

Stray Cat Alliance

2018 Impact Report



Farrah was one of the Woolsey Fire victims we helped. Found with a dangling broken leg alone on the street, Farrah needed emergency surgery to put a pin in her leg. Weekly during her recovery, her cast came on and off to check her healing by X-ray. When her leg was healed, the pin was removed. She was adopted.

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Mission

Stray Cat Alliance educates and empowers communities to advocate for every cat’s right to be safe, healthy and valued. We are Building a No-Kill Nation, One Stray at a time.

Vision

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

Contact Stray Cat Alliance

Telephone: 323 998 0292

Hotline: 310 281 6973

Email: development@straycatalliance.org

Website: <https://straycatalliance.org/contact>

Mailing Address:
PO Box 661277, Los Angeles CA 90066

Headquarters Address:
4207 W Jefferson Boulevard, Los Angeles, CA 90016

Jefferson Park Address:
3612 11th Ave., Los Angeles CA 90018

Stray Cat Thrift Shop:
2384 Westwood Blvd, Los Angeles, CA 90064
310 905 4142

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

Directors and Officers

- Courtney Fern, Member
- Aaron Leider, Treasurer
- Betsy Liley, 2019 Chair and 2018 Member
- Christi Metropole, President & CEO
- Jon Pelletier, 2018 Chair and 2019 Vice Chair
- Angie Rubin, Member
- Katherine Ruffner, MD, Member
- Ava Sadripour, 2018 Member



Day-in and day-out, Stray Cat Alliance is rescuing cats and kittens like this community cat, getting them spayed or neutered, providing medical care when necessary and then returning them to the streets (where allowed) or finding an adoptive home.



A voice that roars for cats:
President & CEO Christi Metropole

Dear Friends,

When I found a stray, needy kitten in 1998, I was appalled to learn that little to no resources existed to help her in a resource-rich place like Los Angeles. Not long after, I founded Stray Cat Alliance so that compassionate people would never again face those challenges alone.

In the almost two decades since then, Stray Cat Alliance has answered literally hundreds of thousands of calls, emails and texts for help – serving more than 10,400 kittens and cats and about 2,500 humans in 2018 alone through our Hotline and our commitment to respond to every contact.

Stray Cat Alliance has grown up to be much more than just a resource. Our mission is to educate and empower communities so that every cat is safe, healthy and valued as we build a No Kill Nation, one stray at a time.

This year’s impact: In the pages that follow, you will see the record-setting year we had in 2018.

The longer-term impact of Stray Cat: The Stray Cat Alliance seeks to save America’s most popular pet – cats – from the unwelcome distinction of being the most killed animal in US shelters. That’s true even for kittens, the most adoptable animal on the planet. The great news is that Stray Cat Alliance’s innovative, best practice programs have made a difference in outcomes for cats and communities beginning in Los Angeles. Now communities throughout Southern California and the rest of the country are asking Stray Cat Alliance to replicate its programs in their communities.

Cat people make it happen: We couldn’t do it without the people of Stray Cat Alliance. In addition to about 25 full- and part-time members; and a eight-member national board, we accomplish our work with the help of more than 650 fosters, 350 volunteers and more than 8,000 donors. What you won’t see in these pages are the hours of effort, the late nights feeding newborn kittens, the weekends checking on our resident cats; the thousands of miles driven to trap community cats for spay/neuter, get veterinary care and foster homes and more; and the countless hours of advocacy and education to keep the momentum moving ahead for kittens and cats.

It is with pride and gratitude that Stray Cat Alliance shares this 2018 Impact Report with you, our supporters and partners. We look forward to making the world an even better place for cats with your help this year.

Christi Metropole,
President and CEO, Founder



Miaow Moments: Stray Cat Alliance’s 2018 by the Numbers

1. HELPED Los Angeles reach a 89.7% no kill rate –
almost at the 90% standard for a no-kill community – in partnership with a city-wide coalition of animal welfare organizations

2. CARED FOR and spayed/neutered 3,788 cats –
27% more than 2017 and bringing our three-year total to 10,000+.

3. RETURNED to their homes 2,119 cats –
via Return to Field and Trap/Neuter Return – 22% more than 2017 – and 118% more than in Long Beach and Orange County. These cats would likely die in shelters without our intervention.
Read more on Pages 6-7.

4. FOUND forever homes for 1,065 cats –
up 22% over 2017 and 67% since 2016 through innovative partnerships with cat cafes; online adoption portals, pet stores and adoption centers; events, social media and with help from our supporters.

5. SAVED the lives of 749 or 25% of newborn, unweaned kittens
surrendered at the South Los Angeles shelter through Safe at Home – up 33% over 2017 and double those saved in 2016, the pilot year of this model program. Read more on Pages 6-7.

Graham and Ritz, Safe at Home kittens from the South LA shelter, were dogged by multiple medical maladies – mange, upper respiratory infections and even calicivirus - that took five months and a hospitalization to cure. They were adopted via our partnership with the Crumbs & Whiskers cat cafe. Instagram: @_biscuitbros_



6. HELPED 10,416 people and 2,475 cats –
via our Hotline. 100% of those people got a response.

7. ENGAGED more than 650 fosters
including hundreds in South LA – many requiring bottle feeding every two hours. This is how you change the world for animals – by engaging new people in underserved neighborhoods to become friends and ultimately animal advocates.



Safe at Home veteran Claudia found seven newborn kittens in a trash bag in a dumpster. With support from her Stray Cat Alliance counselor, she fostered all seven until they were adopted.

8. DISTRIBUTED 20,808 meals
to 80 feeders for an estimated 1,034 community cats in South Los Angeles and beyond.

9. PERFORMED thousands of medical procedures,
vet visits and surgeries – in addition to spay/ neuters – for cats in our care. We save many cats other organizations can't or won't.



Jason was so badly burned he needed an immediate emergency skin graft. His eyelids were permanently damaged, requiring a lifetime of eyedrops. After a long healing journey, he is now a fluffy, loved cat with a forever home.

10. TRAINED 20 Safe at Home Apprentices
to begin replicating this across the United States with support from Maddie’s Fund.

Six-week-old kitten Churro was paralyzed when someone stepped on his spinal cord. A Stray Cat Alliance neurologist and a volunteer over four months got him walking again. His adopter has learned to help him toilet – true love. Instagram: @churro_and_co



Our model programs can save 30%-60% of cats impounded in shelters

An estimated 860,000 cats were killed in US shelters in 2016. Two of Stray Cat Alliance’s model programs can save an estimated 30% to 60% of the cat population in municipal shelters. Newborn, unweaned kittens are estimated to be 20% to 40% of most municipal shelter’s population. Community cats are estimated to be 10% to 20%. These are the best estimates available from our partners and other animal welfare groups.

Stray Cat Alliance began an apprenticeship program in 2018 with support from Maddie’s Fund and continues to be asked to replicate these programs in high-kill shelters in Southern California and across the country.

Think of the lives we could save if we could expand these programs.

Safe At Home

What it is: This innovative Stray Cat Alliance program saves the lives of kittens, who are the most often killed in shelters.

Why it’s important: Unweaned, newborn kittens are an estimated 20% to 40% of the cats impounded in municipal shelters. If they require bottle feeding and no one fosters them immediately, the kittens are killed.

How Stray Cat’s program works: Safe at Home empowers people to be part of the movement to save animal lives by supporting them as foster care givers. Stray Cat Alliance community engagement counselors intercept people before kittens are impounded and then mentor and support people as fosters providing training on bottle feeding, supplying food and medical services as needed and through adoption.



Since its inception three years ago, almost 500 South Los Angeles community members have become fosters. This is how you truly change the world for animals – by engaging new people in underserved neighborhoods to become friends and ultimately animal advocates.

What’s Unique: This is perhaps the only or one of the few programs of its kind in the United States. It shouldn’t be. We would like to expand to as many communities as we can.

2018 Outcomes: Save 749 or 25% of kittens brought to the South Los Angeles shelter -- a 33% increase from 2017 and double what we saved in 2016, the program’s pilot year.

Return to Field and TNR saves community cats and reduces municipal budgets

What it is: Return To Field reduces the death rate of healthy community cats trapped and impounded at shelters.

Why it’s important: About 10-20 percent of the cats impounded in shelters are community cats, who, if left alone, could have lived happily in their communities.

How it works: Stray Cat Alliance spays /neuters healthy community cats that have been impounded at the shelter and returns them to their neighborhoods. Ongoing education and outreach teaches the public about the importance of spay/ neuter of community cats through TNR and loosely or fully owned cats.

Hallmarks: Stray Cat Alliance’s Return to Field program was the first of its kind in Southern California and among the first in

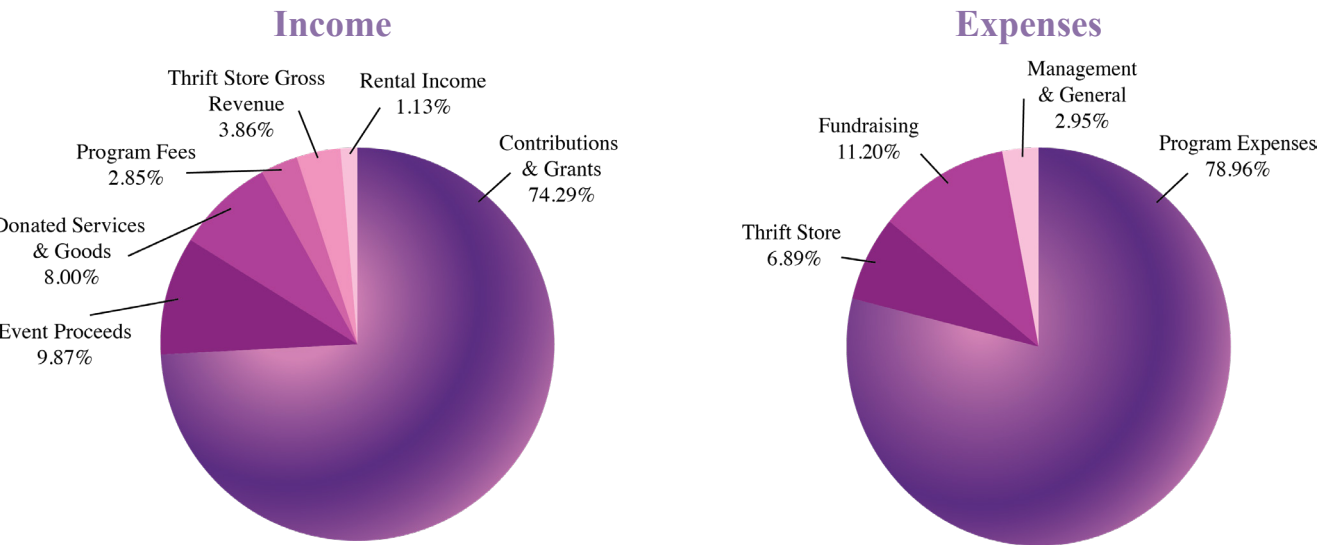
the United States. Stray Cat Alliance established its model program in collaboration with Long Beach Animal Care Services.

2018 Outcomes: 1,789 cats were returned to field and TNR’d in Long Beach and Orange County. Return to Field cannot be done in the City of Los Angeles because of the injunction, unnecessarily contributing to 1,528 adult cats euthanized in Los Angeles Animal Services shelters in 2018.



A record-breaking year of financial investment in cats

Stray Cat Alliance’s supporters contributed \$3.4 million in 2018, an increase of about 70% over the \$2 million raised in 2017 and a 140% increase from the \$1.4 million raised in 2016. That money supports all of Stray Cat Alliance’s work with cats and kittens.



Consolidated Statement of Financial Position

Assets		Liabilities	
Cash and Cash Equivalents	391,439	Current Liabilities	182,326
Receivables	15,603	Long-term Liabilities	2,695
Other Current Assets	13,989	Total Liabilities	185,021
Other Assets	70,737	Net Assets	
Fixed Assets	7,693	Net assets Without Donor Restriction	314,440
		Net assets With Donor Restriction	
Total Assets	499,461	Total Net Assets	314,440
		Total Liabilities and Net Assets	499,461

Consolidated Statement of Activities and Changes in Net Assets

	Without Restriction	With Restriction	Total
Support and Revenue			
Contributions and Grants	2,421,586	-	2,421,586
Donated Goods & Services	259,029	-	259,029
Program Service Fees	93,108	-	93,108
Thrift Store	256,833	-	256,833
Rental	37,018	-	37,018
Special Event	322,647	-	322,647
Total Support and Revenue	3,390,221	-	3,067,574
Operating and Support Expenses			
Program Expenses			
Medical Expenses	1,378,487	-	1,378,487
Direct Care and Services	1,130,796	-	1,130,796
Other Expenses	41,593	-	41,593
Total Program Expenses	2,550,976	-	2,550,876
Supporting Services			
Management and General Fundraising	241,955	-	241,955
Thrift Store	210,944	-	210,944
Rental	30,937	-	30,937
Special Event	160,015	-	160,015
Total Supporting Services	643,852	-	643,852
Total Operating and Support Expenses	3,194,728	-	3,194,728
Change in Net Assets	195,493	-	195,493
Net Assets at Beginning of Year	118,947	-	118,947
Net Assets at Ending of Year	314,440	-	314,440

Working to save cats – in Los Angeles and across the nation

National efforts:

- No Kill 2025 National Steering Committee
- Stray Cat Alliance expertise requested from communities and animal welfare organizations in Indiana, New York, Ohio and Texas.
- Presentations and panels at national life-saving meetings held by Best Friends Animal Society and Austin Pets Alive.
- Placed second in the national Saving Pets Challenge, fueled by the support of Stray Cat Alliance supporters who contributed \$122,000 during an online challenge.
- Began to scale our Safe at Home program nationally through an apprenticeship program created in partnership with Maddie’s Fund. More than 20 apprentices from across the country spent a week learning how to implement the program and save more lives in their communities.

2018 partners

- Annenberg Foundation.
- ASPCA.
- Best Friends Animal Society
- Bissell Foundation
- City of Garden Grove
- City of Los Angeles
- Diane Warren Foundation
- Los Angeles Animal Services.
- Maddie’s Fund
- Mary Jo and Hank Greenberg Animal Welfare Foundation
- Michaelson Found Animals
 - Pet Care Foundation
 - Top It Off, LLC

2018 adoption partners

- Crumbs and Whiskers, Los Angeles..
- Cat Therapy, Santa Barbara.
- Cat Cafe Lounge , Los Angeles
- Centinela Feed and Supply – Pico and Sepulveda
 - NKLA
 - PetsMart, Signal Hill.
 - PetsMart Garden Grove.

Stray Cat Alliance saved the lives of hundreds of kittens in 2018, who otherwise would likely have died in Southern California’s shelters.



Stray Cat Club 2018 celebrated successes of so many cat lives saved

2018 Stray Cat Club leadership committee & supporters

- Aaron Leider & Michael Lewis
- Bianca Ryan-Lopez
- Cheri Shankar
- David Stiller
- James Costa
- Layne David Dicker
- Lona Williams
- Marjorie Loeb
- Polly Walton-Flath
- Tatiana Freitas
- Best Friends Animal Society
- Bill Dyer Trust
- Community Veterinary Hospital
- Daniel & Susan Gottlieb Foundation
- The Diane Warren Foundation
- Jennifer Parker van Zyl and the Parker Foundation
- MODERNBEAST
- The Snider Foundation
- Victoria Risko and Sotheby's International Realty



We honored Herbert J. Wesson Jr., chair of the Los Angeles City Council here with fellow council member Paul Koretz, for creating Jefferson Park, which provides free space for Stray Cat Alliance and other animal welfare groups.



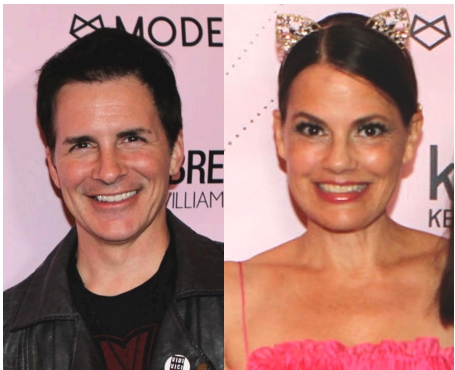
Harry Potter star Evanna Lynch, Stray Cat Alliance CEO Christi Metropole and Grammy award winner Diane Warren.



Impact Award winner Michael Lewis (at right) with Stray Cat Alliance board members Aaron Leider, CEO Christi Metropole and board member Betsy Liley



Concetta Tomei, star of China Beach, Deep Impact and Providence.



Host and emcee Hal Sparks. Suzanne Cryer, star of Silicon Valley



Liz Lachman and Border Grill chef Susan Feniger

Supporters drive Stray Cat Alliance’s incredible impact

Thank you to the 6,134 people, corporations, foundations, governments and others who donated in 2018 and to the 650 fosters and more than 350 active volunteers who together made 2018 the record year it was for kittens and cats.

The thousands of people who support the work of Stray Cat Alliance have made possible the work to save and impact thousands of animals in 2018 and the exponentially more helped over our almost 20-year history.

Supporters make an impact with their time and financial support

“After retiring from a high stress job in downtown LA, I became a volunteer at Stray Cat Alliance. I have worked alongside the staff for many hours and am so impressed by the hard work and dedication they exhibit. ... It has been a pleasure being associated with such an efficient, well-run, and caring organization. ”

“I have been volunteering with Stray Cat Alliance for more than two years. It was the best thing I ever did. It has enriched my life. The people of Stray Cat Alliance are all so dedicated and caring. The organization itself is amazing, networking with other rescue organizations. Rescue is emotional and draining, but I know that Stray Cat Alliance will keep on - saving many lives.”

How to get involved:

- Volunteer: From direct animal care to office support, you can help save lives.
- Foster or adopt a cat. Email foster@straycatalliance.org or adoption@straycatalliance.org
- Learn more online at our website, Facebook, Twitter, Instagram or YouTube
- Read our newsletter. Subscribe at straycatalliance.org
- Contribute: Your support saves lives and fuels the work of Stray Cat Alliance.
- By shopping at participating vendors Ralph’s Rewards and AmazonSmile.
- A car: Easily dispose of an extra car while making a charitable contribution.
- Make a planned gift through your will.
- Make an in-kind contribution of food, litter or other needed materials.
- Join a regular giving clubs as a Catvocate, a Medical Angel or a Cat Sponsor.

Sybil was 11 ounces, had an upper respiratory infection and was not eating when found at five weeks old. She would have been euthanized if we didn’t pull her out of the shelter that day. Our staff member syringe fed her and provided some simple medical care. Two weeks later, she was thriving like any other healthy kitten.





STRAY CAT ALLIANCE
Building a No Kill Nation, One Stray at a Time
PO Box 661277, LA CA 90066

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Permit #2497

Alexis was found and diagnosed at seven weeks old with a severe, untreated and infected leg injury. Even after her leg was amputated, infection spread and required a second surgery in as many weeks. Alexis is thriving in a forever home.



Learn how
YOU helped
Stray Cat Alliance
have a record-
setting 2018!
Inside are
highlights and a
few of the stories
of the thousands
of lives saved!

Stray Cat Alliance and its team of more than 650 fosters save hundreds of lives of newborn, unweaned kittens who would be killed their first day in a shelter without their mama cats. **Huggy Bear** is one of those kittens. With baby bottle feeding every two hours and loving car, he grew into a handsome three-month strawberry blonde tabby.