



## SPRING 2014 NEWSLETTER

PO Box 183164, Shelby Township, MI 48318

### CONGRATULATIONS TO ALL WHO SURVIVED THE POLAR VORTEX!



**Marinara with her mew mom, Shannon**

**Happy Spring to everyone!** The cats here at Cat Tail Acres Sanctuary (CTAS) are thrilled to be able to spend their time out on the porch again. During this past long, extremely cold winter even the hardiest of them wanted nothing to do with going out there. This just proves what a hard life ferals, who have no choice but to live outdoors in our climate, have to endure....regardless of whether they are a TNR colony which gets care, or not. That is why we wish more animal advocates in our nation would embrace the Sanctuary solution. The funds and resources are there so it seems to be more of an educational and political obstacle within the animal protection movement. Instead of wasting millions of dollars on killing, we need to increase TNR and develop more sanctuaries.

I wanted you to see the photo of our beloved Marinara, who was adopted into a loving forever home by Shannon Boyk & Joe Sloan. Even though Marinara was loved and happy with us, now she is the center of attention in her new home! We wish more people would adopt our adoptable cats. Another happy ending is Oliver who was rescued by a caring lady this past winter from the streets on which he was barely surviving. He was clearly a lost or abandoned pet as he was not afraid of her, totally enjoyed the shelter she made for him under her porch, and looked forward to seeing her daily and being fed. After two months he suddenly disappeared. It turned out a neighbor had contacted Eastpointe Animal Control, which took Oliver to the vet clinic in Sterling Heights that had recently been contracted to function as a shelter. They are eager to work with rescues and to adopt out animals, rather than having to euthanize them. So CTAS volunteer Janet Onderchanin took Oliver, and our vet continued caring for his head wound and vaccinated and sterilized him. He is now in a foster home and will get a forever home soon. These are just two of the many stories about cats whom we have helped this past year. We are also working with two different subdivisions to TNR feral cat colonies there.

Please examine our 2013 Financial Report on page 2, and you will see that we have worked hard to bring down our operating costs by moving into our own building. And a BIG thank you to everyone (volunteers, pet stores, the Humane Soc. of Huron Valley, MI Humane Soc., and the Purina People for Pets program) for helping us dramatically reduce our cat food costs! But it still costs us just under \$25 per cat each month to meet our expenses so we still depend upon the donations of caring people like you to keep the Sanctuary going. And if you have not yet gotten a cat food donation bin from us to put into a pet store near you, please consider contacting us to obtain one.

Last but not least, I want to let you know that we will be trying to raise extra funds this Spring and Summer to put a new roof on the large building on the back of our property. We really need the space in there for storage of food and other items, but the roof is near collapse and cannot wait to be repaired any longer. If you would like to contribute to this project, please send us donations and note that you want it earmarked for the new roof.

**DON'T FORGET TO COME OUT TO VISIT US THIS COMING SUNDAY JUNE 8TH ANYTIME BETWEEN 2-7PM FOR OUR SECOND ANNUAL OPEN HOUSE. RSVP TO [CatTailAcresSanctuary@gmail.com](mailto:CatTailAcresSanctuary@gmail.com), or, if you don't have email, by phoning CTAS Board Member Elaine Savage at 586-212-0024. If there is heavy rain or a storm on the 8<sup>th</sup>, the alternate date will be the 15<sup>th</sup>.**

As always, thank you from the bottom of my heart for all the generous support we have received from our amazing, dedicated supporters! Bless you all.

LISA KOESTER  
Founder and President

## ADOPT- or SPONSOR-a-CAT

PLEASE COME ADOPT ONE OF OUR FRIENDLY, FORMERLY FERAL, CATS. WE HAVE LOTS OF OLDER CATS THAT ARE IDEAL FOR PEOPLE WHO WANT A QUIETER CAT. OR, IF YOU ALREADY HAVE ENOUGH PETS, PLEASE SPONSOR ONE OF OUR CATS WITH REGULAR DONATIONS. MORE CATS CAN BE SEEN AT OUR WEBSITE: [www.CatTailAcres.com](http://www.CatTailAcres.com)



Christy



Black Bear



Andrea

## 2013 FINANCIAL REPORT

By Eileen Liska-Stronczer  
2013 Secretary-Treasure

Cat Tail Acres Sanctuary believes our members deserve to know how we spend their precious donation dollars. Some animal welfare charities do not provide enough transparency to their donors, so like last year, we hereby summarize our 2013 financial statistics.

The best news is that by moving to our new location, and increasing efforts to get more cat food donated, we made substantial savings in cat food costs and vehicle gas and maintenance costs. We were also able to reduce veterinary medical costs thanks to donations from Zoetis, Pfizer, and 800-PetMeds. For the first time since CTAS was founded and financed by Lisa Koester, we were able to give her, and one full-time weekends-only worker, very modest salaries.

### 2013 TOTAL REVENUE = \$74,716.00

Donations comprised the majority of our income but these were our other major income sources:

- ✓ 3 Charity Gaming Fundraisers = \$9,702.50
- ✓ First Open House = \$9,976.39
- ✓ Jingle Bell Run = \$1,500.00
- ✓ T-shirt sales = \$1,021.00
- ✓ Candle Sales = \$643.01 (Need to expand & do better)
- ✓ Market America [Shop.com](http://Shop.com) = \$402.61
- ✓ Chase Visa credit card Rewards \$ earned = \$333.36
- ✓ Chrysler Contest Winnings = \$250.00 Visa credit card
- ✓ Amazon Associates = \$77.52

We could be earning a LOT more \$ from Amazon Associates and [Shop.com](http://Shop.com) if our supporters would please remember to use these methods for their online shopping.

### 2013 TOTAL EXPENDITURES = \$57,498 including these major categories:

- ✓ Salaries = \$17,000
- ✓ Cat food = \$9,775.04 (versus \$20,197 in 2012)
- ✓ Veterinary Medicines & Services = \$7,157.97 (vs. \$16,202 in 2012)
- ✓ Vehicle Gas & Oil, Maintenance, Repair = \$6,011.75 (vs. \$9,062 in 2012)
- ✓ Maintenance & Repair of Bldg. = \$9,949.37 (Increase from low rental costs in 2012 but most of this was one-time expenses to epoxy porch floor, finish porch's inside roof & electrical, linoleum floor repairs, installation of \$4483 automatic generator power system, getting waste disposal services, and buying used Deere mower.)
- ✓ Utilities = \$2,482 for gas heat and electricity combined
- ✓ Litter = \$1,919.80 (vs. \$3,867 in 2012)
- ✓ Fundraising costs = \$1,917.89 (For t-shirts, candles, and printing and postage of newsletters.)
- ✓ Property taxes = \$1,408.98 (Because the house sale was through HUD, a corporation could not buy it & an individual had to and then live in it for one year before deed could be transferred to CTAS, a non-profit corporation. Thanks to Ron Stronczer and Brandy Deel we were able to make this purchase in compliance with federal rules, and in September of 2013 they transferred the Deed to CTAS. Now we no longer have to pay property taxes.)
- ✓ PayPal service fees = \$99.53 on \$3,924 in donations (much less expensive than auto deduct plans through banks and credit cards).

## THREE FANTASTIC & EASY WAYS FOR YOU TO SHOP, SAVE MONEY, AND EARN MONEY FOR CAT TAIL ACRES...

### CAT TAIL ACRES SANCTUARY IS NOW PARTICIPATING IN THE KROGER COMMUNITY REWARDS PROGRAM!

I am so excited to tell you about my latest effort to increase funding for Cat Tail Acres Sanctuary (CTAS): all you have to do is shop and/or buy your gas at your nearest KROGER store and through their Community Rewards Program we will earn money on your purchases. YOU TOO will truly benefit as well since Kroger has good sale prices all the time, plus additional discounts for Rewards cardholders. But even better, many Kroger stores now have gas stations which ALWAYS provide Rewards cardholders with 3 cents a gallon discounts, plus even larger discounts based on how many reward points you have accumulated.

I have found Kroger gas to be the least expensive of all others, even including Costco. And....if you buy gift cards at Kroger (they carry cards for every store you can imagine, as well as web shopping sites like iTunes, etc.), you get double, and sometimes 3 or 4x the points! This past Christmas I bought all my gift cards there, and ended up getting 50-60 cents a gallon off on gas. So, you can save money with normal Kroger sale prices, save more money as a Rewards cardholder, save money again on at their stations, AND help the Sanctuary earn money from your shopping! They also have special promotions, like the one starting May 1 through July 27 where you get double points toward gas if you shop on a Friday, Saturday, or Sunday! (One well known MI animal charity took in over \$20,000 in 2013 because they had so many supporters doing this!)

So here's what you have to do.

\* If you already have a Kroger Plus Shopper's Card that usually means you already registered and have a user name and password. Sometimes people get the card at the store but never register it online & just use their phone # to ID themselves at the cash register checkout. So you have to determine which way you got it. If you never registered online, see my instructions below for first-time registering. Unfortunately, Kroger only allows people to tie their personal Rewards card to our Charity by going online to their website....you cannot do it at a Kroger store even though you can get cards there.

\* But if you did register online, 1) just go to Kroger.com and "sign in" at the top right corner of their web page, using your user name and password. 2) Click on the word "Community" at the top right of the page below where it says My Account. 3) Click on "Learn More" in the section called "Community". 4) Click on "Enroll". 5) If you haven't already done this, it will ask you to fill in your name, address, phone, email, etc. on a Profile form, and then scroll to the bottom of that page and click on "Enroll" again. 6) A new window appears that asks you to either type in the first three letters of the name of the charity you wish to link to... "cat" (in our case), or you can type in the Kroger Code # for Cat Tail Acres Sanctuary (which is 45495). 7) An alphabetical list of charities will appear and scroll to the C's until you see our name and then click on the little circle to the left of our name...which will put a dot into that circle. 8) Finally, scroll down and click on "Enroll" once again and your Shopper's Plus card will now be linked to us so we can earn money as you save money!

\* If you DO NOT already have a Kroger Plus Shopper's Card, you can fill out a short form at any Customer Service window to get it....or you can go to Kroger.com to apply for one. Once you complete the in-store or online application they will give you your new card and personal #. Once you have that # you can then simply go to Kroger.com and click on REGISTER (instead of Sign-In as an existing member). You will complete the online profile with your name, address, email, select a user name and password, and indicate which Kroger store you would like to designate as your store. There is a spot to put in your zip code and click on "Search" and it will bring up a list of any stores in your area from which you can choose. NOTE: This does NOT mean you have to shop at only that store....you can shop at ANY Kroger store to get your savings and points, and to get us our earnings. Once you are done registering, you can proceed by following the steps above to Enroll and link your card to our charity.

Because I am giving you so much detail, this may seem overwhelming but really it isn't. I just want to be sure that everyone has enough information to make it easy to do this. By taking a few moments to work through this, you will be helping yourself and REALLY helping us! If you have any problems or questions, do not hesitate to phone Kroger Customer Service at: 877-576-7587. (At this number, they can also switch you from using your phone # at the register to having the computer automatically read your card and use the code # assigned to you which is on the back of your card. This is quicker for you.)

Thanks so much, Eileen Liska-Stronczer, CTAS Secretary

### AMAZON ASSOCIATES & [SHOP.COM](http://shop.com) PROGRAMS BENEFIT CAT TAIL ACRES TOO

And PLEASE don't forget to help us raise funds by shopping at Amazon.com and/or at Market America's [shop.com](http://shop.com). If you need to buy something and prefer to shop online from the convenience of your home, and especially if you want to save money while we earn a percent of the sales, nothing could be easier than using these sites. Just remember that you MUST go to Amazon THROUGH their active logo link AT OUR WEBSITE ([www.CatTailAcres.com](http://www.CatTailAcres.com)). With [shop.com](http://shop.com) you just put that into your search engine and go there, but once at their site you have to say you were referred by Lisa Koester. All the details on how to use these two shopping sites so we get our credits can be found at our website. We cannot emphasize enough the earnings potential for the Sanctuary if you use these two sites for your convenient at-home shopping and saving. Thank you very much.

### SANCTUARY WISH LIST:

- Any brand of LARGE (13 oz.) cans of wet cat food.
- Walmart or Home Depot gift cards.
- Foster homes for kittens and socialized, or socializable, adult cats.
- Bleach, laundry detergent, fabric softener, and paper towels.
- K.O.E, a special concentrated cleaning solution available from Thornell by phone (888-873-3442) or online at their website.
- A used or new video camera.

### SPECIAL THANKS TO:

Maria Iliopoulou, DVM, Ph.D., for sponsoring Sparky

Manager Jeff York at Tractor Supply in Washington, MI for the discount he gave us on a trailer and hitch we needed to buy to haul our very heavy trash bins out to the street for pickup.

Manager Tom Kenyon at Sir Speedy on 7 Mile Rd in Livonia for the discount they give us to print our newsletters.

Manager Mike at Premier Pet at Southfield & 13 Mile Roads; Manager Jonathan of PetSmart at Adams Rd. & M59; and Manager Samantha of PetSmart at Orchard Lake & 24 Mile Roads for all their cat food donations! And don't forget to shop at the other pet stores that are helping us (see our Winter 2013-14 Newsletter for that info.).

Gail Reichstein for her generous donation in Tribute to Brian Palencik.

Michael & Billie Lou Lamb for their donation in lieu of a Christmas gift to Eileen Liska-Stronczer.

### MEMORIAL DONATIONS, Thanks to:

Kathleen Fleming Clark in honor of her beloved mother Irene F. Fleming

Meredith and Howard Goldberg in honor of Joyce Hicks' beloved Dakota

Jackie Grzmowski in honor of Elaine Savage's beloved mother, Sophie Kosniewski

Barbara McNally in honor of her beloved mother Ilene.

Ellen Piligian in honor of her mother Carol Piligian who was a dedicated animal rescuer and animal rights advocate

Elaine and Mike Savage in honor of their beloved cat Wood D

Elaine & Mike Savage in honor of Carol & Tim Watterson's beloved dog Jake

Ron Stronczer & Eileen Liska-Stronczer, Susanne Krispien & Joachim Kobinger, and Don Von Chawes...all in honor of Ron & Eileen's beloved Aunt Anna Orlando

Patricia Wendling in honor of Debbie Drongowski's beloved cat Suzie

In honor of Christina, cherished daughter of Diane and Nick Martino -- gone too soon but forever in our hearts--Your beloved dog, Kibble

Shirley Baker and Family, inc. Steve Baker, Deb Cardew, Kathy Case, & Denise Siegmund; June & Reigh Gunderson; Gary Phillips & Gene Reeves: and Bea Simansky in honor of Hellen Tower, a dedicated animal lover who was the beloved mother and grandmother of Betty & Kelly Tower.

### ANNOUNCING CTAS' 2014 OFFICERS & BOARD:

Lisa Koester, President  
Mary Rumble, Vice-President  
Eileen Liska-Stronczer, Secretary  
Barbara Moten, Treasurer  
Karen Czedik  
Sheri Giardini, DVM  
Elaine Savage  
Deborah Ward  
Carol Watterson

*Peek-a-boo*



### UPCOMING EVENTS

#### CTAS' next Charity Gaming Fundraisers

Fri.-Mon. August 7-10, and Sat.-Tues. November 7-10 at Sunnybrook, 7191 E. 17 Mile Rd., Sterling Hts, MI 48313. Please email Eileen at the CTAS gmail address if you are interested in volunteering to work at one of these fundraisers. Or, come out and enjoy playing poker, blackjack, or dice for a good cause.



#### Cat Tail Acres Second Annual Open House

Sunday June 8th. Drop by anytime from 2-7 P. There will be tours of the Sanctuary, beverages and snacks, animal-related items for sale and we'll also be selling CTAS t-shirts and **NEW 2015 CTAS CALENDARS** featuring our cats. The bad weather date is June 15<sup>th</sup>.

#### PLEASE RSVP & GET DIRECTIONS AT:

[CatTailAcresSanctuary@gmail.com](mailto:CatTailAcresSanctuary@gmail.com); or if you cannot email us, phone CTAS Board Member, Elaine Savage at 586-212-0024. Looking forward to seeing you!

### YOUR DONATIONS ARE ALWAYS NEEDED AND GRATEFULLY APPRECIATED!

YOU MAY USE THIS FORM TO MAIL US YOUR DONATION(S) OR IF YOU PREFER, YOU CAN GO TO OUR WEBSITE'S ([www.CatTailAcres.com](http://www.CatTailAcres.com)) LINK TO ACCESS PAYPAL (be aware that they take out a small fee for processing).

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

(If you have one please send it to us or email us at:

CatTailAcresSanctuary@gmail.com as using email saves us time and money. Thank you.)

REGULAR DONATION AMOUNT \$ \_\_\_\_\_

DONATION FOR FIXING OUR STORAGE BUILDING ROOF \$ \_\_\_\_\_

Email or write us ANYTIME if you wish to buy a CTAS t-shirt or 2015 Calendar. **Cat Tail Acres, PO Box 183164, Shelby Township, MI 48318**