

Tabby's Place®

Newsletter 22.1
Winter 2024

A CAT SANCTUARY



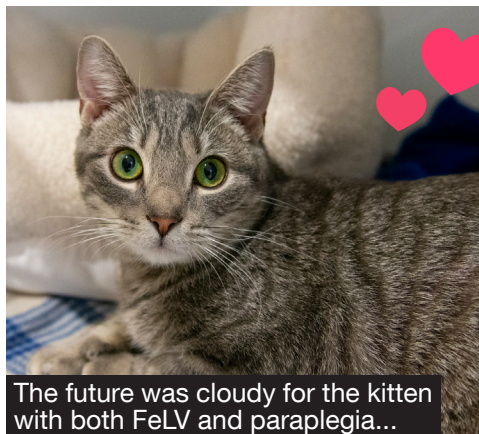
New Beginnings: Regina

Angela Townsend, Development Director

The life of a stray kitten is always cloudy. Will a kind person see those innocent eyes through the fog? Will there be a next meal ... a soft place to lay your head ... a gentle touch?

When that stray kitten is paraplegic, the terror turns torrential. Few can handle a little one who will need a lifetime of intensive daily care.

Still, Regina turned her dainty head



The future was cloudy for the kitten with both FeLV and paraplegia...

to the sun. Shimmering like a silver lining, the tiny tabby scanned the skies for hope. Sure enough, loving hands broke through the clouds.

And then the test result came back. Positive ... for feline leukemia virus (FeLV).

Between her mobility issues and the most feared feline disease, Regina's reign seemed doomed.

But there is a fairytale kingdom as real as mercy. It's Tabby's Place ... and Regina the "hopeless" kitten was about to celebrate her coronation.

Thanks to you, Regina rules a family of staff and volunteers who adore her, just the way she is. Our shimmering queen needs a bit of extra care, but that just means extra time together.

Love reigns over Tabby's Place, and the best is yet to come!

Can you find a patch of sunlight in



But today, Regina is our sweetheart! Will you love her, too?

your monthly budget, where Regina can bask in love? Sign up to sponsor our little silver queen, or another Special Needs sweetheart. Every month, you can reassure a precious cat, "The days of fear are over ... because I love you."

2023 Financial Report

Jonathan Rosenberg, Founder & Executive Director

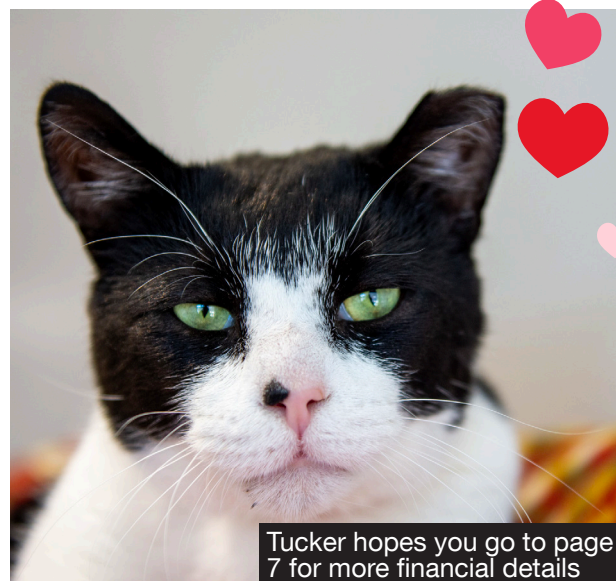
Thanks to you, 2023 was the most amazing year at Tabby's Place since we opened in 2003.

That's because we saw the reification of a years' long dream: Quinn's Corner, a space to nurture cats infected with the feline leukemia virus (FeLV). These cats had very few safe havens anywhere in the world. Now we care for them right here, where they get the same "royal" treatment as our other feline lodgers.

Because of you, we are in a position to save many cats infected

with FeLV. In total, we have saved 25 FeLV+ cats, including 5 also infected with FIV. Much to our delight, we have also had 10 adoptions, including 2 "double-positives" (cats infected with both FeLV and FIV).

This confluence of our expansion and other issues has led to a complex financial picture. See the end of this newsletter for a distillation of the details.



Tucker hopes you go to page 7 for more financial details

What's Inside?

2 Socializing Shy Sweethearts Hospice Fosters

3 Your Legacy of Love Positively Lovable: Piper

4 Tabby's Place Volunteers Sweethearts Who Need Sponsors

5 Memorial Brick Discount Forever Loved: Fenek

6 The Kittens Are Coming! Happy Endings: Dylan & Derby

7 2023 Financial Report

8 Coming Up At Tabby's Place

Socializing Shy Sweethearts

Special Needs cats are the heart of Tabby's Place ... even when the only 'diagnosis' is fear.

A nervous nature can land a cat in a hopeless situation just as easily as diabetes or old age. Most shelters don't have the resources to comfort scared kitties.

But at Tabby's Place, we have a sweet spot for bashful cats. Whether it takes a week or a decade, we're here for our funny Valentines:

- **Dream Dates:** Staff and volunteers are trained in cat behavior, maintaining meticulous logs of each cat's preferences and progress. Our



Shy cats like Eira have all the time and tenderness they need at Tabby's Place

skilled Behavior Team stays up to date on the latest research and fine-tunes individualized plans for each cat. Volunteers sit for hours with their cats, or engage in interactive play, which releases trust-building feline hormones.

- **Love Nests:** With 12,000 square feet and rooms to accommodate different numbers of cats based on need, there's a suite for every personality. Our architecture includes cubbies and cubes with removable tops where cats feel "tucked away," but we can still easily reach them. We ensure that every Tabby's Place cat is in the space where they will feel most at home.
- **Affectionate Accommodations:** When a cat needs to be crated (for instance, during their quarantine period), they feel safe thanks to soft curtains handmade by volunteers. We provide newcomers with familiar blankets, so they are comforted by their own scent, and use pheromone diffusers to promote calm.
- **Merry Matchmaking:** You won't



Bashful Oswald is learning the joys of being loved

find the word "unadoptable" on any Conversation Heart™ at Tabby's Place. There are few greater joys than introducing an adopter to a shy soulmate. With coaching from our Adoption Team, wonderful adopters savor the sweetness of earning trust.

- **Unconditional Love:** Some residents will never curl in a lap, but they will all be loved. Our goal at Tabby's Place is that each cat will feel safe and honored for exactly who they are. You may growl, hide, or say "no, thank you" to hugs ... but we will never turn our backs on you.

No two love stories are the same, and no cat goes without a "happily ever after" at Tabby's Place. **AT**

Love to the Utmost: Hospice Fosters

Love is not always chocolate hearts and red roses.

It's the "vanilla" chores of cleaning up an elderly feline friend. It's the tough tenderness of giving IV fluids. It's the blue tears of "goodbye."

It's rearranging your life for someone fragile and small. It's giving



Millie's final days were warm with sunshine and unconditional love

your heart, knowing it will be broken ... again.

Love looks like our Hospice Fosterers. These staff members and volunteers invite terminally ill residents into their homes. They provide delicate daily care for cats living their final chapter. They make it possible for our most fragile residents to know the warmth of a real home, while still receiving world-class medical care from Tabby's Place.

They are the reason a cat like Sophia, suffering squamous cell carcinoma, could live out her days sleeping in a beloved human's arms every night. They are the reason Millie could hear birdsong, Pasha could rejoice in roast beef, and the most "hopeless" cats of all can begin the best days of their lives.

Tireless foster families live on the front lines of mercy and heartbreak. When "goodbye" comes, our Hospice Fosters are shattered every time. Yet, somehow, they rise to do it all again.

These humble heroes *live love* ... and they inspire us all.

When you donate to Tabby's Place, you make these miracles of love possible. **AT**

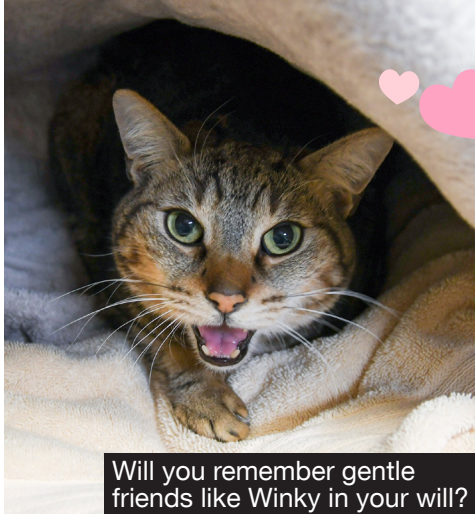


Sophia was the love of her foster mom's life ... and she felt the same

Your Legacy of Love

by Lisa Lauria, Development Coordinator

You are the reason we can step into the future with confidence and courage at Tabby's Place. Years from now, your estate gift can be your most powerful act of love.



Will you remember gentle friends like Winky in your will?

Did you know that bequests and other planned donations are the largest, most life-saving gifts Tabby's Place receives each year? We depend on these selfless acts of love for our survival.

Including Tabby's Place in your plans today will mean life and hope for the cats of tomorrow.

Tabby's Place rescues cats from hopeless situations, promising each cat that they will have everything they need to thrive, no matter the cost. When you include Tabby's Place in your estate plans, you join in this tender promise.

If you've already planned your legacy of love for the cats, please let us know so we can celebrate your



Love beyond a lifetime, and you will always be here for darlings like Charles

kindness.

If you would like more information about naming Tabby's Place as a beneficiary in your will, trust, or other investment, please contact Development Coordinator, Lisa Lauria at ll@tabbysplace.org. We would be honored to help you shape your legacy of love for the cats.

Positively Lovable: Piper

A patchwork party on four legs, tortoiseshell Piper leaps to the beat of her own tune. Airborne or purring in arms, she's pure optimism. You might assume she's lived a life of ease.

But Piper's tune once clanged

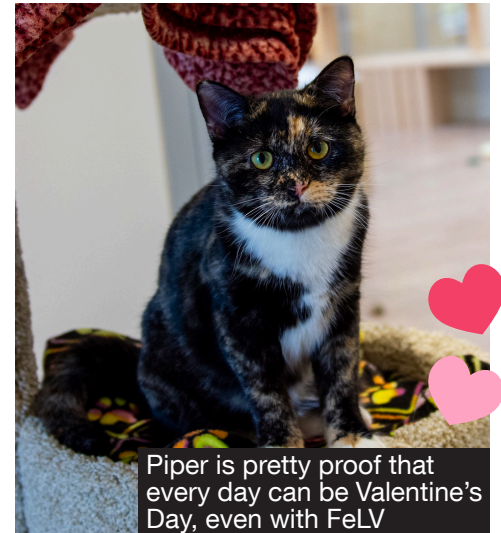
with sour notes. Diagnosed with feline leukemia virus (FeLV), our flamboyant little flute found no one to join her duet. You would understand if Piper turned pensive and grim, closing her music box.

That's just not Piper's style.

When your heart is open, you assume love will jump in head-first. Sure enough, our speckled optimist came to Tabby's Place, where everyone – of both species – is head-over-heels.

FeLV suppresses a cat's immune system, so we are vigilant for the first sign of infection. But like most FeLV+ cats, Piper is healthy, hearty and symptom free. Her biggest concern is petitioning to put Valentine's Day on every square of the calendar.

We've got Piper's song stuck in our heads, and her cherry-chocolate cheer stuck to our hearts. If you believe every



Piper is pretty proof that every day can be Valentine's Day, even with FeLV



Life in Quinn's Corner is a love song for every cat!

cat deserves a Valentine, sponsor our FeLV Fund. We'll update you on Piper and her pals every month ... and you'll sing "I love you!" at the top of your lungs!

*PS: Breaking news: Piper is now singing for joy in a forever home of her own! Truly, nothing is impossible with love. **AT***

SEND SOME LOVE TO THE CATS!

Your donation is crucial for our cats. Please love them as generously as possible.



Love in Action: Tabby's Place Volunteers

by Jae Hoff, Volunteer Coordinator

Thanks to a major recruitment drive for our Quinn's Corner expansion, 2023 was a huge year for our volunteer team.

As we've increased our capacity to care for more cats, we've also needed to grow our volunteer base. In 2023, we added 8+ daily shifts, bringing on volunteers for cleaning and feeding, receptionist duties, adoption and development work, and much more. We're always creating new volunteer roles to provide a higher level of care to

all our residents.

Tabby's Place would not exist without the monumental efforts of our volunteers, and just when we needed it most, our community stepped up to help. As of January 2024, we currently have 351 active volunteers and appreciate each one. To put their astounding effort in perspective:

- From January 1st through December 27th, 2023, our volunteers worked over 47,870 hours ... an increase of

178% from 2022.

- If we had to pay minimum wage for those hours, it would have cost Tabby's Place \$718,050.

This year, eight of our volunteers each personally gave over 400 hours of their precious time to the cats! We thank our volunteers for their incredible dedication to all our cats.

We'd love to have you join our volunteer family. Please [click here](#) to apply today.



Volunteers prepare feline cuisine ... clean up after kitties ... and keep the warm blankets coming!

Alone at the Dance: Sweethearts Who Need Sponsors

Every day is Valentine's Day at Tabby's Place. But not every cat gets asked to dance.

Cats like diabetic Taylor Ham and



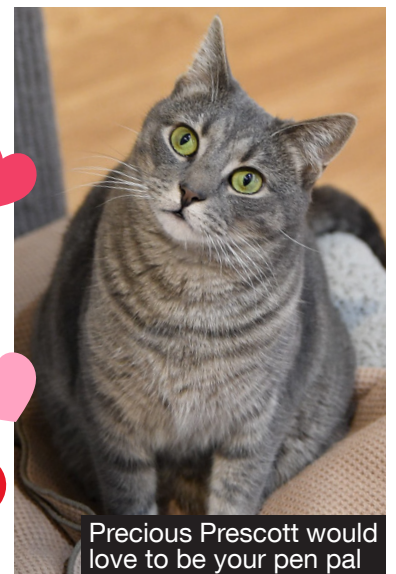
Golden girl Grecca dreams of a Valentine like you

incontinent Boobalah are the loves of our lives, but we understand that their daily care is daunting to most adopters.

That's why we created the Special Needs Sponsorship Program for our favorite cats. Will you be their Valentine?

The moment you become a sponsor, a lucky cat becomes yours ... and you become theirs. Your monthly gift will provide life-saving medical care and affection, and your sweetheart will fill your e-mail inbox with monthly love letters.

Feeling extra lovestruck? Give your heart to one of the two cats with the fewest sponsors.* Elderly cancer survivor Grecca and miracle cat



Precious Prescott would love to be your pen pal

Prescott are waiting to be chosen and cherished ... may they have this dance?

Your monthly donation will go where most needed, so rest assured that no cat will ever go without. After all, this is Tabby's Place! **AT*

Valentine's Special: Memorial Brick Discount

Tabby's Place invites you to send a Valentine that will last forever.



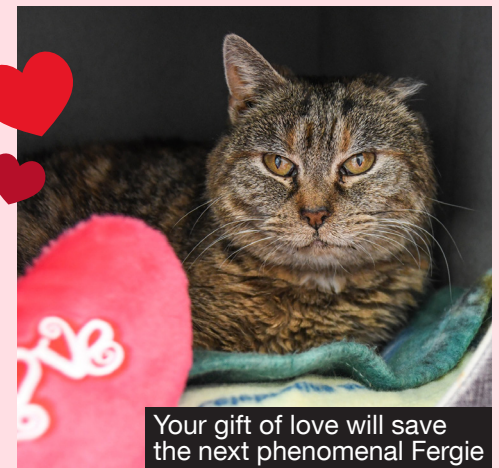
Your beloved cat's legacy can live forever at Tabby's Place

For just three days (February 14 – 17, 2024), you can engrave a beautiful brick on our [Memorial Walkway](#) for a donation of \$214 (reduced from the usual \$500)!

Your donation will save cats like Fergie, a happy-go-lucky honeybun who had nowhere else to turn. Safe at last, our Special Needs girl loves her cozy life at Tabby's Place. You have the chance to make that possible for the next fabulous Fergie.

You gave your beloved cat the love of a lifetime...and her legacy can live forever at Tabby's Place. [Click here](#) to engrave your Memorial Brick today.

This sweet offer will be gone faster than a chocolate heart! **AT**



Your gift of love will save the next phenomenal Fergie

Forever Loved: Fenek

Jonathan Rosenberg, Founder & Executive Director

When Fenek's owner died, no one wanted him, as he was quite irascible. But we don't let personality stand in the way of saving a cat, so we welcomed him.

We were surprised, but elated, when we discovered he was unneutered. We thought that remedying this would turn him into an affable

chap. We have seen this happen many times.

Not this time, however. Even after we eliminated his testosterone production, Fenek was...testy. We tried him in two suites, hoping his attitude would improve. It didn't, and the other cats hated him.

During this time, Fenek became diabetic, requiring a prescription diet and further limiting where we could place him. Out of desperation, we decided to try him in the Lounge, where we house only 2-3 diabetic cats. The Lounge is also frequented by people, so we could keep an eye on him.

To our surprise, Fenek blossomed. It seems that all he wanted was lots of human attention. Fenek became a volunteer and staff favorite. He cruised around the centrally located table, looking for just the right chest on which to plop himself and wrap his front legs around the neck.

But his drama wasn't over.

While enjoying hugs one day, an employee thought that Fenek's breathing seemed rapid. Diagnostics



Our beloved Fenek

showed that he was in CHF (congestive heart failure), as his heart was not pumping well enough to keep blood from "piling up."

This is usually a sign of impending doom. We started him on meds and hoped for the best.

But, Fenek had another surprise up his sleeve. Not only did he recover, but his overall health improved. He gained needed weight, and his fur became sleek and smooth. The love-fest resumed.

We enjoyed his miraculous recovery for over a year. But, like all of us, time caught up with him, and his heart disease progressed.

Before long, we knew he was ready to leave. We let him go gently, surrounded by adoring fans. To this day, I can't enter the Lounge without an instant pang of sadness thinking about him. He was such a wonderful boy. He will never be forgotten.



Fenek's zest for life (and his tiny-fanged smile) will always be with us

♥ The Kittens Are Coming! ♥

The buds are on the trees ... and the meadows will soon be mewing.

Orphaned kittens need big love. Tabby's Place embraces kittens who are too frail for other shelters ... and you can be their strength.

Watch your inbox for more information about our Cherish the Kittens Fund Drive this spring. We believe the world's most fragile babies can count on you! **AT**



Kittens like Fortune Cookie need more than luck ... can you be their hero?

Happy Endings: Dylan & Derby

Some assume FeLV+ cats are frail ... but two healthy clowns are living a three-ring circus of love!

Life under the big top was a tall order for Dylan and Derby. The tabby teen and the cookies-and-cream comedian both tested positive for feline leukemia virus (FeLV). In many shelters, such a diagnosis stops the show.

But Tabby's Place is a sanctuary for all cats ... even those considered "hopeless." And where love is the ringleader, everyone has a front row seat to the greatest show on earth.

"Mr. K" had only come to Tabby's Place to install a tent for the Grand Opening of Quinn's Corner. But this cat lover was moved to learn the cause for celebration. Our new expansion would

be a dream haven for forgotten cats with FeLV.

The next thing he knew, Mr. K and his wife fell in love with FeLV+ youngster Dylan and invited the exuberant acrobat into their lives. Shortly thereafter, they came back for the tiny lion with an elephantine ego: the one and only Derby.

When asked why she said "yes" to these jubilant jugglers despite their diagnosis, Mrs. K says, "that's the heart my parents gave me." She has become a powerful advocate for FeLV+ cats, sharing her boys' story at every opportunity.



It's clear Derby and Dylan were meant to be forever brothers!

"If I could give all the FeLV+ kitties homes," she admits, "they would all live here!" Mr. and Mrs. K are grateful Quinn's Corner jumps through hoops for all the cats they can't personally

adopt.

Life with Dylan and Derby is one sweet circus. Healthy, zany, and flourishing, the boys share in zestful "zoomies" and snuggle their family in bed. We're thrilled that Mr. and Mrs. K have joined our Tabby's Place family!

AT

Would you like to invite an FeLV+ cat under your canopy, too? Click [here](#) to meet our adoptable cats, or click [here](#) to sponsor our FeLV+ Fund and virtually adopt them all!



Two happy clowns living their dream come true



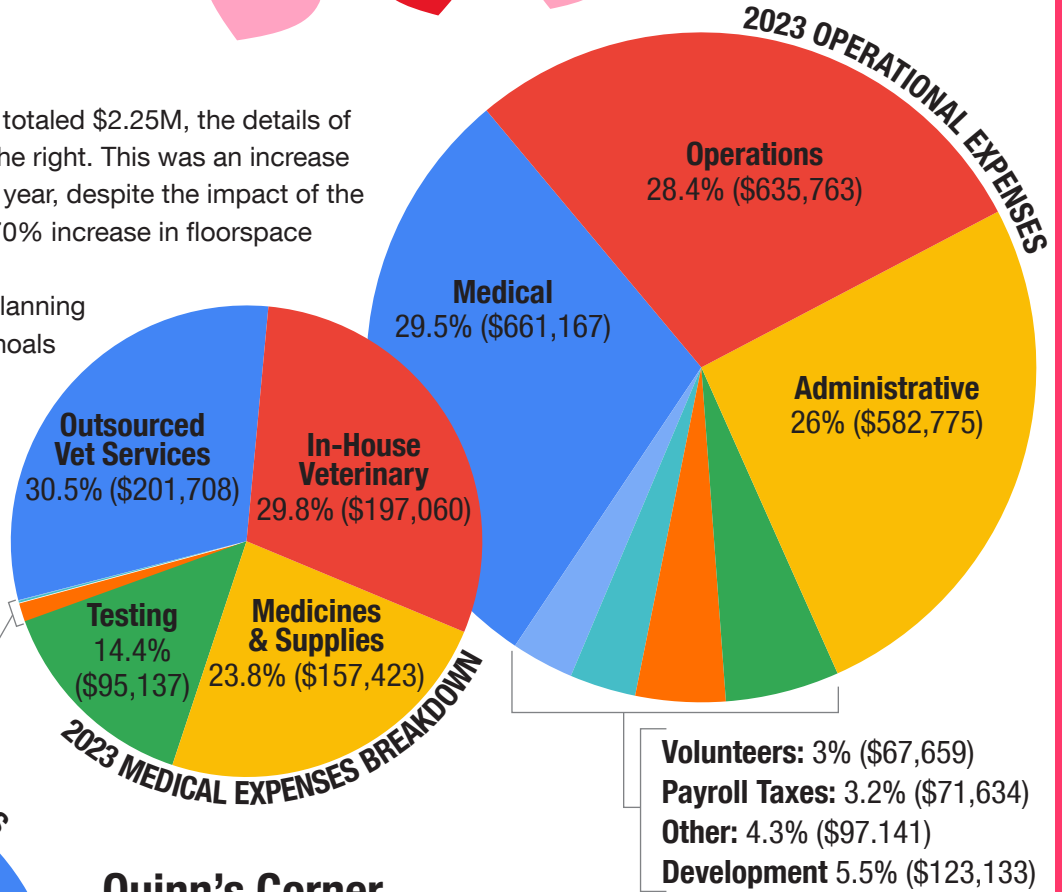
2023 FINANCIAL SUMMARY



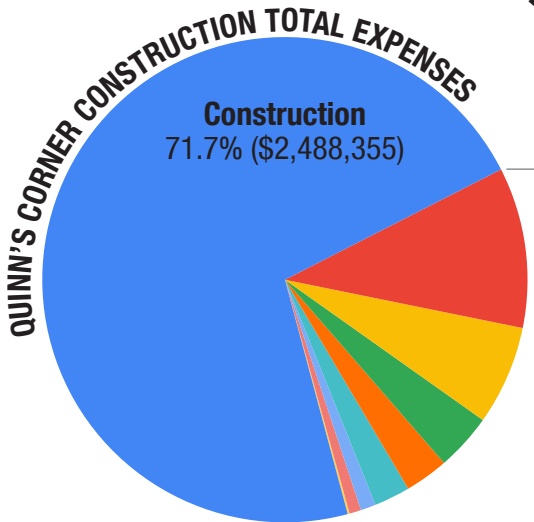
Operational Expenses

In 2023, our operational expenses totaled \$2.25M, the details of which are shown in the two charts to the right. This was an increase of only 22% (\$0.5M) over the previous year, despite the impact of the pandemic, associated inflation and a 70% increase in floorspace (from 7,000 sq ft to 12,000 sq ft).

We accomplished this by careful planning and navigation amidst the inevitable shoals of weather (Hurricane Ida jostled us quite a bit) and supply chain issues. In addition, we grew our volunteer base in step with the expansion.



Prescription Food 1.3% (\$8,675)
 Maintenance .1% (\$896)
 Equipment .04% (\$269)



Quinn's Corner

The Quinn's Corner expansion took place over three years, reaching completion in early 2023. During 2023, our construction-related costs were \$768,891. Now that we have our arms around the total cost, we would like to share those with you, in the accompanying chart.

Architect & Engineers 10.7% (\$371,719)
 Owner's Rep: 6.6% (\$230,000)
 Legal: 3.8% (\$132,103)
 Equipment: 2.9% (\$100,659)
 Wages & Payroll Taxes: 2.4% (\$83,156)
 Licenses, Permits & Fees: 1% (\$35,147)
 Insurance: .8% (\$27,117)
 Artwork: .1% (\$4,500)

QUINN'S CORNER CONSTRUCTION
 Total Expenses:
\$3,472,756

2023 EXPENSES
 Total Revenue: **\$2.8M**
 Total Expenses: **\$3.0M**
 Net Profit (loss): **\$(0.2)M**



Tabby's Place has received a perfect rating from Charity Navigator for three consecutive years, representing the highest level of financial responsibility and accountability.


Revenue & Net

Our total revenue, including funds raised for general operations as well as for Quinn's Corner, was \$2.81M. Thanks to you, our unrestricted income increased by 14.5% over 2022. Taking into account all 2023 expenses, we ended the year with a net loss of \$200,000, which was nicely covered by funds raised in earlier years to cover unforeseen construction expenses.

The Bottom Line

We are, of course, thrilled to be in good financial shape after the struggles of building our way through a pandemic. This is all thanks to you, and I simply cannot thank you enough for standing by the cats through these tumultuous years.

Because of your faithful generosity, Quinn's Corner is, in fact, going to change the world for FeLV+ cats. **JR**




PAWS TO READ
Read Across America Day
AT TABBYS PLACE!

Saturday, March 2nd
Noon - 3pm

Snacks & Prizes
A Special Appearance by
The Cat in the Hat

Read to the Cats
...without hats!

RSVP Required
Email: kj@tabbysplace.org

Tabby's Place[®] 
 A CAT SANCTUARY

1100 US Highway 202
 Ringoes, NJ 08551
www.tabbysplace.org
 Open for tours & adoptions seven
 days a week from 12PM to 5PM



Foster Cat Roundtable

Sat, March 30th, 2pm-3:30pm

- Learn all about fostering for Tabby's Place
- Foster mentors will answer all your questions
- Open to current fosters & those intested in fostering
- Light refreshments will be provided

RSVP to foster@tabbysplace.org

Tabby's Place[®] 
 A CAT SANCTUARY

1100 US Highway 202
 Ringoes NJ 08551
www.tabbysplace.org
 (908) 237-5300



TABBYS PLACE INVITES YOU TO
OUR VOLUNTEER WEEK

OPEN HOUSE

Saturday, April 27th
12pm - 4pm

- Learn About Volunteering
- Tours • Meet Cats
- Refreshments

Tabby's Place[®] 
 A CAT SANCTUARY

Contact Karina at kj@tabbysplace.org or call (908) 237-5300 x605
 1100 US Highway 202, Ringoes, NJ 08551 • www.tabbysplace.org

cat TALES ALL year

Want something to look forward to every month?
Would you like to nurture a precious cat all year?

Sponsor a Special Needs sweetheart, and we'll send you heartwarming updates every month. Your donation will help provide everything your little friend needs. **Gift sponsorships available, too!**



For more info, click [here](#) or contact Angela at 908-237-5300 x235 or at@tabbysplace.org