

THE

COMPANION

HAPPILY EVER AFTER | WINTER 2022

A REAL-LIFE FAIRY "TAIL"

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TOGETHER FOREVER

>> PAGE 8

Hea



OUR VISION

A world where the life of every companion animal matters... Every.Single.One.

OUR MISSION

To provide a loving home to every companion animal that enters our care. Lifetime guaranteed.

OUR WORK


These five pillars guide our mission:

- > Adoption
- > Community Education
- > Spay/Neuter
- > Rehabilitation
- > Sanctuary (lifetime care)

LET'S GET SOCIAL!

 **Like us on Facebook:**
facebook.com/HEANOKILL

 **Join our Facebook Group:**
facebook.com/groups/Every.Single.One

 **Follow us on Instagram:**
[@heanokill](https://instagram.com/heanokill)

 **Follow us on TikTok:**
[@heanokill](https://tiktok.com/@heanokill)

On the cover:

Chico and Macy on adoption day! They're pictured with their new mom, Chris.

How "Sweet" It Is!

Are you already humming along? We're excited by all of the "sweet" moments that we'll create together in 2022. As we transition into our 16th year of changing lives, it feels appropriate to open with the first line of Marvin Gaye's timeless hit from 1965.

"How sweet it is to be loved by you."

This simple lyric captures the exact sentiments of this edition. You'll notice that all of the "sweet" stories, photos, and outcomes contained in these pages have one thing in common; you made them happen! **The cats and dogs are grateful for you, always!**

Since you're already singing along, let's look at how the first verse of "How Sweet It Is" adds to the conversation of how companion animals will be supported in the future. As silly as it sounds, let's pretend that the cats and dogs are singing these words to all of us:

"I needed the shelter of someone's arms
And there **you** were
I needed someone to understand my ups and downs
And there **you** were."

Unequivocally, the cats and dogs that rescues, shelters, and sanctuaries are helping need the shelter of someone's arms, and they absolutely need someone to understand their ups and downs. As we think about the future of animal sheltering these questions arise:

- >> Who is **you**?
- >> How do we come to understand (and accept) "their" ups and downs?
- >> Where does the shelter of "someone's" arms happen?

Asked differently, how will our behaviors (as a society) change if we begin to view organized companion animal welfare groups as facilitators and resource centers to strengthen the human-animal bond? What if these organized groups were only called upon to provide emergency or urgent care rather than being seen as a place to relinquish cats and dogs? To summarize a powerful quote from our founder: pets dying in shelters is a community problem.

"It's not a shelter problem. It's not an animal control problem. It's all of us, and we all have to make a decision to make a change." - Amanda Reitz

As the companion animal welfare industry continues to evolve, one thing is clear. **Community members will be needed in new and innovative ways.** The most important question we can leave you with is, "What can you do to change a life (or many lives)?"

If you're ready to take action, the back (outside) cover will get you started.



MARK YOUR CALENDAR!



FEBRUARY 23-24
GIVEBIGHEA.ORG

APRIL 24 • 1PM & 6PM
ASHWAUBENONPAC.ORG

JULY 22-23
HOUROFLOVE.ORG

Then and Now

THEN

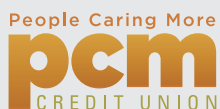
The last two years have reshaped HEA's fundraising events. The community-minded organizations who have their logos on display here made a pre-planned financial commitment to HEA's 2021 core events package. These partners were extremely flexible with our need to make on-the-fly modifications to our traditional recognition methods. **Featuring their logos here is one of the many meaningful ways we're able to share our heartfelt thanks.**

NOW

You may be surprised to know; we are just beginning to solicit sponsorship commitments for 2022. And the animals definitely still need help this year! We're a little bit behind, but it's with good reason. We've been extremely busy (productively) changing lives!

Inquiries, leads, personal introductions, and renewed commitments make us more efficient, **and they're always appreciated!**

You can connect with us about these opportunities by emailing Marcus at donate@heanokill.org.



CREATIVE
HAIR
DESIGNS



A Real-Life Fairy "Tail"

For this enchanting couple, their "happily ever after" started at Happily Ever After. As fairy tales go, there was a chance encounter, love at first sight (twice!), and even a pup named Cinderella.

"BECAUSE HEA IS SO CLOSE TO OUR HEARTS, AND THE REASON WE MET, WE'D LIKE TO REPLACE OUR WEDDING REGISTRY WITH A REQUEST FOR GUESTS TO MAKE DONATIONS DIRECTLY TO HEA. LET'S TALK!" - MEREDITH

Once upon a time, "she" visited the Sanctuary to volunteer. It was here that she fell in love, first with Albert, a Cavalier King Charles. Five years later, she was volunteering at HEA's adoption center, and "he" walked in to adopt a dog named Cinderella. And so begins "their" beautiful love story.

While the universe was already at work, it first became apparent on April 12, 2018. Meredith's volunteer shift as a dog walker was called off that night. She missed the communication, so she still reported for "duty" - literally. There were puppies at the center, so she stayed to help clean.

Eric, on the other hand, believed he was just stopping at HEA to adopt Cinderella. He just met Cinderella the night before (after another family adopted Fizbee, the dog he originally applied for). But as fate intended, he was not prepared to take Cinderella home the same night he met her. He needed a day to get some supplies. Eric's adoption contract for Cinderella (nka Penny) was signed on the evening of April 12.

Meredith clearly felt the pull of the universe as she looked on while Eric adopted Cinderella. She specifically noticed how cute Eric was. She proceeded to mention something to her fellow volunteer shiftmate, Kayla. And wouldn't you know it, Eric was one of Kayla's high school classmates.



In Meredith's words: "I always wanted a Cavalier, long before volunteering. Albert was the very first dog I walked at HEA. I know that fate brought us together. He taught me how to open up my heart and love unconditionally. He was my buddy." Albert crossed the Rainbow Bridge on January 21, 2021.

ALBERT

With Meredith's permission, Kayla gave Eric her number. He was quick to call because Meredith's smile had really caught his eye. In Eric's words, "She was beautiful!"

When Meredith tells this part of their story, her eyes twinkle, "He still called, even though I was all "messy" from the puppies!"

Not long after that call, they shared a first date. During that memorable evening, they talked about the things they had in common and their differences. After 5 continuous hours of conversation, Meredith and Eric discovered that their paths had unknowingly crossed more than a decade earlier at the deli counter of a local grocery store!

As you would expect, their love progressed and resulted in a beautiful proposal (and a joint rescue!).

Throughout their wedding preparations, Meredith and Eric were committed to honoring their companions from Happily Ever After. They wanted their gifts to leave a loving footprint.





Meredith gives Krystal a belly rub at the Sanctuary (2013).



Meredith says it well, "What we wanted most was to share the love we have for one another, the animals in our lives, and this incredible organization. We decided to create a unique wedding registry. Our guests made donations to HEA in honor of our love, and the love they have for us. That love will now be shared with the animals and their future forever families. Weddings are meant to be a celebration of love, and this was the best way to do just that!"

Instead of creating a traditional gift registry, they had HEA create an online "registry" to collect monetary gifts to benefit the cats and dogs. This act of selflessness was extremely well received by their wedding guests!

"THANK YOU SO, SO MUCH FOR ALL OF YOUR HELP IN PUTTING TOGETHER OUR WEDDING REGISTRY. A NUMBER OF OUR GUESTS COMMENTED ON HOW MUCH THEY LIKED THIS IDEA! THEY LOVED SHARING GIFTS WITH THE ANIMALS!! WE'RE HAPPY TO SHARE THAT BETWEEN THE DONATIONS WE RECEIVED AT THE WEDDING AND ALL OF THE ONLINE DONATIONS, OUR WEDDING GIFT TO HEA WILL BE ALMOST \$6,000!!! WE'RE JUST THRILLED TO BE CREATING FUTURE HAPPILY EVER AFTERS FOR SO MANY MORE FAMILIES."
- WITH LOVE, MEREDITH AND ERIC 🐾



FINDING NEMO

Meredith was driving in a downpour through local traffic. Suddenly, she noticed something darting in and out of the busy road. She knew she had to act fast, or it would be too late.

She called Eric and said, "Bring a bucket, bring gloves, and meet me ASAP!" He knew what to expect just by her tone of voice.

By the time Meredith caught up with this fleeing feline, it took 90 minutes, 3 automotive jacks, and 6 caring people to get 1 soaked kitten out from the chassis of a nearby parked vehicle. He eventually bolted out and Meredith chased after him. She noticed he had a broken leg, so she brought him to the vet. His leg was put into a splint. At the completion of the appointment, Eric instructed Meredith to refrain from getting attached to the kitten (i.e. "Don't touch him or pick him up."). She technically listened, but the kitten had a different plan. This little guy jumped right into her lap. And as they say, "The rest is history!" This handsome fella is now known as Nemo, and he's also living happily ever after!

OUR FAVORITE QUOTES

It was an absolute joy to create this campaign with the (now) newlyweds. Eric and Meredith both said so many sweet things about their pets, HEA, and each other. Here are three of our favorites!



PENNY

Eric: "I knew Penny (Cinderella) would be a chick magnet, I just didn't expect it to happen that quickly."

Our interpretation: Everything happened exactly as it was supposed to. Eric is one lucky man!



Meredith: "If he's good enough to adopt, he's good enough to date!"

Our interpretation: As we see it, this statement carries two meanings:

- 1) Meredith valued Eric's heart from the moment he walked into the adoption center. He was there to adopt a canine companion. In addition to being cute, his compassion melted her heart.
- 2) Meredith knows how thoroughly HEA screens its adopters. She felt that if Eric was approved to adopt, he was adequately pre-screened for dating.

As a couple: "We don't need anything, but the animals do."

Our interpretation: This kind-hearted couple wishes to change lives! Meredith and Eric understand the needs of the Sanctuary - they want to encourage others to foster, adopt, and volunteer. In Meredith's words, "I volunteer with HEA because I simply believe that animals need a home, and when you let an animal into your heart, you are forever changed."

29 Lives



In early August (2021), a property along Hwy 32 in Pulaski, Wisconsin caught fire. The mobile home and garage were a total loss. Thankfully, the property owners were safe, as were the cats that relied on the property for sustenance.

After the fire, the only structure that remained was a breezeway. That was all that mattered to the cats. Even prior to the fire, this is where they found a consistent source of food and water.

On August 19, Sue and Joe Gracyalny received a phone call at their home in Pulaski. In addition to being very loyal HEA volunteers, this compassionate couple is responsible for animal control in this rural area. The caller stated, "There are 19 cats running around. I've been trying to feed them, but I can't get past the police tape. I'm afraid they're not all being fed."

Sue traveled to the property. The neighbors called the owners because they thought that Sue was trespassing. When the property owners arrived, Sue was confronted, and emotions were running high.

To diffuse the situation, Sue asked, "What can we do to help these cats?" Hesitant at first, the owners were open to receiving help once they understood that the cats would be safe.

The rescue effort started right away and continued for five days. In total, 24 unaltered cats were rescued. One of the females was very pregnant. Phoenix welcomed her five newborns just days after settling in with her loving foster mom. The kittens brought the total to 29 lives - each one would soon have their life (and their reproductive system) 'altered.'

Sue and Joe fostered the remaining 23 felines in an outbuilding on their property. The cats had a large picture window, a couch, a TV, cat trees, multiple litter boxes, fresh water, a reliable food source, extensive human affection, and even a pellet stove to add warmth during the winter months.

Reflecting on the cats' progress, Sue explains, "When we first started caring for them, you could feel the tension in their body. We were able to help by talking to them, being present, and petting them (as they were ready). They're all good cats, they were just scared. Some still are."

To date, 17 of the 29 have already been adopted, 10 are currently available (heanokill.org/cats). You'll recognize their names as characters from old television shows like Little House on the Prairie and The Waltons, among others. Chloe and Willie are still gaining confidence at Sue and Joe's.

RESCUE REALITY

The 29 Lives story is just one of many situations we were asked to help with last year. We receive numerous calls, emails, and social media messages every month requesting our assistance with large-scale rescue efforts.

Our capacity to care for animals at the adoption center and at the Sanctuary is limited by our space and human resources. But beyond HEA's physical walls, there's an entire community

of people who have spare bedrooms, extra bathrooms, heated garages, unfinished basements, and most importantly, caring hearts. When community members engage as an extension of their local sheltering agencies, a community's capacity to change lives increases significantly.

We've detailed a few situations that we were able to say "yes" to in 2021. We've also described two cases that we're working on right now. Dedicated foster families, generous donors, talented and caring spay/neuter partners, and community volunteers are critical to these outcomes.

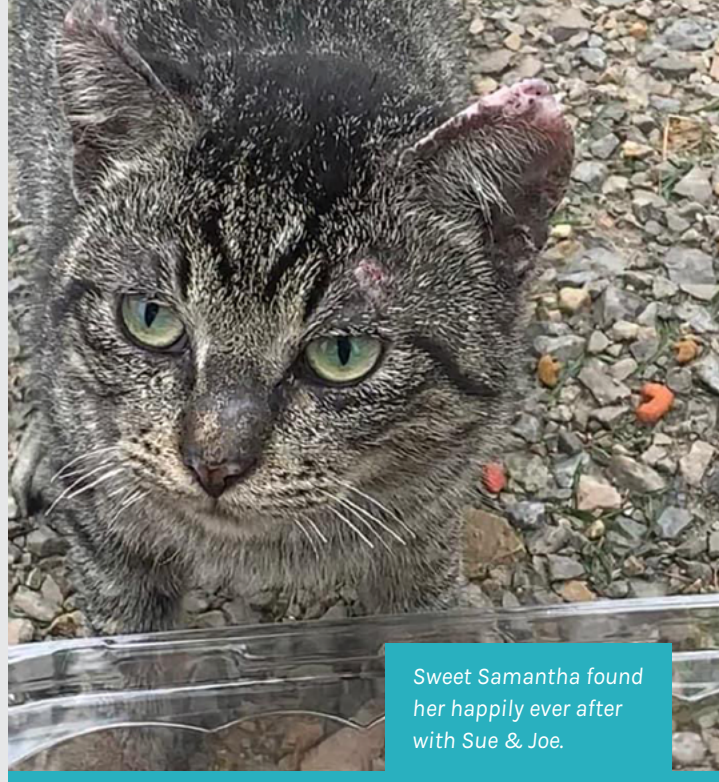
Situation 1: No judgment necessary - A woman was caring for cats in her family's barn. Not surprisingly, the population multiplied. After being diagnosed with terminal cancer, her caregiver inquired as to what was most important at this time. The cat lover's reply came quickly, "The cats and their care."

The caregiver contacted HEA to relay her client's wishes. Just prior to the woman's passing, we rescued 22 cats and kittens from the barn. Additional kittens were born in our care. This rescue changed the lives of 28 felines. We needed to spay and neuter 25 of these kitties. (Three were already "fixed" when they arrived at HEA.)

Until her caregiver asked, the woman was afraid to request help. She feared being judged. We refrained from judgment. Instead, we took action. She was grateful.

Situation 2: A harsh threat - A kind-hearted cat lover needed help. She took 5 kittens into her home because a farmer threatened to "get rid of them" using antifreeze. In less than a year, those 5 kittens turned into 15 cats and kittens, and she only wanted one cat. After getting involved, we discovered three more cats. All told, we spayed and neutered 18 felines. Mission accomplished.

Situation 3: All fixed up - A family needed help controlling their cat population. They recognized the problem, but they did not have the financial resources to stop the reproduction. They had 18 adult cats. One of the females was pregnant. We paired her with a foster home so she could give birth to her 3 kittens. Our veterinary partners then spayed and neutered these 21 kitties.



Situation 4 (active now): Too many is possible

- Marathon County, WI: This situation involves a very large outdoor cat population in a land-lease community. An HEA volunteer is leading the trapping of these cats. To date, 45 of the estimated 50-60 have been spayed and neutered through HEA's veterinary partnerships.

Situation 5 (active now): These cats need a solution -

Jefferson County, WI: A terminally ill woman was caring for a population of 50+ felines on her property - the place she called home since she was 19 years old. The community knew that she cared deeply for many cats over the years. Her property naturally became a drop-off point for unwanted cats.

Currently, there are cats living in the house, in the garage, and outside. This is a unique situation because all of these cats are understood to be spayed and neutered, vaccinated, and regularly dewormed. Unfortunately, the majority of them are not believed to be friendly.

A family member is currently caring for the cats, but the property needs to be sold to assist with the woman's mounting medical bills. This is a stressful situation for the woman who is ill, her family, and the cats. It's also weighing on our hearts. With assistance, the family has been able to relocate some of these cats. However, there are still 33 that need help. We want to be a resource to help the family identify the best solution. On the family's behalf, we've made contact with animal welfare organizations across Wisconsin. We've also been in contact with individuals who may have the right living arrangements for some or all of these cats. This is an urgent situation. Please message any leads to info@heanokill.org. 🐾



MACY AND CHICO
ARRIVE AT HEA.

Together Forever

Over the years, we've shared many stories about people finding their pets. But this one is different; it's about two senior dogs finding each other, at a time when they both needed companionship. We're convinced that they were destined to be together. The reasons they connected might bring a tear, but the sweetness of their future guarantees a smile.

HOW THEY MET

Chico's first human mom, Janice, has MS. She uses a wheelchair. Chico always loved the opportunity to cuddle in her lap. Last summer, Janice's husband passed away. In addition to living with MS, Janice started showing signs of dementia. With Janice being 78 years old, her family felt most comfortable with the help she would receive in an assisted-living community. Sadly, Chico was unable to join her in this next chapter. Janice was heartbroken. Her daughter reached out to rescues in an effort to find Chico another home. A woman, named Eva Bone, offered to foster him through S.A.V.E. Rescue Coalition in Houston, Texas.

Macy's first human mom was also a senior. She lived alone. Late last year, a neighbor requested a welfare check for Macy's mom. The worst was confirmed, Macy's human had suddenly passed away. Macy was taken to Animal Control. A plea went out across Houston to search for a rescue to take this sweet girl. Because she was an older dog, her community wanted to make sure she had a safe and quiet place to decompress. A foster came forward. Shortly thereafter, the willing foster was called to help with a pregnant canine. Eva Bone raised her hand again. She knew she could make a difference, and she also thought it could be helpful for Chico to have a foster pal.



During their first night in Eva's home, these new canine friends slept in the same crate. They were immediately inseparable. After decompressing, Chico and Macy made multiple appearances at public adoption events in Texas. They kept getting overlooked in favor of younger dogs and puppies. A couple of promising applications were received for this bonded pair, but the meet and greets were unsuccessful. After nearly four months with Eva, the rescue team made the decision to transport them north to HEA.

WELCOME TO WISCONSIN

When the transport bus arrived in Green Bay on December 10, Chico and Macy were welcomed with love, but they were also greeted by frigid temps and gusty winds. But what Wisconsin lacked in comfortable outdoor winter temperatures, it made up for in terms of opportunity to find a future together.

Once they were settled in at HEA, we observed the same wonderful traits that their Texas foster mom did. Chico was shy at first, but then his personality came out. He loved giving kisses, and he turned on his super cute "wiggle butt" whenever he was happy - essentially always! Macy had the sweetest smile, and she was quite the entertainer with her adorable little howl. And, they both loved to cuddle with everyone and anyone, especially with each other!

After just 10 days, they were featured as part of our "Sneak Peek" (page 18). They made their online adoption debut the day after Christmas. Just two days later we received the application that would keep these two together, forever.

On January 3, 2022, they were introduced to a wonderful family. We clearly remember Chris spreading a blanket (that she brought) out on the floor of the meet and greet room. She wanted Chico and Macy to know her love immediately. And they did.

MEET THE PARENTS

Last March, Chris and Larry became empty-nesters when CeCe crossed the Rainbow Bridge. They had been family to this 14-year-old, geriatric Chihuahua mix for 3+ years. Along the way, they also lost their 11-year-old Sandy (their big rescue dog) to cancer. With adult children and no pets, Chris and Larry had become empty-nesters in the truest sense. To add to the emptiness Chris was feeling in her heart, Larry works nights.

"I needed companionship, and I needed someone (i.e dogs) to take care of," Chris shared. "We had a vacation planned. I decided I could wait. I would look for a senior dog when we returned."

Apparently, the Petfinder search engine had different plans for Chris and Larry's timeline. They still went on vacation, but Chris fell in love with Chico and Macy weeks before they left.

Here's how Chris explains finding Chico and Macy, "When my online search started, I planned to adopt just one senior dog, but when I saw their story, I could feel them calling out to me. I texted my daughter right away; she of course encouraged my heart."

This direct quote from Chris sums up her enthusiasm for her family's new four-legged additions, "I'm an animal lover, and I need to have dogs!" Chris is also very familiar with the care that senior dogs need. She's volunteered at her local shelter, and she was a vet tech earlier in her career. It's plain to see, this bonded pair is right where they're supposed to be!

NOW THAT THEY'RE HOME

"Everyone is adjusting well. So far, Macy is running the show." According to Chris, "Macy pretty much tells Chico what to do and when to do it. She's definitely not as shy as he is. Chico just wants to be held."

More month one highlights:

- >> Chris really enjoyed buying them clothes (to keep them warm in Wisconsin).
- >> Macy starts the day with zoomies in the hallway, and her family loves it!
- >> Chico is still a little unsure of Larry (men), but treats are really helping their relationship.
- >> Chico and Macy are slowly being introduced to other family members' pets - so far so good!

Chris is excited about the warmer weather that's on the horizon. As things warm up, she'll be reuniting with a group of girlfriends that walk in their neighborhood together - with their pets. Chris is undecided, but there might be a stroller in Chico and Macy's future. This would be the ultimate in "creature" comforts. We're pretty sure they'd be the envy of all of the neighborhood pets!

ANYTHING ELSE

When we asked Chris if there was anything else she'd like to share, here's what she added, "We drove 5 hours roundtrip to bring Chico and Macy home. We would have driven further, stayed overnight, or had them flown to us. Essentially, these two belong with us! Together, forever.

Lastly, in working with HEA, it's clear just how much they care about what they're doing. We feel very blessed to have found Chico, Macy, and to have joined the Happily Ever After family!" 🐾





Caring for a community of companion animals

- 932 animals cared for
- 757 animals welcomed
- 82,502 days of love
- 379 spay/neuter surgeries (for those unaltered upon arrival)
- 10 Lifetime Care companions crossed the Rainbow Bridge
- 23,900+ hours of volunteerism

2021 Intake

- Transfer in: 476
- Owner/Guardian surrender: 142
- Stray: 47
- Born in care: 47
- Lifetime Guarantee: (returns) 45



Building a community of life changers

- 693 adoptions in 104 communities across 5 states
- 438 cats and dogs fostered by 60 families in the community
- 25 community events
- 18 collaborative network partners (other rescues & shelters)

We are family!

- 530 new donors
- 1,512 new followers on Facebook
- 5 volunteers nominated for local awards
- 1,000+ years of volunteer tenure (not a typo)
- 1 major milestone...
HEA's 5,000th adoption





Supporting a community of pet lovers

- 2,422 inbound phone calls via HEA's Google profile
- 2,589 post-adoption check-in emails sent
- 500+ Facebook messenger conversations
- 237 low-cost spay/neuter surgeries (public)



Hour
OF LOVE

YOU'RE INVITED.....



Jolene and Sierra kindly fostered Ophelia and her 9 puppies!



From Wags to the Riches

On September 29, 2021, Ophelia, an Alaskan Husky/German Shepherd mix, arrived at HEA with her 9 puppies. They traveled all the way from Austin, Texas. Upon arrival, her puppies' eyes were still closed and they were nameless. They were carried off the transport vehicle and into the building in a blanket-lined laundry basket. (Trying to give Ophelia a break, we kept them in the basket for a short time. Ophelia decided she'd rather join them in the laundry basket.)

At that time, our intake space was very limited. Our founder, Amanda, sent a personal text to HEA volunteer, Jolene Brod. The inquiry was in regards to asking Jolene if she would be willing (or crazy enough) to foster this momma and her puppies. Here's how the text read, "You can say 'no'..."

Having a heart of gold and a tireless work ethic, Jolene (and her teenage daughter, Sierra) said "yes." Talk about being heroes to companion animals in need. This mother-daughter duo gave these puppies a safe place to be nurtured by their mother.

As Ophelia settled in with her pups in a make-shift, but very comfortable foster space in Jolene's basement, the love started to flow - so did the mess. If you've ever provided care for a 3-week-old puppy, you know they're not trained to 'go' outside. Multiply the accidents by 9 and then factor in the deworming efforts (to ensure their future health).

As the worms exited the puppies' systems, it was time to start preparing them for adoption. First, they needed names. To create some early interest in the puppies, we took to Facebook asking for public input and themes to help name them. We received more than 50 submissions. Jolene had her hands full with life beyond the puppies, so she delegated the selection of names to Sierra. Appropriately, Sierra selected an Alaskan theme to identify 8 of the 9 puppies. There was Arctic, Aspen, Balto, Igloo, Sky, Sonya, River, Willow, and Sierra named the 9th one, Sea. Sierra selected this name in honor of her brother, Thomas, who recently joined the Navy.

Having names, they now needed photos. Our branding and development leader, Marcus, lives close to Jolene, so he volunteered to take their initial photos. All 9 of these puppies were adorable, but two of them stood out. Arctic and Balto definitely had the Husky gene.

There was one picture of Arctic and Balto that Marcus kept returning to in his photo gallery. As Marcus' mind does, it created a connection.

WHO WAS IT?

There was a specific person that needed to know about these puppies.

If you're a fan of Tyler Rich, you know how much he loves Abby, his 16-year-old Husky. Abby even made multiple appearances in Tyler's music video for his number-one, gold-certified hit, "The Difference."

It would have been a shame not to share this photo with such an adoring fan of Huskies.

Marcus' message to Tyler read: "They're currently in a foster home with their 7 siblings. Just in case Abby needs a younger friend :)" Tyler's first response came fast, and it mentioned needing to share the photo with his wife, Sabina. We encouraged that. We were pretty sure, it was love at first sight!

As the exchange continued, we received this message from Tyler, "I'm 99% sure my friend and I both want the black and white ones. Adopt siblings together."

Both applications were submitted, reviewed, and approved. There was one final piece to figure out - logistics. Tyler and his wife, Sabina Gadecki-Rich, along with their friend, Kayla, live in Nashville, Tennessee.

Typically, we request out-of-state adopters to travel to Wisconsin to complete their meet and greet. As we coordinated details with Tyler, it was obvious that there was only a very small

We first met Tyler Rich on March 11, 2020. That night, he was playing the Meyer Theatre in Green Bay, Wisconsin. Before taking the stage, Tyler stopped at HEA's adoption center as part of his Rich Rescues initiative. Just days after Tyler's show in Green Bay, the world as we knew it changed significantly. In May (2020), Tyler was kind enough to host a virtual concert from his couch in Los Angeles, California. This "concert" was part of our 2nd annual Hour of Love and garnered support for the dogs and cats at HEA.



The picture that started it all.



Check out these HEA Instagram reels to see Yukon and Tahoe's roadtrip to Nashville - includes Tyler's original music!

window of time that he and Sabina would be together before Christmas. He's a touring musician, and she spends a lot of time in Los Angeles for her acting career. With Tyler's commitment to companion animal welfare through his Rich Rescues initiative, it was an easy decision to make an exception.

Marcus and his wife, Jen, loaded up and took a road trip to Nashville. Arctic and Balto were absolute angels during the entire trip. Although they had been bathed many times while in foster care, they needed one final bath before meeting their forever families. Thankfully, HEA volunteer, Sue Sagal, lives in Nashville and her bathtub was available. (Sue is a member of HEA's adoption application processing team). Before baths, Marcus and Jen enjoyed lunch with Sue, Bill, and Mandi. It was like an HEA family reunion. If you follow HEA closely, you know that Mandi has also adopted from HEA - she's making encouraging progress in her music career too!

"Tyler and Sabina's home was as warm and welcoming as the people living there. It felt just like home - the lights were on, the front door was open, the 49ers (Tyler's team) were on TV, and we were greeted by a dog (Abby). Oh, and we had a glass of wine in hand within the first 10 minutes," Marcus recalls.

Tyler's friend, Kayla, arrived shortly after Marcus and Jen did. After 15 minutes of reacquainting, getting to know Abby, and meeting Kayla, Tyler tucked Abby into the master bedroom so we could bring in the puppies. The next 20 minutes were filled with puppy shenanigans, kisses, and Abby's vocals from the bedroom. It was finally time to introduce Abby to the puppies to make sure this was all going to work.

To this point, everything had gone as planned. That was until Tyler tried opening the bedroom door. It was locked, and because the previous homeowners had roommates, there was an actual keyed lock on the door. There was just one problem, Tyler and Sabina were never given the key. None of the traditional hacks worked, not the credit card, not picking the lock, and not even drilling out the core of the lock. (Tyler was going to replace the handles anyway.) A locksmith was called.

While we waited for the locksmith to arrive we laughed a little about what just happened. The locked door incident allowed us to connect further with Tyler, Sabina, Kayla, and some friends of theirs. While being entertained by Arctic and Balto, we enjoyed delicious Nashville pizza, sipped another glass of wine, and watched the Packers beat the Bears on Sunday Night Football.

Thankfully, Abby was a really good sport about the whole thing. When the locksmith finished his important work, Abby appeared with the heart of a puppy. She immediately connected with her new canine pals. They exchanged play bows, participated in the traditional sniffing, and boundary setting. To make sure all canine parties were comfortable and to answer any questions from Tyler, Sabina, and Kayla, we had Amanda join via a video call. After all

of the formalities, Arctic and Balto were officially residents of Nashville, Tennessee. Tyler chose the larger, more rambunctious, Yukon (fka Balto). Kayla found a more relaxed companion in her new buddy, Tahoe (fka Arctic). Following a celebratory toast, a few family pictures, and hugs from our newest human family members, we said our goodbyes. Marcus and Jen completed their return trip the next day.

Since adoption day, Tyler and Kayla have continued to send photo and video updates - they've been wonderful! It may warm your heart to learn that Yukon and Tahoe will experience many future playdates together. When Tyler and Sabina are on the road, Kayla takes care of their dogs (and now, Tahoe will accompany her)!

Tyler and Sabina have also shared a number of priceless Instagram stories and reels of Yukon and Abby loving life together. Plus, it appears that Tyler is working on making Yukon Tik-Tok famous. You can become a fan of Yukon's (as well as Tyler and Sabina's) by following @tylerrich @sabina @richrescues 🐾



Yukon and Tahoe reunite for a playdate.



Join the Foster Movement!

heanokill.org/foster

It's simple, it's personally rewarding, and it changes lives!



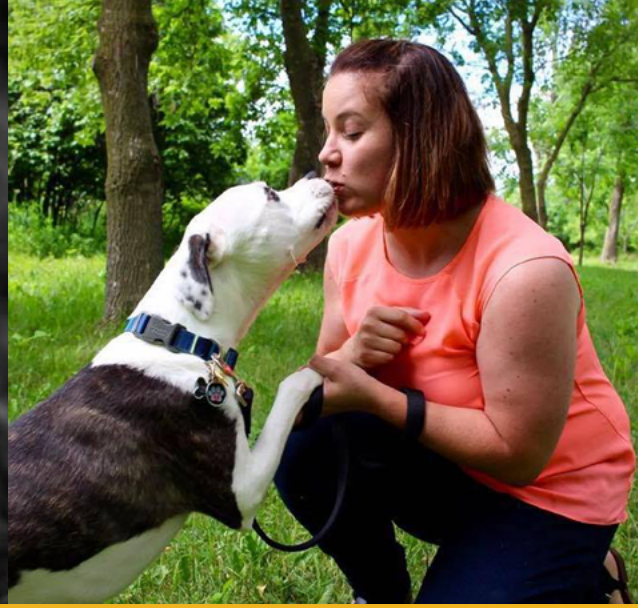
Never Too Young

MEET JESSICA POWELL. SHE'S YOUNG, SHE'S VIBRANT, AND SHE'S THINKING AHEAD.

Jess' love for Happily Ever After runs deep. She's only in her mid-30's and she's already a significantly tenured volunteer, a three-time adopter, a foster, and a loyal donor.

Her story begins with a white, drooly-faced dog. His name was Herc, and Jess first noticed this hunk of a Bulldog/Mastiff mix on Petfinder.com. In Jess' words, "I needed to be his friend." So, as Jess does when she's determined to meet a dog, she figured out the steps she needed to take to arrange a meeting.

After observing that Herc was in HEA's care, she applied to volunteer. She attended orientation, completed her training, and was ready to meet him. Simultaneously, HEA was heavily involved with a large-scale Springer Spaniel rescue. Jess met a handful of the 'adoption-ready' Springers on her shifts at the adoption center. This early experience opened her eyes to the scale at which HEA was helping (back in 2015). She also started noticing the complexity of what actually goes into rescuing and rehabilitating companion animals. It was more than snuggling cute dogs and cats.



Not long after Jess started volunteering, her eyes were opened even wider when our founder, Amanda, made a specific trip to Madison, Wisconsin. The purpose of Amanda's trip was to pick up a dog that was scheduled to be euthanized the next day. His name was Humphrey. It was assumed that Humphrey would be unadoptable because of his medical needs. He lived with a condition called megaesophagus, a condition that affected his ability to eat and drink. If Humphrey were to eat or drink like a "normal" dog, he would regurgitate whatever had entered his esophagus, with it never reaching his stomach. To prevent this from happening, Humphrey needed to be fed very specifically, in an upright position.

F R E E W I L L



SHARE THE GIFT OF A LIFETIME

&

CHANGE THEIR LIVES FOREVER

[FREEWILL.COM/HEA](https://freewill.com/hea)

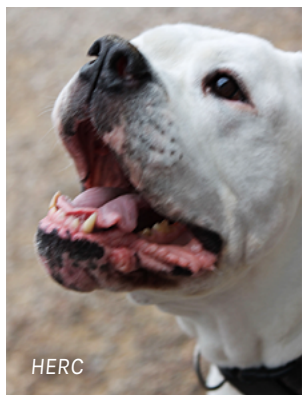
On March 2, 2016 at exactly 6:02pm, Jess' life changed forever. She adopted Humphrey and gave him five years of devoted friendship. Between his megaesophagus and terrible arthritis, Humphrey had good days and not so good days, but he never let it bring him down. His tail was always wagging and his butt never stopped wiggling. He loved going for car rides, eating cheese, devouring pup cups, taking walks, rolling in the grass, and sleeping in the sunshine. Sadly, Humphrey passed away last March.

Grieving the loss of her best friend, Jess committed to fostering dogs in Humphrey's honor. She welcomed her first foster, Greenie, into her home in late March (2021). On April 9, 2021, Greenie was adopted. That very same night, something unexpected happened; two canine siblings were returned through our Lifetime Guarantee (from separate homes). Archie was originally adopted in January. Whispy was adopted and returned twice during the month of March.

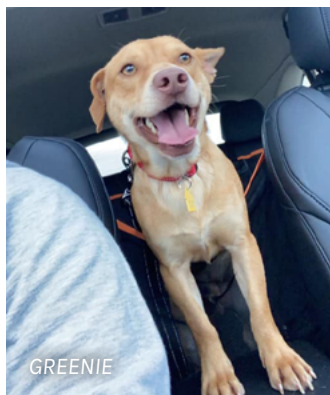
"When Archie was returned, he was deemed to have pretty bad anxiety. Amanda asked me to take him home to assess his anxiety. It was rough at first, but we worked through it. I got to wondering if maybe Archie would benefit from a canine companion? In that spirit, we reintroduced him to his sister, Whispy. Watching them reunite was magical!"

Based on what we observed over several weeks, we felt their best chance of success in a home would be together - a bonded pair. After three months in Jess' care, she decided to make it official. She adopted them both!

"Having seen everything these two had been through, I needed to know with 100% certainty that they would not take even the slightest step backward. I knew I could give them what they needed to thrive."



HERC



GREENIE



ARCHIE & WHISPY

HELPING OTHERS THRIVE

While fostering Archie and Whispy, Jess made a commitment to other companion animals in need. She completed her estate plan (in her mid-30's) through the partnership that HEA has with FreeWill. Exactly as it sounds, Jess created her will for free (freewill.com/hea).

"If creating or updating your will sounds overwhelming, I encourage you to consider using FreeWill. It's so easy to use! They've taken something complex and made it easy to understand. It brings so much peace of mind knowing that I have everything in order in the event that something unexpected happens to me. It's definitely worth the small amount of time it takes to build a plan."

"Companion animals need us, and this is one simple way I can help. I understand from multiple firsthand experiences what HEA does, what it stands for, and the impact it has on the lives of cats and dogs. It seems like an obvious choice to commit my personal legacy to a cause that has meant so much to me. I want HEA to have the resources it needs to change the lives of cats and dogs, today, tomorrow, and always."

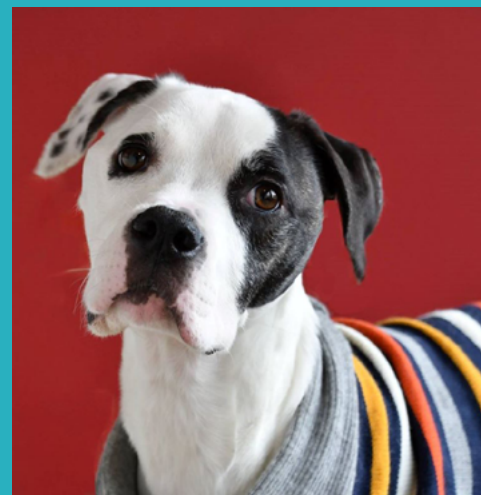
SHE'S DEFINITELY THINKING AHEAD.

Footnote: Jess did meet Herc! She gave him lots of love on several occasions at the Sanctuary. Herc crossed the Rainbow Bridge on Valentine's Day (2021). 🐾

“COMPANION ANIMALS
NEED US, AND THIS
IS ONE SIMPLE WAY I
CAN HELP.”

PLANNING AHEAD

Establishing a legacy gift to further a cause that is important to you is one of the most gratifying and fulfilling gifts you'll ever give. If companion animals have brought deep meaning to your life, Happily Ever After would be forever honored to steward your gift of a lifetime.



Will you join Jess?

Get started at

FreeWill.com/HEA

Give Big Green Bay - HEA's "Sweet 16" edition

We've got a BIG announcement! HEA will be participating in Give BIG Green Bay on Feb 23 & 24. This 24-hour online giving event is a BIG deal for companion animals (and our entire community). It's a true honor to be included among the 45 nonprofits who are participating in this 5th annual event.

Since we're celebrating our "Sweet 16" you'll find endless emphasis on the "sweet" during this year's campaign! (That's easy! We're working with dogs and cats! :) Watch our Facebook page (@heanokill) and your email inbox for many more details in the days leading up to the kickoff.

To make things "sweeter," a generous \$250,000 grant from the Green Bay Packers Foundation will make every dollar donated go further!

GIVING STARTS: Weds, Feb 23 @ noon

GIVING ENDS: Thurs, Feb 24 @ noon

INCENTIVES (PER CATEGORY):

- >> \$5,000 for having the most donors
- >> \$2,500 for raising the most dollars



Give Big Green Bay generates critical funding for nonprofits, but it's about much more than money. This community-wide giving day generates awareness, engagement, and collaboration - all of which contribute to a healthy and vibrant community. Thank you to the Greater Green Bay Community Foundation and the Green Bay Packers Foundation for their collaborative efforts in making this high-impact day a reality in our community.

ALL THE DETAILS: givebighea.org

Hour of Love is Back!

On July 22 & 23, Hour of Love returns! For the 4th straight year individuals, groups, businesses, and families can volunteer to change lives in as little as 60 minutes!

By participating in this snuggle fest, you'll have the opportunity to spend time up-close-and-personal with the dogs and cats that you're helping. Your encounters could happen in a dog's suite, in our outdoor play yard, in a room full of purring felines, or even via a live stream. Wherever and however you get involved, love will certainly be in the air!

HOW IT WORKS

During this two-day event, an extra-generous matching fund will make it easy for participants to ask their friends, families, and co-workers to consider a gift to help the cats and dogs. **Here's how simple it is...**

HEA will provide the tools, and participants will:

- >> Sign up for a 60-minute cuddle session
- >> Take photos
- >> Send texts and emails
- >> Make cute posts to popular social media outlets
- >> Place phone calls to the pet lovers in their lives



WHY AN HOUR MATTERS?

In the world of companion animal welfare, the value of an hour is significant. More than 100 dogs and cats lose their lives every hour in shelters across the nation. When you donate or volunteer during Hour of Love, you're literally saving lives. It's simple, **SHARE AN HOUR, SAVE A LIFE.** Together, we'll change more lives on July 22 & 23! For more details: houroflove.org

SEEKING CHALLENGE-MATCH DONORS

We're actively seeking challenge-match donation sponsors for this year's Hour of Love. For more information about our campaign goals and gift opportunities, **please contact Marcus at donate@heanokill.org.**

Community in Action

**YOUR SELFLESSNESS IS INSPIRING. AND IT'S IMPORTANT.
MORE LIVES ARE CHANGING BECAUSE OF YOU!**



A supporter asked, "I wonder if the @fedex person was tuckered out after that @chewy delivery?"

A FedEx driver commented, "Honestly, yes, it would be some extra work, but oh my goodness this in itself would be all the reward needed." Thank you to everyone who sent these packages filled with food and litter for our feline friends!



Redfish designed (and sponsored) the graphics for HEA's NEW Top Dog campaign. These bottle caps were one of many design elements on display in Zambaldi's tap room during last fall's fundraising contest. Additional thanks to the Oshkosh Mid-Morning Kiwanis Club for inviting HEA to participate. We were one of 6 benefiting shelters and rescues.

Their smiles say it all! CarTech Auto Repair (Kaukauna, WI) asked us if they could use our logo on flyers to help promote their holiday pet supply and donation drive. Here's the result: All of these supplies and a \$1,110 check. CarTech Auto Repair is changing lives!



For the 4th straight year, Santa shared a Saturday with dogs and cats in our community. Roots on 9th, and Three Otters Photography donated their time, talents, and space to make it a success! Hosted in collaboration with Lucky 7 Dog Rescue.

The front of the card read, "Don't scare me..." A thoughtful gesture from a kind member of the larger community.



In 2021, hundreds of HEA branded hats, t-shirts, and sweatshirts were sold at TailWaggers' locations in De Pere, Bellevue, and Verona, Wisconsin. They had space available and offered it up, expecting nothing in return!

The Dough Shoppe's mantra is "Be the good." One way they do this is by donating their tip jar proceeds to local nonprofits. HEA is an annual recipient every July and 2021 was a record!



Capital Credit Union recently asked if they could include HEA on their new bus ads. We LOVE the idea! There's no cost to HEA because their team is always "doing the right thing!"



Hour of Love 2021: Fife (WIXX) grabs a photo with Chris and Terri Jacke. All three of these well-known pet lovers believe in giving back. Chris and Terri signed up to cuddle cats to help raise funds, and Fife emceed.

Y100
COUNTRY

Every month, Shotgun and Charli invite HEA into the Y100 WNCY studio to promote adoptable pets (in partnership with Fleet Farm).

Take a Sneak Peek

IF YOU OR SOMEONE YOU KNOW IS CONSIDERING PET ADOPTION, THIS PIECE IS FOR YOU! IN 2020, HEA DEVELOPED AND REFINED A NEW (AND UNIQUE WAY) FOR ADOPTERS TO EXPERIENCE PET ADOPTION.

THE EXPERIENCE WE USED TO OFFER...

You decide to spend 30 minutes scouring every adoptable-pet website you can find. After 20 minutes of searching, you think you've found the perfect match!

That night at dinner, you start showing your spouse and children photos of the sweetest little face. You've committed every detail of 'your' new companion's backstory to memory. You already know where they'll sleep, what their new name will be, and what toys you'll be buying!

After dinner, you submit an application with hopes that everything works out. You're obsessed! You return to the website where you fell in love with that furry face. You find satisfaction in refreshing your browser to see that cute face staring back at you. But on the sixth refresh, the face is not there. Your eyes fill with tears because you know what this means. How can this be? You haven't even received a message acknowledging the receipt of your application yet, and somehow, they're already going home with someone else.

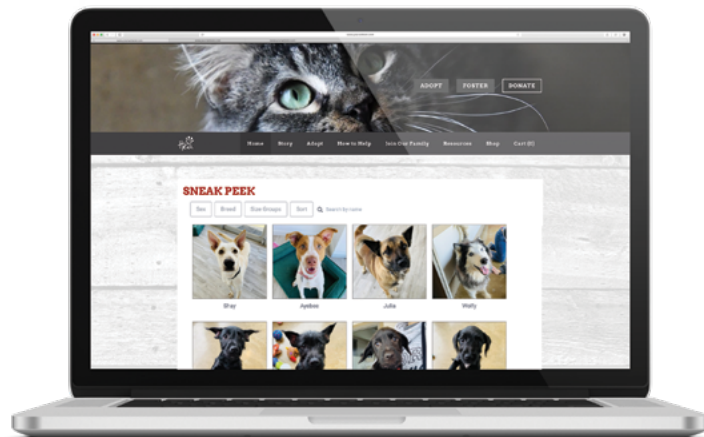
This is the third time you've had this experience in the past month. You decide to give up on adoption. As an alternative, you start searching for a reputable breeder. You really wanted to adopt a pet, but the disappointment was just too much. **We understand.**

SEE FOR YOURSELF!

Your future companion awaits you!

Apply: heanokill.org/howtoadopt

**Sneak peek links are sent upon application approval*



SO NOW, THIS IS WHAT WE OFFER...

After challenging ourselves to do it differently, we developed a process that pays big dividends for applicants who submit an application for pre-approval. Here's how it works!

1) Apply

- >> Skip the search! HEA welcomes new arrivals all the time!
- >> Expect an immediate response and informative status updates along the way.
- >> Approved applicants receive a '**Sneak Peek**' weblink and a link to schedule an in-person meet and greet!

2) Find a match

- >> Watch the sneak peek link for the right match.
- >> Schedule a meet and greet!

3) Visit and fall in love

- >> If the meet and greet goes well, the adoption can be completed at the same time.

4) Live happily ever after

WHAT IS SNEAK PEEK?

As a perk for being pre-approved, this private weblink reveals our newest adoption-ready dogs and cats **before they're made available to the general public**. From time to time, multiple pre-approved adopters will express interest in the same dog or cat. Obviously, only one family can take the pet home, but the upside is all families are already approved and ready for the next round of new releases!

OUR ADOPTERS SUBMITTED THESE PHOTOS WHEN WE ANNOUNCED OUR 5,000TH ADOPTION IN 2021! WE HOPE YOU ENJOY SEEING THEM LIVING HAPPILY EVER AFTER...



WINNIE
ADOPTED 2020



BYRON - ADOPTED 2013



KICHI - ADOPTED 2020



TRAVIS - ADOPTED 2012



IZZY - ADOPTED 2018

HAPPY 100TH BETTY!

WHAT A LEGACY!

On the last day of 2021, the news of Betty White's passing raced across media outlets everywhere - so did her deep love for animals. On what would have been her 100th birthday, people across the world rallied to help more animals by participating in the #bettywhitechallenge. Your generosity totaled more than \$10,000 of kindness for the dogs and cats at HEA. We also received many wishlist items for the kiddos.

"Thank you for being a friend!"



MONDAY
JANUARY, 17 **20%**
OF SALES WILL BE DONATED
TO HAPPILY EVER AFTER

BRING IN A PET SUPPLIES DONATION
AND GET A

FREE ROOT BEER FLOAT



A&W in Clintonville, WI hosted
a celebration to support the
Sanctuary.

TICKETS ON SALE NOW

ASHWAUBENONPAC.ORG

APRIL 24 • 2 SHOWS: 1PM & 6PM

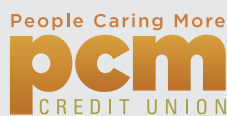
A FAMILY-FRIENDLY SHOW THAT LEAVES AUDIENCES HOWLING FOR MORE!



Mutts Gone Nuts!



SERIES SPONSOR



SHOW SPONSOR



MEDIA SPONSOR



HOSTED BY



THE CANINES OF MUTTS GONE NUTS WERE ALL ADOPTED FROM ANIMAL SHELTERS OR RESCUE GROUPS.
THEIR TRAINING IS 100% FOCUSED ON WHAT THE DOGS LIKE TO DO NATURALLY.
THOSE TALENTS ARE REWARDED, REINFORCED, AND CULTIVATED WITH TREATS, TOYS, AND PRAISE.



Happily Ever After Animal Sanctuary
E5714 Bork Road
Marion, WI 54950

If you are moving, receiving duplicate copies of this publication, or wish to be removed from our mailing list, please contact us by email at donate@heanokill.org.

Your Support Changes Lives.

HEA relies solely on the generosity of individuals like you to help a growing number of animals every day. We receive no funding from the federal, state, or local government to perform our mission.

DONATE

Your gifts provide shelter, medical care, and the love that our four-legged friends deserve.
heanokill.org/donate

MATCH YOUR GIFT

Many employers match their employees' charitable gifts. Your impact doubles (some even triple) when your employer matches your generosity.

SHARE A MEMORY OR TRIBUTE

Honor that special someone or a four-legged friend with a memorial or tribute gift.

LEAVE A LEGACY

Including HEA in your will, estate plan, or as a beneficiary is easier than you'd think. There's even an option to create a completely **free will** that is valid and legal in all 50 states.

heanokill.org/legacygiving

GRANT A WISH

HEA has a list of wishes! It's important that we receive the specific items on this list. These items will provide the biggest benefit to the animals. Our list changes periodically. With more than 900 animals to care for each year, supplies are very important.

HOURS & LOCATIONS

Green Bay Adoption Center
2255 Fox Heights Lane
Green Bay, WI 54304
Visit by appointment

Marion Sanctuary
E5714 Bork Road
Marion, WI 54590
Visit by appointment
Sleepover (staywithhea.org)



Get Involved!

VOLUNTEER

Looking to make a difference in the lives of companion animals? We have opportunities for groups, individuals, and families. There are many ways you can change lives!

heanokill.org/volunteer

FOSTER

A remote volunteer opportunity! From the comforts of your own home, you'll provide the care necessary to prepare an animal for adoption.

heanokill.org/foster

SPEND THE NIGHT

The guest cottages at HEA give our animals the chance to experience something truly life changing - a sleepover with YOU!

staywithhea.org