

Lil  
BUB's



BIG FUND FOR THE ASPCA<sup>®</sup>

2014 ANNUAL REPORT



## Lil BUB's BIG FUND for the ASPCA

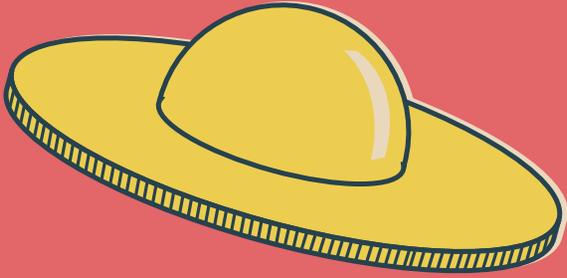


# BACKGROUND

One year ago, the ASPCA and Lil BUB announced a partnership to help special needs pets nationwide: Lil BUB's BIG Fund for the ASPCA. This unique program is seeded through proceeds from Lil BUB's web store, in-person appearances, and other types of Lil BUB events, as well as from direct donations through a special donations link on [www.aspc.org/lilbub](http://www.aspc.org/lilbub). 100% of funds collected are distributed as grants by the ASPCA to animal welfare organizations across the country to help homeless pets with special needs.

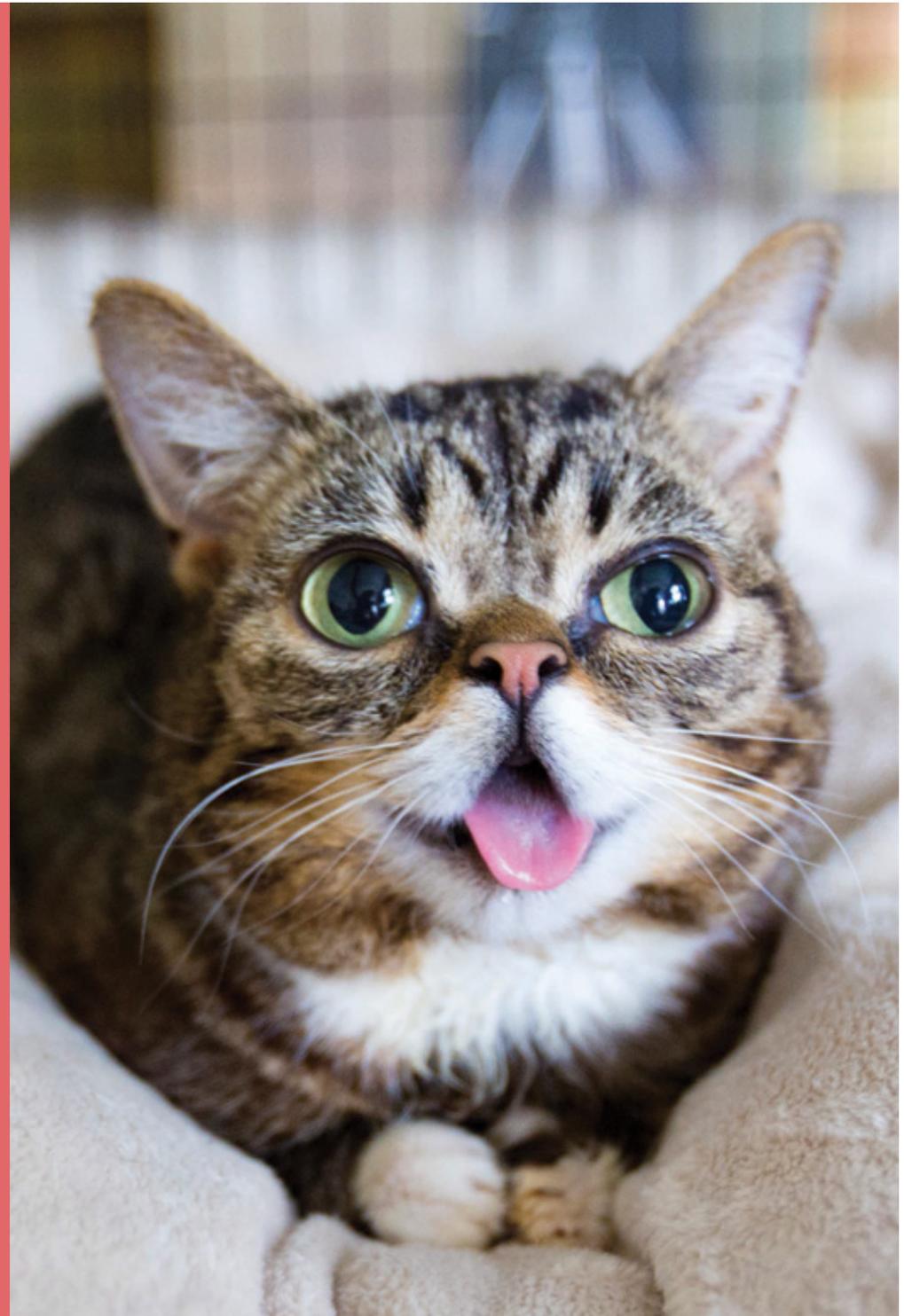
*Special needs animals are defined as those animals that require special care and/or extra help getting adopted due to conditions such as physical deformity, birth defects, developmental disability, mobility impairment, blindness, deafness, wounds suffered from a disaster or accident (e.g. burns due to a fire or broken bones due to a car accident), wounds suffered from an act of cruelty or neglect, any permanent diseases/illnesses (FIV, leukemia, diabetes, etc), or old age.*

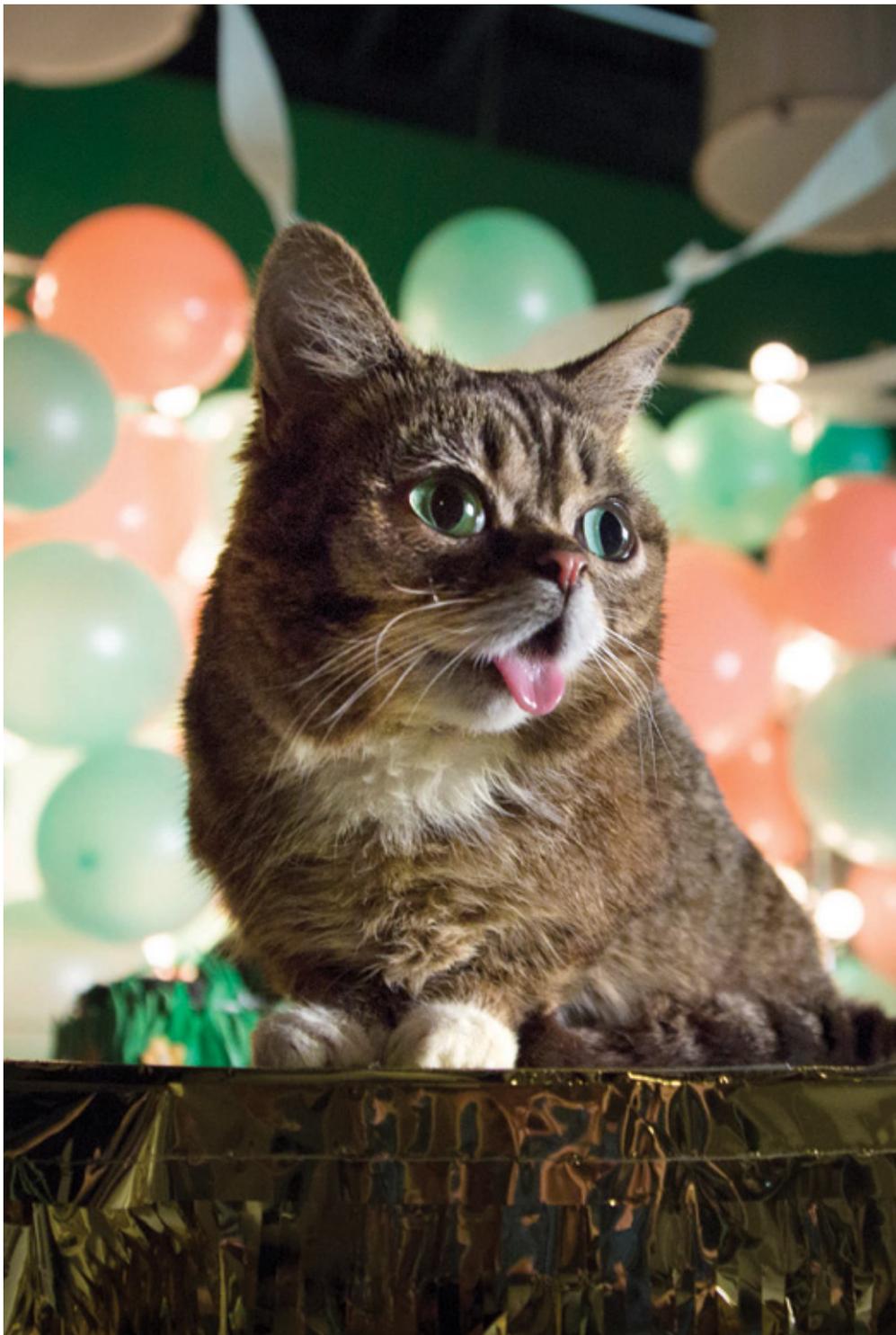




Eligible grant projects to support animals that meet the criteria include:

- Adoption events and make-ready costs
- Foster programs
- Emergency and on-going veterinary or medical care
- Physical and behavioral rehabilitation
- Hospice and sanctuary care
- Shelter enrichment
- Relocation programs to improve adoptability
- Safety net programs for owned cats to reduce pet relinquishment and keep families together
- Costs associated with emergencies, disasters, cruelty response or rescues that involve or result in a criterion set forth above





## Lil BUB's BIG FUND for the ASPCA



# PROPOSALS & GRANTS

Lil BUB's BIG Fund for the ASPCA has distributed 38 grants totaling \$75,130. Grants went to non-profit and municipal shelters, rescues, sanctuaries, non-profit spay/neuter providers, and even a food bank/pantry. Grant amounts ranged from \$320 to \$2,500. \$75,000 can go a long way towards helping animals in need. To put it in BUB's terms, with \$75,000 you could buy:



63,134

containers of BUB's  
favorite yogurt



24,306

cans of tuna fish



3,415

lil BUB plush toys



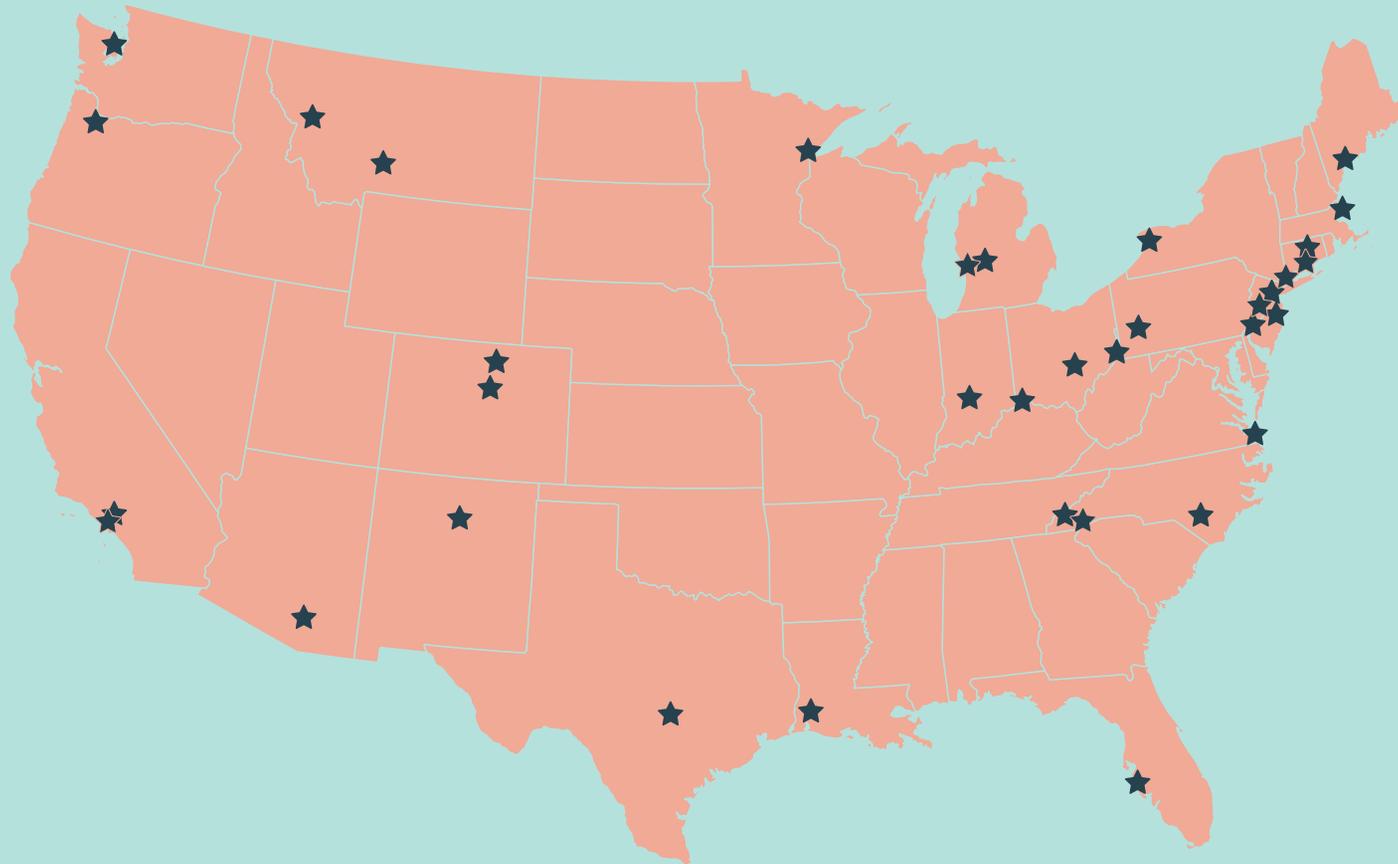
2,506

copies of the album  
*Moving Pictures* by  
Rush on vinyl

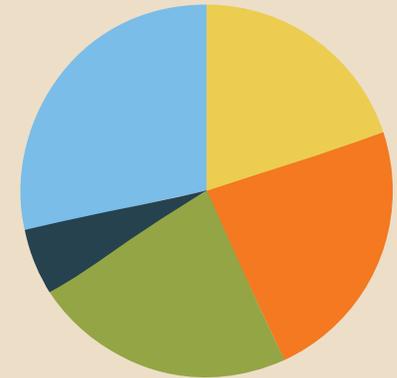
*With this funding, organizations across the country have been able to help lots of pets in need across the country and give them the best chance at finding loving homes.*



The following is the list of grantees of the program:



Lil BUB Grants Awarded by U.S. Region  
38 grants totaling \$75,130



- West: \$21,500 (29%)
- Midwest: \$14,500 (19%)
- Northeast: \$19,250 (26%)
- Southeast: \$13,780 (18%)
- Southwest: \$6,100 (8%)

- ★ All Fur Love Animal Rescue (Freehold, NJ)
- ★ Angels Of Animals, Inc. (Clifton, NJ)
- ★ Animal Allies Humane Society (Duluth, MN)
- ★ Blind Cat Rescue & Sanctuary, Inc. (St Pauls, NC)
- ★ Cape Ann Animal Aid Association, Inc. (Gloucester, MA)
- ★ Carols Ferals (Grand Rapids, MI)
- ★ Cat Adoption Team (Sherwood, OR)
- ★ Cat Depot (Sarasota, FL)
- ★ Catman-2, Inc. (Cullowhee, NC)
- ★ City of Bloomington Animal Care & Control (Bloomington, IN)
- ★ Crashes Landing (Grand Rapids, MI)

- ★ Fort Collins Cat Rescue & Spay/Neuter Clinic (Fort Collins, CO)
- ★ Hobo Hotel, Inc. (Lake Charles, LA)
- ★ Hudson Valley Pet Food Pantry, Inc. (White Plains, NY)
- ★ Humane Society of Boulder Valley (Boulder, CO)
- ★ Humane Society Of Park County, Inc. dba Stafford Animal Shelter (Livingston, MT)
- ★ Humane Society Of Southern Arizona (Tucson, AZ)
- ★ Humane Society Of West Michigan (Grand Rapids, MI)
- ★ Humane Society Of Western Montana (Missoula, MT)
- ★ Kitsap Humane Society (Silverdale, WA)

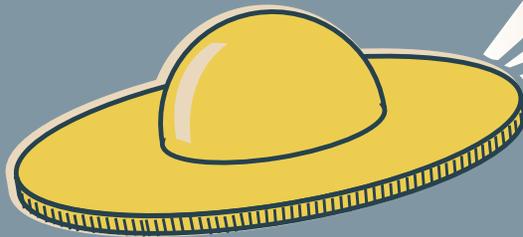
- ★ Milos Sanctuary And Special Needs Cat Rescue, Inc. (Burbank, CA)
- ★ Paws and Claws Animal Rescue, Inc. (Hebron, KY)
- ★ PAWS (Placing Animals Within Society) (Bryson City, NC)
- ★ PAWS the Philadelphia Animal Welfare Society (Philadelphia, PA)
- ★ Pet Orphanage (Logan, OH)
- ★ Protectors Of Animals, Inc. (East Hartford, CT)
- ★ Santa Fe Animal Shelter, Inc. (Santa Fe, NM)
- ★ Tabbys Place A Cat Sanctuary, Inc. (Ringoes, NJ)
- ★ Ten Lives Club, Inc. (Blasdell, NY)
- ★ Texas Humane Heroes (Leander, TX)

- ★ The Animal Refuge League of Greater Portland (Westbrook, ME)
- ★ The Greater New Haven Cat Project, Inc. (New Haven, CT)
- ★ The Peter Zippi Memorial Fund for Animals (Hermosa Beach, CA)
- ★ Virginia Beach SPCA (Virginia Beach, VA)
- ★ Volunteers for Muskegon County Animal Control (Muskegon, MI)
- ★ Webark Estates (Moundsville, WV)
- ★ Western PA Humane Society (Pittsburgh, PA)



## GRANTEE REPORTS & SUCCESS STORIES

*The Lil BUB funds were literally life savers. Funds typically went toward life-saving surgeries, but, in some cases, funds went toward waiving adoption costs for special needs and senior cats. The following are some excerpts from select grantee final reports:*



### Humane Society of Western Montana

This \$2,500 grant from Lil BUB's Big FUND for the ASPCA was incredibly helpful and in fact, saved the lives of several cats.

One of these cats was Jane Jetson. Jane and her two young kittens, Judy and Elroy were living in a shed when a Good Samaritan brought them in. Jane was, we now suspect, the victim of either severe abuse or was hit by a vehicle. She had a diaphragmatic hernia and her intense pain was not only laboring her breathing but also causing her problems with nursing her two little ones. Lil BUB's grant allowed us to get her the surgery she needed, while providing her foster mom with kitten formula to replace lost nutrients for the babies. All three cats are now in homes of their own and doing well.





## Cape Ann Animal Aid

Cape Ann Animal Aid (CAAA) used the grant funds provided through Lil BUB's Big Fund for the ASPCA to provide 21 senior cats (aged six years or older) with routine medical care and microchips. Funds were also used to provide two of those senior cats with on-going medical and supportive care.

The medical care was provided for senior cats as part of CAAA's six-month trial launch of the Super Seniors Cat Adoption Program. The goal of the program was to decrease the length of stay for senior cats and increase senior cat adoption numbers. The program waived the adoption fee for senior cats and improved their overall well-being and adoptability.

Prior to project start, senior cats at CAAA spent an average of 42.1 days waiting for adoption. During project duration (April 8 - October 8, 2014), senior cats spent an average of 31.6 days on the adoption floor. This reflects a nearly 25% decrease in the average length of stay for senior cats.

21 senior cats were adopted during the duration of the project. This is a 75% increase in senior cat adoptions compared to the same time period in 2013, during which only 12 senior cats were adopted.

Grant funding through Lil BUB's BIG Fund for the ASPCA for the medical care of senior cats provided the foundation needed to support a trial run of the fee-waived Super Seniors Cat Adoption Program. Due to its great success, CAAA will continue the program indefinitely. The funds granted for medical care of senior cats were carefully used, the project was successful, and CAAA is eager to continue efforts to find super homes for super senior cats.





## Tabby's Place

Tabby's Place was grateful to devote the ASPCA and Lil BUB's gift to four days of hospitalization and ICU specialist and nursing care; radiographs and abdominal ultrasound; and a life-saving blood transfusion for Beatrice, a longtime Tabby's Place resident.

A gentle tortie, Beatrice has lived joyfully at Tabby's Place for nearly a decade, acquiring many special needs during that time, including inflammatory bowel disease, pancreatic insufficiency, and heart disease.

In 2014, Beatrice suffered a serious drop in weight from her already-dainty frame, accompanied by anemia, lethargy and vomiting. The ASPCA's grant enabled us to diagnose Beatrice with right-sided congestive heart failure, and to stabilize her with world-class specialty care.

Beatrice is feeling phenomenal once again, has regained weight, and looks forward to enjoying her golden years at Tabby's Place as we gently manage her special needs. Beatrice radiates the spark present in each special needs kitty – and her joyful purr reminds us just how “worth it” each cat is of our love.

**Good news:** This month, an additional \$50,000 will be made available for animal welfare organizations across the country from Lil BUB's BIG Fund for the ASPCA. Stay tuned for more details!

**GOOD JOB BUB!  
GOOD JOB ASPCA!**

