

Deborah Cribbs

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



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 eight 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 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 to make Cincinnati a no-kill cat 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 having played a role in dramatically raising the live-release rate to unprecedented heights in the region, she has guided the Ten Movement to provide support and forge partnerships with Greater Cincinnati shelters, adoption and foster organizations and spay and neuter clinics.

Cribbs believes there is still plenty of work to be done. The Ten Movement continues to fund creative public service campaigns spearheaded by Scooter the Neutered Cat, including the recent “Mild Kingdom” initiative for community cat awareness and past promotions 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.

A devout animal lover, Cribbs is a vegetarian who 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.

For more information, email media@neutered scooter.org.

Interview and Media Experience

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

National Shelter Appreciation Week
WCPO Cincy Lifestyle