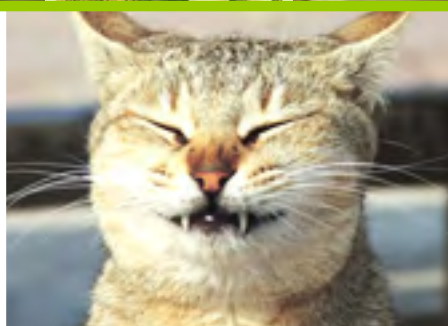
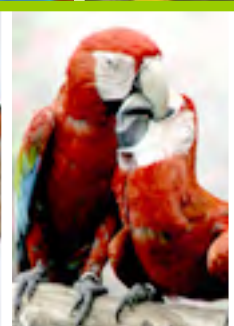
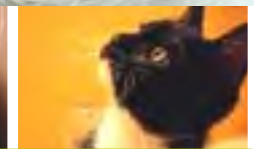


THE WINNIPEG HUMANE SOCIETY A **DISTINCT** BREED

2009 ANNUAL REPORT



THE WINNIPEG HUMANE SOCIETY



2009 REPORT'S

Nancy McQuade, WHS Board President



2009 definitely presented some distinct challenges for The Winnipeg Humane Society. We faced significant increases on intake for dogs and cats, all the while balancing uncertainties given the world financial crisis that hit us on the cusp of 2009. Although we did not know how adoptions and donations would fare, we were able to balance our budget. This is imperative, as who else could take in 9,228 homeless animals, care for the injured in our veterinary clinic and animal hospital, operate low cost spay/neuter programs, and fund our animal protection officers to track down abused and injured animals, plus offer numerous programs & services that support our community?

I am proud to be a part of an organization that has so many dedicated staff and volunteers. They face tough decisions each and every day: life and death. I see people who care a great deal for animals, people who go out of their way to hurt them, and everything in between. It is no small task taking in 9,228 animals. Imagine, The WHS receives on average 177 animals each and every week, while already caring for nearly 200 - 400 at any given time. These numbers are staggering, and it places The WHS in a distinct position. We uniquely take on the task of going beyond rescue and animal adoption. We have programs and policies that helps our entire community. You can learn about these, our animal statistics, and services by reading through this report.

My heartfelt thanks go out to our numerous staff, volunteers, supporters and donors who allow us to make a difference in the lives of thousands of animals.



Bill McDonald, Executive Director

I firmly believe that our shelter is a destination for many in Winnipeg, who, for whatever reason, cannot have a companion animal live with them. They come to the shelter to get a glimpse of an animal and simply put, it does make their life better. On any weekend we see grandparents with their grandchildren in the shelter just looking at the kittens, the puppies, the cats and dogs. Our shelter is more connected to the community in so many ways than ever before and we are very proud that our grounds and shelter have become a place to "go to" for that animal connection that is so important to us as humans.

This past year has also been a year of "the volunteer." Our volunteer numbers leaped in 2009 to over 800 people. This wonderful group of people dedicated over 35,000 hours of service to The Humane Society, a new all time record! I want to say thank you to every one who contributed to this great success. It also provides ample proof to me that people like coming to our shelter, as every day volunteers are here doing amazing work with the

dogs and cats, in for special events and in the kennel area to name a few.

I am also pleased to report that progress is being made with the animal welfare legislation in our province. In June of 2009 a number of amendments passed in the legislature that will help control puppy mills. This is a very positive move by the province and we were pleased to provide input at the committee hearings and at the review of the regulations. We feel that the province is paying attention when we speak out as new circus standards that we had suggested in 2008 have been included in the new regulations. New stiffer cruelty penalties are also in place and breeders, pet stores, shelters and kennels will all be inspected from now on. Abuse and cruelty cases will never be completely stopped but it is comforting to know we have better legal tools available to assist us in punishing those who abuse.

We also faced challenges this past year and those challenges were simply an increase in the number of animals who came through our shelter doors. The number of dogs taken in was up by 21%. Cats also increased but not as much as the dogs. More animals means more

work for all of our kennel and clinic staff and I want to acknowledge the hard work put in by everyone while taking care of so many animals. We have had over 1,200 people tour the shelter in the last year and I have been told countless times that people are amazed at how clean our shelter is. This is something that we should be very proud of and it is the work by the staff that generates these comments. A big thank-you, and well done, to all the dedicated staff of The WHS.

2009 was also a challenging year with the economic downturn. During the first six months of the year we were very worried about donations, but our community stepped up and supported us in the second half of the year. Many, many people, both staff and volunteers, are involved in raising all of the money needed to run a shelter of this size and they should also be recognized and thanked for the wonderful job they do. The volunteer committees that manage the Bow Wow Ball, Paws in Motion and Yappy Hour put in countless hours to make these events the successes they are. The cost of everything from food to medical supplies continues to climb each year and our Development staff continues to create new ways of raising the \$5.1 million needed to run The WHS.

Martin Buber once wrote: "An animal's eyes have the power to speak a great language."

I know each and every one of our animals is saying thank you for helping me!

"ANY GLIMPSE INTO THE LIFE OF AN ANIMAL QUICKENS OUR OWN AND MAKES IT SO MUCH THE LARGER AND BETTER IN EVERY WAY." - JOHN MUIR

OUR 2009 YEAR IN REVIEW SHELTER

Adoptions

The fall season saw a drastically high number of incoming animals. By the end of September, the shelter had reached nearly 500 more cats and dogs over the previous year. A successful promotion resulted in a record breaking number of adoptions—201 over a three day period!



Satellite Locations

Due to the bankruptcy of Petcetera, The WHS lost this organization as a satellite location. Of the 398 satellite adoptions that took place in the previous year (2008), Petcetera was responsible for 202.



Clinic



The WHS medical team performed over 6,300 spay and neuter surgeries on animals from across the province.

Animal Protection – Seizures and Surrenders



The Winnipeg Humane Society conducted over 670 investigations in 2009 and were involved in at least 10 major seizures of animals.

Volunteers

By the end of 2009, over 800 volunteers had logged over 35,000 hours, resulting in an almost 8 to 1 volunteer to staff ratio. About a 23% increase over the previous year, we attribute the extra volunteer hours to improvements in efficiencies, newly implemented programs and more volunteer positions available.



Behaviour – Dogs and Cats

In May, we introduced a new adoption program for cats called Meet Your Match. Our adoptable cats are now assessed and given one of nine “feline-ality” that best match their personality. Adopters are then asked to fill out a survey about themselves that will help us learn what feline-ality is best suited to their lifestyle.



Education:

Mini Kids Club, Pet Partners,
See Spot Read



We continued to run our Mini Kids Club, Pet Partners Club and Paws for Adventure Day Camps throughout the year. Our educators also completed over 300 presentations to classrooms and community groups, performed 68 shelter tours and held 144 birthday parties. We are also proud to announce that 36 children participated in See Spot Read, a reading improvement program whereby elementary school-aged children read to therapy-trained dogs.

A SUCCESSFUL PROMOTION
RESULTED IN A RECORD
BREAKING NUMBER OF
ADOPTIONS—201 OVER A
THREE DAY PERIOD!



OUR 2009 YEAR IN REVIEW

DEVELOPMENT

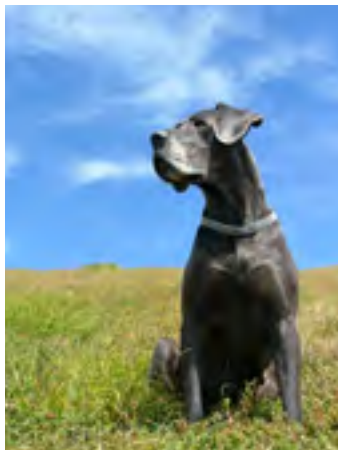
Donations

Thank you – 25,000 times over. This past year, our shelter was supported by over 25,000 donations which provided us with the framework to fund our various departments including clinic, education, behaviour, adoption, foster and lost and found. It is never easy to face increased costs, a greater influx of animals and the need for more resources – so it is with immense gratitude to our past donors, as well as our new donors, who believe The Winnipeg Humane Society is worthy of their charitable dollars.



Planned Giving – Shelter Society

The WHS continued to enhance this successful program to educate our donors on the options of Planned Giving. Alongside new printed materials, and an improved website – we were fortunate to have several key individuals in the community form our Planned Giving Advisory Council.



Major Gift – Humane Leaders



A new program was developed to pick-up where the Capital Campaign left off. We have built the building, but it takes \$5,000,000 annually to keep it operational. Our Humane Leader program annually concentrates on one or two objectives for our shelter that are not always at the forefront of one's mind when making a donation. The focus this past year was dedicated to supporting the cost of our medical supplies, and our spay and neuter program.

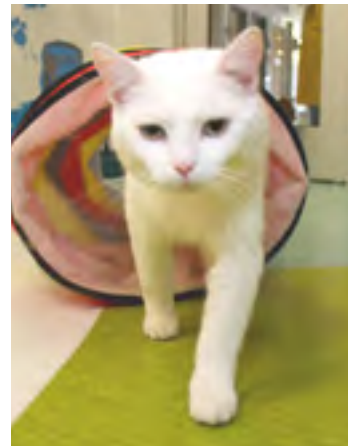
Events



Our benchmark events continue to become more popular each year. We saw increased participation at our Paws in Motion pet walk-a-thon, and new corporate sponsors at the Bow Wow Ball gala dinner. We doubled our previous revenue at 1001 Donations after a switch was made to CHUM radio and Shaw TV, making it both a radio-thon and tele-thon. A noticeable increase in money raised was in our third party events. We are extremely grateful to all of the individuals and companies who helped raise funds for us by having a jean day, hosting a pot luck dinner, forgoing wedding favours or birthday presents, and payroll deductions to name a few.

Key Fundraising Programs

Though not new, our direct mail program and monthly giving program remain the backbone of our operation. We test, segment, allocate, and review results, all in the hope that we are giving our donors what they want to receive—the stories they want to read about and a commitment on our part to do the very best for our animals with their donor dollars.



WE ARE
EXTREMELY
GRATEFUL TO
ALL WHO
HELPED
RAISE FUNDS
FOR US

OUR 2009 YEAR IN REVIEW

ADVOCACY & FARM ANIMAL WELFARE

Pets & Apartments



After several attempts in previous years to change the law regarding pets in apartments through volunteer legal council and an unsuccessful meeting with representatives from the Professional Property Managers Association, we were thrilled when Manitoba Liberal Leader, Jon Gerrard approached us with a request to join forces and bring about change. Bill 218, the Residential Tenancies Amendment Act was introduced on December 8th, and similar to Ontario's "Fluffy Law", this bill will deem no-pet policies in tenant agreements null and void.

Cat & Dog Fur

The fall issue of The WHS Newsletter exposed the cat and dog fur industry prominent in China and other Asian regions. Cat and dog fur products are legally imported and sold in Canada despite the bans both the European Union and the United States have already implemented. On September 16th, shortly after the newsletter was released, Anita Neville, M.P. for Winnipeg's South Centre, introduced Bill C-439, a bill that will amend the hazardous products act, making it illegal to import and sell products with cat and dog fur in Canada.

Coalition

In March, The WHS hosted a two-day forum with some of North America's most prominent animal welfare organizations with the objective of developing strategies to bring confinement systems in animal agriculture to an end. We continue to dialogue by teleconference approximately every six weeks. The purpose is to provide a strong national voice for animals, to support each other and to develop collaborative strategies to end intensive confinement practices. Over half a million Canadians concerned about the treatment of farm animals are represented by this network.



Farm Animal Welfare Committee and Quit Stalling Campaign



Quit Stalling displays were held at various events, malls and schools throughout the year and continue to be an excellent educational tool that provides consumers with information about confinement systems. The display, that includes a life-sized model of a pregnant sow inside a 2 by 6 foot cage, has been expanded to include a real battery cage with 10 life-like chickens inside to provide consumers with a visual of how the majority of egg-laying chickens in Manitoba live. Another focus of 2009 was to make presentations to high school students. Presentations have been made to schools in Winnipeg and Selkirk.

Food Policy

The WHS adopted a food policy that supports using food from cage-free sources. This policy is congruent with our belief that confinement systems are cruel and inhumane. By adopting this motion we are doing what we ask consumers to do and that is demand change through conscious choice. The new policy is "That The WHS uses food from cage-free (the animals have the ability to turn around and extend their limbs) sources for all functions and fundraisers where possible."



**FLUFFY
LAW
WILL DEEM
NO-PET
POLICIES
IN TENANT
AGREEMENTS
NULL AND
VOID.**

HUMANE LEADERS OF 2009



We sincerely thank this dedicated group of animal stewards who have demonstrated their compassion to the animals. For more information about our Humane Leader program, please call 982-3555.

Guardian

- Mary Lou and Paul Albrechtsen
- Dr. Carol J. Harvey
- Diana and Brian Mills - In Memory of Nellie Cooney
- Bernice Mueller
- Irene and Jim Snell

Protector

- Canadian Wheat Board
- HSC Employee Charitable Fund

Builder

- Alan Burns and Wen-Lin Sun
- Great-West Life
- Anonymous
- George Mann
- James W. Milligan
- Pet Secure Pet Health Insurance
- Anne A. Toews

Visionary

- Jean Britton and Ransom Slack
- Cynthia Carr - EPI Research Inc.
- Mike and Karen Costello
- Donna and David Ferguson
- Anonymous
- Investors Group - In Honour of David Bissky

- Myra Kerney
- Guy LaFreniere
- Liberty Tax Service - Leo Deurbrouck
- Pat McBride
- Lynne-Anne and Raymond McFeetors
- Barbara McLeod
- Ethel Miller
- Sheila A. Mymryk
- John Nakielny
- W. John and Ursula M.
- Rempel Walter and Sandy Shirmmeister
- Seven Oaks General Hospital
- Shaw Communications Inc.- Staff Giving
- Anonymous

Leader

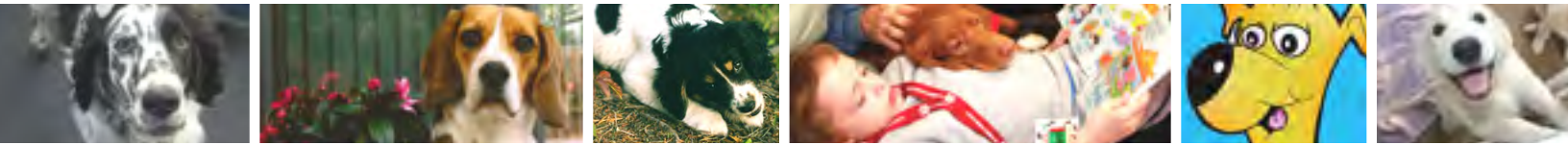
- Jo Alexander
- All-Fab Building Components Inc.
- Anne Loewen
- Colleen and Kris Baldwin
- Joseph and Karen Barnsley
- Syd Baumel
- Anonymous
- Maurice Berk
- Stuart and Lois Blake
- James Blatz and Shona Suderman
- BMO Fountain of Hope, Employee's Foundation
- Anonymous
- Christine and Brian Boulton
- Anonymous
- Vicki Burns
- Robert and Bertha Butterworth
- C. Corbett Medical Corp
- Carol Campbell
- Marilyn Chrabaszcz
- Robert and Gail Cipryk
- John Corp

- Mr. and Mrs. D. Cottrell
- Cheryl and Don Courcelles
- Anonymous
- Pierre, Joanne and Snoop Daoust
- Anonymous
- Anonymous
- Anonymous
- Fred Debrecen
- E. Dettman
- Tim Dewart and Denise Marks
- Miss Grace M. Donald - In Memory of Patches
- Mrs. Donaldson
- Anonymous
- Anonymous
- Patricia Gaye
- Anonymous
- Linda Gibson
- Anonymous
- Kerry and Kaaren Hawkins
- Phyllis I. Hunter
- Lorne and Wanda Hyde
- Paul Infuso and Patricia Nesbitt
- Betty Jenkins
- Margaret Johnson
- Mel and Sheila Kiesman
- Serena Kraayeveld
- Naomi Levine
- Anonymous
- Vivian MacDonald
- Anonymous
- Magellan Vacations Inc.
- Employees Fund
- Manitoba Public Insurance
- Tony Maslanka
- Angie Mathieson
- Kim and Valerie McCartney
- Dal and Sandy McCloy
- Anonymous
- Bill McDonald and Avis Gray
- Anonymous
- Anonymous
- Nancy McQuade and Brian Macri

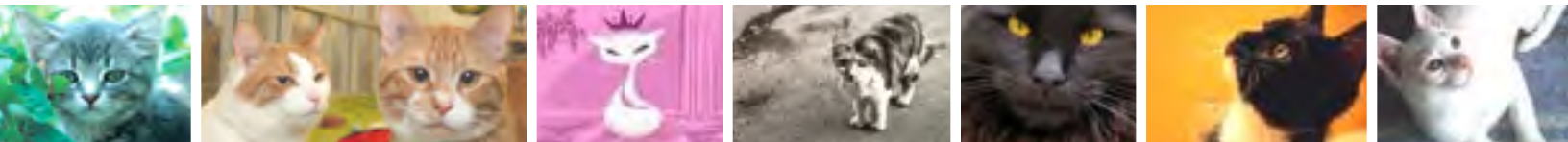
- Anonymous
- Anonymous
- Anonymous
- Tannis Pardon
- Gerry Parkinson
- Anonymous
- Merrell-Ann Phare and Anne Smith
- Dawn Phillips
- Dario Pineda-Gutierrez
- Dr. Anna Szette
- Lawrie and Fran Pollard
- Richard and Connie Pope
- Kathleen Poulter
- Lisa Prescott
- Quintex Services
- Robert and Catherine Quirk
- R. Wilton Aluminum Ltd.
- Anonymous
- Anonymous
- RBC Foundation
- John F. Reilly
- Robert and Karen Robertson
- Royal Sire Consulting Ltd.
- C. Scott Sarna
- Verna Scanes
- Hendrik Scholte
- Victoria Schumann
- Cindy Scott
- Toussaint Senecal
- Lori Shane
- Dr. Jim Skinner
- Jim and Gloria Slater
- John and Linda Smith
- George T. Snell
- Algis and Gertraud Stankevicius
- Deborah and Robert
- Tony, Susan, Monica and Andrea Warzel
- Theresa Wiktorski - In Memory of Sophie Blackner
- David and Joan Williamson
- Walter B. Witowski
- Anonymous
- Frederick Zastre

**UNTIL ONE HAS LOVED AN ANIMAL,
PART OF THEIR SOUL REMAINS UNAWAKENED.
- UNKNOWN**

2009 STATISTICS



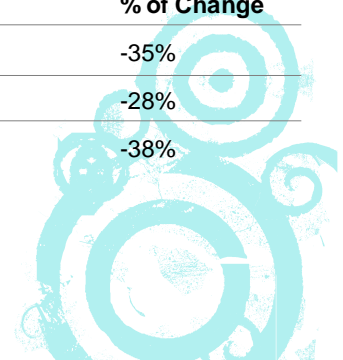
| Dogs | 2009 | 2008 | % of Change |
|---|-------|-------|-------------|
| Total number of dogs admitted to the shelter | 2,091 | 1,723 | 21% |
| Number of stray dogs received | 1,165 | 917 | 27% |
| Number of owned dogs surrendered to the shelter | 843 | 806 | 5% |
| Number of dogs adopted | 1,370 | 1,109 | 24% |
| Number of dogs returned to their owners | 394 | 300 | 31% |
| Number of dogs euthanized | 208 | 161 | 29% |
| Percentage of dogs adopted | 66% | 64% | 1% |
| Percentage of dogs received returned to owners | 19% | 17% | 1% |
| Percentage of dogs euthanized | 10% | 9% | 1% |



| Cats | 2009 | 2008 | % of Change |
|---|-------|-------|-------------|
| Total number of cats admitted to the shelter | 6,007 | 5,870 | 2% |
| Number of stray cats received | 4,276 | 3,827 | 12% |
| Number of owned cats surrendered to the shelter | 1,610 | 2,043 | -21% |
| Number of cats adopted | 2,765 | 2,858 | -3% |
| Number of cats returned to their owners | 558 | 476 | 17% |
| Number of cats euthanized | 2,081 | 1,973 | 5% |
| Percentage of cats adopted | 46% | 49% | -3% |
| Percentage of cats received returned to owners | 9% | 8% | 1% |
| Percentage of cats euthanized | 35% | 34% | 1% |



| Other | 2009 | 2008 | % of Change |
|-----------------------|------|------|-------------|
| Wildlife Handled | 840 | 1298 | -35% |
| Other Animals Handled | 290 | 402 | -28% |
| Other Animals Adopted | 192 | 311 | -38% |



2009 FINANCES

**The Winnipeg Humane Society
Final Condensed Statement of Financial Position
December 31**

| | Operating Fund | | Capital Fund | | 2009 | 2008 |
|---|----------------|-------------|--------------|----|------------|---------------|
| Assets | | | | | | |
| Current Assets | | | | | | |
| Cash and Cash Equivalents | \$ | 1,450,421 | - | \$ | 1,450,421 | \$ 579,666 |
| Accounts Receivable | | 202,692 | 244,162 | | 446,854 | 629,983 |
| Inventory | | 89,617 | - | | 89,617 | 91,782 |
| Prepaid Expenses | | 37,160 | - | | 37,160 | 30,655 |
| | | 1,779,890 | 244,162 | | 2,024,052 | 1,332,086 |
| Other Assets | | 2,500 | - | | 2,500 | 2,500 |
| Fixed Assets, net | | 12,454,231 | - | | 12,454,231 | 12,800,572 |
| | \$ | 14,236,621 | \$ 244,162 | \$ | 14,480,783 | \$ 14,135,158 |
| Liabilities and Fund Balances | | | | | | |
| Current Liabilities | | | | | | |
| Demand Mortgage | \$ | 508,000 | \$ - | \$ | 508,000 | \$ - |
| Accounts Payable & Accrued Liabilities | | 317,361 | - | | 317,361 | 337,687 |
| Deferred Revenue | | 40,135 | - | | 40,135 | 42,334 |
| Interfund Balances | | 1,085,254 | (1,085,254) | | - | - |
| | | 1,950,750 | (1,085,254) | | 865,496 | 380,021 |
| Interfund Loans | | (1,366,561) | 1,366,561 | | - | - |
| Due to The Winnipeg Humane Society Foundation | | 511,230 | - | | 511,230 | 5,629 |
| Loan Payable to The Winnipeg Humane Society Foundation | | 858,561 | - | | 858,561 | 858,561 |
| Mortgage Payable | | - | - | | - | 900,000 |
| | | 1,953,980 | 281,307 | | 2,235,287 | 2,144,211 |
| Fund Balances | | | | | | |
| Invested in Fixed Assets | | 13,368,977 | (37,145) | | 13,331,832 | 11,498,972 |
| Unrestricted | | 913,664 | - | | 913,664 | 491,975 |
| | | 12,282,641 | (37,145) | | 12,245,496 | 11,990,947 |
| | \$ | 14,236,621 | \$ 244,162 | \$ | 14,480,783 | \$ 14,135,158 |

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

| | Operating Fund | | Capital Fund | | 2009 | 2008 |
|--|----------------|-----------|--------------|----|-----------|--------------|
| Revenue | | | | | | |
| Donations | \$ | 2,696,987 | 577,401 | \$ | 3,274,388 | \$ 3,370,069 |
| Fundraising | | 568,906 | - | | 568,906 | 471,501 |
| Grants | | 68,737 | - | | 68,737 | 87,095 |
| Fees | | 1,231,533 | - | | 1,231,533 | 1,021,060 |
| Sales | | 321,803 | - | | 321,803 | 309,856 |
| Other Revenue | | 9,650 | - | | 9,650 | 27,307 |
| | | 4,897,616 | 577,401 | | 5,475,017 | 5,286,888 |
| Expenditures | | | | | | |
| Programs | | | | | | |
| Adoption | | 285,910 | - | | 285,910 | 315,241 |
| Animal Receiving | | 457,049 | - | | 457,049 | 495,066 |
| Animal Welfare | | 6,008 | - | | 6,008 | 10,476 |
| Behavioral | | 121,723 | - | | 121,723 | 82,939 |
| Clinic | | 782,786 | - | | 782,786 | 829,630 |
| Education | | 106,908 | - | | 106,908 | 98,715 |
| Public Relations and Communications | | 183,905 | - | | 183,905 | 166,302 |
| Retail | | 229,421 | - | | 229,421 | 281,511 |
| Shelter | | 996,322 | - | | 996,322 | 857,915 |
| Volunteer | | 59,628 | - | | 59,628 | 76,645 |
| | | 3,229,660 | - | | 3,229,660 | 3,174,640 |
| Development and Fundraising | | 970,288 | - | | 970,288 | 946,317 |
| Administration | | 592,714 | - | | 592,714 | 624,034 |
| | | 4,792,662 | - | | 4,792,662 | 4,744,991 |
| Excess of Revenue over Expenses | | 104,954 | 577,401 | | 682,355 | 541,897 |
| Loss on Disposal of Fixed Assets | | (6,325) | - | | (6,325) | (5,585) |
| Amortization of Fixed Assets | | (421,481) | - | | (421,481) | (446,572) |
| Excess of (Expenses over Revenue) Revenue over Expenses | \$ | (322,852) | \$ 577,401 | \$ | 254,549 | \$ 89,740 |

The above statements are extracted from financial statements audited by Deloitte & Touche LLP.

Copies of auditors' reports and financial statements are available by request from The Winnipeg Humane Society.

R. D. Pope, FCA

Richard D. Pope, Treasurer, The Winnipeg Humane Society

VOLUNTEERS

Volunteers who celebrated an anniversary between April 2009 - April 2010.

Three Years Five Years



Lynn Bogaski
Jean Cruikshank
Kevin Davis
Pamela Gilroy-Rajotte
Liz Grimes
Janelle Hapke
Arlie Laxdal
Carole Macdonald
Susan Manson
Lori-Ann McGill
Susan McKay
Bill Meagher
Susan Meagher
Estelle Meyers
Dennis Prystayko
Terrol Rogers
Alison San Filippo
Edith Sawatsky
Brian Stimpson
Bruce Toland
Kris Vosper
Carly Walsh

Krystyn Clouston
Pierre Daoust
Amanda Dobbs
Maureen Gilroy
Olga Hazelwood
Cathy Juniper
Barb Linklater
Catherine Luciw
Elizabeth Myers
Cheryl Parisien
Wayne Rose
Wayne Seepish
Cynthia Stewart
Colleen Sveinson
Geary
Peter Theyer
Linda Toews
Randy Tonnellier
Leslie Yeoman

Ten Years



Joan Bender
Trinda Frovich-McGee
Denise Fyfe
Karen Macauley

Fifteen Years

Elaine Clairmont
Christine Sorko

