

Deborah Cribbs

Board of Trustees Chair for the Joanie Bernard Foundation and Give Them Ten Movement



Interview and Media Experience

Give Them TEN Movement Launches Mild Kingdom, Fox19 Morning News

Campaign Launches to Spay/Neuter Local Stray Cats, WVXU-FM

Introducing Scooter's Foster Roster, Fox19 Morning News

"The Great Debate", a new ad from The Give Them Ten Movement, Fox19 Morning News

Preventing Cat Overpopulation with Fun Commercials, Living Dayton

The Great Debate, Good Day Dayton

For more news and information visit www.givethemten.org/in-the-news

Scooter the Neutered Cat took Greater Cincinnati and the nation by storm in 2013 with an edgy, irreverent, and hilarious campaign that encouraged spay/neuter and feline education to achieve a no-kill community. Nearly nine years later, Scooter the Neutered Cat's initiatives have unequivocally been a success. The shelter live-release rate (percentage of cats that enter shelters and are released/adopted) was merely 37% for cats in Cincinnati when Scooter debuted. Today, that rate is more than 96%. The Queen City is now considered a no-kill community and a paragon for other cities to emulate.

These tremendous results are thanks to several factors, people and organizations, including the leadership of Deborah Cribbs, chair of the Board of Trustees for the Joanie Bernard Foundation and the Give Them Ten Movement — the parent organizations of Scooter the Neutered Cat. Today, Cribbs considers herself "Scooter's mother" and has committed herself to improving the (nine) lives of cats.

Cribbs' personal experience has deepened her connection to the work of the movement she leads. She has a colony of community cats in her backyard and is an admitted "failed" foster parent who fell in love with her foster and ended up adopting. She has overseen every Scooter campaign and encouraged her creative team to keep pushing the boundaries to spread awareness for spay/neuter, community cat education, and adoption and fostering efforts — all supporting the mission toward a no-kill community.

When Cribbs — whose career is in the banking industry — and the board were originally bequeathed the money to form the Joanie Bernard Foundation, their only charge was to improve the lives of cats. Due in part to Cribbs' vision, they have accomplished that and so much more.

In addition to playing an important role in dramatically raising the live-release rate to unprecedented heights in the region, she has guided the Give Them Ten Movement to provide support and forge partnerships with shelters, adoption/foster organizations and spay/neuter clinics in Greater Cincinnati and Greater Dayton, Ohio.

The Give Them Ten Movement has been featured in the 2021 Animal Pets Alive! conference, HSUS 2022 Animal Care Expo and the 2021 Online Cat Conference to share how the Give Them Ten messaging has indeed improved feline welfare in Greater Cincinnati and Greater Dayton.

Cribbs believes there is still plenty of work to be done. The Give Them Ten Movement continues to fund creative public service campaigns spearheaded by Scooter the Neutered Cat, including the "Mild Kingdom" initiative for community cat awareness and "Scooter's Foster Roster" to encourage fostering, as well as past campaigns like "Cat Math" and "Talk to Your Cat About Sex" that have sparked viral interest across the country for their fun, cheeky takes on life-saving resources for cats.

Most recently, the Give Them Ten Movement launched "The Great Debate," a campaign that furthers the conversation that whether people love cats or hate them, there's one thing both sides can agree on: Cats should be spayed or neutered.

The Give Them Ten Movement is expanding its reach by offering resources to organizations in other markets, including a new partnership with Pet Savers, a low-cost animal clinic in Spokane, Washington. The partnership introduced Scooter the Neutered Cat to the Spokane community in September 2022.

A devout animal lover, Cribbs is a vegetarian and enjoys trying new foods and an occasional glass of red wine. She also loves books, Star Trek and international travel, which sparks new opportunities to learn and appreciate cultural differences. She lives in Cincinnati with her husband and pets. Cribbs and Scooter have no plans to slow down. They will continue educating the public until there is a 100% no-kill nation for cats.