

THE

COMPANION

HAPPILY EVER AFTER | SPRING 2021

LOST & FOUND

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BALDER TOGETHER

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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)
[@adopthea](https://instagram.com/adopthea)

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

On the cover:

Bella enjoys a bone in her new home. After a long wait, this two-time cover girl is exactly where she's meant to be.

Whew!

We did it! Together we made it through 2020. And somehow, just like that, we're already more than a quarter of the way through 2021!

At the end of last year, we promised a commemorative edition of *The Companion*. After a great deal of reflection, we've compiled a few heart-warming stories, gathered a number of photos, and produced a visual report out of our 2020 accomplishments. We're quite proud of our entire HEA family and how you remained so deeply committed to our mission during the most uncertain time in our history!

Speaking of history, now that this edition is distributed, we're ready to shift our focus to a major organizational milestone. This year marks 15 years of **HEART**, and we're excited to share just a little bit of what's on the horizon for Hour of Love, Steps for Pets, and a variety of other dates where we may see you in the community! Go ahead, say it out loud - "**See you in the community!**" It sounds so refreshing, and we're definitely looking forward to it!

Our hope is that you'll keep this edition close for years to come - it's a history "book" of sorts. What's contained in the next several pages is an impressive example of what happens when a compassionate group of people work together in pursuit of a common goal.

We're glad you're along for the journey because there's still a lot of work to do in our quest to create a world where the life of every companion animal matters...*Every.Single.One.*

Thank you for being part of our family!



MARK YOUR CALENDAR!

SEE YOU IN THE COMMUNITY!

JUNE 2 - Bark in the Park @ Green Bay Booyah

JUNE 18 & 19 - Subaru Loves Dogs @ Bergstrom Subaru

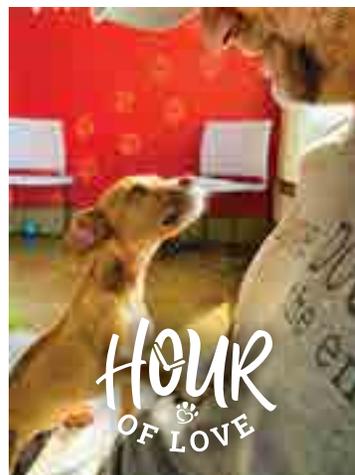
JULY 7 - Wiener Dog Race @ Wisconsin Timber Rattlers

JULY 23 & 24 - HEA's 3rd annual Hour of Love

AUGUST 29 - SEPTEMBER 12 - Festival Foods Icon Sale

SEPTEMBER 18 - HEA's annual Steps for Pets walk

OCTOBER 2 - Encompass' "The Big Event" @ Heritage Hill



Committed to Changing Lives

MEMORIES ARE SPECIAL MOMENTS THAT TELL OUR STORY. THANKS TO YOU, HEA'S STORY IS FILLED WITH KINDNESS, COMPASSION, AND COMMITMENT.



Volunteer, Chris Greening embraces HEA's founder, Amanda Reitz, after reuniting with a dog that was "on the run." In the moment, Chris shared these words with Amanda, "You've given me some of the most meaningful moments of my life."



In November, Mike and Kristin, two very generous friends of the Sanctuary, flew to Corpus Christi, TX. They returned with precious cargo to refill our (then) empty kennels.

It was incredibly refreshing to gather (while keeping our distance) outdoors in October. Our 2020 woodcutting event was our best one yet! These woodpiles were made by 30+ volunteers in just 5 hours! This firewood provided heat for the dogs and cats in the barn all winter long.



We asked for Kitten Chow and our online community delivered - this is just a fraction of what we received! Thank you for granting so many wishes!



Vehicles gather in the Nativity Parish parking lot for the October drive-in screening of Rescue Story - Saving Companion Animals.



Let there be lights! The Sanctuary was all lit up for our December Goodness & Lights campaign.

Whiskers required a leg amputation for his long-term health. He received lots of love at the Animal Hospital of De Pere.



"My favorite mornings start like this!" Captured and captioned by a volunteer on a frosty Halloween morning at the Sanctuary.

Each photo in the 2020 Festival Foods Icon sale was submitted by an HEA adopter. The 2021 sale will be hosted Aug 29 - Sept 12.



Inspired by last year's stretch of near-perfect behavior from the cats and dogs, Santa stopped at the Sanctuary before his return trip to the North Pole. Blue and Santa sang Christmas carols together, followed by a quick "catnap."



Nell (fka Vanellope) took "Tired of 2020" seriously. As the winner of our "Tired of 2020" photo contest, she landed a spot on the cover of HEA's 2021 calendar. Congrats precious girl!



This view never gets old. The memorial garden at the Sanctuary is a place of beauty and serenity. On this magnificent fall day, Mother Nature added to the sight by providing the multi-colored surround.

L is for L-O-V-E!



"L" IS DEFINITELY FOR LOVE, BUT IT'S ALSO FOR A LUCKY, LAP DOG, NAMED LENNY! THIS HANDSOME BOY TRANSFERRED TO LUCKY 7 DOG RESCUE IN GREEN BAY, WISCONSIN FROM HOUSTON, TEXAS IN NOVEMBER OF 2018. FROM THE TIME HE ARRIVED IN WISCONSIN, LENNY WAS EASY FOR PEOPLE TO LOVE. DOGS WERE ANOTHER STORY.

On more than one occasion, his unpredictable nature presented very real concerns for his foster family and his first adopter. In August of 2019, after exhausting what seemed like every possible option, and going above and beyond for Lenny time and time again, the incredibly hard-working and always-committed rescue team at Lucky 7 had scheduled one of the most difficult veterinary appointments in their rescue's history. Lenny never knew it, but he was scheduled to be euthanized.

A text message, a phone call, and an agreed-upon plan, dramatically changed the tone of Lenny's appointment. Instead of finality, Lenny received a new beginning - a rabies booster and an updated health certificate that would invite him to join HEA's rehabilitation program. As soon as Lenny arrived, we started working to understand his individual needs.

As Lenny settled in, he was introduced to many new situations. Each step of the way we saw awesome growth in his interactions with other dogs. In time, he regularly and appropriately participated in dog playgroups with Jason, Yoda, Captain, and Sheba. He essentially turned into the perfect dog.

Almost a year after his arrival, the time was right to begin our search for Lenny's forever family. In short order, an application arrived from a couple that had been looking for dogs all over Wisconsin. They traveled more than four hours to meet Lenny. Because of the length of their drive, they chose to stay overnight at the Sanctuary - and we're glad they did!

Upon meeting Lenny, his overnight guests' reaction was, "He's bigger than we were expecting." If not for the overnight experience, Lenny's size may have been a dealbreaker. The cottages gave Lenny all night to work on his future.

When morning arrived, we heard all about the affection Lenny showed his guests throughout their entire stay. We especially loved the part about how he obediently went into his kennel at bedtime, and then how he snuck out of his kennel and found his way into the bedroom. It made us proud to hear that when asked, Lenny respectfully returned to his kennel. All the efforts made to prepare Lenny for this moment had paid off!

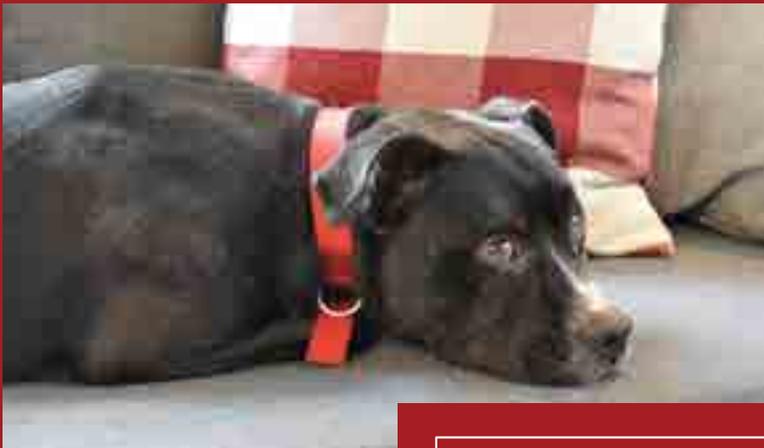
And so it happened, after nearly a year of care and development, our staff and volunteers watched Lenny jump into a vehicle bound for Northwestern Wisconsin. The final destination would be a home of his own.

So many compassionate hearts working together made it possible for Lenny to be living large! He's an only dog, and he is wonderfully spoiled! He takes about six walks every day, he loves to help his mom cook, and he has 80 acres of land to explore. Lenny's favorite part might be that all this land even includes wildlife that needs to be entertained.

Thank you to the team at Lucky 7 Dog Rescue for entrusting Lenny into our care. Together, we changed Lenny's life - forever! If for some unexpected reason he ever needs HEA in the future, we're here for him. **Lifetime guaranteed.** 🐾



“ HE'S BIGGER
THAN WE WERE
EXPECTING. ”



August 14, 2020
Bob & I spent the night with
Henry. He's going home with us
this morning. What a happy, smart,
well-trained dog he is! This idea of
getting to "really" know a dog is
wonderful. Glad we learned about
HEA



57 Lives To Live

LOKI, FKA CUDDLES

IN 2020, HEA DIRECTLY CARED FOR NEARLY 350 KITTIES...

You might be thinking to yourself, "Holy cats! How do they do that?!" It's hard work, but the answer is simple - amazing foster families and volunteers make it happen!! More than 70% of the cats and kittens that we helped last year made temporary stops, for varying lengths of time, at the homes of more than 30 foster families.

Our data tells us that each of these felines spends approximately 60 days with their foster families. This means that over the course of 12 months these kind-hearted volunteer caregivers provided more than 14,000 days of love, affection, and nurturing to these purr-fectly precious lives! Once these kitties make their way to the adoption center, our incredibly passionate volunteers finish the relay by connecting these kiddos with their forever families.

There's one particular rescue effort from 2020 that speaks volumes to just how important our cat-loving community is. With the help of our loyal foster homes, HEA is able to save the lives of countless local felines. However, this particular story starts nearly 1,500 miles away.

In June of 2020, 57 cats and kittens boarded a van in Texas. After a 20+ hour trek, our newest HEA family members were greeted with open arms. Foster families were ready, willing, and excited to change the lives of these felines.



PENELOPE FKA TICKLES

WHY CATS FROM TEXAS?

The companion animal welfare "problem" is large, it's extremely complex, and it takes all of us working together to make a true difference. HEA is committed to helping in areas where there is significant geographic need. This situation fits that description.

We've all heard it said many times, "Before you judge someone, walk a mile in their shoes." Through our relationships with other companion animal welfare professionals in the southern states, we've walked just a small portion of the "mile" that represents their daily reality. We've done this by asking about their experiences and listening to their challenges. With each in-person visit and new interaction, we come to better understand how we can help.

IMAGINE THIS SCENARIO

You've volunteered your time to foster a litter of young, lively kittens. After a period of time, these kittens are still looking for their forever homes, but nobody is stepping forward. A little more time passes, and you're asked to bring them back to the shelter because space is needed in the foster care system.

Since you started fostering this group, many more kittens have come into the shelter. Capacity is maxed out, there are no kennels or rooms available for the kittens you just returned to the shelter. You accept the next round of kittens because you're their only hope for a future. At that very same moment, your heart shatters into pieces as you realize the life-ending reality that your previous fosters were just met with. This situation may be hard to imagine, but it's a reality in areas of the country.

Being able to offer a solution for these 57 cats and kittens, felt particularly good. Our hearts were full knowing that we would eventually pair each of these kitties with a forever family. Having our partners tell us how good it felt to watch that van full of life head north to safety, was all we needed to hear. Those words confirmed that we had done the right thing. The way we look at it, rescue is something we do together, and together knows no distance. 🐾

One of These Names is Not Like the Others

Below are the 57 names from this very special transport - all but one of these precious lives has been adopted. Twilight's name has been bolded because he is still looking for love. **Could his home be with you?**

Anya	Hanna & Honey (bonded pair)	Rubicon
Apollo (fka Persimmon)	Izzy	Sahara
Aria	Janese	Salami (fka Jet)
Artemis (fka CJ)	Kenna	Siena
Buddy (fka Fig)	Leonardo (fka Zephir)	Smudge
Chance	Loki (fka Cuddles)	Star
Chelsea	Norman (fka Carnelian)	Stella (fka Jewel)
Clementine	Oliver	Stinker Bell
Clint	Oliver (fka Toodles)	Strutter (fka Blackberry)
Danica	Pasa Smoke	Sunny (fka Billie)
Frank (fka Gladiator)	Paz	Toonces (fka Huckleberry)
Frankie	Pearl	Trixie (fka Chloe)
Garrett	Penelope (fka Tickles)	Twilight
Georgia	Pepper (fka Freedom)	Willie
Gianna	Pickwick (fka Purr Purr)	Willow (fka Francesca)
Grimoire (fka Sky)	Pounce	Wrangler
Hade	Rambo (fka Eli)	Zoe
Hamlin	Renegade	Zoomie
	Robin	Zorro

“
BEFORE YOU JUDGE
SOMEONE, WALK
A MILE IN THEIR
SHOES.
”



Fostering cats with HEA: Our cat foster homes take on a lot of responsibility, and they experience a lot of joy in return. These at-home helpers share love in so many ways. They help by:

- » Bottle-feeding tiny kittens
- » Providing a loving home to a momma cat and her kittens
- » Helping adult cats in transition
- » Tending to senior cats that need a comfortable place to relax

If you can offer love in one of these ways, we'd like to connect! Visit: heanokill.org/foster.



An inside look: "In just 2 years, I have fostered 58 kittens/cats. Fostering has changed my life in so many ways! Helping save all these little lives has taught me how to really slow down and enjoy the little things in life. I feel so blessed to be part of HEA and saving all these lives. I tell each and every one of them the same thing, 'I got your back. I am beside you the whole way. When it's time to find your furever home, if you need to come back that's ok because I am always here for you.' " -HEA Foster Mom & Volunteer - Chris Greening



Lost & Found

WE PASSED NUMEROUS MILE MARKERS ON OUR WAY TO A RECORD-BREAKING 700+ ADOPTIONS IN 2020. EACH ADOPTION HAS A STORY, BUT NUMBER 500 WAS EXTRA SPECIAL BECAUSE THIS WAS THE FIRST TIME WE EVER REACHED THIS MILESTONE IN A SINGLE YEAR. PLUS, BECAUSE OF BELLA'S BACKSTORY, WE'LL ALWAYS REMEMBER OUR FIRST 500TH!

A few years ago, we found Bella tied to a telephone pole on the road leading to the Sanctuary (Marion, Wisconsin). She'd been unexpectedly left beside the "Happily Ever After" sign. Not surprisingly, she was upset and afraid as we untied her. A few of her personal belongings were found in a bag nearby, and a heartbreaking letter was attached.

The letter explained that Bella's past was rough. A moment of puppy boredom resulted in a chewed-up speaker wire. Her owner inflicted an awful punishment - a broken leg. Someone who learned of Bella's plight stepped in to get her the medical treatment she needed for her injury. Unfortunately, after enduring that kind of trauma, Bella became terrified of humans. Bella needed more than her rescuers could offer. They wrote us a sorrowful letter, explaining Bella's situation.

After finding Bella, we showered her with love, every day, for the four-plus years that followed. And while 2020 was filled with so many challenges, it also offered us moments of pure joy - like Bella's adoption! The entire HEA family celebrated on that special October day!

LIFE TODAY

Bella loves her new yard! It's a place to roll around (and not even get too dirty!). Her nose is on a constant journey as she searches for the scent of a squirrel, a turkey, or a deer. When her nose leads her down the "right" path, she'll pursue her animal friends in a full sprint! She loves her daily walks and all of the toys too. Bella loves toys so much - she even receives a monthly subscription with three new toys!

This girl craves affection. Bella is always close to the members of her family, so much so that she's often referred to as their "little" shadow (ok, maybe she's not so little). The snuggle sessions on the couch can last for hours, and that's perfectly ok with Bella because those snuggle sessions are filled with endless pets and belly rubs. In the words of her family, "Our hearts are full!"





YOU CHANGED HER LIFE

While living at the Sanctuary, Bella experienced unconditional love from the Sanctuary staff and volunteers, every single day. Our team came to understand her needs, along with her likes and dislikes. Your support helped us provide further medical care to ease the pain Bella used to experience in her damaged leg. Because of the lifetime commitment that you make possible, Bella found the confidence to become an amazing companion to a family of her own. If Bella could talk, she would tell you, "She's won the jackpot!" 🐾





FOSTER CARE

- 53 active foster homes (up 89% from 2019)
- 245 cats in foster care
- 69 dogs in foster care
- 17,753 days of love in foster care



EDUCATION

- 31 Virtual "Visits"
- Partners with UW-Green Bay
 - Public Relations (Fall & Spring)
 - Non-Profit Leadership
 - Career panelists
- Partners with St. Norbert College
 - Pause for Paws
- Maddie's Fund Foster Apprenticeship

Development Stats

- 14 legacy commitments (freewill.com/hea)
- 892 new donors
- 57 honorary gifts
- 169 memorial gifts

EVENTS 2020

- Beer & Biscuits: 3/14 @ Stadium View 7/24 drive-thru event @ Nativity Parish parking lot
- Hour of Love: 5/1 - 5/2 VIRTUAL
- Steps for Pets: 9/19 @ Meadowbrook park - scale back event & theme
- Red-carpet premiere of Rescue Story - 10/4 @ Nativity Parish parking lot
- Tired of 2020 photo contest: 11/2 - 11/15
- Goodness & Lights: December 2020

SPAY / NEUTER

- Temporary pause
- 2 clinic days: 67 public pets fixed
- All adopted still got fixed
- Launched revised program

ADOPTION

- 705 adoptions (up 45% from 2019)
- Return rate: 5.8% (down from 7.4% in 2019)
- 22 long-stay cats adopted (>1 year in care)
- 25 long-stay dogs adopted (>1 year in care)

VOLUNTEER

- 18,200+ hours of community service
- 200+ active volunteers
- Additional specialized volunteer roles
- Virtual Volunteer appreciation event
- WPS Volunteer Awards (recipient)

Hands & hearts always welcome!

heanokill.org/volunteer

Animal Stats

- 28 animals born in care
- 684 other intakes (stray, transfer, surrender, return)
- 197 - average number of animals in care (daily)
- 71,942 days of love

destination HEA

34 stays

STAYWITHHEA.ORG



• Color-changing cups: Our volunteers sold 175!!

• Tyler Rich & Sabina Gadecki 'Go Live' from LA for Hour of Love 2020



2020 IMPACT REPORT

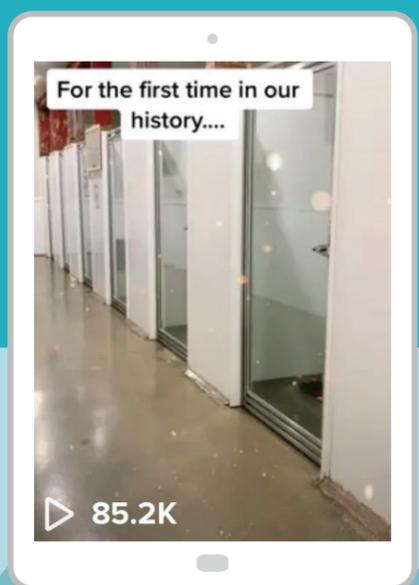
WEB STATS / ONLINE SHOP STATS

- Launched new website & online store
- 310,000+ page views
- I Love Dogs t-shirt: most popular item

SOCIAL MEDIA STATS

- Launched TikTok: 900+ followers
- 2,415 new followers on Facebook
- Facebook posts: 664
- Instagram posts: 289
- TikTok posts: 90

• "Empty Kennel" TikTok video went viral



CH in Chicago

WHILE IT READS LIKE A SPELLING LESSON, "CH IN CHICAGO" CARRIES AN ENTIRELY DIFFERENT MEANING. IT'S THE STORY OF A CAT THAT NOW RESIDES IN CHICAGO. WELL, ACTUALLY A NUMBER OF KITTIES THAT NOW LIVE TOGETHER IN THE "WINDY CITY."

Late last summer, we received a video from a rescue partner in Michigan. This clip featured two cats (Clover & Ivy) living with a fairly rare condition known as Cerebellar Hypoplasia, or CH for short. Due to some personal circumstances, their Michigan-based foster family was unable to continue their care. That's where HEA's partnership came into play.

After seeing this video, our foster team quickly consulted one of our more tenured foster moms to see if she would be willing to help. Not surprisingly, she opened her home. Her words and perspective inspired all of us:

"I knew almost nothing about CH, but I knew that I could give these cats a safe and loving foster home. It was an opportunity to learn and grow as a foster. All of my foster "firsts" have allowed me to learn as I go. Whatever I've lacked in knowledge, I've made up for in love. I have learned so much since I began fostering these special girls."



Understanding CH

CH is a developmental condition where a portion of the brain fails to develop properly in an unborn kitten. It affects the cat's fine motor skills, balance, and coordination. CH does not worsen over time, and it is not painful or contagious. Cats with this condition adapt to their limitations. They have a normal life expectancy and enjoy happy lives. Depending on the level of underdevelopment of the brain, cats can be affected with varying degrees of severity from very mild to extremely severe (and everything in between). The severity levels are a general guide and are somewhat subjective.

From the knowledge we acquired, we would consider Clover to have a mild to moderate case. She is able to walk. Ivy's condition is a little bit different. She is unable to walk, but she remains highly functional.



THE "WINDY KITTYY"

In early September, Clover and Ivy arrived in Green Bay and our foster mom welcomed them into her home. She researched and read anything she could find about CH. She joined several CH Facebook groups. Within these online forums, group members share their experiences, photos, tips, and answers to questions.

As it turns out, Clover already had someone eyeing her up before she left Michigan. However, with the number of logistics already lined up to transfer Clover and Ivy to Wisconsin, the transport continued as planned.

Shortly after Clover and Ivy were made available for adoption through HEA, an adoption application came in from Chicago, Illinois.

You guessed it - this was the same interested adopter that we learned about just before Clover and Ivy left Michigan!

By late September, Clover was adopted and headed home to Chicago. She now lives with four other CH kitty siblings. Clover is now known as Wabi. We've received several updates and pictures. She's doing extremely well and we're glad to say, she has the most purr-fect happily ever after!



IVY'S PERFECT MATCH

While Clover is living it up in Chicago, Ivy is still in search of her forever family. We touched base with her foster mom, and here's what she had to say about Ivy:

"She has done such an excellent job of adapting to her limitations and learning how to do things her own way. Ivy cannot walk, but she scoots around quite well! She gets in and out of her litter box on her own, but she lays down to use the box. She eats and drinks on her own, but can be a little messy with wet food. After observing how Ivy does things, I've made minor modifications to her environment to either make things easier for her or to help contain the small messes - which makes cleanup easier for me.

I had no experience with CH cats prior to meeting Ivy. But I have a lot of love in my heart, and I have learned that love is what Ivy wants the most. She can adapt to everything else as long as she is loved. I have learned why the members of the CH Facebook groups are so passionate about these special cats. Ivy amazes me every day and shows me so much love!

The day that she finds her forever home will be bittersweet for me, but if you're willing to invite this girl into your heart, your life will be forever changed."

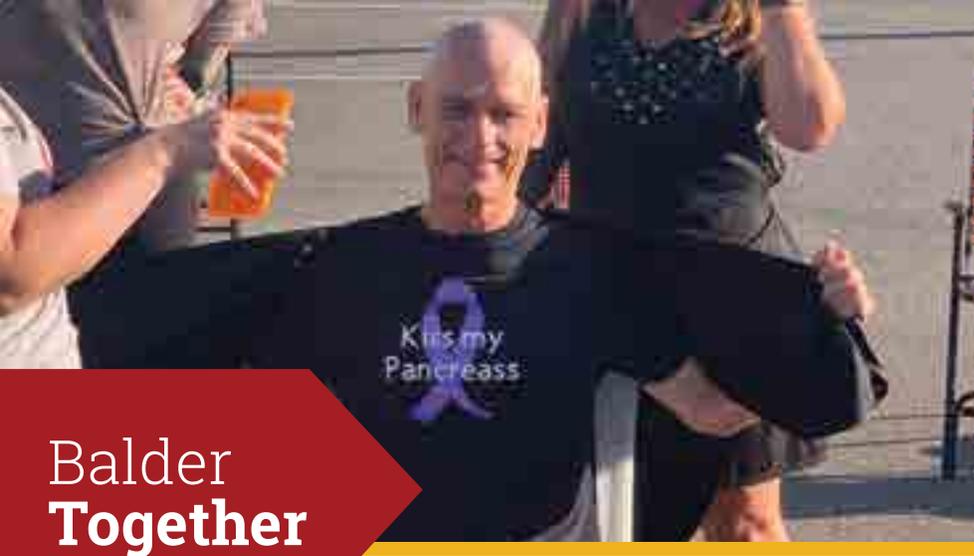


To meet Ivy:
heanokill.org/cats

SHOP HEA!



Online @ heanokill.org/shop
In store @ HEA's Adoption Center & select
Tailwaggers locations



Balder Together

This intro is a personal note from Marcus Reitz - HEA's Director of Branding & Development

When we cleverly launched the "Are You Balder Than a 5th Grader?" fundraiser in 2020, we never imagined what it would inspire. I wore a buzz cut back in 5th grade, so my "sacrifice" of cutting my hair so short was just a slightly goofy way to help raise funds for the animals at HEA.

After I got my new, much shorter hairdo, people immediately started asking me what crazy thing Amanda (my sister and HEA's founder) was going to do to raise money. When I sent her a casual text asking that question, she was adamant that she would not be shaving her head or getting a tattoo, as some had suggested. But, she did let it slip that she might consider dyeing her hair a fun and crazy color!

Just days after my exchange with Amanda, I called to catch up with HEA volunteer and friend, Dean Ekberg. Dean had received a recent diagnosis of pancreatitis. Prior to his diagnosis, he was experiencing severe stomach pain and significant weight loss. The day I called, I knew Dean had a very important appointment which would confirm if a spot on his liver was an indicator of cancer in his body. His update put a huge knot in my stomach. On that day, Dean was diagnosed with stage IV metastatic pancreatic cancer.

While trying to learn more from Dean about his diagnosis, he stopped me mid-sentence and said, "Hey, I saw your new haircut. It got me thinking, if I'm going to lose my hair anyway, let's do something similar with my hair and help some more cats and dogs." If you know Dean, you know this type of thinking exemplifies who he is. To offer perspective, Dean was an EMT for 30 years, and he's been part of 12 different disaster relief missions with the American Red Cross.

I was touched that Dean could take something so personal and so difficult, and still be looking for a way to help others (the animals). Moved by Dean's selflessness, our team set out to fulfill his wish of raising funds for the animals in the face of his great personal adversity.

NO HAIR, DON'T CARE

The campaign name of "No Hair, Don't Care!" came easily.

Never one to shy away from doing things bigger and better, Dean asked us to set a big goal for this campaign. In fact, when we first presented our plans to him, he told us that our goal was too small. Listening to Dean, we raised the bar and set a campaign goal of \$10,000. We established two meaningful campaign goals that energized the campaign's success.



Milestone 1: (\$5,000 - Founder, Amanda Reitz dyes her hair purple)

We remembered Amanda's "commitment" to dyeing her hair a fun color, and her favorite color is purple. Coincidentally, purple denotes pancreatic cancer support.



Milestone 2: (\$10,000 - HEA names a Sanctuary cat room in Dean's honor)

Dean played an extremely important role in renovating the cat's living spaces at the Sanctuary. With all the cats Dean's had in his life, the cats at HEA hold a special place in his heart.



SHAVE DAY

In late July, several friends of HEA gathered to shave their heads in support of Dean's wish.

The brief event was filled with special moments. When the head shaving contestants arrived, they each received a t-shirt - each shirt was personally made by HEA volunteer, Chris Greening. All but one read: **"No one in this family fights alone."** Dean's shirt read slightly differently. The personalized t-shirts really set the tone for the evening.

The first eight heads turned bald in mere minutes. As the buzz of the clippers neared the last two chairs, we reminded our Facebook viewing audience one final time of our campaign goal of \$10,000. Dean occupied one seat, Marcus the other. What happened next was magical. Dean connected with his brother, Michael, via Facetime. Michael joined 'live' from San Francisco, California. With tear-filled eyes everyone in attendance looked on as these brothers said "goodbye" to their full heads of hair - together. This act of brotherly love was powerful beyond words.

Throughout the evening, the campaign total grew. After the clippers were put away and the total was nearing \$7,000, Dean's wife received a call from their daughter, Jessie. She was calling with news of a \$3,500 anonymous gift. Jessie knew just how much joy this gift would bring her dad as he prepared to enter his third round of chemo. As Dean's wife, Debbie, shared this news with Dean, his jaw dropped instantly. The campaign goal had been exceeded!

There was one more surprise in store for Dean - a reunion with his favorite feline from the Sanctuary. Earlier in the day, Bart (the cat) made a special trip to Green Bay. During the many volunteer hours Dean had dedicated to renovating the Sanctuary cat rooms, he had established a strong bond with Bart. As expected, it required the usual amount of effort to get Bart to warm up, but once he did it was a beautiful thing!



MORE PURPLE HAIR

After the brave acts of hair dyeing and head shaving, several volunteers asked how they could sport some purple hair of their own. Touched by everyone's desire to continue supporting Dean, we embraced the opportunity. Thanks to Cara Salon and Elements Salon and Spa, our adoption center parking lot played host to **"Purple Hair, Don't Care!"** On this special August evening a group of HEA family members gathered (safely, of course) to add purple hair extensions to their personal hairstyles.

At the conclusion of another memorable evening, Dean revealed a surprise of his own - and it was for his buddy, Bart. In coordination with our staff at the Sanctuary, Dean requested that Bart make a return trip to Green Bay. And this time Bart would be staying, because Dean was committed to fostering his number one fan!



THE BIG REVEAL

Dean's wish was to raise \$10,000 through "No Hair, Don't Care!" The HEA family responded by raising more than \$12,000 to help the dogs and cats! As promised, we named one of the Sanctuary cat rooms in Dean's honor. When it was finished, we invited Dean's family to visit the Sanctuary to see how the room turned out.

We wanted Dean's help with the final product, so we gave Dean the "job" of hanging the last three signs. You should have heard the excitement in his voice when we asked him to pack his tools for the trip!

The end result was absolutely perfect for a man who means so much to the cats, dogs, and people of HEA. Call it pure coincidence, or perhaps meant to be, but the big reveal of this newly named room happened on World Pancreatic Cancer Day.

Known for his many words of wisdom, we proudly unveiled **'Walls of Wisdom'** to Dean and his family. In total, seven quotes now hang on the interior and exterior walls of this special room - each one of them reflects meaningful words of wisdom that Dean has brought to our lives.

A special thank you to our friends at Redfish Design, Creative Sign, and WBAY-TV2 for your sincere interest and generous contributions to this project.

IN THE MOMENT

When Dean received his diagnosis, he made a very "Dean-like" decision - an unselfish one. He elected to participate in a clinical trial. Dean's treatment focuses on enhancing his immune system so that it recognizes cancer as something his body doesn't want. He is grateful to participate because he knows his participation will definitely help someone else in the future. Plus, if it's successful, it will help him to remain stable in the here and now.

It's hard to believe, but Dean is almost a year into his treatments. His most recent CT scans indicate that he is stable. His cancer does not appear to be growing or spreading at this time.

Aside from his routine treatments, Dean is keeping himself quite active. He attended HEA's annual firewood-cutting event at the Sanctuary last October. We really valued his help with this extremely important task. The wood that was collected kept the dogs and cats warm all winter long.

Dean and his family also took part in a roadway cleanup day, in memory of his daughter, Nicole. And most recently, Dean strapped on his tool belt and made significant contributions to the renovations that are currently happening at our intake and isolation facility. His words were, "You have no idea how good it feels to be doing this again!"

As for Bart, he continues to be a wonderful distraction for Dean and Debbie. Bart values Dean's remote office arrangement because it allows him to be an all-day companion to Dean. Outside of office hours, Bart enjoys watching TV. And he never misses a lap (Dean's). When Bart finds a lap, his visible affection is soon to follow. This is when Bart traditionally nibbles Dean's nose.

The relationship between these two started several years ago when Bart extended a paw to garner attention. Dean accepted the invitation, and here we are several years later. It was almost as if Bart knew Dean would need him at a later date. While our mission is designed to change the lives of cats and dogs, we discovered long ago that the impact of our mission is compounded by the way it changes people's lives. 🐾



Let's
**Turn
the
Page**



15 Years and Counting

THE DATE WAS APRIL 6, 2006, WHEN KEN REITZ, ONE OF HEA'S CO-FOUNDERS, PACKED HIS BAGS (DOGS IN TOW) AND MOVED HIS LIFE TO WHAT IS NOW THE SANCTUARY IN MARION, WISCONSIN.

And, suddenly, we're celebrating 15 years of HEART! There were earlier activities in our history, but this is the date that the Reitz family officially committed to growing HEA beyond the capacity of a two-stall garage. With literally thousands of photos to choose from, this small collection acknowledges our reason, our roots, and our future potential to change more lives. As evidenced by these photos, it takes a community of believers (lots and lots of them) to make this important work possible. Thank you for making the first 15 years a huge success for the dogs and cats. We hope you enjoy this brief trip down memory lane!



Lester's workshop cat, Odin, called the Sanctuary "home" long before HEA's founding. After a 2012 fire in the workshop, Odin became a house cat. In 2019, he reunited with Lester.

May 1, 2010 - Late village president (Ashwaubenon, WI), Mike Aubinger, holds the door for guests at HEA's adoption center "leash-cutting" event. This is one of those moments in our history that feels like it happened yesterday, but it's already been 11 years since that important day.



This is an early photo after Ken and the dogs arrived at the Sanctuary. Since 2006, the barn has been "home" to countless dogs and cats. It looks different today, but its history dates back to 1926.



The Sanctuary's overnight guest experience started in partnership with Northeast Wisconsin Technical College. The first public guests stayed overnight in 2019.

Walter was HEA's first rescue. Amanda found Walter in the woods of Northern Wisconsin during a family vacation.



Lester and his granddaughter, Amanda. Until Lester's passing in 2013 (93), the Sanctuary's 40-acre location was his homestead.



The most memorable quote in HEA's history - "I looked her straight in the eye and said, 'Forget about it. It's never going to happen.'" - Ken Reitz, co-founder



In 2016, we opened our current Green Bay, WI adoption center. The building itself was an extremely generous lead gift from the Giesler family. Grand opening quote by founder, Amanda Reitz, "This building is not just a place that houses animals. It is a home - a place to live as family and come together. The animals and organization believe you are that family. Our adopters, our donors, our volunteers, our friends, our community; we are family, and this is home!"

This is the inside of the barn in 2006. After thousands of hours of volunteer effort, the inside of the barn has transformed dramatically!



Volunteers have put the HEART in HEA since day one. This group shot was from our "Invest in Life. Experience Love." campaign in 2015.



Thousands of youth have influenced HEA's mission. This photo is of the HEA Kids Pack at the WPS Volunteer Awards (2019).



A day in the life of the dogs at the Sanctuary - it appears they had a 'field' day!

Hour of Love is Back Again!

GOT 60 MINUTES TO SHARE?

On July 23-24, Hour of Love returns! For the 3rd straight year individuals, groups, businesses, and families can volunteer to change lives in as little as 60 minutes!

By participating in this thunderous-purring, tail-wagging, 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 kennel, 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 offer will make it easy for participants to ask their friends, families, and co-workers to consider a gift to help the cats and dogs. There will also be a full lineup of interactive challenges that will inspire engagement and result in victory for our animal companions. **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 23-24! For more details: houroflove.org



Seeking Challenge-Match Donors

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

Thanks to some very generous friends in Southern Wisconsin, we've already received a \$20,000 challenge-match commitment to better the lives of companion animals!



BEGIN YOUR
COMMUNITY
LEGACY TODAY
@ FREEWILL.COM/HEA

As you're taking care of some spring cleaning, take 20 minutes to do a little spring planning for the people and causes you love! Using this free online tool, creating your will and beginning your legacy with HEA has never been easier.



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 are what will provide the biggest benefit to the animals. Our list changes periodically. With more than 700 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