

CATNIPS



Let's Paaaaaaaarty!!

Greetings all you crazy cat people!! Are you ready to party down?! This cool cat is turning 25 and ASAP is throwing one heck of a celebration in my honor! Yeah, sure... THEY will tell you the party is for ASAP's 25th Anniversary, but we ALL know it's really about this old tomcat's birthday! Whether you're celebrating ASAP or *me*, you certainly don't want to miss this fantastic bash on May 17th at beautiful QAD in Summerland! Check out all of the party info in the pages that follow, and if you're a SUPER cool cat, then you might even want to help sponsor the event—that would be worth a lifetime of purrs and head butts.

Seriously though, can you believe that ASAP has been a part of the Santa Barbara community for 25 years?! That's 25 years of literally saving the lives of thousands of cats—cats like my old pal, Alfalfa, just a tiny one-day-old orphan when he arrived at ASAP six years ago. In the first four weeks of his life, Alfalfa used up at least three of his nine lives! But those ASAP folks never gave up on him for a minute—check out that handsome dude now! Alfalfa, pictured below, lives a life of leisure with ASAP's own Executive Director and, as you can see in the photo, he can't wait to party down at my birthday bash!

I'm an old feline codger, so indulge me a little... these landmark birthdays (or anniversaries!) are a time for reflection. As a way to honor these amazing 25 years, we're asking everyone to share their memories—because that's what old cats do—we find a warm sunny patch and laze around telling cat-tales about the good old days. Actually, the days *before* ASAP weren't so good, but the past 25 years have been pretty darn awesome. So here's your chance to share your stories with us—if ASAP and our cats have touched your life in some way, please tell us the cat-tale (see page 6 for information about how to submit your story and photos).

In the midst of all of the anniversary excitement, it's important not to forget what an incredible year 2013 was for ASAP—our highest Live Release Rate ever, which means that 93.7% of all of my feline friends leave ASAP for happy homes!! And EVERYTHING we do at ASAP is made possible by our wonderful donors—check them out on pages 4 and 5—and special thank you for the grants we received in 2013 from the Wood-Claeysens Foundation, Wendy P. McCaw Foundation, Ronald & Phyllis M. Bruce Trust, Mildred G. Federico Charitable Foundation, City of Goleta Community Grant Program, Bernice Barbour Foundation and Pat Levee. Wow, wow, **MEOW!!**

Alright, gang, I'm a creature of habit and you know that all of this talk about ASAP's accomplishments and 25th Anniversary depletes my energy. I'm off to settle down for one of my daily catnaps so I can be ready to charm the ladies on May 17th!! See you there—and be sure to save a dance for this old tomcat!!

Purrs,

Basil



Spring 2014



Abby, formerly Pie, adopted in 2012.



Sweet little Marvin, adopted in December 2013.



Pocket kittens are the best kind!



Scuba gets snugly in Dad's sweatshirt!



JJ (*below*) going home with her new family!



2014 alums Bean Dip (*seen above*) and his brother Nutmeg are deeply loved!

ASAP Alumni



These cuties' humans drove all the way from Big Bear to adopt them!



Picnic doesn't always let his owner Laurel get ready for work ("But Mooom! Play with me instead!") Picnic is FIV+, but it doesn't slow this handsome guy down.

"Tell me again about the day you brought me home, when I was all alone in the world and you became my forever person..."

Looking back over the first 25 years and what this means for ASAP's future...

A Message from ASAP's Executive Director

As we celebrate this landmark anniversary year, it's important for us to maintain the connection between ASAP's future and the original mission of the organization.

ASAP was founded by a small, but passionately committed, group of volunteers who worked long, exhausting hours to save the lives of the cats at the shelter. As one of ASAP's founders, Sharon Metsch, recently stated, "We showed up every day, no matter what, because if we didn't, cats would die." That was the reality 25 years ago.

For 25 years, volunteers, donors and supporters alike have worked to build what is today an incredibly successful cat shelter. ASAP not only saves feline lives but it enriches human lives as well. The urgency may be lessened, but the role we play in each and every cat's life that arrives at our shelter has not changed.

The heart and soul of ASAP remains the same—each and every one of us, independently and collectively, has decided that the lives of these animals matter.

Angela Walters Rockwell
ASAP Executive Director



Handsome FIV+ Tom would not have survived at most shelters, but at ASAP he's a favorite among our volunteers!

2013 in Review

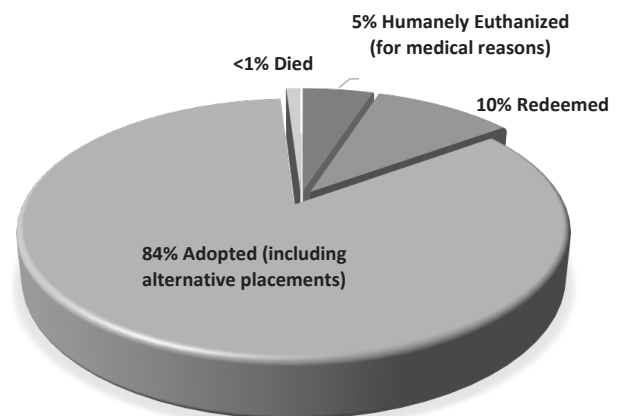
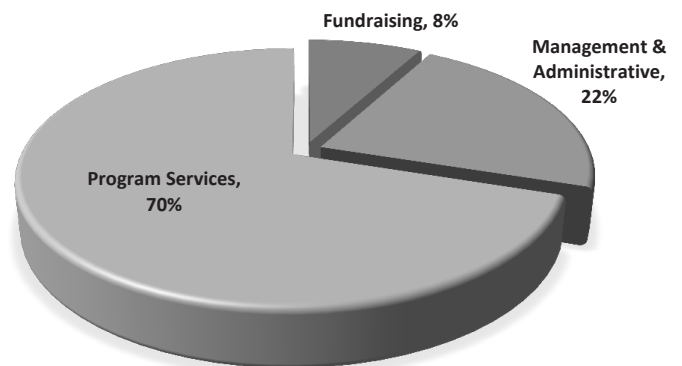
Highest Live Release Rate in ASAP History!!

In 2013, ASAP took care of almost 50% of the cats and kittens entering the Santa Barbara County municipal shelters—well over 1,000 felines! Newborn orphaned kittens, senior cats with serious health issues, and everything in between came through our shelter—and once again, ASAP set a new record with a Live Release Rate (LRR) of 93.7%! This LRR is a true indication of our success because it is a quantifiable way of measuring the happy outcomes for cats—adoptions, redemptions, and alternative placements. The ASAP Board of Directors made a commitment in 2013 to build a more comprehensive infrastructure within the organization to support our program services. This will allow ASAP to expand our Wellness and Feline Behavior Programs, and will also enable us to provide more support and outreach in our community. Our total expenses for 2013 were \$376,447—which does not include the significant in-kind donations from Santa Barbara County Animal Services, private donors, and businesses.

With volunteers providing the equivalent of approximately 14 full-time staff, ASAP once again proved that we can achieve remarkable goals with a more modest budget than other similar organizations!

Here's to another 25 incredible years!

2013 EXPENDITURES



2013 FELINE POPULATION OUTCOMES

We Gratefully Acknowledge Our 2013 Donors

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ASAP TURNS 25, AND BASIL IS READY TO PARTY! COME JOIN OUR ANNIVERSARY CELEBRATION!

Believe it or not, this year ASAP is turning 25 years old! That's 25 years of saving the lives of cats in Santa Barbara County. In honor of this tremendous achievement, we're throwing a 25th Anniversary Celebration!

THE PARTY

Plan to join us on **Saturday, May 17th, 2014, from 5:30PM–9:00PM**, at beautiful QAD, 100 Innovation Place, in Summerland, for a reception with wine and hors d'oeuvres, a live auction, a light dinner, and music and dancing with local band AREA 51. We want you there—our best ASAP supporters—to help us celebrate an amazing 25 years of saving feline lives in our community!

STORIES & MEDIA

In preparation for the Big Celebration, we're also asking ASAP alumni and adopters to **SEND US YOUR STORIES!** We want to hear about your experiences with us—as an adopter, a volunteer, a foster, or a supporter.

Please visit the special page set up on our website for the 25th Anniversary Celebration, and send us your stories and photographs: www.asapcats.org/news-a-events/25thanniversary

And don't forget to keep tabs on our website (asapcats.org), Facebook (facebook.com/asapcats), Twitter (twitter.com/asap_cats), and Instagram (a picture-sharing mobile app) for interviews, photos, adoption promotions, and much more as the excitement builds for the 25th Anniversary Celebration!

TICKETS

Tickets to the celebration are available online at www.asapcats.org/news-a-events/25thanniversary

You can also use the enclosed envelope to mail us your check or credit card information, along with this form to purchase your tickets and reserve your spot for this very special, landmark event!

SPONSORSHIPS

Are you a long-time ASAP friend, or maybe a new but enthusiastic supporter? Then consider becoming a **Celebration Sponsor**, an opportunity to make our party an even more successful fundraiser and to strut your stuff as a champion for saving feline lives! Check out the *Sponsorship Levels* on the following page, along with the premiums that each sponsor receives—you can fill out this form and send it back to us in the donation envelope provided.

WE CAN'T WAIT TO CELEBRATE WITH YOU ON MAY 17TH!



YES!! I want to join the party and celebrate ASAP's 25th Anniversary!

Please count me in for:



\$5,000 "Top Cat" Sponsorship

Includes event tickets and premiere, reserved seating for 10, program ad, and premiere sponsor listing on invitation, event materials, ASAP newsletter, and in a full-page acknowledgment ad in the *Santa Barbara Independent*, as well as special recognition during the event.



\$2,500 "Cat's Meow" Sponsorship

Includes event tickets and reserved seating for 8, program ad, and premiere sponsor listing on invitation, event materials, ASAP newsletter, and in a full-page acknowledgment ad in the *Santa Barbara Independent*, as well as special recognition during the event.



\$1,000 "Cool Cat" Sponsorship

Includes event tickets for 6, program ad, and sponsor listing on invitation, event materials, ASAP newsletter, and in a full-page acknowledgment ad in the *Santa Barbara Independent*, as well as special recognition during the event.



\$500 "Cat's Pajamas" Sponsorship

Includes event tickets for 4 and sponsor listing on event materials, and ASAP Newsletter.



\$250 "Cat Nip" Sponsorship

Includes reservations for 2 and sponsor listing on event materials, and ASAP Newsletter.



\$75 "Cat Lover" individual tickets I would like _____ ticket(s) to attend the party!

Enclosed is my check made payable to ASAP

Please charge my Visa/MasterCard:

Name: _____ **Email:** _____

Address: _____ **Phone:** _____

Credit Card #: _____ **Exp. Date:** _____

For additional information, please contact ASAP's Executive Director, Angela Walters Rockwell, by phone at 805-794-9574 or E-mail at director@asapcats.org. The value of each event ticket is \$75, of which \$45 is not tax deductible. The balance of your donation is tax deductible to the full extent allowed by law.



Burt's Beat

Basil's backyard buddy

Turns out that my buddies at ASAP recently expanded their adult foster program to help cats who, like me, don't fit in well at the shelter.

The goal of shelter-based foster programs is typically finding alternative means to get a cat or kitten adopted. ASAP has a thriving kitten foster program, in which foster families care for kittens until they are ready for adoption. Each year ASAP's dedicated fosters care for hundreds of young felines until they are ready for their forever home. In the past few years, our foster program has begun to also focus on adult cats who may be exhibiting frustrated or shy behaviors in the shelter. These cats' personalities are much better showcased in a home, away from the sometimes stressful shelter environment, which eventually leads to adoption (sometimes by their foster!).

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Over 1,000 people read Cheddar's story, and by that evening he was going home with Elizabeth and Bryan of Goleta!

Elizabeth is a fan of ASAP's Facebook and saw Cheddar's story pop up on her newsfeed. She and her husband Bryan had just lost one of their beloved felines, Willie, to cancer and weren't planning on another kitty for a while. But they soon realized that Willie had brought balance to their family and their dog Loki was really missing his buddy Willie. "Cheddar stood out to us because he was shy," Elizabeth says, "but very loving and seemed to like dogs. His little eye condition just made him more endearing." Elizabeth and Bryan made arrangements to meet Sonia at our shelter with Cheddar; this trusting, gentle boy charmed them—and the rest is history.



Cheddar arrived at ASAP with a condition called Anisocoria; it means that one of his pupils is larger than the other (see above picture), which was most likely caused by some form of head trauma. He doesn't experience pain as a result of this condition, he has no other neurological problems, and he can see with his impacted eye; however, the eye is light sensitive. Cheddar also had a difficult time adjusting to the shelter (too much noise and light!), and wouldn't come out of his cage. ASAP's foster program director sent out a call for a temporary foster so that we could evaluate how he reacted to a calmer home environment.

That's where Sonia comes in. Cheddar's shy demeanor and endearing vulnerability made it easy for Sonia to foster him in her home with her cats and dog. As an experienced foster from Seattle, Sonia feels that fostering "is an important process of helping a kitty find the best suitable home for them." She knew he would blossom. With her help, Cheddar slowly but surely came out of his shell in Sonia's home after a couple weeks.

Once Cheddar was settled, ASAP's Social Media Team knew it was time to find him his forever family! They posted Cheddar's story on ASAP's Facebook on a Monday morning in February.

When they brought Cheddar home, Bryan observed that his "Terminator eye" was very unique. After that they decided to call him **Arnie** (short for Arnold Schwarzenegger). They have let Arnie adjust to his new family and home at his own pace. He spent the first week or so upstairs, content to cuddle with his new humans and observe the other animals from a respectful distance. But over just a few weeks Arnie and Loki have become pals, his new cat siblings have introduced themselves, and he has even ventured downstairs by himself! Elizabeth reports that "Arnie has already become a beloved family member and we look forward to the years ahead." Thanks to a caring foster and loving, patient adopters, Arnie has truly transformed.



ASAP is always seeking new foster homes, particularly for our hospice and behavioral cats! If you are interested in becoming a foster family, please E-mail foster@asapcats.org or call 805-683-3368.

Animal Shelter Assistance Program

partners with the Santa Barbara County Animal Shelter

5473 Overpass Road, Santa Barbara, CA 93111 ■ Monday-Friday 9:00AM-4:45PM & Saturdays 10:00AM-4:00PM

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