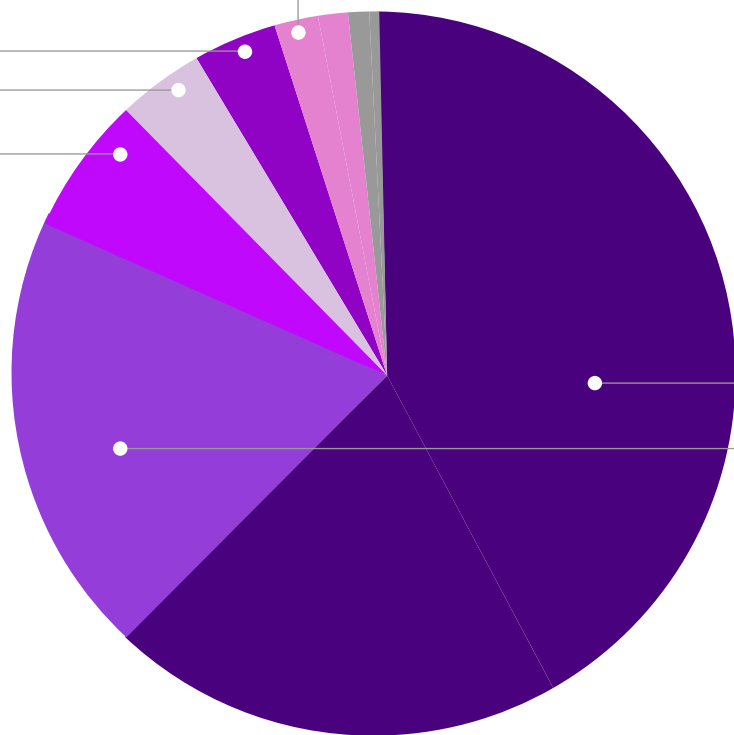
Apollo

# ADOPTIONS

# FINANCIAL YEAR IN REVIEW

Stray Cat Alliance's supporters contributed

**\$4.5 million in 2020,**  
an increase of 4% over 2019.



**61.3%**

**\$2,770,461**

NON PROFIT/ INSTITUTIONAL

**20.3%**

**\$916,528**

INDIVIDUAL

**7.4%**

**\$334,414**

GIFTS IN KIND

**4.3%**

**\$192,446**

EARNED REVENUE

**3.9%**

**\$174,445**

CORPORATE

**1.9%**

**\$86,696**

GOVERNMENT

**0.9%**

**\$42,000**

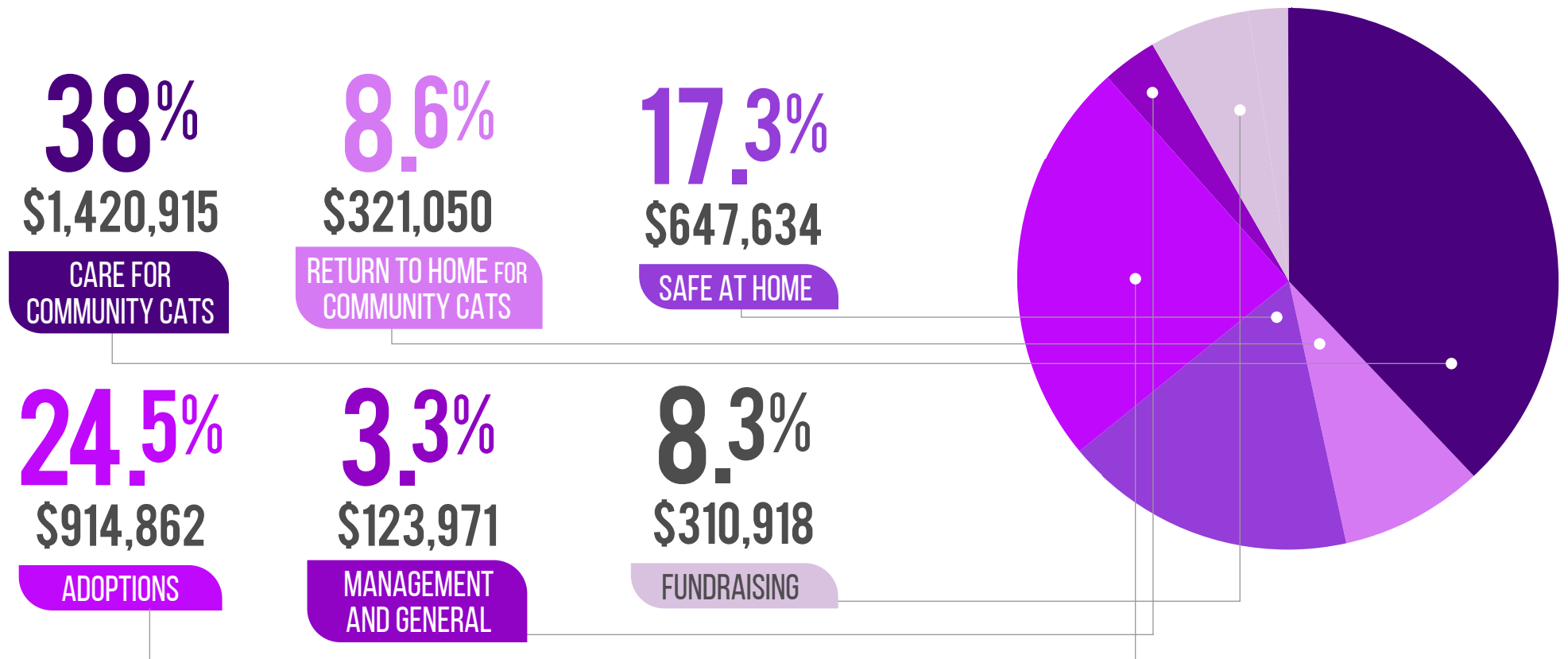
OTHER INCOME

REVENUE

TOTAL

**\$4,516,990**

**100%**



EXPENSE

TOTAL

\$3,739,350

100%



Thank you to the nearly **7,000 individuals, corporations, foundations, and government entities** who donated to Stray Cat Alliance in 2020 and to the thousands of people who showed up against the backdrop of the pandemic to volunteer as fosters, transporters, and the angels who helped at Jefferson Park. Together, we made 2020 a record year for kittens and cats!

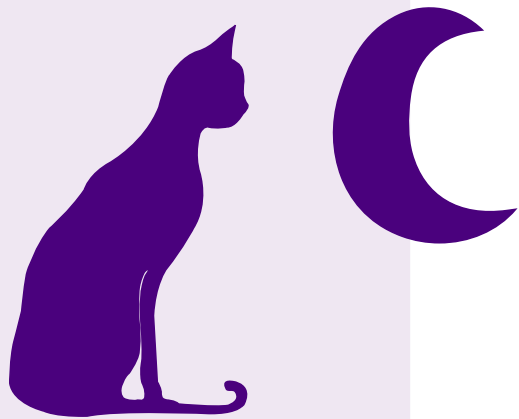
The countless allies, like you, who supported the work of Stray Cat Alliance in 2020 have made it possible to save thousands of cats and kittens, to advance new policy, and to further our mission: to educate and empower communities to advocate for every cat's right to be safe, healthy, and valued.

**Supporters make an impact with their time and financial contributions.**

*"Ten or so years ago I was having trouble caring for four semi-feral cats leftover at a neighbor's foreclosed house. I was trying to care for and trap and neuter them. I called several animal help organizations and shelters in the area. Stray Cat Alliance was the only one who called back and helped. I try to donate when I can."*

*"I met you about 20 years ago when you first started Stray Cat Alliance. You came to my house to pick up some baby kittens I found in my backyard. I just lost my cat. I am heartbroken, she was 19 years and 6 months old . . . She was a stray and my son brought her home to me when she was about 2 months old. Thank you and the people who work for Stray Cat Alliance. I lost my love on December 14, 2020. Thank you again for your work."*

*"We adopted from Stray Cat Alliance. Thank you for your help with sheltering this kitten and helping him survive before adopting him to us after my daughter had rescued him outside our home. He cried for us to adopt him, and Stray Cat Alliance made it happen!"*



STRAY CAT ALLIANCE

THANK  
YOU



MILO



DAISY



**BEFORE**  
**&**  
**AFTER**

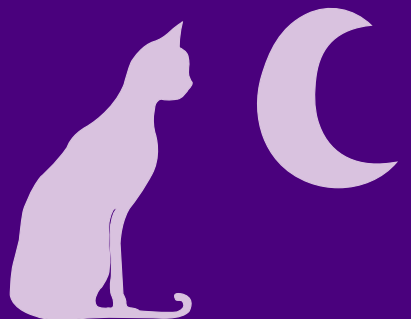
WILDFLOWER



AMO



**BEFORE**  
**&**  
**AFTER**



STRAY CAT ALLIANCE

To Volunteer, contact  
[volunteers@straycatalliance.org](mailto:volunteers@straycatalliance.org)

or visit

[straycatalliance.org/how-we-help/volunteers](http://straycatalliance.org/how-we-help/volunteers)

To Donate, email  
[Development@straycatalliance.org](mailto:Development@straycatalliance.org)

or visit

[straycatalliance.org/donate](http://straycatalliance.org/donate)

# GET INVOLVED

To Adopt, visit

[straycatalliance.org/how-we-help/programs/adoptions](http://straycatalliance.org/how-we-help/programs/adoptions)





## THE FACES OF



# LIFESAVING