

Paws and Whiskers
Cat Shelter, Inc.



A Feline Friend Is a Gift You Give Yourself

**Annual Membership
Meeting**

**October 10, 2010
Collingwood Presbyterian Church
Toledo, Ohio**

A Letter from the Past President:

October 10, 2010

Good Afternoon Everyone,

On behalf of the Board of Trustees, I would like to thank everyone for attending this year's Annual Meeting. 2010 has proven to be another exciting and challenging year thus far for *Paws and Whiskers*. I would like to review with you what we have been up to this past year.

In spite of the continuing poor economy, we have had some exciting new successful Special Events this past year. Board members Lydia Hockenberger, Paula McAdam, and volunteer Michelle Wilson headed up a committee that put on our first Feline Frenzy Walk in August, which was a great success, netting us over \$3,000. We held our first Wine Tasting event at Capers Pizza Bar on Byrne and Heatherdowns in May. Everyone had a good time while netting us over \$800. We also manned 3 concession stands on 12 different dates during the Mud Hens season, and netted \$2,500-\$3,000. Dave has again done a great job with the semi-annual Poker Tournaments, held in April and November. The Cool Cat Strut Halloween dinner/dance/silent auction was again very successful, netting us just under \$6,000 due to the hard work of the event committee. The Old West End Festival yard sale in June and the Crafters' Marathon in September were two other successful events for us. Cindy Champer has been working hard on this year's Cool Cat Strut, which will again take place at St. Clement's Hall on Tremainsville on October 22nd. Dave has changed the format of the poker tournament based on a player survey he did at the spring event. So far, results have been very positive, with advance registrations up significantly over last year. This event will be a one day event, taking place at the Knights of Columbus Hall on Secor on November 7th. Many thanks to all the volunteers and others who have supported these fundraisers. We would not exist without the funds these special events bring in.

Completing and implementing our Business Plan has proven to be a bigger challenge than I had imagined. We are still working on it, and have met many times between regular Board meetings to tackle this project. Many thanks to Jeanny Amidon, who has given her time and talent to lead several strategic planning meetings for us related to this project. A Business Plan is a formal document that states where we want the organization to be in the future and the steps that we will need to take to get it there – a kind of roadmap to success. We will accomplish this important goal, and the journey to get there has proven to be a fruitful one for the shelter. There have been many good ideas that have come out of the brainstorming process. One that I am excited about is customer service training for shelter employees and volunteers that have contact with the public. Unlike retail, where a potential sale could be lost if the customer is not treated properly, we stand to lose a potential adoption, possible volunteer, and potential donor if a person contacting us is not treated in the right manner by a shelter representative. Paula McAdam has contacted a friend who does customer service training, who is willing to volunteer her time to train our representatives in good customer service. We anticipate this training will take place before the end of this year.

The poor economy continues to have a negative effect on us, draining our cash reserves to the point where we are in a precarious position financially. We have increased our adoption fee to \$80, with discounts for cash or check payments. We have also instituted a Seniors for Seniors discount program, to try to find good homes for our residents 7 years and older with senior citizens. As I have said in the past, it is more important than ever for you to get your friends and family and come out and support our fundraisers. They are a major means that we use to try to close the gap between our \$80 adoption fee and our cost per cat of over \$200.

In closing, I would like to thank our dedicated volunteers, donors, employees, and all other supporters. It has been an honor and a privilege to be your President for the past 5 ½ years. I look forward to working with our new President, Justin Morelli and the rest of our Board to continue our important mission for many years to come.

Sincerely,

Ken Thomas

A Letter from the President:

October 10, 2010

Dear Members of the PAWS Community,

I am honored and excited to be selected as the new President of *Paws and Whiskers*. I have been a member of the Board of Trustees for just under two years and am active in both Marketing and Fundraising committees. I have chosen to make a commitment to PAWS for many of the same reasons you have - a concern for animal welfare, belief in a worthy cause and a desire to make a difference in our community.

Our organization has a lot to be proud of, from the endless dedication to our cause to weathering tough economic times to make ends meet. I speak on behalf of the entire Board when I say that there aren't enough words to thank everyone involved in keeping PAWS up and running.

While the shelter continues to face many challenges we are headed in the right direction. We have a strong, expanded Board of Trustees with specialized knowledge in Media and Public Relations, Sales, Marketing, Finance and Law working extensively on a business plan that will serve as a roadmap to our future success. We have unveiled several new fundraisers in the Feline Frenzy Walk and Wine Tasting to complement our traditional calendar of events. We have reached out to new audiences through Social Media, such as Facebook and Twitter, to build more awareness and support. Most importantly, we have dedicated volunteers who are committed to finding loving families for the cats in our care.

By working together we can attain our goal of bringing long-term financial stability to PAWS. Everyone in the PAWS family has a unique skills and talents and valuable opinions and suggestions. We welcome any assistance or feedback that will contribute to the organization's success. With your help we will continue to explore new ways to generate revenue and creative ways to cut down on our costs. The more effectively we can do these two things the brighter our future will be and ultimately, the more cats we will be able to move into stable, caring homes.

I look forward to working with everyone and thank you again for your continued support of *Paws and Whiskers*.

Sincerely,

Justin Morelli
President
morelli.justin@gmail.com

PAWS AND WHISKERS

CAT SHELTER, INC SHELTER OPERATIONS REPORT ANNUAL MEETING OCTOBER 10, 2010

*With the completion of our fourteenth year, economic conditions in the Toledo area continue challenging to our operation. This past year contributions rebounded ever so slightly, reversing a decline started in 2007. Adoptions, while still low have increased slightly over 2009 since January 1st. Our dedicated staff, volunteers, and members continue to maintain our high standard of care despite uncertain sources of income. Finding new funding sources has become essential so that *Paws and Whiskers* can continue.*

FACILITIES:



Our facility at 32 Hillwyck continues to provide nothing but positive results. Volunteers are up and illness is down. More and more people are coming in just to look and spend time with our feline friends.



Our partnership with Harbor Career Connections and the Sylvania Municipal Court continues to provide us with extra help through utilization of persons required to do community service by the court and those required to work hours to receive their welfare checks. This year we were also able to again utilize employees paid by federal stimulus dollars. Use of these people continues to help us control payroll costs.



We continue our relationship with the Hills Company. In this partnership we promote and use Science Diet foods exclusively, and Hills provides us with food for shelter feeding and three and a half pound bags of food to give away with each adoption. We pay thirty-five cents per pound shipping.



Through our association with The International Cat Association we have been able to find homes for a number of our feline friends throughout the country. We have placed cats in North Carolina, California, Illinois, and Wisconsin. This would include placement of several in a sanctuary in California where they are now able to live cage free.



We continue on reduced hours of operation. Our hours are Monday thru Thursday: Noon to 7:00 PM and Friday thru Sunday Noon to 4:00 PM



The support we receive from our landlords Herb and Shirley Herzberg continues to help us keep our expenses down as they provide maintenance that would cost us hundreds of dollars if we had to contract someone. Shirley assists the crafters by making items to sell at events. We owe them both a great deal for their support over the years.

CAT CARE:



Critically ill cats and kittens requiring extensive medical care remains a large portion of our veterinary cost. Our facility continues to help us control veterinary costs in minor treatments in spite of increased costs. We continue to try in helping endangered stray cats and kittens.



*We have always had a cat back guarantee and as *Paws and Whiskers* gets older as an organization, we continue getting older and older cats returned to us. In most cases these cats have medical problems with which the owner did not want to deal. When able we correct the problems and find homes for our returned feline friends. However, an increased population of older cats some with medical conditions continues to present challenges for our resources.*



We continue purchasing supplies, test kits, vaccines, and medications direct from suppliers. These savings are made possible by Dr. Bob Esplin's help setting up the accounts. This cost savings has allowed for faster testing, vaccination, and medication of our feline guests.



The larger facility continues to provide an environment for less common illness such as upper respiratory infections and eye infections allowing staff and volunteers more time to devote to socializing other cats.



Stable shelter operations continue due to the excellent work of Kennel Supervisor, Kim Ferguson, and regular employees, Kevin Coleman, Jennifer Eubank, Jessica Hall, Cassandra Tefft, and Gwen Goda. In house veterinary care every week has been temporarily discontinued due to scheduling problems at SVH. We hope to have another Vet Tech on line shortly. Dedicated volunteers Emily Weirich and Kathy Miller help us stay on top of the monumental job of medicating, cleaning, adopting, and daily observations assuring that all cats are getting the needed and timely treatments



We continue to be able to stay ahead of our dirty laundry by utilizing our own washer and dryer on a daily basis. Not having the dirty laundry sitting around for days at a time has also contributed to better health for our residents.



Kim Ferguson has completed her second year as Kennel Supervisor and continues coordination of the foster program. With Wendy Hipp, Melody Quisenberry, and Shannon Hinton unable to foster any longer she will have her work cut out this coming Spring. Kim also stepped up during the Shelter Manager's illnesses and taken on a number of administrative duties and is doing an excellent job.

WEB SITE:



We have just completed our third year with Kinetica Media in Perrysburg who built and hosts our web site..



Our web site continues to produce adoptions, sponsorships, and donations from around the country.



We answer Email inquiries and provide other information to the public.



We continue to see a definite increase in shelter business from people that say they saw us on the WEB.



We are now on Facebook and Twitter

COMMUNICATIONS:



Barbara Plunkett is now in her twelfth year of writing 60 to 70 thank you notes each month. We constantly get comments on how much these notes are appreciated.



Emily Weirich continues making computer entries of all donations, adoptions, intakes and poker registrations to help us to keep our mailing lists up to date.

PROGRAMS:



PetCo in Bowling Green continues to have two of our cats on display in the store and available for adoption. We have had steady adoptions from this site since the program began in 2009.



Every other weekend from April to October Ken Thomas, Judy Dudley, Anita Lemle, and Cindy Ort hit the pavement at Anderson's for adoption events resulting hundreds of dollars in donations, adoptions, and increased traffic to the shelter.

FUNDRAISING:



LaDonna Michaels continues to oversee the sponsorship program. This program allows a person to sponsor the cat by paying up to 50% of its adoption price. This program has helped find homes for a number of our harder to place residents. LaDonna, continues to personally sponsor all black and black and white kittens over four months of age.



Last December gift wrapping continued to be very profitable for PAWS. Joan Baughman's efforts spearheading the event and setting up our volunteers yields a very successful fundraiser.



Krafting for Kitties with the sale of their handmade crafts and matching funds from the BP Oil Foundation for the hours Pam Plunkett donates bring in thousands of dollars to assist our feline friends. Special thanks goes out to Cathy Witker for her tireless work with the group. In addition "Krafting for Kitties" is one of the sponsors of this year's Cool Cat Strut.



The Old West End garage sale was another huge success due to the guidance of Joan Baughman sorting, pricing and boxing all of the donated item. Thanks to Herb and Shirley Herzberg for allowing us to use the vacant old shelter to store and sort all the donations for the sale. Charlie Moorehead again donated the rental of a truck for the weekend, Ted and Rhonda Cowell gave us the use of their yard enabling the shelter to raise over \$5,000.00 to help our feline friends.



Our printer cartridge recycling program continues to pay big dividends. Each year we send in 100s of used cartridges collected by shelter friends and supporters. Shipping is paid by the recycler and our only involvement is in packing, shipping and cashing the check. Again, we owe Barbara Plunkett a big thank you for sorting and packing all the cartridges and getting them ready for shipment.



Paws and Whiskers continues to hold No Limit Texas Hold'Em Tournaments in April and November to raise money for the shelter. The November event called The Toledo No Limit Texas Hold'em Championship is scheduled for November 7th.



Joan Baughman continues to coordinate the semi annual sale of Elder Beerman coupon books which has turned into a very beneficial program for the shelter.



The Kroger Plus Card program has brought in over \$1,700.00 to PAWS since we registered for the program in July 2009. Kroger pays a portion of your purchase to PAWS if you have us registered as your charity of choice.



The Family Fun Card, which we have just become involved in, could prove to be a big fund raiser for PAWS.



Thanks to the efforts of Paula McAdam, Lydia Hockenberger, and Michelle Wilson *Paws and Whiskers* held it's first Feline Frenzy Cat Walk in August. This was a very successful event which was very profitable for the shelter.

2010 Paws and Whiskers Volunteer of the Year

A special thank you goes out to this year's

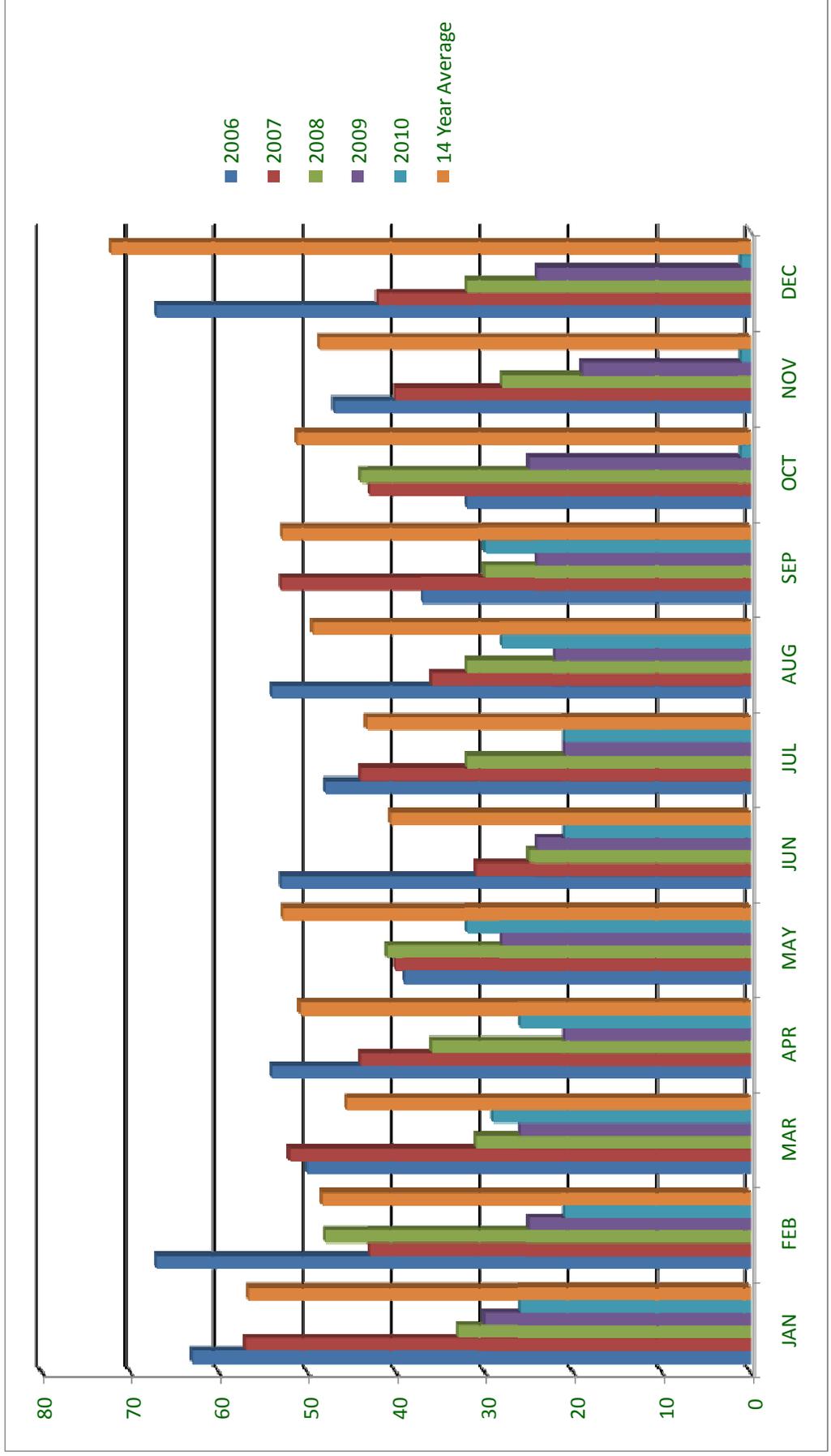
*Paws and Whiskers
2010 Volunteers Of The Year
Dianna and Dennis Schroder*

*All our volunteers should be applauded for their hard work. *Paws and Whiskers* owes them all a great deal for their hard work that helps us maintain the level of care for which we are known. Please accept our apologies as space does not provide for a complete listing of all of those people that that have provided service to the shelter.*

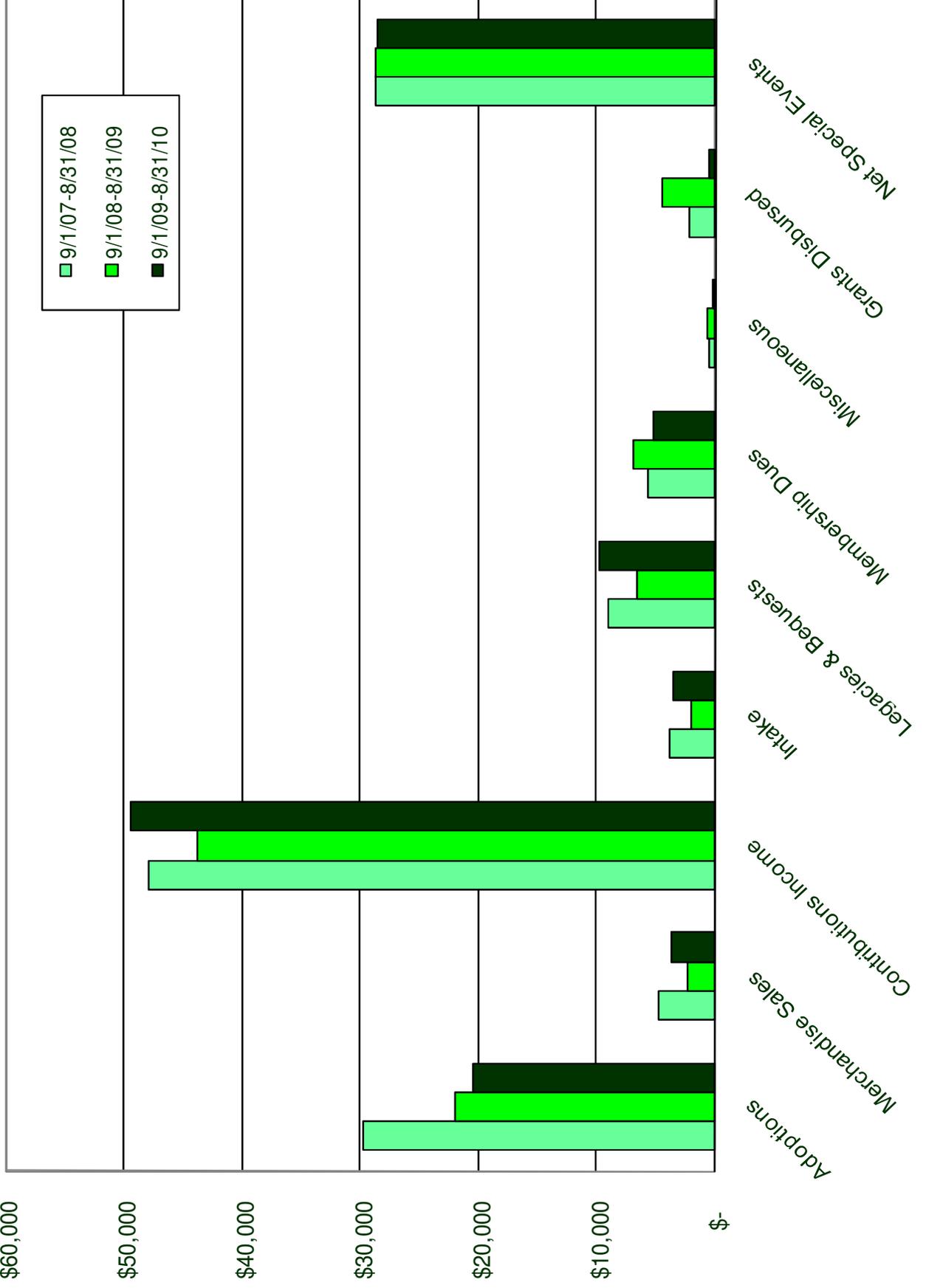
Your help is appreciated and does not go unnoticed.

Paws and Whiskers Cat Shelter, Inc.

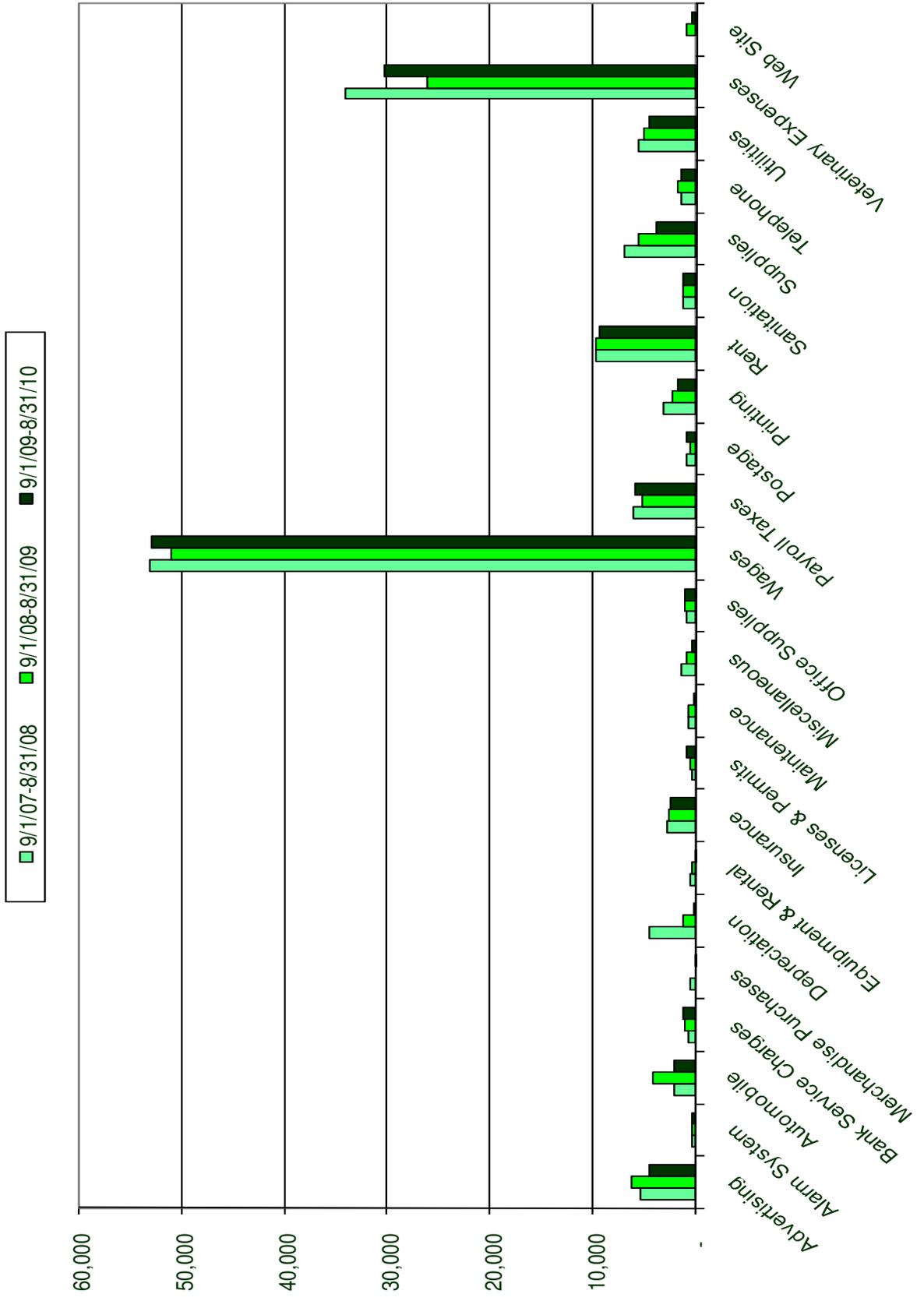
Adoption Comparison
2006 to 2010 with 14 Year Average



Sources of Revenue



Expenses



Paws and Whiskers Cat Shelter, Inc.

Special Events for the 12 Months ended August 31, 2010 and 2009

	<u>2010</u>			<u>2009</u>		
	<u>Income</u>	<u>Expense</u>	<u>Net</u>	<u>Income</u>	<u>Expense</u>	<u>Net</u>
Poker Tournament	18,203	13,971	4,232	28,042	19,127	8,915
Cool Cat Strut	7,338	2,376	4,962	9,613	2,567	7,046
Golf Outing	-	-	-	1,818	1,021	797
Mudhens	1,481	-	1,481	-	-	-
Old West End Festival	6,988	359	6,629	4,177	332	3,845
Feline Frenzy	2,369	75	2,294	-	-	-
Quilt Raffle	-	-	-	968	-	968
Wine and Whiskers	1,831	1,120	711	-	-	-
Gift Wrapping	5,117	-	5,117	3,349	-	3,349
Elder Beerman	2,898	-	2,898	2,656	-	2,656
Other < \$1,000	550	328	222	1,065	(43)	1,108
	<u>46,775</u>	<u>18,229</u>	<u>28,546</u>	<u>51,688</u>	<u>23,004</u>	<u>28,684</u>

Notes

1) Due to the timing of the Cool Cat Strut, income includes amounts from multiple years

Special Events - Net Revenue

