

# The Lonely Voice

Issue 18, June 2009



## In this issue of the Lonely Voice...

- \* The Lonely Miaow book fair!
- \* CATS at the Civic!
- \* New Zealand's Next Top Cat Model!
- \* Songs for Furry People!
- \* Quilt raffle!

## Cat Coalition

On Saturday 28 February this year, the Cat Coalition was formed at a packed meeting held at the SPCA Education Centre. The purpose of this coalition is to encourage all those working on the stray cat problem to work together and share information.

After a welcome by Bob Keridge, and introductions, debate centred on the plight of stray cats and cat colonies. Various informal groups are caring for about sixty colonies of cats in the Auckland region, with one lady caring for a further forty three colonies. These groups are likely to be obliged to care for the cats in these colonies for fifteen years.

Lonely Miaow rescues cats from over one hundred colonies every year, or one thousand five hundred colonies over a fifteen

year period (roughly the lifetime of a cat). This illustrates that our policy of TAR (Trap, Assess, Retain) is many times more effective than the policy of TNR (Trap, Neuter, Return), enabling us to rescue many more cats from a lifetime of fear and starvation for the same amount of effort and cost. We do not return cats to a colony situation.

Nevertheless, we are delighted at this opportunity to work alongside all those who care for the strays.

The Cat Coalition is an affiliate body of the Auckland SPCA.

Peter Dormon, Treasurer



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**Did you know... a cat's heart beats twice as fast as a human heart, at 110 to 140 beats per minute!**



# Lonely Miaow Book Fair!

This is another Lonely Miaow fundraiser - all proceeds will go towards resources like food, litter, medicine and vet treatment for our rescue cats and kittens. Please come along and buy some books - every single purchase helps save a life.

We've had an awesome response to our pleas for donations and volunteers so thank you very much to everyone who has contacted us. If you have books you would like to donate, there's still some time left!

Likewise, if you would like to help sort books on June 20th (starting at 10am), set

up the hall on June 26th (5pm to 9pm) or help out at the book fair (we have split the day into two shifts - 8am until 12:30pm and 12:30pm until 5pm) please don't hesitate to contact me (book-fair@lonelymiaow.co.nz).

Additionally, we will be tidying up the hall between 4pm and 5pm (we need to be out of the hall by 5pm!) so if you would like to come down just before 4pm to buy some books, then stay for a little bit to help clean up that would also be fantastic.

Hope to see you all there!  
Miranda

**BOOK FAIR  
QUICK FACTS**

**WHEN**  
**Saturday 27th June,  
8am to 4pm**

**WHERE**  
**Mount Eden Girl Guide  
Hall, 132 Grange Road**

**WHAT**  
**Thousands of books  
and magazines for \$1  
each or less!**



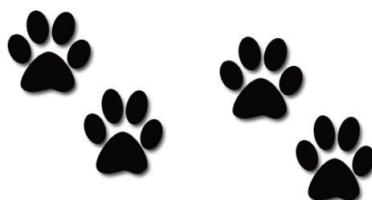
**TICKETS ON  
SALE NOW!**

## "CATS" AT THE CIVIC

Andrew Lloyd Webber's world famous musical is now running at the Civic in Auckland until June 27th.

Lonely Miaow is proud to be in partnership with Amici Productions and our banners and brochures will be on display at the Civic throughout the entire season.

Our sincere thanks to Amici and The Edge for this wonderful opportunity to advertise the suffering of the strays in Auckland and the efforts of Lonely Miaow to alleviate that suffering. Our thanks, too, to Grant of O3 Creative for the design of the banners.



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## Happy as Larry presents... **NEW ZEALAND'S NEXT TOP CAT MODEL!**

Has your cat got what it takes to be New Zealand's Next Top Cat Model? Why not register your cat and find out?

As the organisers say, "this competition is open to show cats, regular cats, fat cats, skinny cats, young cats, old cats and all cats that are adored by their owners!

We won't accept entries of cats being exploited in any way. Please don't enter pictures of your cat dressed

up, done up, or set up!

Entry into the competition requires a minimum \$10 donation via [www.givealittle.co.nz/campaign/NZtopcat](http://www.givealittle.co.nz/campaign/NZtopcat) which is divided equally and automatically between the SPCA and The Lonely Miaow.

Our own Sarah Lee is one of the judges!

To see the current entries and to enter your cat, visit the website at [www.topcatmodel.co.nz](http://www.topcatmodel.co.nz)

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### Each New Zealand's Next Top Cat Model finalist receives...

- A 3.6kg bag of IAMS Chicken worth \$53.90
- An assortment of Rachel Hale products
- Free vet check at Carevets
- Pet-n-Sur Cat prize packs to the value of \$50.00
- A cat modelling contract with Mark Vette's 'Animals on Q' talent agency
- The current issue of Petmag

### The GRAND WINNER receives...

- One free basic surgery plan from Pet-n-Sur. This offers surgical cover only up to the value of \$1500.00 per annum
- A day on set with Mark Vette and his team - wrangling animals on set for a TVC or film
- Loads of goodies from Mitre 10: a very large luxurious cat bed with pillow from Ferplast; a large silver cat food bowl with wide rim; a cool, bouncy Cyberjack rope and rubber toy; a Masterpet 'massage, groom, polish' double brush (for large cats)
- A MIAOW t-shirt from Kowtow
- A free trip for two to the Poor Knights - snorkelling, kayaking - worth \$280 including all equipment and lunch thanks to Dive! Tutukaka
- One night's accommodation at Hotel SO in Christchurch, including a pair of Hotel SO Huffer designed PJ's!
- An annual subscription to Petmag
- A swimsuit from Emmaford
- A \$150 gift basket of goodies from Roses are Red
- One pair of Pukeko's Nest cufflinks
- A wee pack of CDs and DVDs from ZMonline!
- New Zealand's Top Cat Model will be put on the talent books at Animals on Q, and offered a free on set consult worth \$150
- Aquahaven will donate \$50 worth of chilled salmon fillets
- 'Herbert: The Brave Sea Dog' donated by Craig Potton Publishing
- A 'You look like you need a drink' t-shirt from the Craftee Cod



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# **Songs for Furry People**

## **A fundraising concert for the Lonely Miaow Association**

WHEN: Sunday 18th October, 2:30pm  
WHERE: Alberton, 100 Mt Albert Road  
PERFORMERS: Margo Knightbridge (mezzo-soprano)  
and Iain Tetley (tenor) with Warwick  
Gibbs at the piano  
TICKETS: \$20 (bookings essential - only 50 chairs)  
INFORMATION: Phone 846 6982



**A concert of vocal variety with music from Bach to Broadway!**

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## A SINGLE IMAGE CAN CHANGE THE WORLD!



**GET CREATIVE  
FOR YOUR  
CAUSE TO WIN  
\$25,000!**

On 28th May 2009, Canon launched Creative for a Cause - a national awareness campaign encouraging New Zealanders to get creative for the causes they are passionate about. We would like to invite you and your organisation to get involved.

Canon is encouraging New Zealanders to submit inspirational images that depict the causes they are most passionate about.

Twenty four images as selected by popular vote and editor's picks will be reviewed by a judging panel who will then select the top five finalists.

From the top five images, one

entry will be chosen based on popularity and photographic merit. Canon will donate \$25,000 to this entrant's nominated recipient.

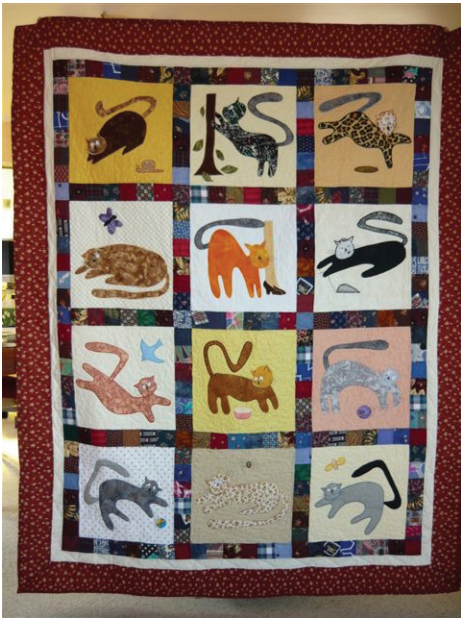
In addition to the \$25,000 donation, Canon will reward the winning entry and four other finalists with a Canon prize pack. People can also vote for their favourite images at [www.canon.co.nz/creativeforacause](http://www.canon.co.nz/creativeforacause).

So please get your cameras out and start snapping inspirational photos!

Entries close July 10th, 2009.



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# Lonely Miaow Quilt Raffle

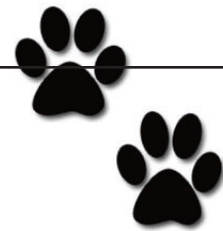
Patricia Dilley has very kindly made and donated a beautiful quilt entitled "Preposterous Pussies" featuring cats doing all the things cats do (quilted by Jo Hollings).

The photo doesn't do the quilt justice - it would look stunning on your bed and will help keep you (and your cats) warm on cold winter nights. It even comes with a specially made (and similarly cat covered) bag.

Tickets cost \$10 each, or buy two for \$15. Only 160 tickets will be sold for this fabulous quilt - once all the tickets are sold we will draw out a winner.

For details on how to purchase a ticket, please email [fundraise@lonelymiaow.co.nz](mailto:fundraise@lonelymiaow.co.nz).

To view the quilt (and buy tickets) please come along to the book fair on June 27th.



## VOLUNTEER PROJECTS AVAILABLE!

We have a number of projects in the pipeline but we could really use some help on them. They're almost all projects which can be worked on at home, whenever you have a bit of free time (as long as you have access to a computer at some point). Here are a few projects...

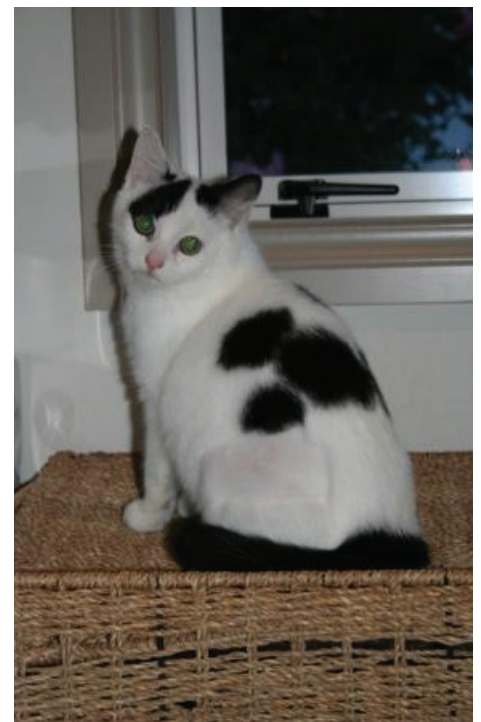
1. We would really like to create an area on our website specifically for school aged visitors and supporters. We would like it to contain basic cat care information, ideas on how to get involved with Lonely Miaow, examples of kids' achievements, competitions etc. If you would be interested in putting together the content or contacting companies about donating prizes, please get in touch! Email [fundraise@lonelymiaow.co.nz](mailto:fundraise@lonelymiaow.co.nz).

2. We would really like to find a

cat-friendly printing company who would be willing to print some flyers for us each month. If you would be willing to contact local printing companies for us, please email [fundraise@lonelymiaow.co.nz](mailto:fundraise@lonelymiaow.co.nz).

3. Are you a budding journalist? You might be the person we need. We're looking for people to write cat-related articles and stories for our newsletters. If you're interested, please email us - [newlsetter@lonelymiaow.co.nz](mailto:newlsetter@lonelymiaow.co.nz).

4. We have just had some new donation boxes printed and we need volunteers to distribute them to local vets, pet shops and cat-friendly businesses. This will involve visiting the stores to see if they're happy to receive a box, and emptying the boxes regularly. Email [fundraise@lonelymiaow.co.nz](mailto:fundraise@lonelymiaow.co.nz) if you are interested.



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# A Big Thanks to our Granting Bodies

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It all takes money.

If we have money in the bank our work continues; if we don't, it stops. It is as simple as that. It is thus with great gratitude that we thank the various trusts and other organisations who have supported us this past year.

They are: Pub Charity, Waitakere Licensing Trust, Trillian Trust, Perry Foundation, Trusts Charitable Foundation, Mayor John Banks and the Auckland City Council, and the Crawshaw Milligan Animal Trust.

Our thanks too to the ASB Community Trust for their great support in past years, and we

look forward to their further support when funds permit.

This year WSPA, World Society for the Protection of Animals, have been particularly generous in supporting two projects.

Two Lonely Miaowers, Miranda and Peter, have attended fundraising courses run by Foresee Communications and the University of Auckland Short Courses, both of which were enjoyable and beneficial.

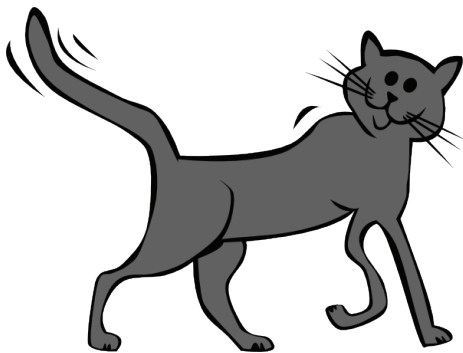
The other was the funding of Stage One of our Intranet development to enable us to record all aspects of our work and produce comprehensive-management reports for our

selves and our stakeholders.

Stage Two of this work has been funded by Pub Charity to whom we again give our grateful thanks.

The actual development work has been undertaken by Simon Morris of Syntax Software. A superb effort which will greatly enhance the quality of our processes and reports.

Deborah from Switched On Marketing invited Lonely Miaow to a well attended fundraising tea at Stamford Plaza in September. Our sincere thanks for this grand event, which raised several thousand dollars for Lonely Miaow.



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**Do you have bits and pieces taking up space that are too good to throw away?**

**CHECK OUT [www.donatenz.com](http://www.donatenz.com)!**

DonateNZ.com is a New Zealand website designed to connect unwanted items with schools and charities that could use them.

Schools and charities list their wish lists (these can include time or

goods) and you can fulfil those wishes.

Individuals can list their items which are no longer wanted but too good to throw away - you never know what a charity or school could use.

Lonely Miaow has received books and volunteers through this site, so please support them if you can.

[www.lonelymiaow.co.nz](http://www.lonelymiaow.co.nz)



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