



**Heidi's Hope**  
For Homeless Animals  
Transforming Animal Lives From Homeless to Homes

**Pawsatively Good News!**

**September 2023**

[HeidisHopeForHomelessAnimals.com](https://HeidisHopeForHomelessAnimals.com)

**DONATE NOW**

**Saving Lives of Homeless Dogs  
and Cats and Feeding Hungry  
Pets In Our Community**

**Our Founder And Cooper,  
Our CCO, Chief Canine Officer, Are Honored To Be Featured  
In Intracoastal Living Magazine**

PET CORNER

## **Providing Hope to Homeless Pets**

BY TRISH ARNOLD, FOUNDER, HEIDI'S HOPE FOR HOMELESS ANIMALS, PHOTOS BY JACKIE WHITAKER PHOTOGRAPHY



**Heidi's Hope**  
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Trish Arnold is the founder and executive director of Heidi's Hope for Homeless Animals, a 501(c)(3) non-profit organization.

As a lifelong animal advocate, I never dreamed I would have the opportunity to start a nonprofit whose mission is saving the lives of homeless dogs and cats in our community! It all started one night in 2009 after watching a heart-wrenching commercial that depicted mistreated dogs and cats. I searched for my remote control to quickly change the channel. Like most of us, we do not want to see the suffering. At that moment, I realized I could not turn a blind eye on animal suffering any longer and I asked myself the question, what can I do?

That simple question gave birth to an event that has turned into an annual fundraiser with the fun and whimsical name, The Bow Wow Luau & the Cat's Meow®. Since our founding, this annual event has donated over \$70,000 to save the lives of countless formerly homeless dogs and cats.

Not all dogs and cats have a home, but we wish they did. Sadly, every day over 950 healthy and adoptable dogs and cats are killed in shelters throughout the U.S. because they do not have a home. Tragically, North Carolina ranks #3 in the nation for euthanasia due to pet overpopulation. In 2022, 30,848 dogs and cats were killed in animal shelters across North Carolina. Each was a life worth saving.

Many people ask how our charity, Heidi's Hope for Homeless Animals, got its name. Heidi was my beloved dog for over 17 years and her legacy lives on through our work in helping animals in need. Today, I'm blessed with a new companion, my Cocker Spaniel rescue Cooper, who serves as the Chief Canine Officer (CCO) of Heidi's Hope for Homeless Animals.

When he is not working on our many pet food drives, Cooper loves the beach and we enjoy kayaking in the Intracoastal Waterway. Cooper is proud to be the CCO and he welcomes being a voice for the voiceless for his fellow dogs and cats in need of good homes.

[intracoastal](https://www.intracoastal.org)  
org

In 2019, to commemorate the 50th anniversary of Woodstock, we partnered with Coastal Kia to host a pet adoption event that we named WoofStock. Many dogs and cats who had spent months in shelters were adopted and given a new lease on life!

When disaster strikes, our amazing Wilmington community rallies together to help animals in desperate need, whether it is our furry neighbors in our community or internationally. The 2017-2019 hurricane season left pets stranded in the aftermath. Each of these years, we led community-wide pet donation drives that filled three tractor trailers with pet food that we sent to feed pets impacted by Hurricanes Irma, Florence and Dorian. We also sent 85 crates to Puerto Rico to transport stranded animals from Hurricane Irma and recently shipped five pallets of pet food to help pets in Ukraine.

Many older adults on fixed incomes share their food with their pets because they cannot afford both. In 2018, we partnered with the New Hanover County Department of Senior Services to launch Heidi's Hope for Homeless Animals' Pet Meals On Wheels to regularly deliver pet food to housebound older adults.



Trish and Cooper are dedicated to working towards a time when there are no more homeless or hungry pets in our community.



Our Pet Food Bank began as a one-time event that uncovered a void in the community where people who were facing economic hardship are struggling to put food on their own tables and in their pet's bowl. We created the first Pet Food Bank in the Cape Fear Region to help feed hungry pets. To feed the pets of the most vulnerable in our community, we created a coalition of partnerships to distribute pet food to owners with the greatest needs: those on government assistance programs and older adults on fixed incomes.

Two years ago, our charity received a generous donation from a lady in Nova Scotia. She selected our animal nonprofit because of our Gold Standard Charity designation and its lifesaving impact. Thanks to her donation, we secured a tractor trailer with 32,302 pounds of pet food from Chewy and expanded our coalition to over 20 community partners. We are working to get another tractor trailer of pet food to continue expanding our partnerships to feed hungry pets.

We have many upcoming FUN-raisers: BARKtoberfest with Carolina Ale House on South College Road; HOWL-O-Ween Pet Photos at Woof Gang Bakery & Grooming in Lumina Commons; our annual Pet Photos with The Grinch in November and many more pawsome events to help our furry friends.

When I think back of that night in 2009, answering that simple question, what can I do, has saved the lives of countless dogs and cats and has helped fill pets' bowls with food and hope. I look forward to our next chapter and continue to be dedicated to working towards a time when there are no more homeless or hungry pets in our community. Amazing results happen when we work together toward our mutual goal: a time when all dogs and cats have good homes with loving families.

For more information about how to support our mission to provide hope for homeless pets or our upcoming fundraising events, visit our website at: [www.HeidisHopeForHomelessAnimals.com](http://www.HeidisHopeForHomelessAnimals.com).

### **Heidi's Hope for Homeless Animals Believes That No Pet Parent Should Have to Choose Between Putting Food on Their Own Table or In Their Pet's Bowl.**

That is why we are proud to have created Heidi's Hope For Homeless Animals' Pet Food Bank to feed hungry pets in our community and beyond! In 2020, the world was hit by the Covid-19 pandemic. Sadly, due to the economic impact of Covid-19, many people were faced with the challenging question of whether they could afford to put food on their families' table or in their pet's bowls.

We organized a community-wide pet food/supply donation drive to help pets in greatest need. What started as a one-time event, uncovered a void in our community. We realized the need to

# HERITAGE

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We are proud of the success of Heidi's Hope for Homeless Animals' Pet Food and Supply donation programs that has collected and donated over over 134,155 LBS. of pet food and supplies, which is over \$118,312.61 in value!

Heidi's Hope for Homeless Animals, Inc. Pet Food Bank mission is to help families who are struggling financially to feed their pets and keep them in the homes with their families and out of the shelters. Our programs are aimed at helping the most vulnerable of the food insecure

start a Pet Food Bank to feed hungry pets in desperate need to ensure that pets stay out of the shelters and can stay at home with their families. To ensure that the donations go to those with the greatest needs, we created a unique coalition of partnerships to receive monthly donations. Heidi's Hope for Homeless Animals' Pet Food Bank provides pet food and supplies for families facing economic hardship. Our Pet Food Bank fills a void in our community.

population---those on government assistance programs and Senior Citizens. Our Pet Food Bank relies on our community for monetary donations to provide pet food, kitty litter, collars, leashes, bedding, toys, treats, and food/water bowls to those who need it the most. Your support of Heidi's Hope for Homeless Animals is feeding hungry pets in desperate need!

Please Help Feed Hungry Pets In  
Desperate Need

## Cooper's Corner A Message from Our CCO, Chief Canine Officer



Celebrating

My first night home after being adopted by my new Mom, I was nervous, and I watched her hands at all times. My Mom detected that I was intently watching her hands and realized that hand-shy may be a sign of previous abuse. She tested me by raising her hand to me, and I cowered and went into self-defense mode. My Mom had tears streaming down her face and realized that she feared—that I had been abused. At that moment, she swore that she would never let anything harm me again. That was the first level of trust.

When my Mom adopted me, I was underweight (since then, I have many treats and may have gain a pound or two...or more!). My Mom got me toys and rolled a ball right past me—I just stared at it. Sadly, the only toys I had previously were an empty paper towel roll and empty water bottles. Since then, I've learned to play and have many toys that I love to play with!

Like many rescue pets, I had a some behavioral issues to overcome because of my past. It did not happen overnight, but with patience, training, time and treats (*my favorite!!*), after a couple of months, we had a breakthrough! Then, another, and another, and like peeling back the layers of an onion, each layer revealed a new layer of trust and bonding.

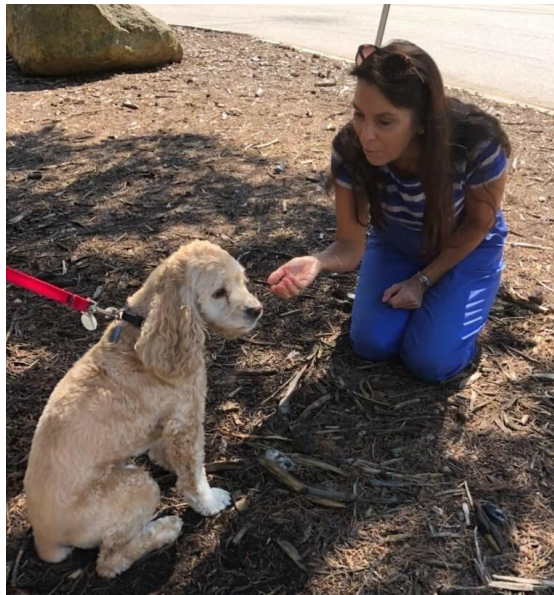
We enrolled in training, then advanced training and I excelled in all of my training! Along with the training, were many treats. "*Will work for treats is my motto!*". I am very proud to report that I became a certified therapy dog!! Who says you can't teach a rescue dog new tricks? I'm



# My Five Year Gotcha Day!

Five years ago my adoption ad read, “*Will be euthanized if not adopted soon...time running out...*”. Thankfully, at that same time, my new Mom, was searching to adopt a dog who would otherwise be unadopted. When she saw my ad, she knew that she needed to find me and adopt me! Five years ago, my previous owners packed up all my belongings and drove me to meet my new Mom. I was terrified since, like many rescue dogs, I had been bounced around from home to home, and worst of all, had been abused and neglected. I was labeled as “aggressive” but in reality, my behaviors were self-defense when being abused.

When my Mom met me, I could not even look at her—I had been incredibly let down by humans that I couldn’t trust anyone.



*Cooper, our CCO, Chief Canine Officer, meeting his Mom for the first time*

proof that it is possible!



*Cooper, Rescue Dog from Brink of Euthansia to Certified Therapy Dog*

There are thousands of my fellow wonderful dogs and cats in the shelters and with adoption groups who are longing for a second chance in life with a good family and a forever home! Rescue does not mean damaged. It means they have been let down by humans. You can’t change a rescue dog’s past, but you can rewrite his future. Before I was adopted--when I was abused and neglected--sadly, I never even dreamed that I could ever be loved, treated so well and enjoy life so much! I was terrified of people and now I can't wait to meet them and I do so much and absolutely love life! And, I am proud to be the CCO, Chief Canine Officer, of Heidi’s Hope for Homeless Animals to be a voice for the voiceless—my fellow dogs and cats in need of good homes and loving families! I have been given a new lease on life and I wish that for all of my fellow dogs and cats who are awaiting a good home with forever families!

One of my Mom and mine’s favorite quotes is, “*Saving One Dog/Cat Will Not Change the World, but for that One Dog/Cat, the World Will Be Forever Changed.*”. My



world has been forever changed in a positive way! Please make pet adoption your only option!

~Cooper

**Ready To Adopt Your New Best Friend?  
Check Out These Sites for  
Adoptable Pets In Need of Good Homes:**

**Please Make Adoption Your Only Option!**

- [New Hanover Sheriff's Office Animal Services Unit](#)
- [PawPrints Magazine by PawPrints Magazine -](#)
- [More Adoption Options and Pet Resources](#)
- [PetFinder](#)
- [Adopt-a-Pet](#)

**Heidi's Hope For Homeless Animals, Inc.**  
1121 Military Cutoff Road  
Suite C-214  
Wilmington, NC 28405  
[HeidisHopeForHomelessAnimals@gmail.com](mailto:HeidisHopeForHomelessAnimals@gmail.com)

***Heidi's Hope For Homeless  
Animals...Saving Homeless  
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Food and Hope!***



**Heidi's Hope**  
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Transforming Animal Lives From Homeless to Homes

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**Heidi's Hope for Homeless Animals, Inc.** is a 501 ( c ) organization that is an intake organization who helps pets at risk of euthanasia and helps prevent owner surrender. The Bow Wow Luau & The Cat's Meow® has donated over \$70,000.00 to reduce shelter euthanasia. Our Pet Food Bank prevents owner surrenders and has donated 134,155 LBS. of pet food. We created a unique coalition of local governmental agencies and human charitable organizations to provide pet food to the most food insecure. We expanded our Pet Food Bank and Pet Meals On Wheels Chapters in Onslow, Pender and Brunswick Counties. WoofStock, adopts at-risk dogs and cats. Our Disaster Relief Programs filled three tractor trailers with pet food to hurricane-impacted areas from Hurricanes Maria; Florence and Dorian. We sent two crates of pet food to help Hurricane Ian pet victims. We sent five pallets of pet food to war-torn Ukraine. We are committed to saving the lives of homeless dogs and cats and will not stop until all dogs and cats have good homes!

Heidi's Hope for Homeless Animals | 1121 Military Cutoff Road Suite C-214, Wilmington, NC  
28405 9105154809

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