

The Winnipeg Humane Society



Over 8,000 stories and 8,000 lives, each one bringing forth our compassion and inspiration.

The Winnipeg Humane Society's Annual Report 2014



The Winnipeg Humane Society helps thousands of animals every year. On any given week, more than 150 animals will come through our doors.

Every Animal Counts

Lucky the kitten learned to walk on three legs. ▼



► **Buddy the dog** finally learned his manners, and found the perfect family on the day of our 1001 Donations Telethon after waiting 200 days.

The sick and injured, the strays, and those whose owners are no longer able to care for them.

Each animal has a story, and far too often those stories are heartbreaking. Animals with gunshot wounds or who have been hit by cars. Animals whose beloved owners developed allergies, or moved to housing that did not allow pets. Owners who were forced to make the tragic decision to surrender their pet, knowing they were giving them the best chance by bringing them to The Winnipeg Humane Society.



► **Bijou the cat** was reunited with his owners after two months.

In 2014, The WHS took in 8,131 animals. Over 8,000 stories and 8,000 lives, each one touching us and bringing forth our compassion and inspiration. Eight thousand one hundred and thirty one lives that made us think, cry, and beam when their happy endings were found.

We took in 8,131 animals in 2014. This number includes: 5,531 cats; 1,761 dogs; 839 other animals, including wildlife and small critters



Lily the terrier cross overcame cruelty and a harsh skin condition to become a friendly, loving family pet.



The Winnipeg Humane Society helped 3,915 animals find their forever homes in 2014.

These animals were adopted both from the physical shelter at 45 Hurst Way, but also through our nine off-site adoption locations. In fact, 2014 was our most successful year to date—**912 animals were adopted from nine off-site satellite adoption locations**, up from 731 the previous year. The WHS has adoption partnerships with PetSmart, Pet Valu, Petland and Best West Pet Foods locations.

Chomper

Chomper arrived at The WHS in February. He was in severe pain after being hit by a car, leaving his left front shoulder cracked and dislocated. Our veterinary team amputated the leg so Chomper could live a pain-free life. Chomper's energy and playfulness made him an **instant staff and volunteer favourite**, and he was adopted shortly after he accompanied us to an appearance on Breakfast Television!



Yoel and Yakir

Yoel was a four-month-old kitten who went into cardiac arrest while on our surgery table. Our clinic team worked hard to revive him, and while he recovered, he was **left completely blind**. He was a sweet and friendly kitten who came to rely on his mama cat, Yakir, for support. We knew they would flourish in a home together, and were thrilled when a caring animal lover adopted the two of them together.



Snuff

Snuff came to The WHS as a stray in the middle of September. The scratches on his nose indicated a rough life on the streets, but the big brown tabby turned out to be a real sweetheart who loved to cuddle. He quickly won the hearts of a family who had recently mourned the loss of their 20-year-old cat (himself a WHS alumnus). Snuff went home with his adopted sister Petey, and they bring joy to their family every day.

Thank You. These stories inspire us to do the work we do, and we couldn't do it without you and your donations. **The animals thank you for it.**

In 2014, there were more than 2,500 concerns of abuse, cruelty and negligence towards animals.

One such call came to us at the end of November. Our dispatcher received **a call about a dog who had been hit by a train**. Our animal protection officers and emergency responders rushed to the scene. It was a dreary, snowy day, in the middle of rush hour. They did not know what to expect but knew they had to get there fast. Upon arrival our team noticed another train approaching. The dog was lying on the tracks between the iron rails and they saw the caller waving. There was blood coming from the dog's nose and an open wound on her head.



The caller told us he had seen the dog get hit by a car, then run onto the tracks where she was hit by a train. Prior to our arrival, she was hit by a second train. **Our response team worked quickly** – aided by the caller – to help the dog onto the stretcher. Our best efforts were not enough. She succumbed to her injuries and passed away. Thankfully she had a tattoo, and we were able to locate her owners, who were with her in her final moments.

The WHS Shelter

There are **hundreds of animals in our care** at any given time. This number includes those in foster homes and in our satellite adoption centres, but also at the shelter. There are animals in our adoption area, and animals receiving care in our 'backstage' area. Our animal care staff and volunteers ensure these animals are fed, cleaned and cared for. Fresh food and water is provided every day, as well as our strict cleaning protocols to reduce the spread of illness.



By the Numbers

Examples of animal protection work:

- 108** injured or ill wildlife emergency pick-ups
- 190** animals locked in vehicle complaints
- 34** confinement complaints regarding inadequate ventilation/lighting
- 407** calls regarding animals unduly exposed to heat/cold

Shelter Facts

In an average month, we go through:

- 36 bags** Dog and puppy food
- 24 bags** Cat and kitten food
- 90 cans** Cans of puppy food
- 115 cans** Cans of dog food
- 545 cans** Cans of cat food
- 429 cans** Cans of kitten food
- 175 bags** Cat litter (18kg per bag)
- 500** Garbage bags
- 16 litres** Hand Soap
- 40 litres** Dishwashing detergent
- 30 litres** Laundry detergent
- 60 litres** Bleach
- 6000** Pairs of gloves

The WHS clinic performs up to forty surgeries a day including emergency and spay and neuter surgeries.

This includes emergency surgeries as well as spay and neuter surgeries for clients of our SNAP program (subsidized spay and neuter). The clinic is a busy place where veterinarians, animal health technicians, volunteers and vet students work together to help animals.

Beat the Heat

In February 2014, The WHS clinic took part in the Beat the Heat program, an initiative funded by PetSmart Charities. **The objective: to spay 500 female cats before they came into their first heat**, an attempt to actively prevent many unwanted cats on the city's streets during peak breeding seasons. Owners of female cats in Winnipeg jumped at the opportunity to have their felines fixed for only \$20. Beat the Heat was a challenge, as the clinic staff worked tirelessly to meet their goals on top of their regular duties attending to emergencies and helping the shelter's animals. At the end of the month, we had exceeded our goal – **566 cats spayed and countless litters prevented.**



Donny the Cat

Donny came to The WHS with a major injury to his neck and jaw after he was hit by a car. The WHS clinic took loving care of him to **help him recover from injuries**, which resulted in his unique look. His injury did not slow him down! Donny is a friendly, affectionate cat who gets along with everyone he meets. He'd been in our care for over 140 days before finally being ready to find his forever home.



When Lily first arrived at The WHS she received lots of care at our clinic, where staff gave her medicated baths and treatment daily to help alleviate the pain of her cracked skin.

Reuniting lost pets with their owners is one of the most rewarding functions of The Winnipeg Humane Society.

We hold the largest lost pet registry in the province, and **lost pets can be easily located** with proper identification – tattoos, microchips, and tags. Staff and volunteers work together in our intake department to **help pets find their homes** again, and to prepare incoming animals for adoption. When a family is reunited with a beloved pet, it's a moment words can't describe.

Black Beard

At the beginning of October, one of our TNR (trap, neuter, release) clients found a cat in their garage and brought it to The WHS to be neutered. We assessed the cat and **discovered he had a tattoo**, which led our intake staff to trace it back to the registered owners. It turns out Black Beard had been missing since May! He was reunited with his happy owners at The WHS.



Franklin

Franklin went missing from his West Broadway home in May. He was found, terrified, hiding under a car. His finder brought him to The WHS, and thanks to proper identification we were able to **reunite him with his owner** shortly thereafter. Franklin's homecoming was a community effort, and his owner shared her gratitude by putting up posters around the neighbourhood.



Rex

Rex escaped from his dog sitter's yard one evening, after getting spooked by a thunderstorm. Shortly thereafter he was reunited with his very happy owner at The WHS, thanks to proper identification and the work of our intake staff.



The WHS Foster Program helps animals who are not quite ready to find their forever home.

These could be mother cats with their kittens, animals recovering from surgery, or long-term cats and dogs that need a break from the shelter. **Your donations cover all costs and supplies** associated with the program, so that needy animals get the help they deserve before they are ready for their happy ending.

Oliver's story

Oliver is a sweet and friendly cat with a unique orange and grey tabby coat. He came to The WHS as a stray at the beginning of September. He was alone and very scared, and needed to work on his socialization and confidence before he was ready to go up for adoption. A caring foster parent took him in, and **with the help of his dog foster sister Abbey**, he grew into an affectionate and confident cat. He fit in so well that his foster parent ended up adopting him. Oliver's foster mom is a devoted foster parent who continues to foster cats and kittens, with Abbey and Oliver's help. This is an excellent opportunity for foster pets to become accustomed to both cats and dogs.



Duke's story

Duke, an eight-year-old miniature Dachshund, came to The WHS in severe pain. His mobility was limited due to an injury on his front leg. We performed surgery so he was able to walk again pain-free, but **he needed time to rest and recover** in the comfort of a foster home before returning to the shelter to be put up for adoption. After putting out a call on our Facebook, the perfect foster parent stepped forward. Duke soon found his forever home!



Lily spent several months in a foster home while recovering from demodex. Your donations provided her with food and medical supplies before she was ready for adoption!

The WHS behaviour department works closely with every dog that goes up for adoption.

We assess dogs based on four criteria: how they react to humans, how they react to other dogs, how they react to cats, and whether or not they have food or object aggression. This helps us **determine their ideal home**. The work of the behaviour team helps foster a safer community. Behaviour modification ensures long-term adoptions. Our **return rate has lowered significantly** since implementing the program, so that WHS dogs and their owners are properly equipped to handle the 'real world' once they've left the shelter.

Yelp Line [204-988-8808]

The behaviour department provides invaluable over-the-phone advice to Winnipeg pet owners who are having issues with their pets. In 2014, the most frequent phone calls the Yelp line yielded were in regards to cat litter box issues and dog and cat relationship problems.

Meet your Match

Volunteers help in Behaviour, too! They assess cats before they go up for adoption to determine their personality through the "Meet your Match" program, which matches cats to their ideal home.



By the Numbers

15 Minutes – the amount of time, on average, it takes us to reach an owner of a lost pet using the tattoo.

Seven to Nine – the average amount of time, in minutes, it takes to handle a call in the intake department.

Six – the number of 2kg rolls of Rollover (a semi-soft dog food) the behaviour department goes through every two months

Seven – the average number of dogs at any time using a gentle leader head collar. Each of these dogs eventually goes through two leashes.

Ten – the average number of cat assessments done per day. Each cat is assessed using the ASPCA's "Meet your Match" program, and falls into one of three categories. These categories help potential adopters find the ideal cat for their home.

Six – the average life span, in months, of a Kong Wobbler in our behaviour department. We use a lot of them! Kongs are the best way to provide enrichment for dogs at meal time. We have very few and are always in need of more.

Two – the number of shelter cats who help staff assess dogs in our behaviour department. River and Mr. Cat were both found as strays but had the perfect personalities for their behaviour work.

5,000 – the estimated amount of dollars it takes to feed and house one behaviour shelter cat.

Our education programs teach children the value of responsible pet ownership at a young age.



By the Numbers

- 184** the number of school presentations
- 3,668** the number of children reached through school presentations
- 1,160** the number of people reached through in-house youth tours
- 302** the number of children reached in spring and summer day camps
- 180** the number of birthday parties held at The WHS
- 2,800** the number of children reached through birthday parties

WHS **educators visit schools** in Winnipeg and surrounding areas to teach students of all ages about pet safety. The Education department **hosts birthday parties** where attendees get to meet and learn about shelter animals, including how we care for them and how we try and find them homes. Through fun, interactive programs, kids learn about how to properly approach dogs and interpret animal body language, as well as the value of play and bonding.



Your donations help thousands of children become animal advocates through tours, birthday parties, and day camps.

Our programs are not just for kids! We offer adult programming such as 'Dogs & Storks' (for expectant families), 'What is My Dog Saying'? (understanding canine communication), and Pet First Aid and puppy obedience classes.



Thank you. Your donations help thousands of children become animal advocates through tours, birthday parties, and day camps.



Simply put, The Winnipeg Humane Society could not function without our more than 700 volunteers.

With over **130 volunteer positions** in every department of the shelter – from clinic and intake, to administration and events – **we could not do the work** we do without the help of these dedicated animal lovers.

Quiet Time Program

In 2014, we phased out our **puppy socializer program** after it was determined that puppies were becoming over-stimulated. We re-vamped our dog Quiet Time program to include our puppy volunteers. Quiet Time volunteers teach dogs how to relax to help relieve kennel stress. In our first month of the program, **109 hours** were contributed to Quiet Time – compared to 11 in December 2013.



Keith Stathers has been a Quiet Time volunteer since 2009

He spends time with the dogs every Tuesday and Thursday – you'll often see him sitting in a dog room, petting an appreciative canine. Some dogs have come from troublesome backgrounds and may take awhile to feel safe around people. Keith takes his time with the dogs, often sitting with them for over an hour – **even pretending to sleep** so the dogs will not feel anxious. He says the most rewarding part is taking the time for the dogs to settle, and eventually trust him.



By the Numbers

39,275 hours completed by volunteers in 2014, compared to 37,733 in 2013. This is an increase of 4%!

31,443 hours directly related to caring for our animals through dog and cat programs, and clinical and animal care.

7,832 hours contributed to special events, education programs, and administrative support.





◀ We first shared Lily’s picture with our Facebook followers on May 23.

With her matted fur and crusty skin, yet warm, hopeful eyes, she captured your hearts. Lily’s picture got over 1,000 ‘likes’ and many of our supporters reaching out to help – with donations and offers for foster homes.

As Lily improved throughout her stay both at the shelter and in foster care, we kept our followers up-to-date with posts and photos. The community support was heartwarming, as was Lily’s own resilience. She was adopted shortly after her return from foster care.

Advocacy and Social Media

The WHS advocates for more than just the humane treatment of pets. Our **Quit Stalling Campaign** pushes for humane treatment of pigs and an end to factory farming. The grassroots nature of **social media** makes it an ideal platform for sharing the latest information on farm animal welfare news – it’s a quick way to broadcast information that followers can then share and distribute to help us advocate for a better life for pigs, outside the confines of a gestation crate. The WHS believes in treating every animal with respect. This includes abiding by the Five Freedoms, a set of rights for animals under human control.



- 1. **Freedom from** hunger or thirst by ready access to fresh water and a diet to maintain full health and vigour
- 2. **Freedom from** discomfort by providing an appropriate environment including shelter and a comfortable resting area
- 3. **Freedom from** pain, injury or disease by prevention or rapid diagnosis and treatment
- 4. **Freedom to express** (most) normal behaviour by providing sufficient space, proper facilities and company of the animal’s own kind
- 5. **Freedom from** fear and distress by ensuring conditions and treatment which avoid mental suffering



WHS Licence Plate

We officially launched The Winnipeg Humane Society license plate in March 2014. The specialty plates went on sale on April 1 **at Autopac locations**. The plates cost \$70, with \$30 going toward The WHS. **In only two days, we sold out** and had over 350 back ordered. Thank you for your enthusiasm and support!

Donations 2014

HUMANE LEADERS \$1,000–\$2,499

Danny and Cydney Akman
Sandra and John Allen
Andrea Mann and Neil Antman
The Asper Foundation
Cliff and Linda Bakowski
Joseph and Karen Barnsley
Linda Barry
Mary Barry
James Blatz and Shona Suderman
Doryce Boddy
Tracey Braun and Al Glasgow
Anonymous
Bristol Aerospace Employee Giving
Robert and Bertha Butterworth
Adrian and Maylene Cancellia
Tom Caramanos
Cynthia Carr - EPI Research Inc.
Anonymous
Bea and Lawrie Cherniack
Marilyn Chrabaszc
Mr. and Mrs. R. Chrunyk
Leah Chudy in Memory of Fox
Robert and Gail Cipryk
James Cohen and Linda McGarva-Cohen
In honour of Paulette Cooley
Mary Elizabeth McKenzie and John Corp
Mike and Karen Costello
D. Cottrell
In memory of Kathy Crerar
Curle Family
Anonymous
June Derksen
Kathy Deschamps
Kathleen Deschene
Neil and Carol Duboff
Eunice Dyck
Gary and Judy Edwards
Anonymous
Jane Emslie and Brad Wladyka
Fraser Family
Kenn and Wendy Garrity
Robert and Phyllis Gaundroue
Patricia Gaye
Anonymous
Anonymous
Bruno Gossen
Anonymous
Maureen and George Greenlay
Edmund and Patricia Guest
Jennifer Gyles
Lena Harochaw
Tom Haughton and
Mary Anne Thorkelson
Lloyd Hein
John Hill
Arlene Hirsch and family
Anonymous
Helene and Michael Hoffer
Phyllis I. Hunter
Lorne and Wanda Hyde
In memory of Stretch,
Estate of Sylvia Inglis

Anonymous
Skipper and Cricket Jensen
Bill and Bonnie Kawka
Gloria and James J. Keleher Foundation
Heather Kilbrai
Serena Kraayeveld
Anonymous
George Krempler
Gunter and Sheila Lavallier
Shawn Levesque
Keith Levin and Babette Cohen
Naomi Levine
Jim and Peggy Linklater
Mary Louise Lisi
Dr. Ann Loewen
Anonymous
Jeff Marshalok
Bob and Bev Mathieson
Anonymous
Anonymous
Bill McDonald and Avis Gray
Robert and Rita McEwen
Deborah McGowan
Ken and Eva McKee
Joan McKelvey
Anonymous
Deb McMorrان
Nancy McQuade and Brian Macri
Shirley McQueen
Stephanie Minuk
Alan Moffat
Sheila A. Mymryk
John and Margy Nelson
Jason Nichols
Allan Nimmo
Donna Norell, in memory of Suzy
Tracey Novak
Nurgitz Family
Anonymous
Joan Olund
Valerie and James Orloff
Michelle Ouellet
Anonymous
Tannis Pardon
Julia T. Pawluk
Holly Penner
David H. Pentland
P. Dawn Phillips
Tannis Pardon
Allison Poff
Jean and Bert Polet
Lawrie and Fran Pollard
Eleanor Poltronetti
Arlene Pope
Richard and Connie Pope
Zeus and Zena Prescott
Victoria Preston
Quintex Services
Edward Ransby
RBC Royal Bank-Employee
Volunteer Program
Anonymous
Pam Reilly Law Office
Debra and Blaine Reimer

Lesley and George Rempel
Ursula M. Rempel
Tannis and George Richardson
Robert and Karen Robertson
Nicholas and Yvonne Ryback
Verna Scanes
Edmond and Mary Schaeffer
Hendrik and Inge Scholte
Natalie Schur
Jyoti Seshia
Lori Shane
Anonymous
Catherine Skinner
Dr. Jim Skinner
John and Linda Smith
William Sniderhan
Anonymous
Gordon and Patricia Sones
In memory of Audrey Soucy
Jack Sprague, in memory of
Steve O' Gorman
Robert and Deborah Stevenson
Anonymous
Izabela Szuba
Jane and Ed Tataryn
Barbara Taylor
Paula K. Thompson
Jeffrey Timmy
Noah and Myrna Weiszner
Western Financial Group Inc.
Wendy and David Whitmore
Wendi Wiebe
Anonymous
Theresa Wiktorski, in memory of
Sophie Blackner
Stacy and Scott Wilson
Worden Family
Phillip Zoski

VISIONARY \$2,500–\$4,999

Ron Ade
Anonymous
Anonymous
Christine and Brian Boulton
Darwin and Carol Campbell
Anonymous
In Memory of Peter D. Curry
Margaret Dunstan Fund
Anonymous
Hartley Katz
Anonymous
Mauro Family Foundation
Ethel Miller
Gilbert Mondor
E. Louise Nebbs
Donald and Moyra Perry
Anonymous
Hartley and Heather Richardson
Shaw Communications Inc. Staff Giving
Estate of Polly Shoults
Anonymous

BUILDER \$5,000–\$7,499

Estate of Doris Norma Bayley
Genessa Cram Memorial Fund
Dr. Mervyn and Mrs. Darlene Billinghamst
Alan Burns and Wen-Lin Sun
Lois Chandler
Estate of Andrew B. Crump
Tim Dewart and Denise Marks
Estate of Frank Gladky
Great-West Life
Anonymous
Anonymous
Dr. Carol J. Harvey
John and Patricia Knowles
Charitable Fund
Lynne-Anne and Ray McFeeters
Manitoba Community Services Council
Estate of Georgina Isabella Matchett
Estate of Doreen Phillips
Estate of Robert Polinuk
Estate of Elsie Alicia Tymchak
Wheaton Family Foundation
Kelvin Shepherd and Deborah Wolfe
Larry Vickar

PROTECTOR \$7,500–\$9,999

Anonymous
Estate of Frederick Priest

GUARDIAN \$10,000 +

Paul and Mary Lou Albrechtsen
Anonymous
BMO Mastercard Affinity Program
Anonymous
Jean Britton and Ransom Slack
Estate of Edward Derback
Estate of Dianne Gamble
Estate of Gaylord Gorrington
Estate of Barbara Louise McLeod
Ed and Terri Melna
Estate of William Harry Moore
Bernice Mueller
Estate of E. Joan Nebbs
O'Regan Charitable Foundation
Order of the Sons of Italy
Garibaldi Lodge
Anonymous
Krista Rempel
Estate of Frances Stergar
In Memory of Gary Stimpson
Anne A. Toews
City of Winnipeg Employees
Estate of Arlene Patricia Wiseman
Estate of Edith Georgina Wood

The plight of animals captures the hearts of many, including our incredible media partners.



We are featured in the **Winnipeg Free Press** with our weekly adoption ads and regular columns by Doug Speirs that highlight the work done in our clinic, behaviour and other areas of our shelter. **CTV Winnipeg** highlights WHS stories on **CTV Morning Live** and our monthly Pet-Ed segments, and **Winnipeg Sun** columnist Doug Lunney writes often about our WHS animals. Bi-weekly pet profiles on **Shaw TV** draw attention to long-term animals who deserve happy endings.

The WHS relies on the support of dozens of other large and small media outlets in Winnipeg



who share our adoption ads and shelter information. In 2014, we formed a new relationship with **Mars Media** – they now feature Winnipeg Humane Society articles in their various publications. At the end of the year, we said farewell to our long-time partners **Breakfast Television** when they went off air. BT played an integral role in promoting our animals and helped many of them find homes.

QX104 FM personalities Brody and Samantha use their celebrity status to draw attention to WHS animals in need. For example, they raised \$600 for The WHS as the winners in Kildonan Place's Carving for a Cause contest in October.



Every donation counts. Whether it's a major gift given by a sponsor, or the fundraising money raised from a lemonade stand.

Our animals depend on your generous gifts. **We need you.** You make this all possible. Your donations and support allow us to help animals and tell their stories. Many of the animals that come to The Winnipeg Humane Society need critical medical care. It takes **more than our effort and ability** to care for these animals.



You helped us in so many ways in 2014

- Cash gifts, including monthly giving, stock and insurance
- In Memory and Tribute Gifts
- Planned Giving
- Participating in one of our five featured events:
 - 1001 Donations
 - Paws in Motion
 - In the Ruff
 - Bow Wow Ball
 - Paws for the Season
- Hosting or having a third-party event
- Sponsorship and Corporate Giving
- Purchasing a WHS License Plate
- Using your WHS MasterCard
- Donating your car – Cars for Critters



By the numbers

59,731 the number of gifts made in 2014

19,891 the number of donors who made these gifts



