



MOVEMENT:

Give Them Ten

The Give Them Ten™ Movement is on a mission to create a better world for cats. While it's said cats have nine lives, we believe we can give them one more with spay/neuter. Our movement was founded in 2013 to promote feline welfare and community education, as well as to fund local organizations that share our values.

Contact: info@givethemten.org
 Website: givethemten.org
 Established: 2013
 Location: Greater Cincinnati
 Spokesperson: Deborah Cribbs

SUPPORTED BY:

The Joanie Bernard Foundation

Give Them Ten is funded by The Joanie Bernard Foundation and partners with animal shelters and clinics in Cincinnati, Dayton, Southeast Indiana and Northern Kentucky areas.

Made possible by a bequest from the Bernard family, The Joanie Bernard Foundation was created to memorialize the passion and work of Joanie and Jeanne Bernard, a mother and daughter who dedicated their lives to feline welfare.

OUR MASCOT:

Scooter the Neutered Cat

Scooter is the handsome and suave mascot for our movement. Following his rise to fame in 2013, Scooter has remained an essential and memorable part of all our spay/neuter efforts. For the original Scooter TV spot, please visit our YouTube channel.

FACTS:

Other current and past spay/neuter campaigns include:

- The Great Debate
- Mild Kingdom
- Cat Math
- Talk to Your Cat About Sex
- Marmalade

The most crucial measure of our success is the live-release rate (LRR), the percentage of cats that are released or adopted (not euthanized) from area shelters. In 2013, the LRR in Cincinnati was a dismal 37%. The current measure hovers around 95% (2024).

In 2022, we launched our licensee program. This allows feline welfare organizations across the nation to use our campaign work in their communities to increase spay and neuter and promote the more humane treatment of cats.

