



# Popper Update

## KV-POP Spay/Neuter Campaign: March 2015

Kirksville – Protect Our Pets (KV-POP) is a non-profit organization dedicated to community outreach for the benefit of the area's pet dogs and cats. We are not a rescue or a shelter; instead, we provide spay/neuter assistance, pet identification tags, humane education, and other resources to help people care for their pets. We also encourage people to adopt their next pet. Our ultimate goal is to reduce the number of homeless animals at local shelters and rescues.

DATE: Tuesday, February 24th

TIME: 4:00-5:45PM

PLACE: Adair County Public Library, 1 Library Lane, Kirksville

Notes:

- Coupons will be given away on a first-come, first-served basis (supplies are limited)
- Limit of two per household except in extraordinary circumstances
- Must be redeemed by March 31, 2015
- We are asking local veterinarians to reduce their rates for spay/neuter during the month of March as an additional incentive. Many people postpone this procedure because they think they can't afford it; veterinary clinics can help people plan for this expense by offering low, flat rates with all essential costs included. We maintain a list of clinics with discounted rates on our web page ([www.kv-pop.org](http://www.kv-pop.org)).

KV-POP hopes that the combination of discounted rates plus \$20 coupons will help many in our community spay/neuter their pets in March 2015!

Our Spay/Neuter campaign was a big success last March. We were able to help fix 172 pets (97 dogs and 75 cats). Just imagine how many unwanted animals were prevented!



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### Did You Know?

*Did you know that 347 dogs and cats have been fixed with the KV-POP vouchers, coupons, and March discounts since our inception? This has been at a cost of \$10,486.50.*

*We love our generous supporters!*

Kittens can become pregnant as young as 14 weeks old and it doesn't matter if it is with littermates or even the kitten's own parents. Don't make the mistake of thinking that kitty siblings won't mate or that the kitty is too little or young. If you were to let one female cat mate whenever she came into heat, you could expect approximately 50-150 kittens in her lifetime. Remember, a mother cat could become fertile and ready for another pregnancy in as little as 2 weeks after she has kittens.

Interesting bonus fact: a female can mate with multiple males for one pregnancy. That means that littermates may have multiple fathers!

A female dog will experience her first heat around 9 months old, it happens twice a year, and they're fertile for 3 weeks. That's three weeks of her sending out unmistakable and irresistible signals (scent) to male dogs several miles away. Intact (un-neutered) male dogs will do anything to escape and get to the female.

You may think your dog is safely in your yard but the call of the female is irresistible to him. Any little chance he gets, he will be ready to bolt out the door or jump the fence.

If you think you could keep your male or female pets from "hooking up"... think again. That is why there are millions of unwanted dogs and cats euthanized each year in this country. Be smart, be safe – get them fixed!

### KV-POP In the News

Monday, February 16 at 9am listen for us on KIRX *Area Scene*.

Tuesday, February 17 watch for us on Good Morning Heartland on KTVO.



## What Our Clients Are Saying

*"I'm glad a friend told me about KV-POP. It's hard being a single mother of 3 and a puppy. They made it possible to have our puppy fixed. I can't thank you enough!"*

*"An organization with a clearly stated goal that they achieve piece by piece every day. The amount of good done by KV-POP is unmeasurable."*

*"I think what KV-POP is doing is wonderful and I support you 100%. ... I appreciate all the assistance KV-POP has given me and my family in the past in having 2 of my pets spayed and neutered."*

*"I want to thank this organization for assisting me in getting my cat, Sandy, neutered. He is truly a better, calmer beloved pet since the surgery. I don't have a camera but as soon as I can I will send you a picture. If I ever have money left I will gratefully send some to assist in helping another cat or dog. When two kittens came into my home in a cardboard box June of 2013 I was their last stop before the county pound. They were/are so much more to me than pets, they are my 2 best friends and sleep on my bed every night. Thank you again."*

THANK YOU to our members! THANK YOU to Kirksville Small Animal Hospital for working with us all year around! THANK YOU to the area veterinarians who are supporting KV-POP during the March spay/neuter campaign!



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### Drivers Needed

There are times when our clients can't take advantage of our help simply because they don't have transportation to the vet's office. If you think you could help by providing a ride for them, please let us know. We would love to have a list of volunteers willing to help their neighbors in need with a ride.

### Can We Work Together?

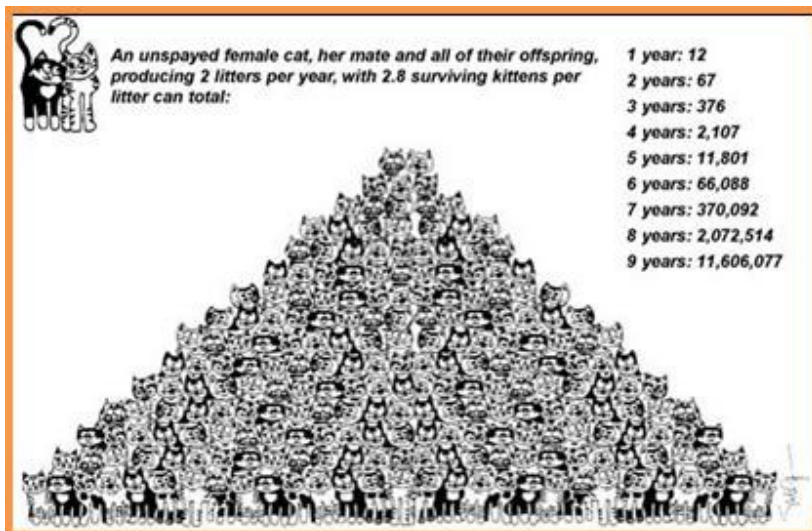
How great would it be if leaders and organizations in the Kirksville area collaborated to reduce shelter euthanasia to zero?

Target Zero Institute (a non-profit organization that helps communities save more animals) provides guidance to get us there. First we need to commit to this goal. Let the city, the county, and the board members of the Adair County Humane Society know that you want to see us work together to protect area dogs and cats! Write some letters! Let's get to zero!

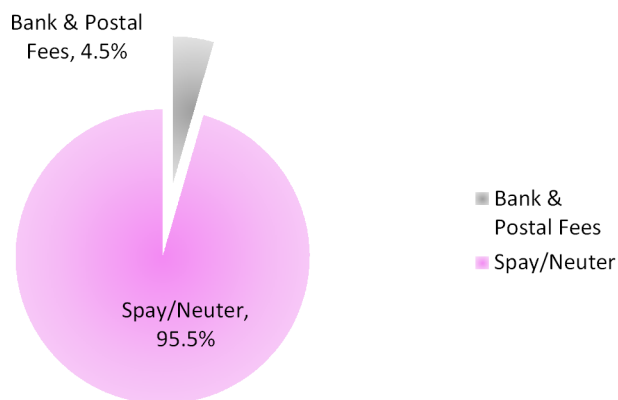
According to Target Zero, targeted spay/neuter is the second most important priority (after shelter and public policy) for improving a community's save rate. They note that "at least five (5) surgeries subsidized for low income pet owners for every one thousand (1,000) people in the area in question will decrease shelter intake" and thus shelter euthanasia.

KV-POP has helped fixed about 350 pets thus far. That works out to 14 pets per thousand people in the county. That's almost THREE times the minimum number required for results! Thanks to your support, we are decreasing intake and thus euthanasia in northeast Missouri.

Read more about Target Zero Institute at <http://www.target-zero.org/>



## KV-POP Fund Allocation



### Donate with confidence.

We spend 95.5% of our funds on spay/neuter outreach in and around Kirksville, Missouri. Our sole source of funding is membership dues and donations.

Don't forget: KV-POP is a 501(c)(3) organization; donations are tax deductible.

## Our Mission

The mission of Kirksville – Protect Our Pets (KV-POP) is to control pet overpopulation in Kirksville, Missouri, and in the rural area within 30 miles of its city center (or outside of the 30 mile radius if a compelling need is determined by the Board of Directors); to reduce the number of dogs and cats who are neglected, surrendered, or abandoned within this area.

### Board Members:

Bridget Thomas, President  
Sherri Palmer, Vice-President  
Felix Adler, Treasurer  
Katherine Adler, Secretary  
Claire Peckosh

## Kirksville - Protect our Pets

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