

You've Been a Really Good Buddy to Buddy the Dog

Buddy may seem like a rough and rugged guy on the outside. To some degree, that's true. He's already weathered so many storms in his 5 years of life. And, as we'd come to find out, his road to a loving home wasn't easy.

But underneath that "ruff" exterior was a gentle, loving soul, begging for affection. All he wanted was to be loved.

He came to the **SPCA Cincinnati** as a lonely stray, and he needed immediate medical attention. Upon evaluation, we were heartbroken to find that Buddy had cancer. We acted quickly to remove three tumors and, we hoped, save his life.

Buddy was scared at first. He didn't nudge for pets right away, and he wasn't ready to give kisses yet. He had to protect himself and his heart. We understood. It had probably been broken many times before.

But as the days passed, Buddy made the brave decision to lean into trust.

Over the next two years, Buddy became one of our organization's most meaningful commitments. He was placed in foster care, sent on Paw Pass Adventures, afforded the spotlight room in our lobby, and even adopted twice. The reality, however, is that in the business of matchmaking, it takes time and the right



Buddy came to us sad, scared, and sick with cancer. He urgently needed help.

environment to transition pets into a loving home successfully.

But Buddy is strong. He can still be choosy about his friends at times. And he needed a loving, strong leader to help him feel secure. Thankfully, Buddy received just that in his new, adoptive mom.

Days filled with comfort have replaced uncertainty. This once-abandoned stray is a beloved companion again. Thank you for making his story possible. 



ALSO
INSIDE!

Big, Bully, and Beautiful: Thank you for showing these bully breeds love!
An Unwavering Spirit: You gave Left Eye Winky a second chance at a happy life.

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Your Support Makes Everything Possible!

Dear Animal Friends,

I'm deeply proud of how far we've come — and profoundly grateful for everyone who made it possible. At the **SPCA Cincinnati**, each milestone we reach is powered by the generosity of friends like you.

As part of our **Kennel Expansion Project**, we've added 15 new kennels to expand our lifesaving capacity for animals who need extra care before adoption. Plans are also underway for our new Medical and Foster Building, scheduled to break ground later this year. These are major steps forward in our commitment to give every animal the time, space, and support they need to heal and thrive.

We've also partnered with **Dogs Playing for Life** and **Best Friends Animal Society** for a comprehensive training and review of our shelter operations. With their guidance, we've redesigned our play yard, implemented daily play sessions, and deepened our impact by increasing our efficiency. Their recommendations will transform the lives of pets in our care and inform the next phase of our lifesaving work.

Our social media series, **Big, Bully, and Beautiful**, continues to shine a spotlight on the dogs who need it most. Since launching, we've featured dozens of dogs — many of whom have since found loving homes.

Finally, we are thrilled to welcome **Dr. Erin Schelle** to our veterinary team. A Cincinnati native with extensive experience in both general and emergency practice, Dr. Schelle's compassion and skill are helping us provide the highest standard of care to every animal who comes through our doors.

These achievements reflect what I love most about the **SPCA Cincinnati**: a relentless commitment to growth, innovation, and compassion. Together, we're building a future where no animal is left behind.

On behalf of the animals who depend on us, thank you for your continued trust, generosity, and belief in what we do. We couldn't do this work without you!

With heartfelt thanks,



Chris Seelbach
President & CEO
SPCA Cincinnati

We Value Your Trust.

Industry Leaders Verify
Our Stewardship of Your Gifts.



THESE BIG DOGS HAVE BIG hearts FOR YOU

Over the past several months, our humane society launched an innovative social media series to celebrate all the big dogs in our care: **Big, Bully, and Beautiful**. Our President and CEO, Chris Seelbach, saw a critical need and devised a creative way to package the message.

Does “**BBB**” ring any bells? The name is a nod to the musical *Hairspray*, which is about changing perceptions, promoting inclusivity, and fostering acceptance.

It's no secret: many of the dogs we care for are bully breeds. Sadly, they're some of the most disparaged in our community. These dogs require even more support because they're typically with our organization much longer. More resources are needed to care for them and prepare them for a new family.

The goal was clear: to dispel myths surrounding large breeds and highlight the remarkable personalities, loyalty, and love that these gentle giants offer. Through a series of heartwarming stories and captivating photos, we



Thank you for showing bully breeds they deserve love, too!

introduced our audience to our unique and lovable big dogs awaiting adoption.

The results have been nothing short of extraordinary. Since the series began, we have seen a remarkable increase in the adoption rates of large dogs. Previously, many of our big breeds were overlooked by potential adopters in favor of smaller companions. Now, thanks to the visibility and positive attention generated by our **Big, Bully, and Beautiful** campaign, our shelter is averaging 50-55% more adoptions of bully breeds!

Together, we're raising awareness and dispelling misconceptions here in the Greater Cincinnati Region and beyond. Maybe one day, everyone will see that big bully breeds deserve to be understood.

Until that day comes, we've got more work to do.

Thank you for ensuring every animal in our care gets the second chances they deserve. 



You Answered Our Peanut Butter Plea



Recently, the **SPCA Cincinnati** was in desperate need of a common shelf staple — peanut butter! Our pups rely on this critical ingredient for treats, enrichment, and as a sneaky way to take those necessary medicines.

We issued an urgent plea on social media. Then, generous friends like you stepped in to help. Our shelter received more than 70 jars of peanut butter in one week! Just think of all the happy yips and tasty licks that'll power.

Each act of giving, big or small, makes a difference for our animals. Thank you! 

Left Eye Winky Overcame Every Obstacle Because of You

This resilient cat, who we lovingly call Left Eye Winky, came to us from a difficult hoarding situation. He suffered from a long list of medical issues, including ringworm, giardia, an upper respiratory infection, and a painful eye infection which required surgical removal.

Despite each challenge, he remained a cooperative patient, winning the hearts of our medical team with his unwavering spirit. Your generosity took Left Eye Winky's journey from illness and doubt to health and happiness. Now, in his new, loving home, he enjoys the peace he deserves. Thank you for giving him the chance he needed for a better life. 



Breaking MEWS

There's a new tax benefit you'll want to know about! Starting with your 2026 taxes, you can get a new tax break for your charitable gifts, even if you don't itemize your deductions.

- Single filers can deduct up to **\$1,000** in donations.
- Married joint filers can deduct up to **\$2,000**.

That means your generosity can help animals and reduce your taxable income. Next year at tax time, you'll be glad you gave!

PLEASE CUT AND DETACH THE REPLY FORM BELOW, AND RETURN WITH YOUR GIFT.



SPCA Cincinnati
11900 Conrey Rd.
Cincinnati, OH 45249

Yes! I want to help save even more animals. I've enclosed a tax-deductible gift of:

\$ _____.

Keep me informed of other ways I can help:

Email _____

Phone _____

More Giving Options

- My employer will match my gift. I'm enclosing my company's matching gift form.
- I would like information on how to make a Bequest in my will to the **SPCA Cincinnati**.

My check is enclosed.

Please charge my: Visa Mastercard American Express Discover

For a **one-time** gift of: _____

For a **monthly** gift of: _____, starting MM / YY until I cancel.

CARD NUMBER: _____

EXP. DATE: _____ CVV: _____

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