

Trying Times...

Dear Friends:

Let's face it: it's been generations since the country has faced an economic forecast this grim. But amid all the talk about human suffering during this difficult time, a very real side effect goes largely unnoticed.

As the country's financial crisis deepens, pet abandonment is skyrocketing.

Whether it's because pet owners are losing their homes or jobs or because looming bills have strained the family budget to a breaking point, people are making the heartbreaking decision to give away or abandon their beloved animal companions. They simply can't afford to give them adequate care.

What's more, rising winter utility bills will make the situation far worse. It's a desperate situation we face.

The Humane Society of the Tennessee Valley is ready to step in and give these beautiful creatures a second chance at happiness. But we absolutely can't do it without your help. And we'll be honest—this economy is weighing heavy on our shoulders, because **donations are dropping dramatically just when we need financial help the most.** In fact, we're not even sure our adoption and low-cost spay/neuter/vaccination programs will survive the downturn—the very programs people turn to when they have little extra to spend on their pets.

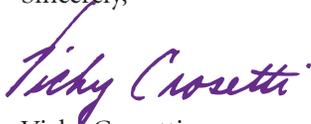
Times are tough, and we know you're feeling the pinch. But if you could find room in your heart to make even the smallest gift, **you could save an abandoned animal's life.**

Just \$20 buys a month's worth of food for a dog whose owner had to choose between keeping his beloved companion and paying the winter's heating bill. And \$100 will pay for well-rounded care for an animal with special medical needs. Even \$5 can help defray the costs of necessary items like cat litter and grooming supplies.

In a critical situation like this, the very smallest gifts take on enormous significance. Right now, an animal who faces a harsh winter without her lifelong human companion is waiting for help. She's waiting for you.

HSTV will make the most of every dollar you send to ensure that East Tennessee's animals get the care they deserve. That's our promise to you.

Sincerely,



Vicky Crosetti
Executive Director

Humane Society
Of The Tennessee Valley

P.O. Box 9479 • Knoxville, TN • 37940 • Phone 865-573-9675 • Fax 865-577-3785

Online Donations available at www.HumaneSocietyTennessee.com



HSTV is a no-kill organization

dedicated to the welfare of

animals. HSTV does not

receive money from any city,

county, or state government or

any national organization.

HSTV operates solely through

generous support from you,

your neighbors, and others

who know the responsibility

and joy of pet ownership.

Please send your donation

today by mail in the enclosed

envelope or at our Web site,

humanesocietytennessee.com.

 **Fix-A-Pet**
865-579-6738

 **Adopt-A-Pet**
865-584-0496

Big Love.



Think soft fur in tough times.

Dear Friends of HSTV:

The winter has been gloomy this year in Knoxville, the nightly news almost unbearable to watch. We could all use a little more love right now, especially the unconditional kind. If you have a precious animal companion in your life, you know there's nothing small, reserved, or hesitant about the way she gives love.

A kitty will always have your back. She will not let your cereal bowl go uninspected before breakfast, she will not let your eyebrows go ungroomed in the middle of the night. She will curl up helpfully on your crossword puzzle and suggest with a gentle paw to the cheek that perhaps, perhaps, this time would be better spent snuggling.

A dog will never let you down. His tail will not droop when the Dow drops, he will not be fooled into thinking you're anything less than perfect. He'll be happy to go with you to the mailbox and back again, his liquid brown eyes full of fireworks just because you laced up your shoes. He sighs with contentment, and the whole world exhales.

Won't you consider adopting a dog or cat with an endless capacity for love? Or, if you can't adopt right now, **could you support our adoption program with a donation** so that someone else can discover the profound joy of pet companionship?

Adoption fees don't cover HSTV's cost to feed, vaccinate, and care for animals before they go to loving homes. **In fact, in this time of economic unrest, securing donations is more urgent than ever—the very survival of our adoption program hangs in the balance.**

Still, every month, after we count pennies and worry over expenses, we always come up with the same answer: big love. There's nothing like it. We want to see you get yours.

Sincerely,

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Humane Society Of The Tennessee Valley

Out with the old ...

Here at Humane Society of the Tennessee Valley, we're old hands at making do with what we've got. Many more animals need our help than we have pennies to spare, so every dollar we receive in donations is allocated with the precision of a surgeon's scalpel. The lion's share always goes directly to food, shelter, and medicine for East Tennessee's neediest animals. We never skimp on their care.

We know the animals benefit, and that's the reason we get up in the morning.

But things happen. Recently, with a click and a puff of smoke, two of our biggest assets—two old friends, really—bit the dust.

Our 2000 Ford Econoline E-350 van was, as friends go, pretty old and crotchety, with an endless litany of aches and pains. But it faithfully transported thousands of animals over 175,000 hard miles in a near decade of service. It saved lives, rescuing beloved pets from desperate conditions in hurricane shelters, ferrying sick cats and dogs back and forth for emergency surgeries and medical treatments, and whisking animals away from certain euthanasia in shelters all over the South. It hauled tons of food, supplies, and equipment. (We can't say it never complained, exactly, but it never let us down.)

Finally, an ominous, noisy click in the engine could not be ignored. We'd done lots of triage with the old Ford, but this repair had to be made or else risk a breakdown in an isolated area in the heat of summer, with distressed animals aboard. And the repair would cost more than the van was worth.

The call was a tough one, but with the help of the federal Cash for Clunkers program, we negotiated a good price on a new 2009 Econoline. And we put our rickety old friend out to pasture.

(continued)

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Then, on the evening of August 1, 2009, a call came that we truly never expected. Our old facility on Candora Street, shuttered now for two years, had burned to the ground. Although the building was too outdated to serve as a shelter any longer, it housed years of fond memories for us. And because insurance was so expensive on such a dinosaur, we were forced to think of the welfare of our animals first and let coverage drop.

So, in light of a new van payment and the cost of demolishing the ruined Candora Street building, using old envelopes as scratch paper doesn't quite reconcile the budget. We urgently need your help to continue providing for the beautiful animals in our care as we deal with these formidable expenses.

If you haven't thought of us in a while, please consider a donation to your Humane Society now and know that it will be received with immense gratitude. And, as always, if you can accept an animal companion into your home and heart right now, nothing would make us happier. "Out with the old" is certainly difficult, as we can attest, but "in with the new" is one of the greatest joys there is.

Your friends
at the
Humane Society
of the Tennessee Valley