



Popcorns & Binkies Rescue Haven

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popcornsandbinkies@gmail.com

Registered Charity #70519 9321 RR0001

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**MANITOBA'S ONLY EXCLUSIVE SMALL ANIMAL RESCUE LAUNCHES  
"STAIRWAY TO HAVEN" CAMPAIGN FOR NEW SHELTER SPACE**

**MEDIA RELEASE  
JANUARY 30, 2023**

**Winnipeg, MB:** Popcorns & Binkies Rescue Haven is launching their new "Stairway to Haven" fundraising campaign in order to open a new shelter space for small animals. As Manitoba's only animal rescue that works exclusively with small animals such as pet rabbits, guinea pigs, and hamsters, they are calling attention to the increased need for their services in Winnipeg & surrounding areas. To meet those service demands, there is an urgent need for additional capacity beyond their current foster-based structure.

"Fostering the animals that we care for is often a much longer commitment than that of more common pets, such as dogs and cats," says Founder & Director Cindy Hildebrand. "This makes it increasingly difficult to find committed, long term placement for the animals in our care. It also means that it takes longer before we can take-in a new animal."

After 5.5 years in operation, their need to grow into a physical location has become crucial to continuing the work that they are doing. Beyond supplementing the space provided by foster homes, a physical shelter would also provide the emergency intake space needed to handle the increasing trend of "dumped" animals requiring immediate placement.

"We cannot keep up with the demand for placement of these animals with the current space available in our foster homes," adds Hildebrand. "As one of the only organizations in Manitoba that cares for these animals, there's a lot of pressure on us to keep up."

The need to expand into a physical location comes with a list of challenges, most notably start-up costs and ongoing financial support. The rescue is completely donor-funded, and does not currently receive any government grants or financial support.

The "Stairway to Haven" fundraising campaign, which coincides with The Year of the Rabbit, has a financial goal of \$150,000. This would allow the rescue to establish a strong financial footing towards opening the doors on a shelter location.

“Our first step is securing the funds to cover the initial start-up costs (such as renovations and supplies), and a cushion for future payments (such as rent, insurance and utilities). Alongside this would be increasing our monthly donors, to ensure that we can sustain operations for years to come. The next step will be securing a building/physical location where our animals can comfortably rest their feet before moving to their forever homes.”

Hildebrand acknowledges that this is going to be a huge undertaking for her small team of dedicated volunteers, but is confident that with the help of the community, they can make it a reality for the animals that need them.

“We have nearly 50 animals in care right now that are counting on us, and many more waiting. Animals like Kimble, who in 2018 was found abandoned outside a restaurant in south Winnipeg. Our team spent a few days in frigid temperatures trying to bring him to safety and warmth. Kimble now lives a happy housebun life with an amazing family. Without our rescue, Kimble wouldn't have survived. Or the 22 guinea pigs that our team spent 2 weeks rescuing in unfavorable conditions. Our rescue has dozens of stories like this.”

To get in touch, learn more about the rescue and the animals they care for, and to help, visit [popcornsandbinkies.org](http://popcornsandbinkies.org)

### **About Popcorns & Binkies Rescue Haven**

Popcorns & Binkies Rescue Haven Inc. is a charitable not-for-profit animal rescue located in Winnipeg, MB (Registered Charity # 70519 9321 RR0001). Donations of \$20.00 or more to the rescue are eligible for a tax receipt.

The rescue was founded in 2017 by a husband & wife team, Cindy & Jeff Hildebrand, both from Winnipeg. Cindy & Jeff have spent the past decade working with and advocating for a variety of animals.

The rescue's focus is on the often misunderstood “pocket pets” and exotic animals (such as rabbits, guinea pigs, hamsters, rats, hedgehogs, etc). The team at Popcorns & Binkies Rescue Haven strives to create a better understanding of how to properly care for and provide for these animals through education, as well as an extensive adoption process that includes multiple reference checks and interviews.

The team has rescued, rehabilitated and rehomed hundreds of animals over their years in operation, and continues to better the lives of the animals in their care.

### **For more information and to schedule an interview, please contact:**

Cindy Hildebrand, Director - Popcorns & Binkies Rescue Haven

Email: [popcornsandbinkies@gmail.com](mailto:popcornsandbinkies@gmail.com)

Mobile: [REDACTED]