



Forgotten Ones Cat Rescue

Newsletter

Spring 2022

TIME TO PAWS AND REFLECT



World-renowned author and disability advocate Helen Keller once said, “Alone, we can do so little; together, we can do so much.” Her words exemplify the importance of teamwork and collaboration, particularly for a non-profit organization such as Forgotten

Ones. Our ability to carry out our animal advocacy efforts is dependent on our invaluable volunteers and, equally important, our amazing business partners.

We are very grateful for the positive relationship we have had with Green Lane Animal Hospital for the last 14 years, as well as our 6-year association with Tru Pet. It is no surprise to us that members of both organizations have received recognition for their outstanding service.

Forgotten Ones relationship with Green Lane started in 2008, shortly after Dr. Tara Sermer opened her practice. Since then, Green Lane has provided compassionate and professional care for hundreds and hundreds of our rescued cats. Today, the clinic’s

veterinary team also includes Dr. Michael Cooper, Dr. Sean Herzog, and Dr. Josh Seidman. Recently, Dr. Herzog received the 2022 Associate of the Year Award from the Ontario Veterinary Medical Association. The award recognizes a veterinarian’s superior customer service and leadership in the profession and community.

In June 2016, Forgotten Ones was fortunate to partner with Tru Pet owner Mike Taggart when he built a cage-free adoption enclosure in his store for our cats. Tru Pet won the 2020 Best Pet Food/Supplies Category in the *Thornhill Liberal/Richmond Hill Liberal* Readers Choice Awards and has been nominated for 2021 as well. We are certain Tru Pet has a good chance of winning once again!

Forgotten Ones was able to carry on business during the pandemic, largely thanks to Mike. He generously gave us access to his store, and, while following COVID protocols, we cared for the cats in the adoption enclosure, arranged for people to meet adoptive cats, and also finalized adoptions.

We were delighted that Dr. Herzog and Mike Taggart received the recognition they deserve. Congratulations to you both, Dr. Herzog and Mike!

~ Laura Wyatt, Director, Forgotten Ones Cat Rescue

ADOPTION ALUMNI - Sebastian



We can’t believe it, but it is almost six years since we adopted Sebastian (left) as a friend for Leila (right)—Wow! Our little babes are keeping well, and they have really come into their own.

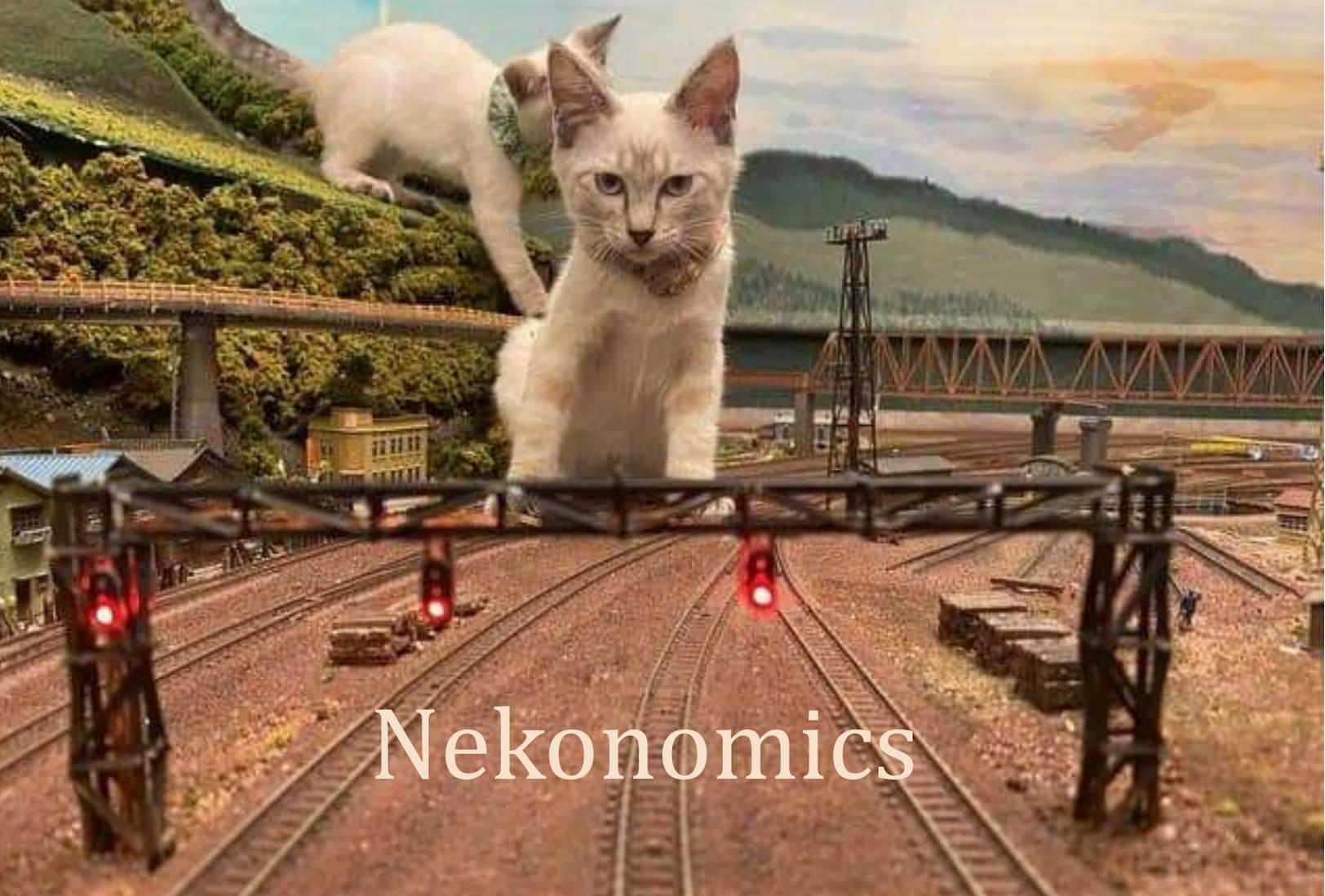
We have a routine: they both greet me in the morning to make sure I will give them breakfast *tout de suite*. Then they wait for me in the back room

where I go to meditate and plan my day. Usually they sleep while I do this. When I leave for work, they sometimes keep Joe company in the living room, and he grooms them and gives them treats before he leaves. When we get home in the evening, they greet us at the door.

Sebastian and Leila know they rule the house and both are quite vocal now. Leila more so, but Sebastian definitely lets us know when he has something to say. One thing I love about him is that he has a special code with Joe. When he wants cuddles from Joe, he goes to get him and brings him to the couch. Then he plops down and snuggles against Joe’s leg—it’s pretty adorable!

Leila is as much of a lovebug as she has always been, and comes in for kisses from Sebastian as well as Joe and me.

They are both very loving, so we are very lucky and grateful. Thanks again for picking us as Sebastian’s pet parents. ~ Ayesha and Joe



Nekonomics

Image: diorama_syokudou

Posting amusing *Catzilla* photos, including the ones above and below, started a social media craze that brought attention and customers to the Diorama Restaurant.



Image: diorama_syokudou

In Japan, the belief that cats can bring good fortune and positive financial results is well-established. Recently, it has become part of a phenomenon known as *nekonomics*, meaning cat economy.

Nekonomics (from *neko*, the Japanese word for *cat*) is the idea that associating a cat with a business will improve the company's revenues. The positive impact of two cats, Simba and Tama, on Japanese enterprises provides a purr-ponderance of proof to support that theory.

SIMBA

A diner in Osaka was on the verge of closing as a result of the COVID-19 pandemic. In a twist of fate, the rescue of a tiny kitten ultimately led to the rescue of the restaurant.

Diorama Restaurant owner and railway-model enthusiast Naoki Teraoka has operated miniature railroad-themed eateries in Osaka, Japan, since 2005. He opened Diorama Restaurant in 2018 and, in addition to serving delicious food, the diner became known for displaying highly intricate dioramas and train models in 1:150 scale. Customers were drawn to the unique experience of enjoying a meal at the restaurant while tiny trains zoomed past them. Diorama became a popular haven for train buffs and scale-modelling hobbyists.



Simba's mother (above), an undernourished nursing cat, was one of the first of many homeless cats that Teraoka saved from homelessness.

Naoki Teraoka (below) spent copious amounts of time building an elaborate diorama. He used to get upset if anyone damaged his property, but he is no longer "sweating the small stuff" and lets "the cats to behave as freely as possible."



Image: diorama_syokudou

Unfortunately, when the pandemic hit in 2020, the business had a drastic decline in customers due to restrictions and regulations. The loss of revenue made the financial situation so bleak that the Teraoka family were on the verge of closing down their business.

Teraoka Family to the Rescue

In June 2020, Naoki and his family enjoyed a distraction from their pandemic problems in the form of a tiny kitten. When a homeless and motherless newborn feline was found in their neighbourhood, Teraoka and his family decided to rescue the kitten and give it shelter in their restaurant. They named the kitten Simba, in honour of the much-loved character from the movie *The Lion King*.

Simba was extremely cute—although Naoki thought he looked like an eggplant—and immediately captured the hearts of the entire family, as well as of the restaurant staff.

Shortly after Simba's arrival, the kitten's mother and three siblings were also found in the neighbourhood. The Diorama Restaurant staff encouraged Naoki to provide shelter for Simba's family as well, voicing their opinions that it would be a shame to split up the family.

Reflecting back on that time, Teraoka said, "It was a financially difficult time for us, but we decided to help the cat family. Yes, we thought we were helping them, but they were the ones who helped us."

The felines remained in a cage while the kittens were still small but, as they grew, they needed room to exercise and play. Eventually, the cats were allowed to roam around the restaurant and, as diner staff had predicted, the cat family started playing amidst the restaurant's perfectly scaled model-train dioramas, jumping and stomping around the miniature structures. As it turned out, the simple act of allowing the cats to lounge and cavort in the tiny locomotive world altered the future of the restaurant.

Simba's Family to the Rescue

Teraoka had always been meticulous in the care and upkeep of his dioramas and would become extremely upset if anyone damaged or mishandled his handiwork. Whatever the reason, however, he wasn't annoyed by the sight of the kittens romping and tromping all over his display. In fact, he found the cats' antics so amusing that he began taking photos and videos of the cats and posting them on Instagram. Images of cats towering Godzilla-like over the miniature landscapes were like scenes from a monster movie, and they immediately captured people's attention.

The posts became an instant hit and, much to Naoki's surprise, they generated an enthusiastic and loyal following. When the restaurant was able to reopen, in addition to his regular customers, there were many new patrons—people who had seen his video posts and wanted to meet the cats that had become a viral sensation. With all the new customers, the business survived and did better than ever!

Naoki Teraoka credits his decision to post videos of the kittens running amok on a miniature railway with saving his restaurant.

A Yen for Cats!

According to professor emeritus Masahiro Miyamoto of Japan's Kansai University of Welfare Sciences, in 2022, Japanese cat owners and cat lovers will contribute an estimated 1.969 trillion yen to the economy—the equivalent of 1.98 billion Canadian dollars.

Tama (below) had such a sweet nature and photogenic features that she became popular with tourists from around the world. The feline stationmaster became so famous she was knighted.



He appreciates the irony of the situation and says, "I thought I rescued the cats, but it turns out they rescued me."

Continuing the Rescue

In 2021, as a way to thank his feline saviors, Naoki opened a cat shelter on the second floor of his restaurant. Customers can enjoy an hour-long lunch and then go to the second floor to drink tea and interact with the cats. Visitors can also adopt one of the café cats, if they feel a strong connection with a particular kitty.

Teraoka tries to populate his establishment with felines that are most at-risk. To date, he's travelled as far as 320 kilometres to make a rescue, and he has been responsible for finding homes for more than 60 strays and for rescuing dozens more from the streets.

Naoki explains his reason for his ongoing cat rescue efforts: "What we are today is all thanks to the cats. I want to repay them from now on."

TAMA

Tama was a cat who rose to fame for being Stationmaster and operating officer at Kishi Station on the Kishigawa Railway Line in Kinokawa, Japan. The calico's popularity as a tourist attraction was instrumental in saving a railroad line and bringing prosperity to her community.

In 2004, the 14-kilometre rail line from Wakayama City to Kishi Station was set to close down because of a lack of riders. However, citizens protested the closure, and in April 2006 the local government arranged for the Wakayama Electric Railway Co to take over the operation of the line. To cut costs, the new owners decided to reduce staff and employ only one stationmaster per stop. Stationmasters were selected from employees of businesses located near each station. As a publicity stunt, Tama, a cat owned by a local family, was named Stationmaster for Kishi Station.

One of Tama's duties as a stationmaster was to act as the face of the railway and appear in promotional material and media coverage. She also had the very important role of greeting passengers.

Naming a cat as the Kishi Stationmaster proved to be a brilliant business strategy. Ridership increased quickly and people began to visit Kishi station to get a look at the adorable Stationmaster cat in her miniature stationmaster hat. The story of the feline stationmaster was also picked up by the international media, and Tama started to attract fans from overseas as well.

The Early Years

In her first year as Stationmaster, it was estimated that Tama increased ridership by 17 percent, a benefit for both the railroad and local businesses. Tama's ability to attract customers far exceeded the company's expectations and she received her first promotion in January 2008. She was promoted to Super Stationmaster in a ceremony attended by the



In 2010, the Wakayama Electric Railway introduced a new Tama Train (above) which was customized with cartoon depictions of Tama. Note the whiskers on the front of the train!

Nitama's keenness to wear the stationmaster hat (below) gave her an edge over the other job applicant, and she became Tama's successor.



president of the company, the mayor, and approximately 300 spectators. In addition to being the first feline to hold the position, she became the company's only female in a managerial position.

Her new position entitled her to an office in the form of a converted ticket booth, and a private bathroom, which was a litter box. Further recognition of her accomplishments in promoting local tourism came when Tama was knighted by the prefectural governor Yoshinobu Nishizaka in October 2008.

To capitalize on the region's Tama craze, in 2009 the railway hired award-winning industrial designer Eiji Mitooka to design a new building for Kishi Station. The structure was designed to look like a cat's face. It featured little ears sticking up from the roof, an entrance that resembled a cat's mouth, and two oval windows rising from the slanted roof resembling eyes.

A year later, Mitooka was commissioned to redesign several of the company's train exteriors and interiors to be Tama-themed.

Promotion After Promotion

Tama's fourth year as Stationmaster was celebrated with yet another ceremony and another promotion, this time to Managing Executive Officer. It was a very high-ranking title, third in line after the top two company positions of President and Managing Director.

On January 5, 2013, Tama was elevated to Honorary President of Wakayama Electric Rail for life. A few months later, it was announced that due to Tama's increasing age, her workload would be reduced and she would be on view in the station office only from Tuesday through Friday, a reduction of two days from her previous work week.

Tama lived a rich and rewarding life and passed away in 2015 at the age of 16. A Shinto-style funeral was held at Kishi station and 3000 people came to pay their respects. A stand outside the station was heaped with bouquets, canned tuna, and other gifts left by mourners.

Posthumously, Tama received one final promotion when she was bestowed the title of Honorary Eternal Stationmaster. She was enshrined at a nearby Shinto cat shrine, and a plaque and a statue of her were set up near the station.

A Suitable Successor

Tama's successor as Kishi Stationmaster was another calico cat called Nitama, which means Tama II. There had been two candidates in consideration to take over Tama's role, but Nitama was chosen due to her sociability and because she had some experience, having been Tama's apprentice for three years. In addition, she showed a willingness to wear the stationmaster hat.

Economists estimated that Tama alone attracted an additional 300,000 visitors and generated 11 million dollars in revenue. It might be a challenge for Nitama to live up to Tama's success, but there is no doubt she will have her own accomplishments. After all, she does have the power of nekonomics on her side. 🐾

Cat Trivia Quiz

1. All cats are born with eyes of which colour?

- a) Blue
- b) Green
- c) Yellow
- d) Orange

2. How many different sounds can a cat make?

- a) 180
- b) 27
- c) 59
- d) 100

3. How fast can cats run?

- a) 48 km/h
- b) 20 km/h
- c) 60 km/h

4. What year was the first major cat show held in the United States?

- a) 1842
- b) 1921
- c) 1895
- d) 1952

5. What part of its body does a cat use to scent mark?

- a) Paws
- b) Chin
- c) Lips
- d) All of the above

6. What was the name of Geppetto's cat in the Disney's movie *Pinocchio*?

- a) Lampwich
- b) Figaro
- c) Stomboli
- d) Jiminy

7. How many muscles does a cat have in each ear?

- a) 48
- b) 32
- c) 6

8. Tabby cats are named after a neighbourhood in which city ?

- a) New York
- b) Rio de Janeiro
- c) Liverpool
- d) Baghdad

9. The children's comedy cartoon character Felix the Cat was created in what year?

- a) 1988
- b) 1919
- c) 1960
- d) 1945

10. What is the name of Homer Simpson's cat?

- a) Santa's Little Helper
- b) Itchy
- c) Snowball
- d) Scratchy

11. Cats and tigers share what percentage of their genetic makeup?

- a) 50 per cent
- b) 35 per cent
- c) 95 per cent

12. What is the extreme fear of cats called?

- a) Katsaridaphobia
- b) Consecotaleophobia
- c) Ailurophobia
- d) Anatidaephobia

13. What percentage of a cat's bones is in its tail?

- a) 20
- b) 15
- c) 10
- d) There are no bones in a cat's tail.

14. What is the largest breed of domestic cat?

- a) Persian
- b) Ragdoll
- c) British Shorthair
- d) Maine Coon

Answers: 1. a) blue 2. d) 100 3. a) 48 km/h 4. c) 1895 5. d) All of the above 6. b) Figaro 7. b) 32 8. d) Baghdad 9. b) 1919 10. d) Snowball 11. c) 95 percent 12. c) Ailurophobia 13. c) 10 14. d) Maine Coon

The Value of Volunteering



Scientific studies have proven that spending time with animals reduces stress and increases positive, relaxed feelings by releasing dopamine, a brain chemical that elicits a feeling of well-being.

Even in a noisy adoption centre, Forgotten Ones volunteer Wayne (below) enjoys the serenity that comes from cuddling a cat.



VOLUNTEERING ENRICHES THE LIVES OF INDIVIDUALS

Volunteering provides vital help to people in need, to worthwhile causes, and to the community, but the benefits can be even greater for you, the volunteer. Volunteering can help you make friends, feel happier and more self-confident, learn new skills, and even live longer.

Volunteering helps you feel happier. The social contact made while helping and working with others can have a profound effect on your psychological well-being.

A study published in the *Journal of Happiness Studies* in 2020 found that people who volunteer are happier than those who do not. Every two years from 1996 to 2014, researchers took data from nearly 70,000 research participants about their volunteering habits, mental health, levels of stress, and daily mood. The results? Not only does volunteering makes us happier, but it can also improve our mental health over time.

Volunteering increases self-confidence. Volunteering can give you a sense of pride and identity. By volunteering, you are helping your community and making a positive difference to something other than yourself. Volunteering gives you something meaningful to do, and it is uplifting to be contributing to the greater good. The better you feel about yourself, the more likely you are to have a positive view of your life and future goals.

Volunteering helps you learn new skills. It's empowering to learn something new, and volunteering can help you gain valuable skills to use elsewhere. Volunteering exposes you to new people, potential mentors, and professional organizations that you might not otherwise have access to or even consider.

Your volunteer experience can also benefit your career. Often, human resource departments cite volunteer experience on an applicant's resume as a deciding factor in their consideration of one candidate over another. Your involvement with volunteerism

National Volunteer Week April 24–30, 2022

National Volunteer Week was first established in Canada in 1943 as a way to celebrate the contribution made by women on the home front to the war effort.

After World War II ended, National Volunteer Week declined in popularity until the 1960s, when interest in it revived and it began gaining popularity. The annual event is an opportunity to appreciate the vibrancy and impact of volunteerism in our communities and across Canada.

In 2009, Matt Damon and Gary White cofounded a charity called Water.org.

That same year, they visited a town in the Indian state of Tamil Nadu (below), where they received a warm and joyful welcome.



shows that you can get along with others, that you can make a commitment, and that you have the attitudes and skills employers want in a potential employee.

Volunteering helps you live longer. In June 2020, a study published in the *American Journal of Preventive Medicine* indicated that one of the biggest benefits of volunteering is that it can help you live a longer life. The data for the study was collected through face-to-face interviews and survey responses from 12,998 American adults older than 50.

The researchers found that participants who volunteered 100 or more hours a year (a little less than two hours a week) fared better than those who volunteered zero hours a year. Those who volunteered had higher physical health levels and a reduced risk of mortality.

Additionally, they had a better quality of life, as they experienced lower feelings of depression, hopelessness, and loneliness, as well as increased optimism and feelings that they had a purpose in life.

VOLUNTEERING ENRICHES THE LIVES OF CELEBRITIES, AS WELL!

Although Matt Damon, Selena Gomez, and Antonio Lee Davis have amassed fame, money, and accolades beyond what most of us can aspire to, they, too, find volunteering a valuable and rewarding experience.

Matt Damon

Academy Award winner Matt Damon has supported many charitable organizations over the years and, since 2006, he has committed his time and money to helping solve the global water crisis.

Before his acting career took off in the late 1980s, Matt travelled with his mother outside of the United States. During those trips he was exposed to poverty in developing countries. His experiences gave him a different perspective on life and, as he says on

his charity's website, "I quickly realized the world was much bigger than my hometown."

While filming a movie in Sub-Saharan Africa, Matt spent time with families in a Zambian village and became aware that they lacked access to water and toilets. Matt's exposure to their daily lives inspired him to found the charity H2O Africa Foundation in 2006. The goal of the organization was to raise awareness about safe water initiatives on the continent.

In 2009, Matt met Gary White, an engineer from Kansas City who had gained an international reputation as a water and sanitation expert, and together the two founded a new charity called Water.org. Matt and Gary travelled the world to

observe, learn, and improve upon solutions to water-supply challenges, to help provide accessible and safe water supplies to countries in need.

In 2012, when the foundation helped its first million people, Matt spoke of their accomplishments with pride: "The exciting part is watching how successful this has been. It's worked better than we ever could have hoped."

Today, more than 43 million people around the world have benefited from Water.org breaking down financial barriers between people living in poverty and access to safe water and sanitation.

Selena Gomez

Selena Gomez is an incredibly successful, multi-talented woman. She has garnered acclaim for her work in the entertainment industry, as well as for her charity work with many organizations. She has supported the Cystic Fibrosis Foundation, ALS Association, and Teen Cancer America—just to name a few. She has also campaigned with organizations to raise awareness of West and Central Africa's serious nutrition crisis, and has been an ambassador for UNICEF (United Nations Children's Fund).

Since March of 2018, Selena has been a hands-on volunteer at A21, a charity whose goal is to reduce the risk of human trafficking through programs like educational curriculum, prevention programs, and awareness campaigns. To have a better understanding of the importance of the work A21 was doing, she joined other volunteers on a trip abroad to meet victims of human trafficking and learn about their plight.

Selena's role at A21 is the same as others who serve with the organization but, because of her massive social-media following, she has the ability to raise awareness for the charity on a global level.

In an interview with *Cosmopolitan* magazine, Selena talked about her reason for becoming a passionate and serious advocate for A21: "I had been working for so long, and I don't like *taking* things in my life. I just wanted to serve."

Antonio Lee Davis

Antonio Lee Davis is a former professional basketball star who played for the Indiana Pacers, Toronto Raptors, Chicago Bulls, and New York Knicks. He is also the former president of the National Basketball Players Association.

As a child growing up in Oakland, California, in the 1970s, Antonio frequently passed by the food bank in Emeryville, but never paid it much attention to it or appreciated its purpose. Now he volunteers there several days a week.

Emeryville Citizens Assistance Program's mission is to provide food, care, and compassion to those in need in Emeryville, California, and the surrounding Bay Area communities. Davis



Although Selena Gomez (above) and Antonio Lee Davis (below) have gained wealth and status in their fields, their volunteering experiences have brought a priceless richness to their lives.





Finley (above) is one of 3600 cats that has benefited from the care and compassion of Forgotten Ones Cat Rescue volunteers. He was placed with his forever family in January 2022.

joins more than a dozen daily volunteers to serve boxed meals to approximately 300 families a day,

During an ABC News interview, Davis described the impact volunteering at the food bank has had on his life: "I passed this place for many, many years and seen them in action, but I've never been here to really meet the people and see where their hearts were or what they were doing, but it forever changed my life. I'll always come down here a couple times a week, no matter what's going on, and give some time."

THE INVALUABLE FORGOTTEN ONES VOLUNTEERS

Without volunteerism, non-profit organizations could not fulfill their mission and achieve their goals. More than half of Canada's non-profit and charitable organizations have no paid staff and rely solely on volunteers, and Forgotten Ones Cat Rescue is in that number.

We are very grateful for the many animal advocates in our community who donate their time to our cause and enable us to help cats and kittens in need. Many of our volunteers have been with us for more than a decade and new volunteers join our team every year.

There are a variety of ways in which people contribute to our cause. In addition to volunteers who provide foster homes and those who help at the Tru Pet adoption centre, many other people contribute to our organization behind the scenes. People generously provide administration help, editing services, graphic design skills, transportation for cats and baking for fundraising, they host fundraising yoga classes—the list goes on and on.

To everyone who donates their time to Forgotten Ones Cat Rescue, we thank you for your support and we hope that you will continue to find volunteering a rewarding experience. 🐾

Forgotten Ones Cat Rescue Fundraiser



Spring Bake Sale

Saturday April 16, 2022, Hours: 10 - 4

Tru Pet

10520 Yonge Street

Richmond Hill

Tel 905 508-1112

All money raised supports rescued cats and kittens



Herbie – A Hidden Treasure

In 2019, we were looking for a male cat to adopt, since my female cat didn't get along with other female cats. We ran into Herbie at PetSmart. Seeing the big boy with a beautiful face hiding in his small litter box was heart-breaking. A volunteer let us meet Herbie and give him a good brushing. Although he was very shy, he purred continuously and seemed to quite enjoy the interaction. We were informed that Herbie didn't show any aggressiveness toward other cats, so we decided to adopt him and hoped to give him a good home.

When we brought him home, Herbie was very shy and stressed for the first couple of weeks. We kept him in our basement suite, but he would run to hide under the couch whenever we came into it. After two weeks or so, he came out cautiously while we sat quietly on the floor. If we held his brush in our hands, eventually he would come close and demand to be groomed.

After the initial adjustment phase, Herbie became a great companion cat to have in a quiet household like ours. He is playful and likes to snuggle (but hands off, people!). He enjoys every toy and all the cat furniture I have bought (unlike my other cat) and he is not picky about food (unlike my other cat). He gives the loudest purr when we brush his fur. During the pandemic, we've worked from home a lot. Every day, when we are busy working at the desk, Herbie will sit/lie down in a chair close by and just "be there for us." His companionship is one of the biggest factors in getting us through the isolation. ~ Jing and Family



Snoopy (left) Oscar (right)

Oscar and Snoopy – The Perfect Pairing

In January 2021 we had to say goodbye to our cat—he had such a great personality. We expressed our desire to Forgotten Ones to find cats like him who were playful, sweet, gentle, and patient with our young daughters, and we worked with their team to find cats that were perfect matches for our family. We couldn't meet the cats in person before adopting them because of the pandemic, so we met Oscar and Snoopy virtually. We fell in love with their curiosity and playful personalities.

It took them about a month to fully adjust to our home. Now, it's like they've always been a part of our family! Oscar and Snoopy truly love each other and can often be found playing together, curled up together on the couch, and grooming each other. They are very gentle with our kids and extremely patient.

We've learned that Oscar can't be left alone with any food or the milk jug sitting out, or he'll find a way to get to it. He keeps us on our toes—we never know what he'll explore next! He likes to try

to climb everything. Snoopy makes us laugh with his swagger walk and clumsiness. We love hearing his unique purrs and trills. He has recently started to cuddle up with us in the middle of the night, but likes to make his presence known first! Snoopy's favourite toys are hair ties and he'll actively search the house for them to flip across the floor. We love these boys so much and thank you for helping us find our purr-fect feline companions. ~ Francesca, Jeff and Family