



The Pet Pride Post

Spring 2022 vol.27:2

Capital Campaign for Building Expansion: *Within Our Reach*



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For 45 years, Pet Pride has been saving lives of homeless cats in our community by providing shelter, care, and placement into permanent, adoptive homes. While our reputation as the region's premier no-kill, cats-only sanctuary has grown, so too has the daily number of calls for help. In 2021 alone, we placed 540 cats and kittens into forever homes! We're proud of our past successes, and our commitment to our original mission is steadfast. But we can't rest on our laurels, because the world around us doesn't stand still.

BUILDING ON OUR SUCCESS

We are pleased to announce the launch of a two-year capital campaign to renovate and expand our facility and give even more homeless cats the future they deserve. We have a crystal-clear vision of that future, and we're excited to announce that construction has begun on a building renovation and expansion project that will take us there. We have partnered with Mossien Associates Architects of Rochester, New York, and Marianacci Builders of Bloomfield, New York to design and build a state-of-the-art facility that will enable us to extend our lifesaving reach, expand our service offerings, and strengthen our connections with the wider community.

REACHING FOR THE FUTURE

A substantial percentage of the \$1-million project cost has already been funded with contributions from generous donors and proceeds from twenty years of building fund luncheons. We are launching a capital campaign to raise the remaining \$350,000. We hope the contents of this special campaign issue will leave you as excited about this project as we are, and we hope you will consider a gift that will make a difference now and for years to come. You'll be joining with a community of people who believe that every cat deserves a loving home and that, together, we can give them the future they deserve. With your support, a brighter future for homeless cats is ***Within Our Reach!***

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Pet Pride of New York, Inc. saves the lives of homeless cats in our community by providing sanctuary, medical care, and placement into permanent adoptive homes. We are a 501(c)(3) nonprofit organization and a New York State Registered Shelter/Rescue, and we operate a no-kill cat sanctuary in Victor, N.Y.

Pet Pride of New York, Inc.
P.O. Box 338
Mendon, NY 14506

Sanctuary and Adoption Center
7731 Victor-Mendon Road
Victor, NY 14564
585-742-1630

ppny@wny.twcbc.com
www.petprideny.org

From the President

Dear Friends,

Two score and four years ago our founders brought forth in this county a new sanctuary, dedicated to the proposition that all cats are entitled to their forever home. Now we are engaged in a capital campaign hoping that this sanctuary, so conceived and so dedicated, can long endure.

Rather than continue this parody—which hopefully most of you have recognized—I prefer to get right to the point. We are expanding and greatly improving our current facility. After reading this newsletter, it should be clear that anyone would be proud to be associated with Pet Pride. Last year, hundreds of cats and kittens entered our sanctuary, some from the most deplorable conditions. Five hundred and forty left with a human at their side, never to want for food or shelter again.

I am one of those people who could never ask for help, and certainly not for money. I can still remember when my son, a cub scout at the time, was given the task of selling wrapping paper to raise money for his troop. Rather than ask anyone to purchase a roll, I bought his entire supply myself. Now, however, I have a thousand reasons to change my ways. That is how many cats will benefit from our renovation and expansion in just the first year it becomes a reality. And I expect this number to grow with each passing year.

We would like to acknowledge our past president, the late Robert Boeckman, and his wife, Mary Delton, who jump-started our capital campaign with a very generous lead gift. In addition, I am excited to share that Pet Pride was recently awarded a Bailey and Friends grant to help equip our new surgical suite. Bailey and Friends, a component of the Golisano Foundation, was founded by the Golisano family to support animal welfare in our region and to make a positive difference in the care of dogs and cats. We are grateful to Tom Golisano, the Golisano Foundation, and the Golisano Foundation's Board of Trustees for their support of Pet Pride's capital project.

We would be most grateful to have your support as well. Donations to our capital campaign would be welcome. Volunteers would also be greatly appreciated, as more space means more cats, and more cats need more people to help take care of them. There are many ways to support our lifesaving mission, but perhaps the most important one is the simplest: please let everyone know that the best no-kill cat shelter is right here in Victor, New York, and that, with your help, it's going to be even better!

With sincere appreciation,



Stuart Gluckman, DVM



The Building Project

Our newly renovated and expanded 4,500 square-foot facility will set the standard for no-kill cat shelters everywhere. With double the capacity for cats and kittens and timely in-house veterinary care, we will save more lives than ever before! Here's what's new:



Volodymyr Krasnyuk/Shutterstock

- 🐾 An open, enriched environment with room to roam
- 🐾 An abundance of ramps, cubbies, and sunny catios to keep our guests happy and healthy throughout their stay
- 🐾 Living space just for kittens designed to encourage play and exploration and to keep them segregated from adult cats as their immune systems develop
- 🐾 An enhanced visitor experience, including a new welcome center, large viewing windows, a photo gallery, and private meet-and-greet rooms
- 🐾 A community room for classes, workshops, and special events
- 🐾 A fully equipped surgical suite, a clinic, and an isolation room to promote health and well-being

The Cat Behavior Consultant

Rebecca Lohnes, MS, CCBC, CDBC



Eric Isselee/Shutterstock

For most house cats, a home environment is the best place to be. There is space to roam, and there are places to climb and hide, windows to look out of, and new items coming in to explore. In a shelter setting, these amenities may be in short supply. With more cats trying to use fewer resources, stress levels can increase as the cats compete for the best resting spot or the most exciting toy. Increased stress can leave them susceptible to illness and feelings of anxiety, frustration, and fear. When cats have choices as to how or where they spend their time, they will be happier and healthier overall.

At Pet Pride, we have always endeavored to minimize our cats' stress levels by maximizing their opportunities for choice and enrichment. Enrichment is the

process by which we allow animals to perform what are called species-typical behaviors. These are instinctive behaviors that come naturally to the animal. For cats, these include climbing, perching, scratching, hunting, and playing. With our expanded sanctuary, our cats will have more opportunities for enrichment than ever before. We will also have alternative housing configurations so that we can accommodate cats with special behavioral needs.

As much as we all love walking into Pet Pride and seeing cats mingling in one area, that busy environment isn't best for every cat. Some prefer to be the only cat in their environment. (Cats can be introverts too!) In the new building, we will have spaces in which a single cat can relax and wait for their new

family without having to be around other free-roaming cats.

The new building will also have a space that's just for kittens. These rowdy youngsters can annoy older cats who may not enjoy being pounced upon for a wrestling match. This new space will allow kittens to socialize and play with one another while our older, calmer cats can stretch out in the sun without fearing a kitten sneak attack.

With more space and more options, the new sanctuary will be a wonderful place for all of our feline friends!

Rebecca is a Certified Cat Behavior Consultant, a Certified Dog Behavior Consultant, the owner of Young Lion Training and Behavior, and a Pet Pride board member.

A Tour of the Building



The Welcome Center & Tabby Lane

Please come in! **The Welcome Center's** vestibule and lobby will feature a large, inviting front door and a floor-to-ceiling window on the left side with a view of Kitten Kingdom. Guests will be greeted upon arrival by our helpful Pet Pride team members and our friendly cat ambassadors. Adoptions will be finalized at the counter in the **Welcome Center's** lobby. Doors lead to **Tabby Lane**, where visitors can enjoy the Pride Portrait Gallery of distinguished feline alumni.

Kitten Kingdom

Our youngest guests will get the royal treatment in **Kitten Kingdom!** This spacious, brightly painted realm will offer regal enjoyment for kittens and visitors alike. **Kitten Kingdom** will accommodate up to sixteen little monarchs who will be able to run up and down ramps, climb cat trees, and play hide-and-seek in cubbies. They will even have their own castle! A floor-to-ceiling window into the Welcome Center will provide visual stimulation for growing kittens and entertainment for visitors. Two more large windows will offer kittens a view of the outdoors, with plenty of natural light and sunshine.



Susan Schmitz/Shutterstock



Pride Place Neighborhood

For the best block parties ever, visit the **Pride Place Neighborhood!** It is a short walk from the Welcome Center down Tabby Lane to this central square, which will boast four spacious rooms that together will comfortably house up to forty of the happiest cats around. The neighborhood will be home base for our adult cats, and they will be free to spend time here or explore other areas in the sanctuary throughout the day before returning to the neighborhood for a good night's rest.



The Reception Room

Every cat who comes to Pet Pride will start their journey here. They will be welcomed into the **Reception Room** with open arms by our Pet Pride team members and treated like the special guests that they are. Here they will receive loving attention while they await a visit from the veterinarian for routine medical care.



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Healing Paws Medical Center

Our state-of-the-art medical suite, with adjoining surgery and treatment rooms, will allow us to provide our cats and kittens with timely, first-class veterinary care. Spay and neuter surgeries, dental procedures, and routine and emergency treatments will be performed on site, with minimal stress to our patients. At **Healing Paws Medical Center**, our staff will get our cats and kittens back up on their paws again and make sure they are healthy and ready for adoption.





The Cat Clinic

In any sanctuary environment with community cat rooms, it is essential to have an isolation room where cats who exhibit symptoms of illness can be properly treated. In the **Cat Clinic**, cats will be able to recuperate in a peaceful room, in special medical condos. The clinic will have a medical station, and it will feature large windows, offering natural light and sunshine to help with the healing process.



The Pride Pantry

The kitchen is the heart of any home, and it is here in the **Pride Pantry** that our team members will prepare meals for every cat and kitten. **The Pride Pantry** will always be stocked with nutritious food and tempting treats for all of our guests, as well as special diets for those with tender tummies and other individual needs.



Ermolaev Alexander/Shutterstock



The Community Room

This large, inviting space will serve as an enrichment room for our cats, offering an abundance of horizontal and vertical opportunities for fun. Ramps and ledges will invite them to move and explore, providing both mental and physical stimulation to ensure that they thrive while at Pet Pride. Cats who enjoy the companionship of other cats will find new friends here, while more independent souls can curl up in cozy wall cubbies. With the cats' permission, this room will also be used for larger meetings, community education classes, and special events.



The Jacqueline Russel Conference Room

Named to honor Pet Pride's founder, this is where cat-loving people will come together to learn and grow. New foster care providers and sanctuary volunteers will participate in orientation and training sessions, and small classes in bottle feeding and emergency care will be offered. Internal team meetings, professional development, and board and donor meetings will also be held here.



The Woodland Catios

There is something enchanted about our wooded lot, and whether they are watching birds or spying on squirrels, our cats love lounging in our three **Woodland Catios**. The three large enclosures made of sturdy redwood will be directly accessible to cats from any of the four rooms in Pride Place Neighborhood, and they will offer fresh air, sunshine, and plenty of ledges and perches for climbing and catnapping. Here our guests can engage all of their senses and enjoy the outdoors in a protected, open-air environment.

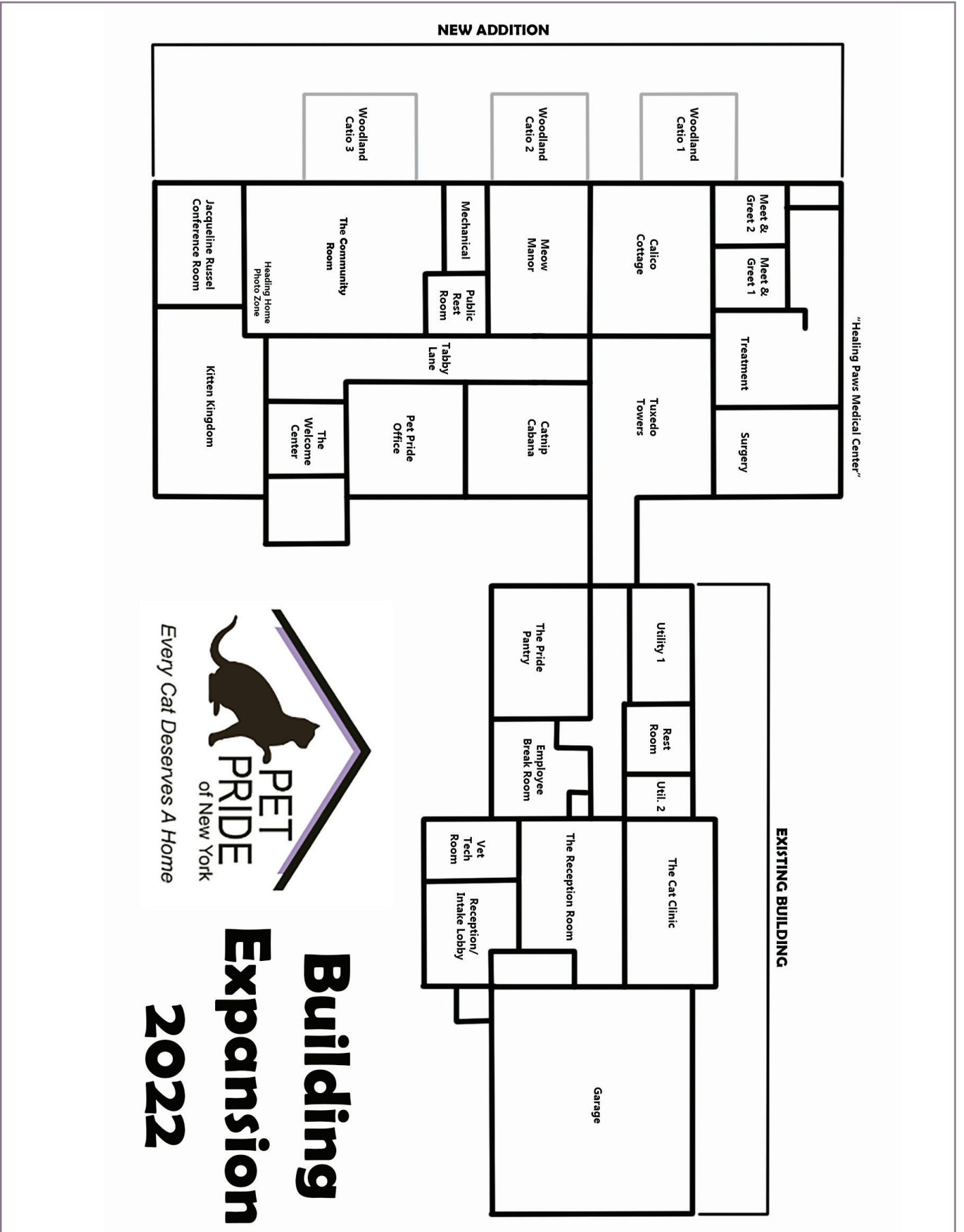


saltodemata/Shutterstock

Meet-and-Greet Rooms 1 & 2

This is where the magic is going to happen, where adoptable cats and kittens will connect with loving humans who have come to Pet Pride in search of a new, furry family member. These private spaces will give prospective adopters the chance to interact with individual cats and kittens and, with the help of our experienced team members, choose their new best friend. Before everyone leaves, we will capture a memory in our **Heading Home Photo Zone!**

Our New Floorplan



Building Expansion 2022

Every Cat Deserves A Home

Marie Kraus

Giving Opportunities

There are many ways to help our cats and kittens and support our capital campaign. As a registered 501(c)(3) nonprofit organization, Pet Pride of New York relies entirely on philanthropic support from people like you. We hope you will choose the giving opportunity that's right for you and become a part of Pet Pride's future today. Please contact Marlies Sullivan at marlies.pppy@gmail.com or (585) 402-9878 for more information about any of these giving options.

Give today

You can make a true and immediate difference in the life of a homeless cat. Visit our website at www.petprideny.org to make a secure online donation, or complete the form on the back of this newsletter and mail it with your tax-deductible contribution to the address provided.

Facebook fundraisers

Whether you're celebrating a birthday or observing a special event, it's easy to create a personal fundraiser for Pet Pride on Facebook and invite friends, family, and co-workers to support your cause.

Naming opportunities

Many naming opportunities are available within our building at a range of gift levels. We would be proud to hang a plaque in your honor, or in honor or memory of a loved one, to acknowledge your generosity.

The Memory Garden Path

Pay a lasting and meaningful tribute to the life of a beloved pet or family member while supporting Pet Pride's lifesaving work by purchasing a personalized memorial brick for our Memory Garden Path. The donation is \$250 per brick. www.petprideny.org/give/memory_garden/

The Pet Pride Wall of Gratitude

We will be pleased to publicly recognize donors who make a gift of \$5,000 or more to our capital campaign.

The Stuart Gluckman Circle

Pet Pride invites you to become a sustaining member of this premier leadership giving society named for beloved co-founder, board president, and local veterinarian Stuart Gluckman. Your recurring gift of \$500 or greater annually will support a variety of programs and services at Pet Pride.

The Jacqueline Russel Society

Named for Pet Pride's co-founder and past president, the Jacqueline Russel Society illuminates the remarkable and lasting legacy she left and celebrates those individuals who have included Pet Pride in their estate plans. Your generous promise will help ensure the long-term sustainability of our work.

Gifts of appreciated securities

Making a gift of appreciated stocks, bonds, or mutual funds is a smart way to help our cats and kittens while helping yourself to a charitable tax deduction and avoiding capital gains tax. Please consult your financial advisor about this tax-advantaged giving opportunity.

Wish list gifts

If you'd like to purchase a gift for our cats and kittens, we invite you to visit our website. There you'll find links to an **Amazon wish list**, a **Chewy wish list**, and a **general supplies list** with items you can buy from the store of your choosing. www.petprideny.org/give/donate_today/

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RETURN SERVICE REQUESTED

A BRIGHTER FUTURE IS *WITHIN OUR REACH!*

YES, I want to support Pet Pride's capital campaign for building expansion.

\$25 _____ \$50 _____ \$100 _____ \$200 _____ \$500 _____ Other _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

In memory of/In honor of (circle one) _____

Please send notification to _____

Address _____

City _____ State _____ Zip _____

Please make your check payable to **Pet Pride of New York, Inc.** and mail it to
Pet Pride of New York P.O. Box 338 Mendon, NY 14506