



THE

COMPANION



LOVE KNOWS NO DISTANCE

Late last year we shared the following statistic: In 2018, an estimated 220,000 companion animals lost their lives in shelters across the state of Texas. As some of you may be aware, many of the loving, four-legged souls at HEA have come all the way from Southern Texas.

One of HEA's core values is "seek to understand." Earlier this year, our founder, Amanda Reitz, traveled nearly 1,500 miles, seeking to understand the challenges that lead to such a high mortality rate at our partner shelters in the Lone Star State. These challenges are anything but glamorous, and frankly, they're exhausting.

Amanda's visit revealed overcrowded shelters with limited staff and very few volunteers. She met a group of volunteers that play the critical role of "rescue coordinator." These people are working on behalf of all the cats and dogs, which means they aren't dedicated to one shelter or animal control facility. They are committed to moving animals out of animal control facilities and overcrowded shelters and into independent rescue organizations, foster homes, and the homes of other "decent" people who are willing to help. Amanda also connected with animal control officers who face incredibly difficult decisions every day. These officers are constantly fighting to bend the rules. If they can add just one day to the limits of the stray hold period, that animal's chance at life increases. One extra day might be exactly what the rescue coordinator needs to find a solution and avoid euthanasia for that animal. Every person in this complex equation wants better for the animals. As exhausting as this work is, each day brings with it a sense of renewed hope. *Continued on page 2.*

A FOREVER GIFT

If we can agree that the goal of life isn't to live forever but instead, to create something that will, then it's safe to say that Ron and Pauline Heim accomplished this goal.

In late April, the Greater Green Bay Community Foundation announced the receipt of an incredible legacy gift from the **Ronald C. and Pauline P. Heim Charitable Fund**. At \$16.5 million, this is the largest endowed gift the Greater Green Bay Community Foundation has received to date. This gift is benefiting 30 nonprofits in the greater Green Bay community on an annual basis and **will continue forever**.

The Heims knew what was important to them and how they wanted their legacy to continue. In their estate plans, they identified the organizations they wanted to support into the future. Because this is structured as an endowed fund, this amazing gift is expected to return \$800,000+ each year on their initial investment. The annual proceeds will be divided and distributed among the selected nonprofits for years to come, impacting each organization's mission indefinitely. Similarly, HEA will be forever grateful for the vision of Ron and Pauline Heim and their contributions to companion animal welfare.



PAULINE & RONALD HEIM



IF YOU'RE INTERESTED IN LEAVING A LEGACY GIFT TO THE ANIMALS AS A PART OF YOUR PERSONAL ESTATE PLANNING, PLEASE CONTACT US BY EMAIL AT DONATE@HEANOKILLORG OR INDICATE YOUR INTEREST ON THE ENCLOSED ENVELOPE.



Beer & Biscuits 2019 was an incredible success for the companion animals at HEA. Annually, this night is about more than fun. It's about generating life-changing impact. Once again, you made magic happen for the dogs and cats in HEA's care - one night in March had a net impact of more than \$45,000. Special thanks to this year's event sponsors: Stadium View, Capital Credit Union, Green Bay Packers Give Back, Redfish, American National Bank Fox Cities, Fox Valley Mini Storage, The George Kress Foundation, Animal Referral Center - Green Bay, Bay-Tek Entertainment, Bay East Animal Hospital, Nature's Way, Packerland Veterinary Center, Riverside Animal Hospital, Aon, & PCM Credit Union.



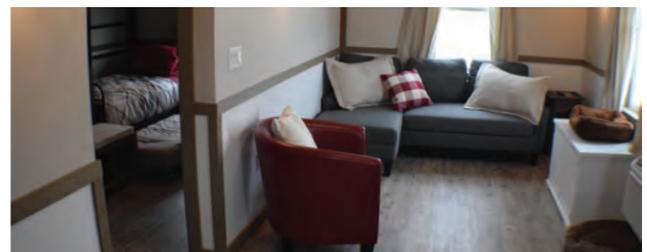
Proud Moments

STORY ON PAGE 3



Sanctuary Spotlight

STORIES ON PAGE 1 OF INSERT



Cottage Update

STORY ON PAGE 2 OF INSERT

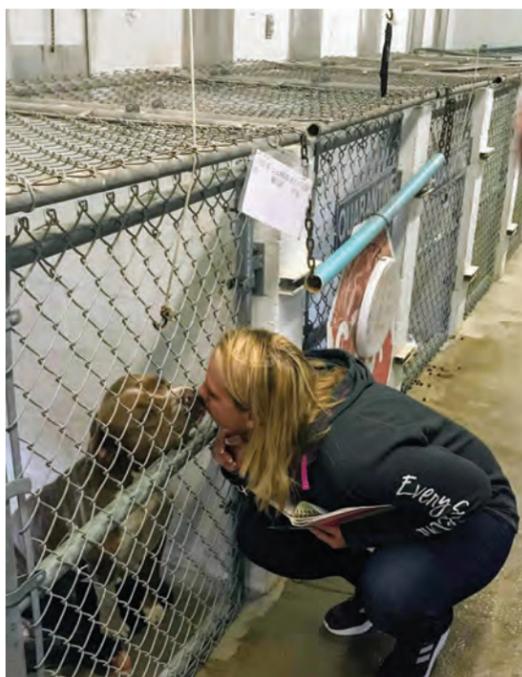
LOVE KNOWS NO DISTANCE (CONT.)

Continued from front page.

While this trip was emotionally tough, it was important in furthering HEA's mission and our continued outreach. As with any relationship, understanding the strengths and constraints of your partner helps you both grow. When your mission is to ensure life and a loving home for our precious four-legged friends, you have to understand the whole picture. On one hand, it's exciting to be the first northern rescue partner to visit the region. This tells us we're doing the right things and that we're helping, but it also made my heart sink and turned my stomach in knots because all I could think about was, why weren't we here sooner? This area has been neglected for far too long.

You might ask yourself, "Why is HEA working so far from home?" This is about collaborating with the people and pets who need the most help. They're asking us to share best practices. They're asking us to do more because people know we're fair and equitable in our relationships. Most importantly, people know we're doing right by the animals we help. Currently, without help from out-of-state rescue partners, these animals' lives are in immediate jeopardy. The need for help in the South is enormous.

Now that we further understand the current picture, we can identify ways to raise the bar and ultimately save more lives. We can envision "what could be." These animals count on your support more than you'll ever know. Each and every one of them that HEA welcomes into the family is grateful to have your help. Your support offers them safety for as long as they need it. Ask any person or family who has adopted one of our companion animals from the south - you're sure to hear stories of how their lives are forever better. And that doesn't even factor in what it means to the dogs and cats.



In closing, I'd like to share a few key pieces that I took away from my trip. These are the harsh realities that shelters in Texas face every day:

- **Intake is out of control.** Some shelters receive 30+ owner-surrendered dogs on a daily basis.
- **Citizens value their pets' lives differently.** For example, some people surrender their pets because they're going on vacation. They believe it's less expensive to adopt another pet than it would be to board them during their trip.
- **Fostering can feel hopeless.** Helping hands are fostering kittens from "kill shelters" in the hopes that an independent rescue or rescue volunteer will pull them to safety. Often, foster homes run out of time when the next round of cute kittens arrives. This literally results in foster homes returning cats to shelters to be euthanized. **Please note:** We don't prefer the term "kill shelter". Nobody takes joy in ending lives, and the term "kill shelter" is divisive. Unfortunately, it's in the current language set and depicts today's reality in many places.

Thankfully, the reality is changing. When some of the individuals that we're working with started helping the shelters in the southern region, kill rates were as high as 98%. Those numbers are changing drastically. Today, these same shelters are saving 90%+ of "adoptable" animals. Like HEA, the people we're working with in the South are marching towards a time when success isn't being measured on the status of being "adoptable." Even considering the "adoptable" qualifier that is currently used, no matter how you work those numbers, things are improving dramatically because of the efforts of amazingly compassionate people doing important work.

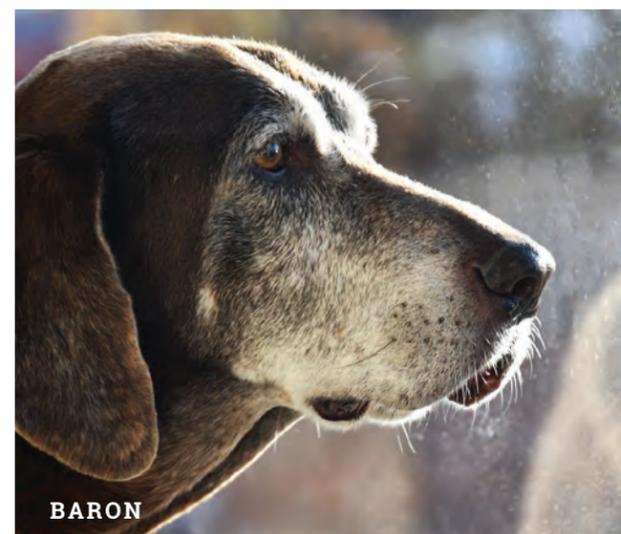
With Love,
Amanda Reitz, Founder



Meet Red & Baron

I can't sign off without sharing one special rescue story with you. I met Red and Baron during one of my many shelter visits. These two souls had strayed too far from home more than once. Not because they were looking to leave, but because they weren't monitored in the same way you'd typically monitor a pet. When I saw them napping in an open space, I had to say hello. One interaction was all it took. These guys needed a shot, and when our volunteers told me we'd find them a home, we extended our lifetime guarantee to these two seniors. At 10 and 11-years-old, respectively, these two gentle hound mixes are in search of their final forever home - together. They're currently in a foster home and would love to find their way into your heart.

To learn more about this sweet duo, visit our website at heanokill.org.





Each cat or dog that comes into our care holds a special place. Clyde is no exception. In 2014, he came to HEA from Allouez Animal Hospital at just five years old. Prior to his arrival, he had been diagnosed with feline leukemia (FeLV). At that time, Clyde's diagnosis would've resulted in death in most other shelter systems. Fortunately, HEA was equipped to provide appropriate care and a loving home. In May of 2018, Clyde made his way from the Sanctuary to the Green Bay adoption center where he won over the hearts of everyone he met. This past April, Clyde's health took a turn for the worse and his decline was apparent. Our volunteers made sure his last week was great. He was spoiled with treats, baby food, and extra snuggles. On the night of his passing, HEA volunteers made Clyde an extra comfortable bed. Clyde passed away in his sleep in that very same bed, understanding just how much he was loved. Thank you for giving Clyde the opportunity to know this love.

PROUD MOMENTS

Each year, the Volunteer Center of Brown County and Wisconsin Public Service host the Volunteer Awards Breakfast. This event is the largest in Brown County that honors the impact of volunteers on the community. On Thursday, April 18, 2019, the 31st annual Volunteer Awards Breakfast took place. HEA had the honor of presenting three nominees to the selection committee, and the results were fantastic!

From the beginning, it was clear that it was going to be a great day. As each of the nearly 60 members of the HEA Kid's Pack filed off the bus at the KI Convention Center, their bright yellow HEA volunteer shirts brought a special energy to the morning air.

As breakfast concluded, Tom Zalaski and Erin Davisson of WFRV-TV asked all nominees to stand to be recognized. Erin gave the HEA Kids Pack a special nod when she asked those under the age of 18 to please stand. Her statement was, "I'm looking at you, yellow shirts." Following the welcome, the awards were underway.

The first award was the Large Group Award presented by the Green Bay Packers Give Back Foundation. Less than 60 seconds into the awards presentation, the members of the HEA Kids Pack understood just how impressive their work truly is! As "Who Let the Dogs Out" played in the background, the Kid's Pack made their way up to the stage to accept their award as the runner-up in this category. Before they left the stage, Erin Davisson asked, "Kids Pack, who does your work matter to?" The Kids Pack replied in unison, "Every.Single.One."

As the event reached the Georgia-Pacific Adult Award, another member of the HEA family was recognized. The tears in Dean Ekberg's eyes revealed his shock as he was called to the stage to accept this award. As the remarks about his volunteer service concluded, Dean was motioned to the mic. Without any prepared remarks, Dean opened his heart, "It's

a great honor to receive this award, but even bigger than the award, I'd like you to know how much it means to me to be a part of the HEA family. The pleasure of serving HEA and its mission is mine. And I'm grateful for the cats in my home that first knew the love of HEA."

Thank you to the Volunteer Center of Brown County for your commitment to engaging volunteers in the support of nonprofit partners. This event is important to our community because it offers recognition to those who give so selflessly. A final note of thanks to the awards sponsors and the Greater Green Bay Community Foundation. Because of your kindness, each award winner selects a nonprofit partner to share a \$1,000 gift with. Each runner-up has the honor of awarding a \$500 gift to the charity of their choice. Thank you to Dean Ekberg and the HEA Kids Pack for choosing HEA as the recipient of your well-deserved awards. The dogs and cats are better because of you!

About HEA's nominees:

Green Bay Packers Give Back Large Group Award

Nominees: The HEA Kids Pack - Parkview Middle School (Ashwaubenon, WI)

In September 2018, a group of nearly 100 energetic, compassionate, animal-loving middle school students gathered. The HEA Kids Pack, from Parkview Middle School, was formed to provide:

- Students with information and tools to learn about respectful and responsible treatment of all companion animals
- Experiences that promote respect and kindness to all companion animals
- Service opportunities for students to connect with HEA's mission

Georgia Pacific Adult Volunteer Award

Nominee: Jodie Schenk

In addition to creating and leading the HEA Kids Pack, Jodie volunteers at HEA as a dog care specialist and a special events committee member. Any organization would be blessed to have a volunteer with Jodie's heart. Her loyalty, enthusiasm, and compassion run deep. Observing her in the classroom during her after school programming reveals a glimpse into the person that Jodie is. The passion, the commitment, the individualized attention, and the incredible care that Jodie brings to her students is something students will reflect on and pass along to others for years to come. Jodie is a teaching legend. She has already earned the same title in her volunteer work with HEA. Simply put, HEA and the greater Green Bay community are better because of Jodie. She's one of those people that makes everything she touches or shares her voice with infinitely better.



HEA KIDS PACK WITH JODIE SCHENK



DEAN EKBERG

Georgia Pacific Adult Volunteer Award Nominee: Dean Ekberg

Dean has been an invaluable member of the HEA volunteer family since 2015. Dean's life is full of stories of battle, recovery, rescue, hard-work, dedication, and love. Along this journey, Dean has learned to maximize the 24-hours he's given each day. Spend just one day with him and you will have earned endless wisdom. This guy brings an undeniable impact to the place he shares his heart, and HEA is glad to have a portion of it in our lives. It is a sincere honor that we get to call him "friend."



MARK YOUR CALENDAR TODAY AND JOIN US ON SEPTEMBER 14TH AT MEADOWBROOK ELEMENTARY SCHOOL, IN HOWARD FROM 10AM-2PM FOR A SCENIC 1 MILE OR 5K PET WALK. GROOVY AWAITS YOU AND YOUR PETS!
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Special thanks to Titledown Publishing for including HEA in "A Night with the Wish Man." Co-founder and first president of the Make-A-Wish Foundation, Frank Shankwitz, shared his story with many during his visit to Green Bay, including the graduates and audience at St. Norbert's 2019 Commencement Ceremony. Frank left us with simple words of inspiration: everyone can be a hero, give back to your community, and never give up. This summarizes Frank's personal journey perfectly. If you'd like to learn more, Frank's book and full feature film, Wish Man, will take you on a vivid journey. Wish Man (film) was released in select theaters in June.

Pictured left to right: Marcus Reitz - HEA Branding & Development, Calla Reitz - Marcus' daughter, Frank Shankwitz - The Wish Man, and Jess Danen - HEA's Community Outreach Specialist.



"If it sounds too good to be true, it probably is." Most often, yes, except when Dorsch Ford Lincoln Kia gets involved. In early May, HEA teamed up with Dorsch to host a Lincoln Driven to Give community drive event. HEA's task was simple: find people to take a 5 minute test-drive of a new Lincoln luxury vehicle. For each test drive, HEA earned \$20 to help the dogs and cats. We knew we did our part when Dorsch called us just 30 minutes after the drive event to tell us that someone from the event was at their dealership to purchase a new truck. Thank you to everyone that came out to drive. The proceeds from HEA's first ever Drive with HEART totaled \$7,000 to help the animals. Special thanks to North Shore Bank of Ashwaubenon for hosting.



Miranda Lambert and her mother, Bev, continue to do amazing work and build the work of others through their MuttNation Foundation. This year MuttNation awarded grants totaling \$150,000 to 50 shelters across 50 states. Thank you MuttNation Foundation! You can imagine our beaming pride when opening an envelope that included a certificate that reads "MuttNation Foundation recognizes and supports HEA as a top shelter in the U.S.A." Also inside this envelope was a \$3,000 check to further HEA's mission. The credit for this type of honor is entirely yours. Your unwavering belief in HEA's mission continues to bring new opportunities and unexpected recognition. To see the certificate, stop into our Green Bay adoption center location. To learn more about Miranda and Bev's work visit: www.muttnation.com.

In our last edition of The Companion, we shared the very special adoption of Chardonnay, one of our senior cats. When Alyssa and Travis Murphy adopted her, they understood that their time with her could be limited due to her age and chronic health issues. That didn't stop them. After meeting Chardonnay, they couldn't imagine life without her. For this special senior, life with the Murphy's was golden. Unfortunately, her health worsened a short time ago. Chardonnay peacefully crossed the Rainbow Bridge while curled up in her favorite spot at home. Chardonnay found her 'pot of gold' when she was rescued from a hoarding situation 11 years ago. HEA gave her chance to live, a chance to be loved, and most importantly, a chance to be adopted. At HEA's core, the mission is simple to understand. To provide a loving home to every companion animal that enters our care. Lifetime Guaranteed. Mission Accomplished. Godspeed, Chardonnay!



Earlier this year, HEA's volunteer family was featured in Times Square in New York City. This photo was displayed on Feb 8, 2019 by Nasdaq. To the folks at Covetrus, thank you for advancing the world of veterinary medicine.





SANCTUARY



SPOTLIGHT



REMEMBERING ROOFUS

The first we knew of this guy's history is that he was adopted from the Milwaukee Humane Society. In his first official home, Roofus bit a young child in the forehead, which led to his surrender at the Dane County Humane Society in Madison, WI. At that time, he exhibited hard-mouthing behaviors that made the DCHS staff and volunteers uncomfortable. Thankfully, their team saw the value in Roofus' life. In 2010, he made his way to HEA through our partnership with DCHS.

HEA was Roofus' last hope, and because so many generous hearts support HEA, Roofus received love for a lifetime. Though it wasn't always easy, it was always worth it!

Roofus became well known at the Sanctuary. He had an affinity for food and treats, a stubbornness that was second to none, and an HEA family that loved him dearly. Almost four years ago, Roofus was experiencing abnormally heavy breathing. He underwent surgery to help with this. At the time of his operation, we weren't entirely sure if he would make it through. The aforementioned stubbornness kicked in, and he gave us four more good years. On June 13th, at the age of 14, Roofus passed away. His special soul and challenging spirit are already dearly missed.

Rest easy, Roofus. Enjoy roaming the fields of heaven.

M IS FOR MARION

M is also for Mariah, Marlin, Marlee, and Mariane. Contrary to what it sounds like, this isn't a gameshow edition of some fun name-game. These names belong to five real, unaltered, outdoor cats that HEA co-founder, Ken Reitz, recently stepped forward to help. These four females and one male cat were being lovingly fed by an elderly Marion man outside of his home. Upon his passing, HEA was contacted by neighbors. In the best interest of their own pets' stress and safety, they wanted these outdoor cats removed from the neighborhood. Further, they wanted these cats to be safe, loved, nourished, and most importantly, spayed and neutered. This sounds simple enough. However, this is no small effort.*

If you've ever adopted a cat (from any agency), you've likely visited a shelter(s) that had more than enough cats and kittens to choose from. Or you've possibly asked yourself, "Every time I visit a shelter, there are so many cats and kittens available. Why is it so expensive to adopt them?"



In this case, the rescue effort described above. In this case, there were five cats to trap. HEA visited the site where these cats were living three times before being able to successfully trap all five of them. When they entered HEA's care, they required a period of quarantine and staff-only attention while they were evaluated. During this time, we identified three foster homes to care for the cats, and we also determined that three of the four female cats were pregnant prior to their arrival. Ten additional kittens would be born in foster homes.

This began as a rescue effort for 5 adults and turned into 15 mouths to feed, 15 spay/neuter surgeries to fund, and 15 forever homes to locate. In this scenario, HEA will have hard costs in excess of \$100 per animal to prepare them for adoption. When you consider the work, dedication, and financial commitment that HEA brings to a rescue effort, you quickly realize that adoption is not really very expensive at all.

Marion, Mariah, Marlin, Marlee, Mariane, and their offspring will soon be healthy, spayed/neutered, and ready to paw their way into your heart at our Green Bay, WI adoption center or find forever love at our Sanctuary if that's what the situation calls for. If you'd like to visit any (or all) of our cats, HEA's standard feline adoption investment is \$125 for a single and \$175 for two. Your return on investment promises to be significant if you're looking to be paid in purrs or hours of lap sitting.

* HEA receives many calls for situations like this - several of them being much larger in volume. This one was close to our Sanctuary location and small enough in scale. When we considered our resources including staff, immediate space, and our equipment, we knew the right thing for us to do was help.

The Importance of Spay & Neuter:

Internet sources report that spaying one female cat can reduce the population by as many as 420,000 cats. Thank you for understanding the importance of changing lives in this exponentially impactful way!





WELCOME TO DESTINATION HEA!

The cottage experience was open to HEA volunteers during April and May. We booked nearly 20 volunteer overnights during this time to gather input that would allow us to fine-tune the experience for our animals and human guests alike. We learned a lot from these trials. While we're sure you'll value the electric skillet we put in the kitchen and the more detailed check-out instructions that we developed, we think you'll be most excited to read about the experiences of our trial guests. They were kind enough to capture their experience in brief journal entries. During your future stay, you too will be encouraged to add to the story!

We believe you'll find these cottages to be very special. We're confident that they're going to have an amazing impact on the lives of many dogs and cats for years to come.

We're proud to bring this innovative experience to the world of companion animal welfare. When you choose to stay with HEA, you'll come to understand unconditional love at a whole new level. You'll meet dogs and cats that count on HEA for refuge and their very own happily ever after. That's because our mission is to provide a loving home to every companion animal that enters our care. Lifetime guaranteed.

With the help of many incredibly generous hearts these cottages and our four-legged sleepover guests are excited to welcome you to Destination HEA! To book your stay, visit staywithhea.org.



April 7th

Yoda's Adventure:

Yoda and I have had such a wonderful night/day together. He absolutely thrives in this environment and would make a wonderful house dog for any family. I am so grateful to have gotten to experience this time with him. I will miss him.

–Baili

April 9th

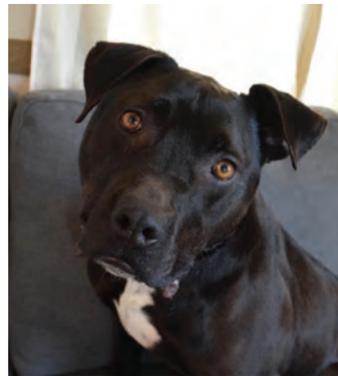
Rosemary & Thyme – Better Than Herbs:

They are super sweet cats. I know this is a new experience, so we took things slow. Both enjoyed pets and Rosemary enjoyed a feather wand. Before arriving, I enjoyed a casual dinner at Bear's Den in Clintonville. The cottage is adorable. So quaint and comfy. I've been to the Sanctuary before, but my first overnight will definitely not be my last! –Cathleen

April 19th

Betty's Slumber Party:

Betty's such a wonderful dog! She is the best of both worlds. She snuggled and slept with me. We went for 6 walks and she loved every second of it. She also liked to 'trot'. She has such a sweet heart and is such a nice walker, even walking past the kennels. She also loved exploring and snuggling while reading books or watching TV. I can't believe someone hasn't snatched her up. She will one day make an amazing companion. Be patient Betty. We love the cottage too. Very comfy stay. –Jolene and Sierra



April 20th

Titan's Night Out:

Jessica and I spent the night with Titan. He was a bit timid at first but has really warmed up to us and being in the cottage. Such a gentle boy! We LOVED our experience!

– Jen and Jessica

Titan is just the sweetest little boy. He was shy at first, now he won't leave me alone. Me and Titan just laid down and he snuggled with me. –Jessica

May 4th

Sheba's Stay-cation:

I spent the night with sweet Sheba, what a beautiful girl! She settled in quickly and made herself "at home". We had such a good time hanging out and going for walks. She's a "cuddlebug", is generous with her kisses, and loves looking out the bedroom window at the deer in the field. This is a beautiful space (the cottages and the whole Sanctuary), and I love being a part of it! Thank you! –Joni



May 17th

Three is Company:

Mambo had a few hours of playtime, and he took full advantage of it. No hesitation at all – the carrier door opened and he owned the place! He loved every second and he made sure to style Linda's hair.

Rhapsody and Willie had the overnight stay. Rhapsody came out and was comfortable immediately. Willie was a little scared and stayed in the carrier for about 10 minutes. Then he came out and acted like it was no big deal. They kept us up all night – talking, talking, talking! Rhapsody would jump into bed for a few minutes, but then leave. As I write this, they are both zonked on the bed now having sweet kitty dreams. Little stinkers! We had a great time! Thanks for a relaxing stay.

–Janet, Lisa, & Linda



May 31st

Remember the Titan – A Special Mother-Daughter Night:

Titan was a sweetheart! He was such a snuggle bug on the couch. He made himself very comfy. The rain and storms didn't even phase him. We took him for a couple walks that he enjoyed as well. The cottages are perfect by the way. –Tammi & McKenna



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