



**“Providing a safe,  
compassionate  
community for cats  
since 1998”**

## Our Mission

Cat's Cradle's mission is to ensure and maintain a safe, compassionate community for cats in the Shenandoah Valley. We do this by facilitating and promoting spray/neuter and Trap, Neuter, and Return (TNR), conducting foster-based rescue, adoption from local shelters, and providing pet retention and rehoming programs.

## Our Vision

Our intent is to steadily decrease the intake of cats and kittens at local shelters and to ultimately end the euthanasia of healthy, adoptable pets in the communities we serve.

## Target Audience

This brochure targets cat lovers who don't know much about Cat's Cradle and encourages them to get involved by donating

## Location

The brochure would be placed around Harrisonburg, specifically around pet shelters and places like Petco, where you can buy the requested donated items



## Target Audience

This poster targets cat lovers who are unable to adopt. Because we live predominantly in a college town, where young adults are moving around a lot and may not be able to adopt, this poster may give them another alternative to being involved with cats.

## Location

This poster would be hung around pet food places such as Petco or PetSmart, but also near and around campus to attract the students it targets.

**We host 1,000 cats a year**

**If you can't adopt,  
Donate**

*Fancy Feast*  
SAVORY SALMON FEAST  
CLASSIC

*Fancy Feast*  
CHICKEN FEAST  
CLASSIC

[www.catscradleva.org](http://www.catscradleva.org)

122 South Main Street  
Harrisonburg, VA 22802  
(540) 433-1135

The screenshot shows the Facebook interface for the 'Cat's Cradle' page. At the top, there is a navigation bar with the Facebook logo and login fields. The main content area features a fundraiser banner with a large image of a silver tin can. The text on the banner reads: 'With 1,000 mouths to feed, no cat should go hungry' and 'Donate today' with the website 'www.catscradle.org'. Below the banner are interaction buttons: 'Like', '+ Create Fundraiser', 'Share', 'Donate', and 'Send Message'. The left sidebar contains the page's profile picture, name, and navigation menu. The right sidebar shows search and organizational details for 'Animal Shelter in Harrisonburg, Virginia'.



## Target Audience

The target audience for this banner is cat lovers who are active in looking at their local animal shelters.

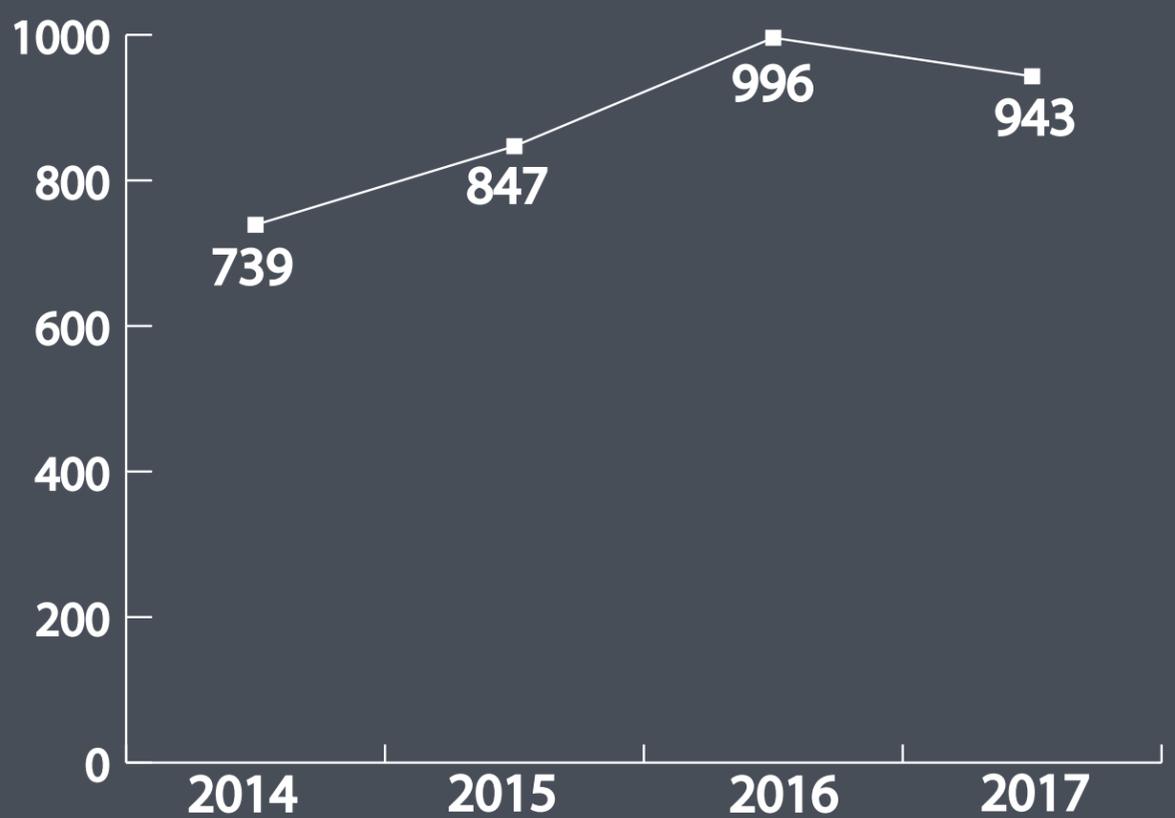
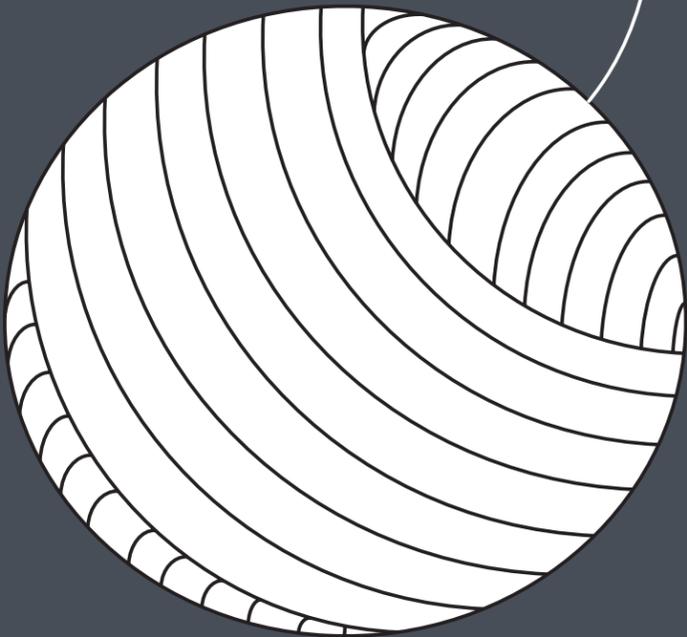
## Location

This web banner will be on the Cat's Cradle Facebook page for those who visit the page to encourage them to donate, even if they don't intend to adopt, because they host a lot of cats and they all need supplies.

# Cat's Cradle

## Fun Fact

Cat's Cradle formed the Anicirca Veterinary center which administers over 10,000 surgeries a year



Cats Hosted by Cat's Cradle in the past 4 years

## Services We Offer

Foster home over 600 cats a year

Transport over 200 Cats to other shelters in need each year

Administer 2,000 sterilizations a year



# Our Mission

Cat's Cradle's mission is to ensure and maintain a safe, compassionate community for cats in the Shenandoah Valley. We do this by facilitating and promoting spay/neuter and Trap, Neuter and Return (TNR), conducting foster-based rescue, adoption from local shelters, and providing pet retention and rehoming programs.



# Our Vision

Our intent is to steadily decrease the intake of cats and kittens at local shelters and to ultimately end the euthanasia of healthy adoptable pets in the communities we serve.



122 South Main Street  
(540) 433-1135  
[www.catscradleva.org](http://www.catscradleva.org)

Hours:  
Monday 12-6  
Tuesday 1w2-6  
Wednesday CLOSED  
Thursday 12-6  
Friday 12-6  
Saturday CLOSED  
Sunday CLOSED



**“PROVIDING A SAFE,  
COMPASSIONATE COMMUNITY FOR  
CATS SINCE 1998”**

## WHAT WE DO

We run our program by facilitating and promoting spray/neuter and Trap, Neuter, and Return (TNR), conducting foster-based rescue and adoption from local shelters, and providing pet retention and rehoming programs.



## STATISTICS

1,000 cats are sheltered by Cat's Cradle annually. This number is increasing every year!

Through our spay/neuter and TNR programs we assist the public with about 2,000 sterilizations per year.

## HISTORY

Cat's Cradle was founded in 1998 by Pat Rossi, a woman determined to provide no-kill alternatives for stray cats. She worked with local veterinarians to provide sterilizations and vaccines at a reduced price to anyone who had found a stray cat and was willing to keep it. Word of a no-kill organization spread quickly, and people began flocking to Cat's Cradle when they had cats or batches of unwanted kittens they had to give up.

Cat's Cradle has grown considerably since 1998. Our pet retention program provides behavioral counseling, short-term pet food assistance, and financial assistance with short-term boarding fees to help prevent owner surrender of pets. And our pet rehoming program offers assistance to cat owners who cannot keep their pet despite all efforts, so that we can help rehome cats without having them surrendered to area shelters.

## HOW YOU CAN HELP

With the number of cats that come through our program, we go through a lot of supplies. We are accepting donations of food, money, toys, and bedding for the cats at this time. All items can be dropped off at our main street location.

## DONATIONS

### WHAT WE NEED

- Cardboard scratch beds
- Cat carriers
- Dry cat food, unopened
- Canned cat & kitten food
- Snuggle Safes
- Frontline Plus or Advantage



### WHAT YOUR DONATIONS WILL SUPPLY

- \$25 will feed a litter of weaned kittens for a week
- \$50 will feed five bottle babies for a week
- \$60-\$70 will neuter/spay a cat
- \$100 will treat a kitten with an upper respiratory infection

Every donation helps!



We host **1,000** cats a **year**

If you can't adopt,  
**Donate**



[www.catscradleva.org](http://www.catscradleva.org)

122 South Main Street  
Harrisonburg, VA 22802  
(540) 433-1135





No cat should  
go hungry

Donate today

[www.catscradleva.org](http://www.catscradleva.org)