



WINTER 2024



CAT CORNER

The Merced SPCA Newsletter

PRESIDENT'S MESSAGE

By Cynthia Kelly

WHEN CHALLENGES CREATE OPPORTUNITIES



In This Issue

MEET YOUR BOARD OF DIRECTORS

Foster Spotlight: CINDY T.



In November of 2024, the Merced SPCA faced serious funding challenges—our donations were down by 68% from 2023, we received no city, county, state or federal funding or grants and we had spent far more than our annual budget allowed due to significant increases in TNRs, medical emergencies (which included three life-saving surgeries) and increased animal foster care needs. We were fortunate enough to be able to pay our bills, but there wasn't any money left to continue our vital services: TNR, rescue, foster care, medical emergencies or euthanasia. We had no choice but to suspend to all services, except for colony care (we would **NEVER** abandon our community cats).

Two significant things happened during this time: A meeting with Sharon Lohman, President of New Beginnings for Merced County Animals and our Merced community began to rally around the Merced SPCA in a big way!

New Beginnings (who has always been an amazing partner to the Merced SPCA) decided they could assist with some of our programs, and we could consolidate the services that each of our rescues offers. Because of this new partnership, effective January 1, 2025, the Merced SPCA will transition to a colony care and TNR organization ONLY. New Beginnings will continue to care for fosters, provide emergency medical needs and transport animals to no-kill rescues. This allows our organization to focus our funding on doing what we do best- BE PROACTIVE and stop the cycle of unwanted kitten births in Merced. We also anticipate that we can complete twice as many TNRs annually, since our funding will be dedicated to that specific use. It also provides New Beginnings with new resources- opening up our foster homes and rescue partners- so that they can save more cats and kittens by removing them from our shelter and getting them off our streets and into loving homes.

The second thing that happened was our community showed up for the Merced SPCA in a BIG WAY! After the posts on social media informing our followers of our suspended services and dire financial straits, we raised over \$15,000 in the first 3 weeks of asking for donations. So many in our small community of Merced wanted to make sure that we continue to care for and love the over 415 street cats and kittens. We are humbled by the support shown to us and the money will allow us to continue to our mission of making sure that every animal is treated with compassion and respect. We continue to ask for monthly donors since they primarily fund our organization. Without generous support, we wouldn't be able to help the many cats and kittens in Merced.

We are so grateful that our challenges have presented us with new opportunities and that our partners and our community continue to support the Merced SPCA.

Please visit us at www.mercedspca.org today and make a one-time donation or sign up to become a monthly donor. **HELP US HELP THEM.**

There is a special group of fosters that care for the smallest and most fragile animals - bottle feeders. This situation can happen for several reasons: the mom gets sick and is not able to nurse; the litter is too large for the mom to feed all the babies; or the babies are separated from mom too soon. Whatever the reason, a highly skilled foster parent is needed immediately.

Cindy T. has been a Merced SPCA foster for a few years. And there's one thing that separates her from other fosters: **BOTTLE FEEDING!**

Cindy has saved countless lives: newborns and those still nursing. These kittens would never have had a chance without her expertise and care. Her most "famous" foster was none other than Sammie in Jammies.

Sammie came to Cindy at just two weeks old. He was in such poor shape that we didn't hold much hope for his survival. Cindy made sure that Sammie not only survived—he thrived! Within 2 weeks he had doubled his weight, and his eye infection disappeared. For over 4 months, Cindy loved and cared for Sammie. Without her "mother hen" attention, Sammie in Jammies would never have survived and been adopted by his amazing dads, Chris and Erik.

**THANK YOU CINDY for saving
SO MANY!**

YOUR SPCA BOARD OF DIRECTORS

CYNTHIA "CINDY" KELLY, PRESIDENT

Cynthia has been a member of Merced SPCA since 1998. She has fostered and rescued over 1,000 abused and homeless animals in over 25 years. She is passionate about animal welfare and advocates for Merced's homeless animals at the city, county and state level. She is responsible for directing the operations of the Merced SPCA; community engagement, grants and funding, veterinary care, foster services, public information and legislative affairs. She is also a foster and colony caretaker of community cats.



FRANK CIENFUEGOS, VICE PRESIDENT

Frank has dedicated over 20 years to animal rescue, showcasing his unwavering commitment to the cause. As the Donation and Volunteer Coordinator, he plays a vital role in mobilizing support for the organization. In addition to his administrative duties, Frank also cares for the largest colonies of cats in Merced, ensuring they receive the love and attention they deserve. His passion for animal welfare is evident in everything he does.



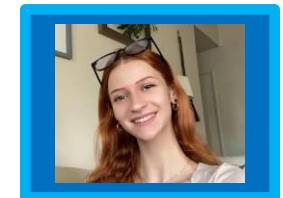
KELLY SIZEMORE, TREASURER

Kelly diligently monitors the SPCA's finances, keeping a close eye on both revenue and expenditures. Her commitment to animal rescue and welfare shines through as she has fostered many homeless kittens throughout the years. Her efforts not only support the organization but also provide a safe haven for these vulnerable animals. Kelly's passion for making a difference is evident in everything she does.



LYRICAL ADAM, SECRETARY

Lyrical has been a member of Merced SPCA since 2024. She is the Director of TNR services, helping trappers get much needed appointments to prevent kitten births and illnesses. She is the social media manager for the organization and her videos have garnered over 10k views with each posting. Lyrical is a passionate advocate for animal rights and welfare, and devotes her time to raising awareness about abuse, abandonment and feline care. She is also a trapper and caretaker for community cat colonies in Merced.



FLORENCE LAMBERT, DIRECTOR OF MEMBERSHIP

Florence is the dedicated Director of Membership at Merced SPCA. With a passion for animal welfare, she actively recruits new members and keeps current ones informed about upcoming events. In addition to her membership duties, Florence lovingly cares for several colonies in Merced, providing them with food and affection. Her commitment to both the organization and the animals is truly inspiring.



In Memoriam

Donations received on behalf of loved ones or those fur babies who have journeyed over the Rainbow Bridge

The Norton Family in honor of Jacque Camarda; Robyn Grace in honor of Luna and Bear Grace; Jeff Parlett in honor of "Pops" Parlett and Good Boy Tucker; Devon Howard in honor of Happy Howard

HELP US HELP THEM

Scan the QR codes to donate today!



The Merced SPCA is a local chapter and not affiliated with any national programs. We are an organization of volunteers that believes that we can build a community where people value animals and treat them with respect and kindness. To become a member of Merced SPCA, please contact us. Donations can be made online or mailed to: Merced SPCA P.O. Box 929, Merced, CA 95341 or **email us at merced.spca@yahoo.com**