



# Four Paws to Love Newsletter

December 2018

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Dear Friends and Family,

We are celebrating 2018, our 5<sup>th</sup> year! This past year we faced some serious obstacles in our mission to save lives. Our funds were low and in June we lost our adoption venue at PetSmart. (see article below) For about 8 weeks we continued our adoption events at one of the board members' homes and we did do some adoptions but they were few. We also started our summer adoption event at Cabrillo College and that brought in more adoptions which we desperately needed.

In August we approached General Feed and Seed in Live Oak and they welcomed us with open arms! They have brought us so much happiness by allowing us to hold adoption events at a place with truly happy people who love animals. Being there gives us a warm and cozy feeling each week and so we are happy to say this is our permanent home.

In 2018 we also acquired a new adoption venue- Pet's Delight in Los Altos! From there we welcome a new fabulous volunteer, Anastasia, that heads up our adoptions in the store. She makes sure our animals get lots of love and attention and that all their merchandise is cat approved!

The total number of animals we rescued this last year was 179. Even with all that went on we saved 38 more lives than the year before! These animals came from all over Northern and Central California, including Santa Cruz, Salinas, Santa Clara and Hollister. All of these animals were at risk of euthanasia. Four Paws to Love was able to foster them in loving homes, provide socialization and medical care, then work at finding forever families for them. We still have lots of lovely fur babies waiting for that forever family to come along!

We would like to thank all of the volunteer staff at Four Paws to Love: Adrienne (adoptions), Jenny (grant writer and adoption events), Kim (thank you notes), Anastasia (Pet's Delight), Kitty (adoption events), Dr. Shira Rubin (veterinarian extraordinaire), Mark (IT), and Jenifer (support, including pickup and delivery of kittens). Without our dedicated staff, volunteers, and their families, we would not be able to keep Four Paws to Love running. There are also the wonderful shelter workers on the front lines that work so hard to get the animals into our care to save their lives.

Of course we owe a huge thanks to all of our adopters and those that donate to us. We would be nowhere if we didn't have fabulous adopters and those that support our mission monetarily.

Thank you *all* for being part of the Four Paws to Love family.

Best wishes for a happy and healthy 2019!

Four Paws to Love Board of Directors,

Annette Hogue  
Christine Kiuchi  
Terry Marino

## Change of Venue

- A Message From Our Executive Director

Many of you have been wondering why we are no longer holding our adoption venue at the PetSmart store on River Street. Well, it was a bit of a shock for us as we didn't feel that there was a problem but it turned out to be quite the drama. I won't go into too many details but I will give you the short(ish) version from our viewpoint and everyone can draw their own conclusions. Here goes... I was told (via text) by the store manager, Robert Klair that "Our relationship is no longer benefiting PetSmart". He also asked, "I would like to know when you guys can remove your stuff from my store?". With no further explanation from him and a refusal to either call or meet with us, we contacted our representative at PetSmart Charities. She could not help us as it is up to the store manager's discretion whether he wants a group to continue in his store. We then contacted a "customer service specialist" at the PetSmart corporation office and she ignored our repeated emails. Finally, the store manager got in contact with us (one month to the day after his text bomb) and I met with him to learn the reasons why he no longer wanted us to hold our adoption events at this store. He felt that (1) we were not committed to spending enough time at his store, (2) were not "team players", and (3) we were not doing enough adoptions according to his expectations.

We, of course, do not agree with his assessment since: (1) We were there almost every Saturday for 4 years and at most of the PetSmart adoption weekends all three days (Fri, Sat, Sun) 4 times a year, (2) We are not his employees and do not appreciate being treated as such. We are on team "find rescued animals loving homes" not helping a store manager look good by bringing up his store's adoption numbers because of some bonus or praise he will receive, and (3) We have no control over our adoption numbers and we were not aware that there was a certain quota we were supposed to meet. We believe that the animals and finding them the best homes are our top priority. Quality over quantity. To Four Paws to Love, even 1 adoption is a success.

So, as the corporate and charity parts of PetSmart leave it completely the choice of a store manager with no appeal process available to rescue groups, we came to the mutual decision to move on (we know when we are not wanted nor appreciated) and find a new venue.

I hit the pavement and talked to many local stores who were very supportive but did not have any openings available to rescue groups. I then spoke to Debra, the owner of General Feed & Seed, and she just happened to be thinking about having a rescue group join them at her store. They have a tack swap in their parking lot every first weekend of the month and she invited us to come to the next one the following week. We did a trial that day and, as they say, the rest was history. We feel that this new match will benefit both of us as General Feed & Seed is a longstanding staple of Santa Cruz (over 40 years) and their employees genuinely care about our babies. They give them plenty of love and attention, even carrying them around the store while they go about their business to help us socialize them and introduce them to many potential adopters. They also adopted a cat from us and she is now the resident mouser - we get to visit her every Saturday. We feel this has worked out for the best and, as stated in our opening letter, we have had an increase in adoptions this year! We Thank General Feed & Seed for allowing us to hold our adoptions at their store and hope our relationship will last a long time. This means, however, that the adoption rewards that we were receiving from PetSmart Charities has come to an end and we must rely on donations more than ever, so that brings us to the following request...

**Donate**

**Please help us to further our mission to aid in finding homes for abused and abandoned animals. You can give any amount using our secure PayPal Giving Fund account with no fees! That's right, 100% of your donation goes straight to us so that we can use every penny for the care and feeding of homeless pets.**

**There are many more ways you can help us save the many homeless pets that come through our doors- go to our website's [DONATE](#) page to see what you can do.**

## #GivingTuesday 2018

We just wanted to let everyone know the results of this year's #GivingTuesday.

So... although we did not reach our \$5,000 target, together we raised \$950.00 towards that goal! We want to thank all of those who participated in our #GivingTuesday by donating or by sharing and liking our posts on social media. Every dollar counts towards our mission and this will certainly get us off to a great start. \$620.00 of these donated funds are eligible for donation matching by PayPal Giving Fund so we will let you know if our \$620 turns into \$1240, wouldn't that be awesome! We especially want to thank our generous supporter who has matched the full \$1000 bringing our total donations to \$1950. If PayPal matches the eligible donations, we have a possible total of \$2,570! That's halfway to our goal.

For those of you who missed out on the fun of #GivingTuesday there are still many opportunities to assist us to reach our goal as stated above. PayPal Giving Fund is matching donations at 1% through Monday, the 31st, so there are a couple more days for your donation to be increased by going to the Four Paws to Love Giving Fund page via the button above.

Again, Thank you for your continued support to further our mission to help homeless pets get the medical care they need and find loving homes!

**We ran this ad back in March and are still in need,  
not one person inquired. Won't you please  
consider spreading the word?**

### Help Wanted!

Have you noticed that we do not have any dogs in our adoption program? We have... and it is making us very sad!

We would *love* to save more dogs but we are in need of a volunteer to head our dog foster/volunteer program. We need someone that has leadership skills, works well with others and has a special love for dogs in need. You don't have to have any experience in the field, we offer training to the right, motivated person. If you are interested in joining the Four Paws to Love family send an email to:

[Chris@fourpawstolove.org](mailto:Chris@fourpawstolove.org)

Tell us why you would be a perfect fit!

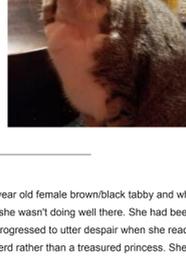


## Volunteer Meeting

Have you ever wondered what it was like to volunteer for Four Paws to Love? Have you wanted to help but you just didn't know how? You can find answers to any and all questions you could possibly have about volunteering with us by attending our volunteer/foster parent meeting. Everyone is invited to attend this informative meeting, bring the whole family. We will discuss the many opportunities that Four Paws to Love has to offer. Even if you only have one hour a week to spare you can still be an integral part of our mission. If you would like to attend, please contact [chris@fourpawstolove.org](mailto:chris@fourpawstolove.org). Refreshments will be served!

What? Four Paws to Love volunteer meeting  
Date? Sunday, January 20, 2019  
Time? 2:00pm  
Where? 165 Marie Way, Santa Cruz

## Adoption Highlights



### Zerika

In May we rescued a 4 year old female brown/black tabby and white from the Hollister animal shelter because she wasn't doing well there. She had been owner-surrendered and was depressed, which progressed to utter despair when she reached her foster home and found herself one of a herd rather than a treasured princess. She hadn't been eating well for some time and quit entirely a short while later, though she continued to drink water. It was only a month further on when the skin in front of her ears started turning yellow that it was realized she had a serious problem, which by that time was in danger of ending her life.

The veterinarian installed a feeding tube in Zerika's neck because she was known to be extremely resistant to having anything put in her mouth and statistically cats who are in her condition do not survive without far more feeding than can be accomplished without a tube. Starting with small feedings every few hours, over the next weeks she was gradually able (and willing) to take more through the tube, though when shown food she would shudder and jerk aside like she'd been offered poison-laced poop to eat. She was also on a collection of meds to make her hungry, help her digestion, reduce inflammation, prevent infection, and keep her intestines working. All were also administered through the tube, making her care a very time consuming project.

The best thing about it was all the attention! She loved being held and fussed over even if it was just having her neckhole cleaned or getting a fluids injection, and she would purr as if she didn't think that food was involved so long as she was adequately fussed over while her nutritional syringe-loads of goopy special prescription diet were pumped in. Eventually she was down to getting three meals a day, the yellow coloration receded from her head (after initially climbing all the way up her ears), and one day she was spotted sneaking a few crunchies from a bowl when she thought nobody was looking.

It took a few more weeks of slowly tapering off the supplemental tube feeding and regular weighing before everyone believed she was willing to eat enough to sustain herself without the tube, and it was finally taken out. She had a weird-looking hole in her neck for over a week but it healed on its own surprisingly quickly and cleanly, and daily checks ensured she wasn't relapsing and losing mass again. She didn't like not getting as much personal attention so extra effort went into making her feel special and loved all the time. We knew she'd need a particularly attentive and affectionate home to do well, preferably where she could monopolize all the laps and petting available, so we were prepared to wait quite a while for the right placement for her.

After only another month, the perfect home came looking for her! We were gobsmacked, but the adoption went so well it was like everyone was being rewarded. Her new mom reports that she is eating fine and demanding all the time and attention that a cat-loving home wanted to give; she had this habit of rubbing her face on the chin of the person holding her and she's already letting her new person know how very much they're appreciated.



### Professor Merriweather

The Professor was brought into the San Jose Shelter by a homeless man who had found him. When he was brought in he was unable to stand so the shelter went ahead and did some x-rays to find out the reason. It was discovered that he had a broken back and a broken pelvis so he was placed on the rescue list because the shelter doesn't have the resources to care for such serious medical cases. Deanna, one of our foster parents that volunteers at the San Jose Shelter, absolutely fell in love with him and decided he had to be saved. A week went by and no one stepped up to rescue the boy and she was getting worried. She talked to us about rescuing him and because he was a special medical case we then spoke to Dr. Rubin, our veterinarian. She reviewed the x-rays and contacted a specialist and it was determined that he would most likely heal without surgery and just on cage rest. We rescued the boy and Dr. Rubin fostered him for 2 months. The poor guy had obviously had a bit of a rough life and keeping him in a cage for 6 weeks was quite challenging. Even with pain meds! He finally finished his 6 weeks and was taken for another x-ray and it showed that the breaks had healed. That was the best news ever! Dr. Rubin knew she couldn't keep him boxed up so we transferred him to the care of the Foster Care Coordinator. The Professor was a tough one to acclimatize to the house. It was obvious that he wasn't thrilled with the other cats and he looked longingly out the windows. Since the Foster Care Coordinator lived in a very safe, protected area, she decided to try him as indoor/outdoor. That made him so happy! He started to explore and make friends in the neighborhood. The foster home is next to a school and he actually goes and visits a classroom that teaches children with autism. They love him, he is very gentle with the kids and just sits and watches. He also goes into the district office nearby and lounges on the desks and enjoys extra love and attention. He is an amazing boy that is happy as can be, and making others enjoy their days more, because of Deanna and Dr. Rubin.

### Welcome to Dr. Shira Rubin

Both of these wonderful animals were saved because of the care and concern of Dr. Shira Rubin. We would like to take this opportunity to welcome her into the Four Paws to Love family. Dr. Rubin is not only a skilled veterinarian but is also one of our foster parents and has become a good friend to our organization and us personally. She and Anastasia take care of all our animals at our Pet's Delight location where we have been able to adopt many of our fabulous animals that might otherwise still be with us instead of with their forever families. Thank you Dr Rubin!

**You are invited....**

We are at General Feed & Seed, 1900 Commercial Way, EVERY Saturday from 4pm - Come by to adopt, donate, volunteer or just sit a while and keep us and the animals company! Bring a friend! Play with KITTENS in our big tent!

Go to our [News and Events](#) page on our website to keep up with announcements of some of our other upcoming special events being held throughout the year.

