



Samantha McKernan

Founder
Maneki Neko Cat Rescue Inc.

Samantha McKernan established Maneki Neko Cat Rescue in October 2012, after many years of private cat rescue and as a foster carer for other rescue organisations. In this time, Maneki Neko has grown from rehoming 89 cats in its first year to over 1000, as well as introducing innovative programs including community outreach and low cost desexing in Victoria to improve the welfare outcomes for cats.

Samantha has recently retired from a corporate position to concentration on the goals of Maneki Neko Cat Rescue resulting in the opening of 'Neko HQ', which comprises a retail fundraising store and adoption lounge.

Abstract

Maneki Neko Cat Rescue – Going out of Business!

Maneki Neko Cat Rescue was established in 2012 with very little knowledge of the depth and breadth of the issue of Cat welfare in Australia.

From small beginnings we have grown to rehome over 1000 cats each year with approximately 3-400 in care at any one time. We have built a team over 180 volunteers and fostercarers and raised over \$250k last year.

So, what is different about Maneki Neko?

Maneki Neko has focused not only on rescue but fundraising, advocacy, outreach, prevention and peer support. We have implemented programs that can be replicated by other groups and work with them to achieve our goal of making Victoria a great place to be a Cat.

But, ultimately our goal is to no longer be needed! Rescue should only exist to be the safety net for animals that are unable to cope in the shelter environment or need specialised foster care. We are not here to do the job of shelters and pounds for them, and our focus must be on ensuring that vast improvements are implemented as quickly as possible. We need far less reliance on Rescue and far more live outcomes.