



CATTOWN

2017 YEAR IN REVIEW



A YEAR OF TRANSFORMATION

You've done so much to help Cat Town succeed, which is why, together, I know we can transform cat rescue nationwide.

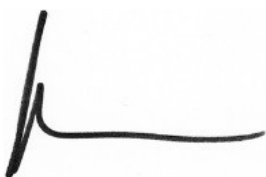
Your support has allowed us to help the cats at Oakland's municipal shelter when they needed us most. Last year we rescued 410 cats typically considered too difficult to save, helping keep the shelter's euthanasia rate for cats below 13%. Seven years ago, when the euthanasia rate was 42%, people told us these cats couldn't be saved, but year after year, we've proven our cats make incredible companions.

I'm so proud to share this Year in Review with you, because you made this year of life-saving transformation possible. Your support allowed us to take important steps, roll out innovative solutions, and prepare to help even more at-risk cats in the coming years.

Cat Town launched new initiatives, doubled down on our Forgotten Kitten Project, and shared our expertise with rescue organizations across the nation. We continue to serve Oakland's most vulnerable cats, and because of the momentum you've helped us build, we have big plans for changing the future of cat rescue.

Thank you for making this work possible!

Warm regards,



Ann Dunn
Executive Director/Founder



CASE MANAGERS:

with you — every step of the way

At Cat Town, our cats are like family, even after they find new homes. **With our case managers program**, our volunteers stay in close contact with adopters to offer moral support and expert advice, helping our cats and their new families settle into a happy life together. **In 2017, 38% of our adopted cats had support from case managers.**

A SAFE SPACE FOR ALL

Many of our cats' transformations happen in our foster program, which gives our most vulnerable cats the love and time they need to find homes. Thanks to Maddie's Fund and Pet Food Express, along with your generous donations, in 2017 we expanded the **Cat Town Adoption Center** to include our new **Cat Town Studios**.

This newly expanded space allows us to save many more cats than through our foster program alone — giving cats a place to land while we assess whether they should go to one of our foster homes, move to our free-roaming room at the Adoption Center, or receive specialized support to help them get adopted. Cats in our Studios benefit from the visibility of our Adoption Center, with privacy similar to what they would receive in foster care. This new space gives us the flexibility to act quickly when the shelter calls us for help. Thank you for helping us increase our capacity to save more cats!



THIS IS ONE OF THE REASONS I LOVE CAT TOWN. A CASE WORKER TO ENSURE THE SUCCESS OF KITTEN ADOPTIONS? UNHEARD OF... BUT BRILLIANT. EVERY CITY IN THE WORLD SHOULD HAVE PLACES TO FALL IN LOVE WITH CATS ON THEIR TERMS, ON THEIR TERRAIN. THIS IS AN INGENUOUS NEW MODEL, A WAY TO MOVE BEYOND CAGES."

— TIMOTHY
ADOPTER OF LANAI & KONA
(NOW WACHEL & THAMMY)



"CAT TOWN HAS ALREADY PROVIDED TREMENDOUS OPPORTUNITIES FOR AT-RISK CATS AT OAS... WHEN CATS ARE COMFORTABLE, ADOPTERS CAN SEE THEM AT THEIR VERY BEST."

— SHELLY THOMPSON
DIRECTOR OF GRANTS AT
MADDIE'S FUND

PROVING THEY CAN BE SAVED WITH RESEARCH

Without human interaction early in their lives, stray kittens four months and older are typically considered too old to adopt. We call them Forgotten Kittens because nationwide, they're either given outdoor placement or euthanized. But at Cat Town, we've developed socialization techniques to help these kittens learn to trust humans and find homes. Last year, **27% of the cats we saved were Forgotten Kittens.**

In 2017 Maddie's Fund helped Cat Town launch a **research project to study Forgotten Kittens**, carefully recording our methods — and our kittens' progress — to prove that undersocialized youngsters can make wonderful companions.



SHARING OUR EXPERIENCE — NATIONWIDE

We're not keeping the life-saving methods we've developed, tested, and proved to ourselves. We've piloted curriculum for the **Hard-to-Place Cats Adoption Program Apprenticeship**, part of Maddie's Apprenticeship program, to show other rescue organizations from coast to coast how we save the cats they thought couldn't be helped. The program, which Maddie's Fund describes as "a fresh and exciting outlook on how to foster hope, health and happiness for hard to place cats," will have **engaged 24 organizations by the end of its first year.** By sharing our life saving approach with other communities all over the country, we hope to transform cat rescue, nationwide.

"I THOUGHT WE WERE SAVING EVERY CAT WE COULD. NOW I KNOW THERE'S SO MUCH MORE WE CAN BE DOING. I'M SO INSPIRED TO BRING WHAT I'VE LEARNED FROM CAT TOWN BACK TO MY CITY!"

— 2017 CAT TOWN APPRENTICE



THERE WHEN THEY NEED US MOST

With one veterinarian providing daily care for over 300 animals, Oakland's underfunded shelter often cannot help cats with treatable illnesses or injuries. Cat Town's **Emergency Care Fund** provides medical treatment to cats with urgent conditions, including dental disease, upper respiratory and skin infections, and broken bones. **In 2017, 37% of our cats received emergency care.** We could save these cats — like Bailey, whose seizures and partial paralysis put him at exceptional risk — because our Emergency Care Fund allowed us to pay for vital veterinary services, medications, surgeries, and supplies without a second thought.



“WITHOUT CAT TOWN, OUR JOB WOULD BE CERTAINLY BE MUCH MORE CHALLENGING AND MUCH LESS OPTIMISTIC.”

**– REBECCA KATZ
DIRECTOR OF OAKLAND ANIMAL SERVICES**

MORE THAN A FUND: A LIFE LINE

Senior cats are a core part of our mission, having few options when they arrive at shelters. With seniors more likely to have health issues like dental disease and hyperthyroidism, potential veterinary costs can be intimidating to adopters. Cat Town's **In It for Life Fund** helps us cover the cost of senior cats' immediate medical needs, and continue that care for the rest of their lives when we know those expenses will be a barrier for most adopters. Removing medical bills as a hurdle to adoption helps our seniors find homes, but our support doesn't end there. We're experienced with hospice care and frequently share our expertise with our senior cat adopters. We can help answer what's normal and what might need veterinary attention. We also offer to be there to hold their hand when it's time to say goodbye. **Last year, 15% of the cats we helped were seniors, including 12 who we supported with our In It For Life Fund.**