Faces on the Frontline

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## Contents

Notes from the Leadership ........................................ 2
Trap-Neuter-Return .................................................. 4
Legislative Advocacy .................................................. 6
Research and Education ............................................. 8
Awareness Campaigns ............................................. 10
A Grateful Thank You ............................................... 12
Financial Report ...................................................... 22
Ways to Give .......................................................... 24
Feline Faces of the Movement .................................... 25
Dear Friends,

Alley Cat Allies leads the national movement to protect and improve cats’ lives. And we do it with the support of hundreds of thousands of caregivers, advocates, and donors. Around the country this year, supporters like you took action for cats. Some of you spoke out against policies that endangered cats’ lives. Some of you worked in your own communities to organize Trap-Neuter-Return programs. And many of you contributed financially, enabling Alley Cat Allies to serve as the national voice for cats.

What all of our supporters, like you, have in common is compassion for cats and the drive to act on their behalf. You are our allies—the faces of this movement. And we are so thankful to each one of you who lent a hand, a voice, or a dollar in 2009 to advocate for a better life for our nation’s cats.

But our work is not done yet. Now we must look forward to our next set of challenges—and begin the tough work that is needed to celebrate more victories next year.

This annual report is dedicated to our many partners in the movement. You made it possible for Alley Cat Allies to achieve impressive victories for cats in 2009. On behalf of Alley Cat Allies’ Board of Directors, staff, and every cat whose life is better today, I thank you.

Becky Robinson
President
Dear Friends,

The year 2009 was an incredible one for cats and for Alley Cat Allies. Our work this year was diverse and significant. We intervened in cases where cats’ lives were threatened. We engaged in legislative battles to ensure that states passed laws that were in the cats’ best interests. We conducted and distributed research and produced materials that people can use in their own neighborhoods. And we organized vital education and awareness campaigns to teach others about our nation’s cats.

Thanks to all of these efforts, we celebrated a tremendous number of victories for our nation’s cats this year. Caregivers and advocates in New Orleans worked together for the region’s cats. Cats in Illinois were protected from an extremely dangerous law. Policymakers around the nation learned why certain policies can harm cats—and communities. And thousands more people joined the national movement to protect and improve cats’ lives.

Ultimately, all of these victories add up to a better, safer world for cats. Each of these victories puts us closer to the day when all of our nation’s cats will live happy, healthy lives, free from policies that could harm them. I am so proud of what we have accomplished.

Donna M. Wilcox
Executive Director

“Each of these victories puts us closer to the day when all of our nation’s cats will live happy, healthy lives, free from policies that could harm them.”
Expanding and promoting Trap-Neuter-Return (TNR) has always been a core element of Alley Cat Allies’ work. In fiscal year 2009, we acted on this core principle by building, supporting, and safeguarding programs that humanely care for stray and feral cats.

Through the Every Kitty – Every City program, we worked in Atlantic City, Baltimore, Chicago, and the Greater Washington, DC, area to publicize local neuter resources, build networks among the many volunteers and organizations caring for cats, and educate communities about stray and feral cats and TNR. And while continuing to coordinate workshops, conduct massive outreach efforts, and organize resources in our current target cities this year, we also expanded the Every Kitty – Every City program to a new location: Greater New Orleans area.

Beyond these target locations, we acted in communities across the nation to protect and expand Trap-Neuter-Return programs this year. By supporting and training advocates and raising our voice in favor of TNR programs in cases where cats’ lives were in danger, we ensured the safety of tens of thousands of cats. From California, to Florida, to Maryland, and many places in between, cats are living happy, healthy lives thanks to Alley Cat Allies and our supporters’ efforts.

Every Kitty – Every City Comes to New Orleans

In August 2008, several Alley Cat Allies staff members, including President Becky Robinson, visited New Orleans to assess the strengths of, and most pressing needs for, TNR and education programs in the area. They met with various groups and shelters in four local parishes. The images of what the women saw in the region, once devastated by Hurricane Katrina, will remain with them for life.

“Even three years after the hurricane, conditions were destitute,” recalls Elena Johnson, Senior Program Manager. “Everyone was doing the best they could, but it was eye-opening to see the still overwhelming demand for neuter services. I was inspired by the impact that Alley Cat Allies and local groups had made—but it was clear that there was still a lot of work to do.”

What was especially clear was that, after years of community building and support from Alley Cat Allies, New Orleans needed real, sustained change. With our expertise and support, we knew the region could drastically improve its humane care programs for stray and feral cats. And so Alley Cat Allies was proud to officially announce a long-term commitment to the Greater New Orleans area by declaring it our newest Every Kitty – Every City location. Using public workshops and outreach efforts, we educated citizens throughout the community, helped groups and volunteers organize their efforts, and promoted existing resources.

Communication was the biggest challenge at first. With residents and businesses in temporary shelters and facilities, the area was more fragmented than before 2005. To that end, we ran an extended advertising campaign to share our message and raise awareness of local resources. We built www.alleycat.org/NewOrleans, an online resource center, to list low-cost feline neuter services and ways to connect with like-minded citizens in the area. The site also features a calendar of local events, including regular Helping Community Cats workshops.

But the Every Kitty – Every City program in the Greater New Orleans area did not stop at communication. On Sunday, October 5, Alley Cat Allies and the Feral Cat Consortium in

Elena Johnson, Senior Program Manager

Elena Johnson has always made cats an important priority in her life. In fact, she says, “ Adopting a cat was my first order of business when I moved into a new apartment after college!” Nine years later, Azrael still makes her laugh every day. As Alley Cat Allies’ Senior Program Manager, Elena brings that commitment to work. “I have always enjoyed teaching and mentoring, so a job where I can help people to work on behalf of cats is very rewarding.”
New Orleans hosted a “Feline Frenzy” Neuter Day. The clinic neutered 80 cats from 14 colonies in six hours, using high-quality, high-volume spay/neuter techniques. The event was a huge success, exceeding the targeted number of cats set prior to the event. The cats were neutered, vaccinated, and eartipped before being returned to their outdoor homes.

The Greater New Orleans Area Every Kitty – Every City program has already seen great success in its first year, and it has been rewarding to help the region expand its understanding of and resources for stray and feral cats. With Elena at the helm of this project, we look forward to a wonderful future for the cats of the Greater New Orleans area.

Advocates Mobilize in Los Angeles

For more than 40 years, a colony of an estimated 150 cats has resided at the Rancho Los Amigos National Rehabilitation Center in Downey, California, attended to by local caregivers under a Trap-Neuter-Return program.

But this year, the cats’ lives were in danger when animal control began trapping the cats and taking them to shelters to be killed. They began enforcing a feeding ban and had a fence built around the property to keep caregivers out.

Knowing that we could lend our voice in support of these caregivers, Alley Cat Allies contacted Los Angeles County Supervisor Don Knabe to express our objections to this cruel policy. We sent a FeralPower! Action Alert to our e-advocates in California, asking them to contact the County Supervisor to urge him to lift the feeding ban and allow caregivers to continue their care. And our advocates responded: in all, Knabe received thousands of requests to reconsider the plan.

Ultimately, hearing the local and national public outcry, the county revoked the ban and ceased trapping and killing the cats. Thanks to Alley Cat Allies and the action of our committed advocates, local residents and groups were permitted to resume care for the Rancho Los Amigos cats.

VICTORIES IN BRIEF

Long-Term Protection Ensured for Coast Guard Cats in Maryland

When personnel at the U.S. Coast Guard Yard in Baltimore, Maryland, realized their base was home to dozens of feral cats, they wanted to take action. Because they wanted a program that was good for the cats and the base, they started by contacting Alley Cat Allies. In a meeting with them, we recommended using a TNR program to neuter and care for the cats. We helped them get started by directing them to existing local low-cost veterinary resources. The Coast Guard took our advice: they successfully neutered, returned, and oversaw the care of 45 cats—the Yard’s entire feral cat population. Then, they took an even bigger step. Base officials formally wrote Trap-Neuter-Return into the Yard’s facilities instructions to ensure that the cats will be protected for years to come.

Feral Friends Network Serves Thousands

Sometimes, people need some extra support when they begin a Trap-Neuter-Return program for feral cat colonies. Whether they need to borrow supplies, receive hands-on trapping guidance, or find local veterinarians who neuter feral cats, Alley Cat Allies can help. Our longest running program, the Feral Friends Network, was designed for just that purpose. The network is a group of organizations, individuals, and veterinary practices who can provide the guidance, knowledge, and services to help a new caregiver trap and neuter her feral cat colony. Launched soon after we formed, the Feral Friends Network has helped tens of thousands of caregivers over the years to get the resources they needed to start organized TNR programs in their own communities. In fiscal year 2009, Alley Cat Allies provided network referrals to over 5,000 people. In addition, we expanded the number of members in the Feral Friends Network to include 941 organizations, individuals, and veterinary clinics in 15 countries, 49 states, and the District of Columbia.
When local and state officials write animal-related policies, they often lack a full understanding of their options, or the effects that their new policy will have on their community or the animals. That’s where Alley Cat Allies comes in. Our goal is to educate policymakers, and to help them understand the facts about cats so that they can write polices that are in the best interests of the cats—and people.

This year, Alley Cat Allies intervened in a number of states to ensure that bills being considered by the legislature would truly protect and improve the lives of cats. From stopping the bill in Illinois that could have led to the deaths of countless cats, to ensuring that all cats were protected under anti-cruelty laws in Arkansas, Alley Cat Allies advocated on behalf of our nation’s cats. And using our FeralPower! Action Alerts, we mobilized tens of thousands of e-advocates to raise their voices with ours in support of these beautiful, special animals.

Cat Lovers Rally to Save the Cats of Illinois

When a revised version of H.B. 2703 was introduced in the Illinois legislature this spring, cat lovers everywhere were horrified. The bill required animal control officers to impound any cat found “at large,” including stray, feral, and pet cats. Since most impounded cats are killed, the bill was incredibly dangerous. Additionally, other provisions of the bill would have revoked or diluted existing state laws that actually benefited feral cats.

This bill had been proposed by approximately 50 Illinois county animal control officers. And they had hired a lobbyist to promote their agenda. Alley Cat Allies knew that we could not let this bill pass, and that it would take a tremendous effort from the movement to stop it.

Will Gomaa, Alley Cat Allies’ Attorney, took the lead in fighting the bill. “Alley Cat Allies could not stand by and allow a law that would put cats in danger like this pass. There was never a question that we would act.”

To start, Will and other members of Alley Cat Allies’ Law & Policy Team contacted the Illinois State Representatives and several animal control officers who were in favor of the bill to express our clear opposition and to explain why this was such a dangerous bill for cats. Next, we sent a FeralPower! Action Alert to our advocates in Illinois asking them to speak out. And they did: over 4,700 letters opposing the bill were sent to legislators in the state.

Our voices were heard. In the face of strong opposition from Alley Cat Allies and our supporters, the sponsor withdrew the proposed law. This victory is a testament to our movement’s ability to win critical fights for feral cats.
Invasive Species Law Clarified in Texas

“Invasive species” laws are a recent trend in state and local legislatures. These laws, designed to control plants or animals not native to an area, are often written with good intention—they strive to protect the environment, economy, and human health. Unfortunately, the language used to write them is sometimes vague. And because of that, poorly worded invasive species laws can put cats’ lives in danger.

Last year, just such a bill was introduced into the Texas State Legislature. The bill defined invasive species in such broad terms that cats could have qualified—and may have been impounded and killed as a result.

Alley Cat Allies acted to protect the cats by sending a Feral Power! Action Alert to our Texas advocates. In response, more than 4,800 letters were sent to Texas State Representatives requesting a more precise definition of “invasive species” that specifically excluded cats. Ultimately, the sponsor of the bill recognized our concern by publishing a statement of legislative intent in the state’s Senate Journal.

He clarified that there was no intent to classify dogs or cats of any kind as invasive species. While his statement was only guidance, not binding law, it will help in the work to protect the cats of Texas from this potentially dangerous law.

Victories in Brief

New Anti-Cruelty Law in Arkansas Protects Cats

This past January, the Arkansas Legislature considered a bill that, for the first time in the state’s history, would enact a felony provision for certain acts of animal cruelty. The bill increased protections for cats, but it could have been stronger. Alley Cat Allies sent a Feral Power! Action Alert email to Arkansas supporters to tell them about the bill and urge them to get involved. Using our Action Center, advocates encouraged their representatives to vote in favor of the felony provision, while also asking for amendments to make absolutely clear that protection from killing applied to all cats. Thanks to Alley Cat Allies, our supporters in Arkansas, and other animal advocates, the bill was signed into law in February with the felony provision intact. Although it was not edited for clarification, all cats are protected from cruelty under the new law.

Alley Cat Allies Speaks Out on Anti-Freeze Legislation

Cats and other animals are too often poisoned by antifreeze—a toxic substance with a sweet and appealing taste to animals. A bill in New Hampshire this past year, H.B. 431, required that a bittering agent be added to antifreeze and engine coolant so that this dangerous substance loses its tempting taste to cats and other animals. Alley Cat Allies and our supporters in New Hampshire spoke out in favor of the bill to help protect the local cats. Eventually, the bill was set aside in the Commerce and Consumer Affairs Committee, but Alley Cat Allies continues to educate people about the advantages of bittering agents in antifreeze and to support this piece of legislation, and others like it, in order to protect cats.
The movement to protect and improve the lives of our nation’s cats is made up of the thousands of caregivers and advocates on the ground caring for and speaking on behalf of their local cats. This year, one of Alley Cat Allies’ key accomplishments was producing a number of essential new tools and resources that these compassionate people can use to carry on the movement’s vital work.

All of our new resources were designed to make it easier for individuals to share information with elected officials, decision makers, and neighbors, and speak on behalf of cats in their own communities. Our peer-reviewed research helps strengthen our case when we advocate in support of policies that protect cats. And our brochures, videos, and guides help caregivers and advocates educate others in their community.

Of course, our website, www.alleycat.org, remains the single greatest resource for anyone looking to join the movement of people everywhere working on behalf of cats. This year, we added new guides for feral cat care, seasonal tips to help in the coldest and warmest seasons, and lots more information to help caring people take action for cats.

Alley Cat Allies’ Research Supports Advocacy Efforts To Protect Cats

Today’s government wants reliable research and accurate numbers to help steer their decision-making. Without this data, politicians are left to rely on anecdotes and misconceptions. This is no way to shape policy. And yet this is how animal policy has been made for years.

Before this year, little was known about how Americans take action to care for cats, and scant research had been completed with regard to stray and feral cats. What was out there was often unreliable and incomplete. That’s why, in fiscal year 2009, Alley Cat Allies set out to learn more about the public’s attitude and actions by conducting research using well-designed, independently conducted studies and analyzing the results.

“We started our research with a few simple questions,” says Micha Rieser, Alley Cat Allies’ Policy Research Analyst. “What actions do Americans take to care for cats? In what ways do they live with and care for their pet cats? Using those questions, we worked with survey experts to launch a series of nationally representative telephone surveys.”

After careful analysis, we confirmed what we had suspected: That Americans can and do take compassionate action to care for cats. In fact, our research showed that over 40% of Americans have fed a stray cat.

In April 2009, we wrote the first national peer-reviewed study on cats living in U.S. households, their neuter status, and the

Micha Rieser, Policy Research Analyst

Micha Rieser is a numbers guy. As Alley Cat Allies’ Policy Research Analyst, Micha brings a new perspective to our work each day. “I really enjoy taking a collection of random facts and making it into something that can have an effect in policy debates.” And of course, Micha is also a cat guy: “I love that there’s always a cat wandering by in need of attention in the office. Even with all of the important work we do, it’s hard to get too stressed out with them around.”

Over 40% of Americans have fed a stray cat.
relationship between feline neuter status and household income. The article was published in the Journal of American Veterinary Medical Association, the most widely distributed veterinary medical journal. The study reported that the vast majority—at least 80%—of pet cats in U.S. households are neutered, with middle-to-higher-income households reporting rates of over 90%. This finding indicates that it is wrong to blame pet owners for the size of the cat population. It also means that policies should be focused on neutering stray and feral cats, because the large majority of pet owners already understand the importance of neutering their cats and do so when accessible and affordable services are available.

These new, yet unsurprising, findings have already been a great asset to Alley Cat Allies and members of the movement. Using reports, fact sheets, videos, and truth cards, Alley Cat Allies has increased public awareness on these important facts. And since April, we have already used these reports to successfully advocate against flawed policies in Illinois and California. For years to come, our research in 2009 will serve as evidence of the logic in our positions as we advocate for cats.

New Educational Tools Help People Help Cats

- **How to Live With Cats Brochure**
  Recommended for those who want to share concise and clear cat behavior and deterrent information with others, this brochure provides an explanation of outdoor cat behaviors for the layperson who would like to understand what draws cats to certain areas, and shares quick and easy solutions to explain how humane deterrents are the key to co-existing with cats.

- **Caring and Advocating for Cats Guides**
  These quick guides detail steps that anyone can take for cats. The first guide, “Caring for Stray and Feral Cats,” lays out five easy steps to help improve cats’ lives. The second guide, “Advocating for Stray and Feral Cats,” gives tips for making a difference by working for change at the local level. Both guides are available online and in printable versions that can be shared with friends, family, and neighbors.

- **Trapping Cats: How to Trap an Entire Colony Video**
  Available online and on our Educational Video Library DVD, this video presents a Trap-Neuter-Return effort from start to finish. Learn the ins and outs of this process, while watching a group of dedicated volunteers humanely trap a cat colony and shepherd them through their surgery and return.

- **Caring for Cats in a Down Economy**
  In the face of tough financial times, many caregivers have told us that they are struggling to make ends meet for their families—including pets and feral cat colonies. This year, Alley Cat Allies published ideas on how to make providing care more affordable, including resources for obtaining food and for helping to cover emergency veterinary costs. Read them online at www.alleycat.org/Economy.

- **Cats on Campus Brochure**
  Our updated brochure explains that most cats don’t live life according to human schedules, and that’s why you’ll find them living on the campuses of educational institutions year round. Based on the hands-on, real-world experience of other campuses that have done it before, the brochure can help campus caregivers form, promote, and build support for TNR programs that improve the lives of cats—humanely and effectively.
Inspiring People to Join the Movement

There are hundreds of thousands of people who have already joined the movement to protect our nation’s cats. And based on our research, Alley Cat Allies knows that there are millions more with the compassion to take action. As our research showed, over 40% of Americans have fed a stray cat in their lifetime. Yet, not everyone knows about Alley Cat Allies, the national movement working on behalf of cats, or the ways that they can get involved.

In fiscal year 2009, Alley Cat Allies launched and carried out a number of broad-based educational and outreach programs designed to reach out and inspire people across the country. From national campaigns like National Feral Cat Day, to ongoing speaking circuits, to individually run local efforts using our outreach kits—this year, countless more people heard Alley Cat Allies’ message that we can all take part in helping our nation’s cats live long, healthy lives.

And we didn’t limit ourselves to traditional media. Recognizing that more people spend more time on the internet than ever before, this year Alley Cat Allies began a number of online efforts to educate, engage, and converse with new advocates, including interacting with others through social networking, contributing our expertise to well-known websites about cats, and hosting our own dynamic website, www.alleycat.org, filled with ways for a compassionate person to get involved.

National Feral Cat Day Educates Thousands

The eighth annual National Feral Cat Day (NFCD), held on October 16, 2008, was the start of Alley Cat Allies’ biggest public awareness effort to date—a yearlong campaign to educate citizens about feral cats, how their lives can be improved through humane care, and the truth about what happens to them in animal pounds and shelters.

The campaign was part of Alley Cat Allies’ greater goal to build awareness of and support for the movement to protect cats. We know that as we introduce this issue to people across the nation, our base of advocates will grow daily, and we will be able to serve as an even stronger voice for the cats, each and every time their lives are in danger.

“We already have the support of citizens nationwide,” said Alison Grasheim, Alley Cat Allies’ Education Manager. “NFCD is our national call-to-action to invite millions more to join the movement.”

Alley Cat Allies kicked off the campaign with a far-reaching media strategy—placing ads in eight national magazines and several regional publications. Next, we sent informational booklets to 115,000 Alley Cat Allies supporters and animal lovers across the nation. These booklets included an improved through humane care, and the truth about what happens to them in animal pounds and shelters.

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introduction to feral cats, facts about Trap-Neuter-Return, public opinion statistics on cats, and tips for how concerned citizens can make a difference. The back of the booklet featured an NFCD awareness poster that supporters could hang in a public place to start conversations with their neighbors about their local cats. We also created an online resource center to help others learn more. The National Feral Cat Day website, www.alleycat.org/NFCD, provided a wealth of information, including instructions on writing letters-to-the-editor and press releases, printable educational flyers, brochures, and videos.

To reach an even wider audience, we encouraged supporters to set up local events to educate residents, share resources for cat colonies, and connect with other advocates and caregivers to build a safety net for cats. In all, over 100 events were held in 30 states.

At Alley Cat Allies’ NFCD reception in Washington, DC, Becky Robinson spoke to more than 80 supporters on the importance of building public awareness: “The more Americans we reach with the facts, the more people we will have working with us to protect our country’s cats and end the killing in our shelters.”

Caring about cats is at the heart of National Feral Cat Day, in 2009 and every year. Thanks to our efforts this year, people nationwide heard our call to join Alley Cat Allies’ movement.

**Caregivers Use Alley Cat Allies’ Tools To Reach Neighbors**

Over the years, Alley Cat Allies has developed a wealth of materials about stray and feral cats, and all of the issues that surround caring for cats outdoors. Yet simply producing materials is not enough. We must get those materials into the hands of people who live with cats every day, especially neighbors who are not actively caring for cats. That’s where members of the movement come in. Caregivers, especially, can serve as powerful voices in their own cities and towns by educating their neighbors and local decision makers about what they are doing and why it helps the cats and the community.

In 2009, Alley Cat Allies produced and sent over 400 outreach kits to those who requested them to help them get the message out to their neighbors. These kits, filled with fact sheets and resources on cat care and advocacy, were used to educate friends and neighbors about how to protect and improve cats’ lives. The kits took time and energy to produce, yet they were worth it. Every kit we sent represented one more community hearing our important message.

**VICTORIES IN BRIEF**

### Staff Share Expertise and Events Around the Globe

Alley Cat Allies’ President Becky Robinson spoke on behalf of cats at a variety of conferences and events this year. Some of the highlights included the Animal Rights Conferences in Washington, DC, and California, the 10th Annual International Welfare Companion Animal Conference in Stresa, Italy, and the Massachusetts Animal Coalition Whole Cat Workshop at the Tufts University Cummings School of Veterinary Medicine in Grafton, Massachusetts. In October 2008, Robinson reviewed the facts about feral cats and presented best practices for how shelter workers can care for cats in an online webcast to the members of the National Association of Pet Rescue Professionals. And in May, Law & Policy Director Wendy Anderson addressed the topic of cat domestication at the No Kill Conference in Washington, DC. Each of these events educated caring citizens about the needs of cats and encouraged supporters to join our national movement.

**Cat Lovers Connect with Alley Cat Allies Online**

More and more people are now using social networking sites to learn about issues and connect with others who care. In fiscal year 2009, Alley Cat Allies joined this new wave of communication by posting profiles on Twitter, Facebook, MySpace, and Care2. There, we listened to our supporters, answered cat care questions, sent out bulletins on the latest issues, and kept followers updated on our vital advocacy efforts. Social networking was also a tool for outreach and community building. Each day on these networks, we educated cat lovers who have never heard about feral cats and helped build connections between caregivers nationwide. And often, members posted information or comments about us on their profiles to share the message about stray and feral cats and the best ways to care for them. Thanks to these online supporters, awareness grew, our movement to protect cats’ lives expanded, and the cats benefited.
Using Our Resources Wisely

In fiscal year 2009, generous individuals, foundations, and corporations provided the resources that Alley Cat Allies needed to lead the movement to protect and improve cats’ lives. In total, Alley Cat Allies received more than $4.8 million in support between August 1, 2008 and July 31, 2009.

More than 69,000 individuals contributed $4.4 million, including over $815,000 in bequests, to support the work of Alley Cat Allies. Workplace Campaigns provided an additional $280,000 and grants from foundations provided over $78,000.

These investments in Alley Cat Allies’ mission were put to efficient use this year advocating for our nation’s cats. Alley Cat Allies spent in excess of $3.2 million in the three program areas and numerous supporting services. Of the total expenses, 81% went to Alley Cat Allies’ program work, 6% was devoted to management of operations, and 13% was spent raising funds to support ongoing operations.

Alley Cat Allies Income and Expenditure

<table>
<thead>
<tr>
<th>Income</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions &amp; Other Income</td>
<td>$3,967,047</td>
<td>82%</td>
</tr>
<tr>
<td>Bequests</td>
<td>$815,853</td>
<td>17%</td>
</tr>
<tr>
<td>Dividends &amp; Interest Income</td>
<td>$20,938</td>
<td>1%</td>
</tr>
<tr>
<td>Total Support and Revenue*</td>
<td>$4,803,837</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Education &amp; Outreach</td>
<td>$3,203,892</td>
<td>81%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$512,961</td>
<td>13%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$251,750</td>
<td>6%</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$3,968,603</td>
<td>100%</td>
</tr>
</tbody>
</table>

| (Loss) gain on Investment | ($127,504) | | ($71,698) | |
| Surplus (deficit) | $835,234 | | ($397,158) | |
| End of Year Net Assets | $2,768,130 | | $1,932,896 | |

*This includes total unrestricted and temporarily restricted contributions.
## Statements of Financial Position

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; cash equivalents</td>
<td>$1,147,919</td>
<td>$502,249</td>
</tr>
<tr>
<td>Investments</td>
<td>1,124,597</td>
<td>1,184,079</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>385,533</td>
<td>330,232</td>
</tr>
<tr>
<td>Inventory</td>
<td>11,579</td>
<td>10,641</td>
</tr>
<tr>
<td>Other receivables</td>
<td>9,024</td>
<td>11,566</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>144,570</td>
<td>55,495</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>2,823,222</td>
<td>2,094,262</td>
</tr>
<tr>
<td>Property, Plant, &amp; Equipment, net</td>
<td>135,221</td>
<td>108,708</td>
</tr>
<tr>
<td><strong>Other Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deposits</td>
<td>16,570</td>
<td>16,570</td>
</tr>
<tr>
<td>Investment</td>
<td>58,000</td>
<td>58,000</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$3,033,013</strong></td>
<td><strong>$2,277,540</strong></td>
</tr>
</tbody>
</table>

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable &amp; accrued expenses</td>
<td>$155,514</td>
<td>$230,352</td>
</tr>
<tr>
<td>Current portion of annuity payment payable</td>
<td>8,117</td>
<td>9,912</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>163,631</td>
<td>240,264</td>
</tr>
<tr>
<td><strong>Long-term Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annuity payable, net of current portion</td>
<td>45,718</td>
<td>64,202</td>
</tr>
<tr>
<td>Deferred rent credit</td>
<td>55,534</td>
<td>32,990</td>
</tr>
<tr>
<td>Tenant deposit liability</td>
<td></td>
<td>7,188</td>
</tr>
<tr>
<td><strong>Total Long-term Liabilities</strong></td>
<td>101,252</td>
<td>104,380</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>264,883</td>
<td>344,644</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>2,337,277</td>
<td>1,535,764</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>430,853</td>
<td>397,132</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>2,768,130</td>
<td>1,932,896</td>
</tr>
</tbody>
</table>

### Statements of Activities

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Unrestricted Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Support and Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public Support</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions &amp; donations</td>
<td>$3,647,767</td>
<td>$3,499,414</td>
</tr>
<tr>
<td>Federated &amp; nonfederated campaigns</td>
<td>44,104</td>
<td>21,766</td>
</tr>
<tr>
<td>Grants &amp; foundations</td>
<td>78,831</td>
<td>43,800</td>
</tr>
<tr>
<td>Legacies &amp; bequests</td>
<td>666,772</td>
<td>535,833</td>
</tr>
<tr>
<td><strong>Net assets released from restrictions:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of purpose restrictions</td>
<td>21,579</td>
<td>8,071</td>
</tr>
<tr>
<td>Expiration of time restrictions</td>
<td>280,232</td>
<td>260,034</td>
</tr>
<tr>
<td><strong>Total Public Support</strong></td>
<td>4,739,285</td>
<td>4,368,918</td>
</tr>
<tr>
<td><strong>Other Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment &amp; royalty income</td>
<td>39,852</td>
<td>71,028</td>
</tr>
<tr>
<td>Merchandise sales</td>
<td>60,143</td>
<td>65,443</td>
</tr>
<tr>
<td>Costs of goods sold</td>
<td>(13,671)</td>
<td>(13,258)</td>
</tr>
<tr>
<td>Rental income</td>
<td>15,525</td>
<td>61,525</td>
</tr>
<tr>
<td>Other income</td>
<td>6,485</td>
<td>7,250</td>
</tr>
<tr>
<td>Net realized &amp; unrealized gains (losses)</td>
<td>(127,504)</td>
<td>(71,698)</td>
</tr>
<tr>
<td>on investments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td>4,720,115</td>
<td>4,489,208</td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td>3,203,892</td>
<td>3,870,281</td>
</tr>
<tr>
<td><strong>Supporting Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management &amp; general administration</td>
<td>251,750</td>
<td>254,592</td>
</tr>
<tr>
<td>Development</td>
<td>512,961</td>
<td>822,620</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>764,711</td>
<td>1,077,212</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>3,968,603</td>
<td>4,947,208</td>
</tr>
<tr>
<td><strong>Change in Unrestricted Net Assets</strong></td>
<td>751,512</td>
<td>(458,285)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Temporarily Restricted Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federated &amp; nonfederated campaigns</td>
<td>236,453</td>
<td>183,589</td>
</tr>
<tr>
<td>Legacies &amp; bequests</td>
<td>149,080</td>
<td>145,643</td>
</tr>
<tr>
<td><strong>Net assets released from restrictions:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of purpose restrictions</td>
<td>(21,579)</td>
<td>(8,071)</td>
</tr>
<tr>
<td>Expiration of time restrictions</td>
<td>(280,232)</td>
<td>(260,034)</td>
</tr>
<tr>
<td><strong>Total Change in Temporarily Restricted Net Assets</strong></td>
<td>83,722</td>
<td>61,127</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>835,234</td>
<td>(397,158)</td>
</tr>
<tr>
<td><strong>Net Assets, beginning of year</strong></td>
<td>1,932,896</td>
<td>2,330,054</td>
</tr>
<tr>
<td><strong>Net Assets, end of year</strong></td>
<td><strong>$2,768,130</strong></td>
<td><strong>$1,932,896</strong></td>
</tr>
</tbody>
</table>

This is a partial presentation of the audited statements of Alley Cat Allies, Inc. The statement of cash flows, functional expenses, and footnotes are pertinent components of the complete set of financial statements. The entire audited financial statement is available upon request.
S

Sometimes the easiest and most effective way for a caring person to be a face in the movement is to donate much-needed funds to Alley Cat Allies. Supporters make a huge difference for our nation’s cats because they provide the resources needed for us to continue leading the vital effort to protect and improve cats’ lives. Here are just a few ways to support Alley Cat Allies:

### Give a Gift Anytime

Give online at www.alleycat.org/Donate to put your gift to work immediately. As an Alley Cat Allies supporter, you will receive our quarterly newsletter, Alley Cat Action, and will have the satisfaction of knowing that you are helping to protect cats every day.

### Join the Leadership Circle

The Leadership Circle is an exclusive group of dedicated supporters who make it possible for Alley Cat Allies to take decisive action on behalf of our nation’s cats. As a Leadership Circle Member, you will be partnering with the leading advocates for cats and will receive a number of benefits, including special mailings about the most current successes in the movement and invitations to special meetings where you will see Alley Cat Allies’ work firsthand. Supporters can join the Leadership Circle by giving donations totaling $500 or more in one fiscal year. Learn more at www.alleycat.org/Leadership.

### Become a Monthly Donor

By joining the Alley Cat Allies’ Cat-alyst Society, you can provide a dependable, monthly source of support that will help Alley Cat Allies maintain and extend our important outreach and education programs. Your monthly donation will provide the stable funding we need to make sure that we can continue our vital work. Sign up for your automatic monthly donation today at www.alleycat.org/Monthly.

### Leave a Legacy of Caring

You can leave a powerful legacy of protection for our nation’s cats by leaving a planned gift to Alley Cat Allies. In thanks, you will be recognized as a member of the Forget-Me-Not Society and will receive a certificate in acknowledgement of your commitment. The simplest form of planned gift is a bequest. Alley Cat Allies can be named as a beneficiary of your estate by simply including instructions like these in your will:

I give and bequeath to Alley Cat Allies, a nonprofit organization, Tax I.D. #52-1742079, the sum of $______ [or, the proceeds from the sale of my residence, art collection, stock securities/certificates, or description of other asset] to further the objectives and purposes of Alley Cat Allies.

To learn more, contact the Alley Cat Allies’ Development Team at donate@alleycat.org.
In Memoriam: Coo

Coo, our oldest and dearest office cat, passed away on December 14, 2008. The “old man” of the office, Coo is greatly missed. Coo was Alley Cat Allies’ poster cat proving that being diagnosed with FIV is not and should not be a death sentence—he lived life to the fullest for 13 and a half years, enjoying his morning routines of treats and cuddles, joining staff at lunchtime for his favorite snacks, and enjoying the company of the other office cats, as well as his beloved staffers. Coo was a gentleman who got along with everyone who visited, including dogs and kittens. He encouraged us all to take a laid back approach to life and to not sweat the small stuff. We mourn his loss and cherish his memory.
**Mission**
To end the killing of cats and lead the movement for their humane care.

**Vision**
Society living non-violently with cats and all animals.