WINN FELINE FOUNDATION'S

#CURES4CATS

2019 CAMPAIGN KIT

In partnership with SunTech Medical
ABOUT WINN FELINE FOUNDATION

In 1968, the Cat Fanciers’ Association (CFA) created what would soon become Winn Feline Foundation, establishing a source of funding for medical studies to improve cat health and welfare. A 501(c)(3) non-profit charitable organization, the New Jersey-based foundation was named in honor of CFA’s longtime attorney and advisor, Robert H. Winn. CFA continues to actively support the Foundation and remains dedicated to Winn’s original vision — to promote the health and welfare of all cats by developing or participating in projects for their betterment, including the funding of research and education.

To date, Winn has funded over $6.8 million in health research for cats at more than 30 partner institutions worldwide. Our work is only made possible with the support of dedicated donors. Just as Winn has grown, so has feline medicine. Cats are no longer viewed as small dogs; they are now a major veterinary specialty. Today, cat owners expect and receive state-of-the-art medical care. They assume their cats will benefit from similar technological advances made in human medicine — and with increasing frequency, they do. Winn’s commitment to feline health research and education has played a significant role in these achievements and will continue to do so in the years ahead.

MISSION, VISION & VALUES

MISSION: Winn Feline Foundation advances feline health by supporting research and education.

VISION: Every cat, every day benefits from Winn-funded research

VALUES:
- Humane Practices
- Quality Science
- Transparency
- Fostering Bonds
- Innovation
- Stewardship

CURES4CATS: OCTOBER 19 - DECEMBER 31, 2019
CURES4CATS CAMPAIGN

ABOUT

Winn Feline Foundation kicked off the inaugural Cures4Cats Campaign October 21st, 2017. This annual day of awareness is dedicated to highlighting Winn-funded research, the critical need for evidence-based medicine, early-stage biomedical research, and health answers involving cats.

Each year since its inception, Cures4Cats focuses on a specific area to raise funds for feline health research, but also to bring awareness of signs and symptoms of each disease or condition for owners as well as bringing the veterinary community together for these efforts.

Last year the Cures4Cats focus was chronic kidney disease (CKD) and Winn was able to reach the goal of raising $50,000 and then matched the funds for a total of $100,000 to go towards CKD research. With last year being only the second year, Winn was thrilled with the success.

2019 FOCUS

The 2019 Cures4Cats campaign focus will be an extension of last year’s campaign focus, chronic kidney disease (CKD). This year we will keep with the CKD focus, but with an emphasis in the area of feline hypertension.

Feline Hypertension is quite common in cats and can be seriously detrimental to a cat’s health. It is the culprit for a variety of conditions relating to the kidneys, eyes, heart and could be indicative of other potentially fatal underlying systemic conditions. However, with timely detection due to regular monitoring and screening, most treatment plans are successful in managing hypertension.

Winn Feline Foundation wants to increase awareness of the importance of routine monitoring and management of feline hypertension. Raising funds for further research will enable an even more hopeful future for all cats.

CURES4CATS: OCTOBER 19 - DECEMBER 31, 2019
The 2019 Cures4Cats Campaign will kick off on Saturday, October 19th, 2019 and run through Tuesday, December 31st, 2019.

Our goal within this campaign is to ultimately raise money for feline kidney disease in which Winn Feline Foundation will match dollar for dollar up to $50,000.

During the campaign we will be doing our best to spread the word about feline hypertension by educating, building awareness, engaging, and encouraging the veterinary profession and all cat lovers to help us in our efforts however they can.

We have partnered with SunTech Medical to help us in our efforts this year. They understand the importance of understanding feline hypertension, so will be helping to get the word out. They are generously offering $150 off the retail price of any SunTech veterinary blood pressure monitor to any practice or individual donating to this campaign. They will also be donating a Vet25 Veterinary Blood Pressure Monitor for companion animals to be given to the hospital or organization that raises the most money in donations for Cures4Cats. The winner will be announced the first week of January 2020.

Using your social media platforms will also be key to spreading the word by engaging the veterinary profession and all cat lovers. By using the hashtag #cures4cats, an additional way of WINning will come into play. The top 2 veterinary hospitals/organizations posting educational an/or team photos/videos of what you are and have been doing for Cures4Cats during the campaign will get Cures4Cats swag for all team members. We will also be offering this to the top 5 individuals in these efforts.
IDEAS FOR ENGAGEMENT

1. CLIENT EDUCATION
2. FELINE CARE KITS & CLASSES
3. NEWSLETTERS & BLOGS
4. PROCLAMATIONS
5. PUBLIC SERVICE ANNOUNCEMENTS
6. SOCIAL MEDIA
7. STUDENT PRESENTATIONS
8. TEAM EDUCATION
9. COMMUNITY ENGAGEMENT
10. FUNDRAISING

There are many pieces to a successful campaign. Planning is one of them. If you are just starting and this is the first time doing something like this, it is best to take a look at the suggestions within this kit. See what may stick out to you and then schedule a meeting with your team or other members within your organization to see where the most enthusiasm resonates. Remember to focus on just one or two items depending on the number of people you have helping in these efforts.

Engage as many as you can. You will find that most people learn and engage in different ways, so using multiple means of communicating will give you the most success.

We want you to succeed, because succeeding provides more awareness surrounding chronic kidney disease and feline hypertension as well as more funding for feline health research in this particular area. We have provided some ideas, examples, insights, resources, and "ready to go" material for you within the next few pages and also listed on our website for you to use. If we can help in anyway, please let us know and keep checking back on the website as we will try to add additional material for your use throughout the Cures4Cats Campaign.