



The Winnipeg Humane Society More Than a Shelter



THE WINNIPEG HUMANE SOCIETY

2011 Annual Report



CEO Report



There are so many ways to measure whether an organization is succeeding or not. So many different tools can be used, for example, did the organization manage to achieve a revenue surplus over expenses at the end of the year? Did the number of animals coming into the shelter increase or decrease? Are adoptions up or down? Is the workforce growing? Did new programs get up and running and are they successful? Were there failures and if so why? As I look back at the year 2011 I try and determine what our successes have been and as well look at how we may best improve.

I am always pleased when the financial return shows a surplus. It indicates to me that we have not been negligent in monitoring our expenses and using our donor funds in the best possible manner. Numbers can also indicate success and this past year we managed to achieve a small increase in cat adoptions over the 2010 numbers. This is the first time since 2006 that we have had an increase over the previous year and it's a good thing. Our cat intake numbers were also down compared to 2010; this is also a good thing. I often get asked why the numbers are lower and this is a difficult question to answer, I do hope it is because we have spayed or neutered over 18,000 cats since we moved into our new building. Maybe we are finally seeing a positive result for this effort. The other interesting number that we have watched over the past few years is the intake cat numbers for the other rescues and shelters. It seems there numbers are increasing as well.

I also look at new programs we have added to help with the numbers. One example is our Barn Buddies Program. This program places semi-feral cats into barn or warehouse settings. These cats can't be placed in our adoption program

because they are simply too wild yet they are proving to be great additions to these settings. We have also expanded our partnerships with pet stores who are willing to house and adopt out our animals. We now have 11 different pet stores in our WHS Satellite Adoption Program and this kind of partnership program has helped increase cat adoptions and the numbers!

Our people are as important as the numbers and at this year's Annual General Meeting we will acknowledge a significant contribution of three long-term board members who have been instrumental to The Winnipeg Humane Society: Brent Thomas, Dr. Nancy McQuade and John Youngman.

Brent has been on our board of directors for nearly 25 years; he is the longest serving member. Brent has, in the past, been the chair of the board and served on a great variety of committees over the years. His concern for animal welfare has been exemplary and his contribution to the governance and management of The WHS has been significant.

John Youngman played a key role in bringing the concerns of farm animal welfare to the minds of Manitobans. He was instrumental in planning and launching of Quit Stalling - a campaign to end sow stalls. For 14 years he has demonstrated his deep commitment to ending the inhumane treatment of all animals.

A board member since 1999, Dr. Nancy McQuade has assisted The WHS in many capacities, including that of Board Chair. She was the MVMA's board representative, in which she demonstrated her love for animals by sharing her considerable veterinarian knowledge. Nancy has been a huge



supporter of Paws in Motion, participating in the event with an enthusiastic team from her clinic at Best Friends Animal Hospital.

I want to personally thank Brent, John and Nancy for their many years of service to The WHS and offer our sincere best wishes upon their departure from the board.

I also would like to acknowledge the tremendous effort that our volunteers bring to The WHS. We are extremely fortunate to have such a large group of volunteers (over 800 strong!) You not only improve the lives of our shelter animals, but also our staff. We look forward to seeing your smiling faces each and every day, and know that our load is significantly lightened because of you.

Bill McDonald
CEO

Board Chair Report



2011 was my final year as Chair of The WHS board, a journey that began as a commitment to this outstanding organization nearly 10 years ago. Through my term as Chair and involvement on the board of directors, I have been able to see first-hand how The Winnipeg Humane Society is simply unlike any other community organization. This is because the day to day functioning of our shelter lies in the caring staff and volunteers, people whose personal mission is to make a difference in an animal's life no matter what the job requires. Our volunteers outnumber staff by an 8-1 ratio, with over 800 volunteers passing through our doors to care for our shelter. The sheer number of these amazing individuals is only trumped by the quality of service they provide, and a commitment that is truly awe-inspiring.

In the past year, The WHS had over 8,000 animals come into our care. This number includes the unwanted, abused, neglected, but also represents many pets surrendered due to family life changes or owners passing on. The frontline for receiving these animals is the staff of our Intake department, who are charged with the task of remaining compassionate and sensitive under the most difficult circumstances. Care for these animals is given in our fully functional veterinary clinic that performs life-saving procedures for many emergency cases that come to us from all over Manitoba. I am very happy to say that in 2011 over 3,500 WHS animals found homes through our adoption program.

The WHS is also more than a shelter. Advocacy and education are extremely important to us, creating responsible pet owners and moving forward to ending animal cruelty are two of our most basic objectives. We believe part of our work is to educate the public about the humane treatment for animals, which includes our education programs for kids and adults, obedience classes for dogs, pet first aid, Dogs & Storks (a seminar that helps you prepare your family dog for life with baby), Yelp line (behaviour advice), See Spot Read (student and dog reading therapy), and more.

The ambition of The WHS is to make the world a better place for the animals in our care, this is something our staff and volunteers do each and every day. The proud support given to The WHS is a testament to the work we do, and I am honoured to have worked with this beloved organization.

Take a few moments to read this annual report and to learn how your support not only helps thousands of animals each year, but also how thousands of Manitobans are affected because of the good work of The Winnipeg Humane Society.

Patricia Nesbitt, WHS Board Chair



the heartbeat of our shelter

lies in the caring staff and volunteers



Our 2011 Year In Review



Satellite Locations

In 2011, our satellite adoption centres grew to include 10 different locations across the city. Pet Smart, Pet Valu, Petland and Best West Pet Foods all currently house WHS animals. Together, 294 animals were adopted through the satellite program in 2011. Our adoptable dogs have also visited these locations for adoption fairs, giving them extra exposure and increasing the chances of getting adopted.



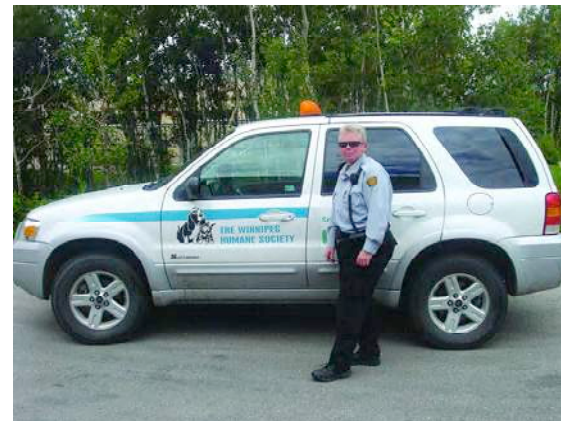
Clinic

The WHS clinic achieved almost 6000 spay and neuter surgeries on dogs, cats, and rabbits in 2011. We also performed over 100 other surgeries including fracture repairs, wound closures, bladder stone removal, dental extractions, tumour removal, and many other procedures to make our patients healthy and ready for adoption. Our team visited several remote communities to provide basic veterinary care for the residents of Norway House, Gillam, and Churchill.

Animal Protection

In the summer of 2011, The WHS helped with the removal of 57 dogs from the flooded community of Lake St. Martin. This was a portion of the 300 dogs that were retrieved, as The WHS worked in conjunction with a variety of rescue groups and in partnership with the provincial and federal governments. The Winnipeg Humane Society's Animal Protection Unit played a large role in helping the Manitoba Emergency Response for Animals group during the removal, as well as the food drive that was organized for the dogs. The WHS emergency drivers and investigators responded to over 2039 calls in their first year of inception.

In 2011, over 3,500 animals found their forever homes through our adoption program



Our 2011 Year In Review



Volunteers

Nearly 900 volunteers logged 40,848 hours of volunteer time in 2011, working in various integral departments and programs of The WHS such as Adoption Outreach & Promotion. Our volunteer involvement is steadily on the rise with a 9% increase over the previous year, and an 8 to 1 volunteer to staff ratio. From supporting our communications initiatives on our social media networks, to providing support at community events, we rely on our volunteers to keep the shelter running and the animals happy and healthy.

Behaviour

The Behaviour department had quite a few changes in 2011. With the behaviour manager moving to another department, an international search was initiated to find a suitable replacement. Early in 2012 we met with success. In the meantime, under Dr. Erika Anseeuw, Acting Behaviour Manager, a number of changes happened in the department. Proactive intervention by behaviour and adoption staff was instituted for all dogs to reduce nuisance behaviours such as jumping up and teach desired behaviours such as polite sitting or even performing tricks to improve adoption. A program of dog training using a mark-and-reward Positive Reinforcement system called Clicker training was implemented in the shelter. An additional staff person was hired to help train dogs and also staff and volunteers.

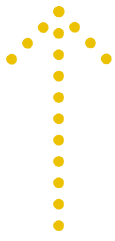
Education

Education continues to remain an important part of The WHS. Our Educators facilitated programs, focussing on responsible pet “ownership” and safety with pets, with 250 Winnipeg and area classrooms and hosted 64 WHS Shelter tours. Approximately 187 birthday boys and girls celebrated their birthday parties at The WHS and with the animals in our care. More than 250 children attended day camp during spring break and summer day camps.



Our Educators facilitated programs, focussing on responsible pet “ownership” and safety with pets

Development Report



For the past 117 years, compassionate animal lovers have supported The Winnipeg Humane Society - an organization that is funded primarily through private donations from people just like you.

Because of our community's generous support and endless love of animals - thousands of precious lives are saved and human hearts touched by the incredible experience of loving a companion animal. Every year members of our community tune into 1001 Donations, walk in Paws in Motion, attend our Bow Wow Ball and share in the holiday spirit of Paws for the Season. These events not only raise much needed funding but also engage our community by providing fun and memorable experiences.

Your active participation in Events coupled with our Direct Mail Program, Humane Hero Monthly Donors, Bequests and Humane Leaders are what does make the difference! Thank you for your gracious support in 2011. Your care, your love...matters.



thousands of precious lives are saved

and human hearts touched

- 25,199 people made 61,973 donations in 2011
- 67 people left Bequests in their will
- 199 people became new monthly donors
- Over 2,800 people attended our events.

Our Events in 2011:

- Bow Wow Ball raised \$192,438 including \$14,403 to purchase Oxygen concentrators for our remote spay and neuter clinics
- Paws In Motion raised \$253,416 (for our Spay and Neuter Program)
- Iams 1001 Donations raised \$60,347
- Other special events such as Yappy Hour, Paws for the Season, and the Book and Movie Sale raised a total of \$34,028
- We had 124 very generous groups and organizations who did their own fundraising for us to a total of \$128,215.

Advocacy & Farm Animal Welfare Report

Pets & Apartments

Our CEO Bill MacDonald was asked to join the Residential Tenancies Task Force, and contributed to the creation of two brochures for the Manitoba Residential Tenancies Branch; Renting with Pets and Renting to Pet Owners. These brochures are informative documents providing guidelines for those negotiating pet ownership agreements into leases, or landlords considering allowing pets on their property. In addition, The WHS recruited lawyer Yvonne Peters and a team of law students to create the Pro Bono Project: Pets in Apartments, researching other province's models and grounds to challenge the court and amend Bill 218; Fluffy's Law, so that can be passed.



Cat and Dog Fur

The WHS continues to lobby for a ban on Cat and Dog fur in Canada. Working Winnipeg's South Centre M.P., Anita Neville, petitions were collected in support of Bill C-439, a bill that will amend the hazardous products act. The bill was introduced in the 40th Parliament, 3rd session with over 2,200 signatures. The WHS continues to collect signatures to ensure the banning of this deplorable practice in Canada.

Circuses

In 2011 amendments to the Animal Care Act were put into action, updating regulations for housing, transportation, recapture plans and record keeping. These sections had a direct impact on circuses and events featuring animals in entertainment, and allowed The WHS to inspect each event to ensure the companies were adhering to the new regulations and amendments. Furthermore, The WHS communicated with each traveling circus that any observations showing a lack of compliance with the amendments would result in a registered complaint with The Office of the Chief Veterinarian, followed by an inspection and possible termination.

Farm Animal Welfare

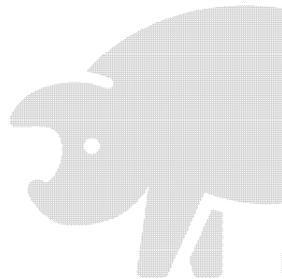
In 2011 the Barn Buddies program was created by The WHS, giving cats previously considered unadoptable due to behavioural issues the opportunity to live in a select rural farm, barn, or shop situations. While The WHS does not advocate for allowing cats outdoors, this program ensures the lives of many cats are saved who may have no other options. This innovative program adopts the Barn Buddies cats out at no cost, and requires the adopters to be approved prior to receiving one of our Barn Buddy cats.

Quit Stalling

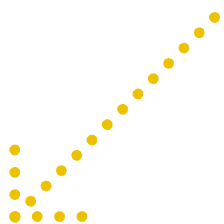
The WHS has filed a resolution for the Maple Leaf Foods 2011 AGM to end sow crates by 2017. This resolution is an extension of the work done in 2010, where we presented the Deputy Minister of Agriculture with over 10,000 signatures from supporters who wish to ban sow gestation crates in Manitoba. The Minister of Agriculture, Sam Struthers, is in support of The WHS initiative ending sow crates by 2017.

The Minister of Agriculture,
Sam Struthers, is in support of

The WHS initiative ending sow crates
by 2017.



Humane Leaders 2011



Guardian

Mary Lou & Paul Albrechtsen
City of Winnipeg employees
Dr. Carol J. Harvey
Anne Loewen
George Mann
Bernice Mueller
Anonymous
Anonymous
Karen Towns

Protector

Employees of the
Canadian Wheat Board
Dianne Gamble
Anonymous
Anonymous
Anne Toews

Builder

Alan Burns & Wen-Lin Sun
Neil Duboff
Health Science Centre-
Employees Charitable Fund
John Jamborko
Kim & Don Michalski
Jennifer Rahman
Rivercrest United Church
Krista Rempel
Teri Stevens
Lillian Turtle
Doug Warkentin

Visionary

Ron Ade
Esther & Mike Bast
Syd Baumel
Dr. M. W. & Mrs. Darlene
Billinghurst
Bristol Aerospace Ltd.
Anonymous
Carol Campbell
Anonymous
Mike & Karen Costello
Barbara & Terry Durham
Anonymous
Anonymous
Guy LaFreniere
Anonymous
Gordon & April Machej
Barbara McLeod
Ethel Miller
Louise Nebbs
Anonymous
Theresa Perrier
Anonymous
Shaw Communications Inc.

Staff Giving
Victor & Mary Lou Sidic
Anonymous
Anonymous
Western Financial
Insurance Company

Leader

William Acton
Alpine Concrete Ltd.
Cliff & Linda Bakowski
Joseph & Karen Barnsley
Linda Barry
Jo-Anne & Steve Baxter
Anonymous
Stuart & Lois Blake
James Blatz &
Shona Suderman
Doryce Boddy
Trent Boehm
Cathie Bolin
Chris & Brian Boulton
Anonymous
Robert & Bertha Butterworth
Cynthia Carr -
EPI Research Inc.
Greg Carter & Gail Harding
Anonymous
Anonymous
Marilyn Chrabaszcz
Mr & Mrs R. Chrundy
Robert & Gail Cipryk
John Corp
Costco Wholesale
Debbie & Doug Cottrell
Anonymous
Anonymous
Anonymous
Dr. Randal Dawson
Fred Debrecen
Wayne & Lana Demkey
June Derksen
Ryan Downey
Eunice Dyck
Anonymous
Gary & Judy Edwards
Jane Emslie & Brad Wladyka
James Fargey
David Fenwick
Robert Finch
First Energy Capital Corp.
Alice Fokeer
Molly Franklin
Robert & Phyllis Gaundroue
Patricia Gaye
Michelle Georgi
Anonymous

Linda Gibson
Anonymous
Lloyd & Patricia Green
Grant Hackman
Linda Harding
Eric Harrison
Tom Haughton &
Mary Anne Thorkelson
Doug Hayward
Anonymous
Barbara Hogan
In Memory of Malcolm
James (Jim) Kennedy
Phyllis I. Hunter
Mrs. Jean Husak
Lorne & Wanda Hyde
Carson Ikonen
Patricia Nesbitt & Paul Infuso
Anonymous
Margaret Johnson
Cynthia & Paul Johnson
Myra Kerney
Heather Kilbrai
Serena Kraayeveld
George Krempler
John & Joyce Lamb
Gunter & Sheila Lavallier
Naomi Levine
Anonymous
Jim & Peggy Linklater
Dr. Anne Loewen
Suyin Lum Min - Barron-Lum
Min Medical Corp
Harriet & Ted Lyons
Tara MacCoy
Patrick MacDonald
The Marcynuk Family
Dyanne & Ron Martin
Gerry Marzec &
Irena Wisniewska
Mr. Tony Maslanka
Anonymous
Ryan & Joan Mayberry
Dal & Sandy McCloy
Bill McDonald & Avis Gray
Anonymous
Darlene McDougall
Ray & Lynne-Anne McFeetors
Anonymous
Debbi McNabb
Nancy McQuade &
Brian Macri
Albina Moran
John Nakielny
Isabella Neil Fund
Anonymous
Donna Norell

Anonymous
Tannis Pardon
Donald Park
Pasquale's Restaurant
Anonymous
Joanne Pearson
Peter & Anita Pelech
Ms. Dawn Phillips
The Vic & Gwen Pinchin Fund
Lawrie & Fran Pollard
Richard & Connie Pope In
Memory of Robert Mock
Lisa Prescott
Quintex Services
Edward Ransby
Anonymous
Debra & Blaine Reimer
W. John &
Ursula M. Rempel
Lesley & George Rempel
Robert & Karen Robertson
Robinson Bath Centre
RBC Royal Bank - Employee
Volunteer Program
Verna Scanes
Hendrik Scholte
Katharine & John Schulz
Cindy Scott
Sears Employee
Charitable Fund
Toussaint Senecal
Lori Shane
Kelvin Shepherd &
Debbie Wolfe
Constance Shrutwa
Anonymous
Dr. Jim Skinner
George T. Snell
R.L. Springfield
Garry Steski
Robert & Deborah Stevenson
Dr. Anna Szetle
Peter Theyer
Transcona Collegiate
YIP Committee
Ecole Viscount
Alexander School
Sandy & Chantal Ward
Dr. Lynn & Sharon Webster
David & Wendy Whitmore
The Winnipeg Foundation
Scott & Stacy Wilson
Earl Wilson, Bruce Wilson &
Lisa Davies
Donna Wonnick
Tracy Zaporozan
Anonymous



2011 Statistics



Dogs	2011	2010	% of Change
Total number of dogs admitted to the shelter	1736	1,799	-4%
Number of stray dogs received	905	1,144	-21%
Number of owned dogs surrendered to the shelter	761	582	31%
Number of dogs adopted	1022	1,151	-11%
Number of dogs euthanized	173	191	-9%
Percentage of dogs adopted	59%	64%	-5%
Percentage of dogs euthanized	10%	11%	-1%



Cats	2011	2010	% of Change
Total number of cats admitted to the shelter	5319	6,083	-13%
Number of stray cats received	3431	4,554	-25%
Number of owned cats surrendered to the shelter	1524	1,437	6%
Number of cats adopted	2347	2,333	1%
Number of cats euthanized	2002	2,549	-21%
Percentage of cats adopted	44%	38%	6%
Percentage of cats euthanized	38%	42%	-4%



Other	2011	2010	% of Change
Wildlife Handled	748	717	4%
Other Animal Handled	245	329	-26%
Other Animals Adopted	162	213	-24%

Our 2011 Year in Review: **Finances**

The Winnipeg Humane Society Final Condensed Statement of Financial Position

Year Ended December 31, 2011	Operating Fund	Capital Fund	2011	2010
Assets				
Current Assets				
Cash and Cash Equivalents	\$ 1,447,855	-	\$ 1,447,855	\$ 1,021,567
Accounts Receivable	710,562	264,659	975,221	469,719
Inventory	247,304	-	143,514	155,514
Prepaid Expenses	22,712	-	37,212	78,854
	2,428,433	264,659	2,503,692	1,665,654
Other Assets - Investments	4,957	-	4,957	4,957
Due from The Winnipeg Humane Society Foundation	-	-	-	31,504
Fixed Assets, net	11,910,225		11,910,225	17,205,611
	\$ 13,653,795	\$ 264,659	\$ 13,918,434	\$ 14,682,701
Liabilities and Fund Balances				
Current Liabilities				
Demerit Mortgage	\$ 203,000	\$ -	\$ 252,000	\$ 442,000
Accounts Payable & Accrued Liabilities	407,071	-	46,000	409,000
Deferred Revenue & Gifts	39,238	-	19,788	47,211
Due to the Winnipeg Humane Society Foundation	303,232	-	507,757	-
Interfund Balances	91,215	(6,715)	-	-
	2,118,879	(6,715)	1,262,144	976,211
Interfund Loans	(810,561)	\$10,561	-	-
Loan Payable to The Winnipeg Humane Society Foundation	558,561	-	558,561	558,561
	2,267,829	103,846	1,760,637	1,324,772
Fund Balances				
Invested in Fixed Assets	10,890,510	721,813	10,964,323	11,264,050
Reserve/Fund	1,335,456	-	1,193,456	1,069,479
	12,225,966	721,813	12,157,779	12,333,529
	\$ 13,653,795	\$ 264,659	\$ 13,918,434	\$ 14,682,701

The Winnipeg Humane Society Condensed Statement of Revenues and Expenditures For the Years Ended December 31

Revenue	Operating Fund	Capital Fund	2011	2010
Donations	\$ 7,928,329	\$4,164	\$ 7,932,493	\$ 6,195,874
Fundraising	657,151	-	657,151	645,102
Grants	60,022	-	60,425	84,550
Fees	1,287,014	-	1,387,712	1,386,974
Sales	419,008	-	419,305	295,040
Other Revenue	1,238	-	11,238	12,457
	10,352,762	44,164	10,407,223	8,579,997
Expenditures				
Programs				
Adoption	269,798	-	269,498	340,768
Animal Rescuing	392,408	-	392,638	253,602
Animal Welfare	1,002	-	1,002	2,847
Behavior	115,947	-	115,937	162,336
Clinic	964,952	-	951,642	949,071
Education	122,656	-	123,441	117,473
Public Relations and Communications	250,245	-	250,245	194,186
Retail	508,200	-	708,809	250,145
Shelter	936,204	-	936,204	1,013,293
Volunteer	70,789	-	70,289	65,276
Investigations and Emergency Response	399,538	-	266,654	751,074
Sub Total	3,711,162		3,741,462	3,501,902
Development and Fundraising	933,700	-	933,700	952,000
Administration	662,512	-	662,512	621,753
Total	5,307,374		5,337,674	5,075,655
Excess of Revenue over Expenses	1,358,888	\$4,164	220,157	480,704
Loss on Disposal of Fixed Assets				(2,753)
Amortization of Fixed Assets	(295,301)		(346,707)	(385,718)
Excess of (Expenditures over Revenue) Revenue over Expenses	\$ 1,063,587	\$4,164	(173,150)	\$ 89,233

We have examined the condensed financial statements of The Winnipeg Humane Society LLP.

Our examination was performed in accordance with the standards of the Chartered Accountants of Canada.

Richard D. Pepp, FCA

Richard D. Pepp, Chartered Accountant, The Winnipeg Humane Society

Our Volunteers

Volunteers who celebrated an anniversary between April 2011 and April 2012

Recognition of service (3 years)

Holly Allen
Meaghan Ballard
Jenna Boholij
Andrea Bradie
Tara Brown
Margaret Campbell
Brenda Chevalier
Debbie Colley
Allison Connor
Marrie Cooke
Lauren Cox
Shelley Danish
Tom Dercola
Patricia Dolski
Dustin Dufour
Ezarah Ewanchuk
Eve Finnbogason
Clara Fjeldsted
Anne Gaye
Amber Green
Anjolene Hunt
Trish Johnston
Arthur Kempan
Marlene Kondrat
Marcy Kowalchuk
Margaret Krupa
Denise Marks
Annabelle Mays
Ian McDonald
Kristy McDonald
Neil McEwan
Debbie McGowan
Leslie McMunn
Brenda Meadows
Charlotte Pirch
Elaine Poirier
Jennifer Reynolds
Rochelle Reynolds
Scott Roehl
Lisa Rumble

Donna Smith
Judith Somerville-Jones
Lois Stockton
Tyler Syrota
Theresa Unrau
Bonnie Wainwright
Erin Wiebe
Joanne Winzinowich
Cynthia Yablonowski
Jason Zahara
Nikki Zloty

Recognition of service (5 years)

Lynn Bogaski
Jean Cruikshank
Kevin Davis
Liz Grimes
Carole Macdonald
Susan Manson
Susan McKay
Bill Meagher
Susan Meagher
Estelle Meyers
Dennis Prystayko
Terrol Rogers
Alison San Filippo
Edith Sawatsky
Dianne Snider
Bruce Toland
Kris Vosper

Recognition of service (10 years)

Mara Doctoroff
Miriam Flam
Sylvia Flam
Sheri Friesen
Carolyn Mosher

25 years of service

Brent Thomas

40 years of service

Ethel Miller

2011 Awards

2011

Media Award

Doug Speirs,
the Winnipeg Free Press

Employee Giving

City of Winnipeg
Employees and Retirees -
Charitable Giving Fund

2011

Volunteer Award

Marlene Rose

2011

Board Member Recognition

Brent Thomas
John Youngman
Dr. Nancy McQuade



Mission Statement:
To protect all animals from suffering and to promote their welfare and dignity.

Vision Statement:
All animals are treated humanely.

Adoption: 982-2035
Lost & Found: 982-2025
Donations: 982-204
Education Programs: 982-2046

www.winnipeghumanesociety.ca



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