



Community Animal Rescue Effort

Matching Pets With People Since 1987

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CONTACT

Community Animal Rescue Effort (C.A.R.E.™)

Janice Cha

C.A.R.E. Publicity Director

janice@carenorthshore.org

C.A.R.E. INTRODUCES THE 'PRECIOUS PAYS IT FORWARD' PROJECT

Community Animal Rescue Effort debuts a new way to help pets find forever homes through a 'pay-it-forward' fundraising program that covers adoption fees.

August 7, 2017 / SKOKIE, IL – The seed for C.A.R.E.'s recently debuted "Precious Pays It Forward" project was planted back in 1992 when a C.A.R.E. adopter named Andrew adopted an orange tabby named Zucchini. The cat was Andrew's best friend for 19 years. When Zucchini was in his later years, Andrew made a donation to C.A.R.E. in honor of his companion to subsidize the adoptions of 10 difficult-to-place C.A.R.E. cats.

Fast-forward to 2016. A woman who had adopted one of the Zucchini Fund cats decided to also "pay it forward" by covering the adoption fee for a cat named Precious. And thus, the "Precious Pays it Forward" project began to sprout.

If there is a C.A.R.E. dog or cat a supporter loves but cannot adopt for whatever reason, the Precious Project, powered by online donation site GiveGab, allows them to make a tax-deductible donation toward that animal's adoption fee.

"There are a lot of animals who get overlooked because of their size, age, or they are just not 'right' for a potential adopter's home," says Diane Moe, C.A.R.E. cat adoption counselor and the lead driver behind making the program a reality. "I see the Precious Project as a 'feel good' for people who cannot adopt a given cat or dog, but they've still 'clicked' with that animal and want to help it."

Animals selected for the Precious Project are those who have been with C.A.R.E. for a longer-than-usual time. It could be their age, size or personality quirks that have made finding the perfect match more of a challenge. C.A.R.E.'s first Precious Project beneficiary is a tabby cat nicknamed Queen Agatha for her sometimes imperious ways.

Precious Project supporters can help an animal take an important step toward finding his or her forever family by helping offset its adoption fee. "And by bringing attention to our animals in a different way," Moe adds, "we hope this campaign will catch the right person's attention—and heart."

How to Sponsor: Supporters can make a one-time contribution on behalf of a specific C.A.R.E. cat or dog through C.A.R.E.'s GiveGab site. Here's the link: gvqb.co/CAREnorthshore.

About C.A.R.E.

C.A.R.E. is a volunteer-operated, not-for-profit 501(c)(3) animal rescue organization founded in 1987 in Evanston, Ill. C.A.R.E. rehomes companion pets into safe, healthy, lifelong homes; serves as an educational and counseling resource; and works to reduce pet overpopulation. Today C.A.R.E. has expanded its mission to serve the communities of the North Shore by fostering and supporting healthy, positive relationships between people and companion animals. C.A.R.E. plans to open an animal rescue facility in Skokie near the end of this year. CAREnorthshore.org

PHOTOS attached: C.A.R.E. Cat Queen Agatha serves as the first beneficiary of the Precious Pays It Forward project.

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