

A black and white kitten is being held in someone's arms. The kitten has a white face with a black stripe down the middle, and black patches on its ears and body. It has yellow eyes and is looking towards the camera. The person holding the kitten is wearing a blue top. The background is a soft-focus green, suggesting an outdoor setting.

Dear friends,

Last year, the BC SPCA provided care and protection for nearly 34,000 abused, injured, lost, neglected and abandoned animals. Through your support, thousands of animals were rescued from violent and hopeless situations and are now in safe, loving homes.

Providing a safe haven for animals in distress is an essential part of the BC SPCA's mission. But the society also plays a significant role in advocating for changes that are urgently needed to protect all animals from abuse and neglect. On these pages are just some of the highlights of the important work that you have helped make possible during the past year.

As a not-for-profit society, the BC SPCA relies almost entirely on donations to carry out its many programs and services for animals. We are deeply grateful to our generous donors, volunteers and community partners who have helped us make the world a safer and more humane place for companion, farm and wild animals in 2010.

Sincerely,

Handwritten signature of Craig Daniell in black ink.

Craig Daniell
Chief Executive Officer
BC SPCA

Handwritten signature of Cindy Soules in black ink.

Cindy Soules
Volunteer President
BC SPCA

BCSPCA

Annual Report 2010

BC SPCA's Mission and Vision

Our mission

To protect and enhance the quality of life for domestic, farm and wild animals in B.C.



Our vision

To inspire and mobilize society to create a world in which all animals who depend on humans for their well-being experience, as a minimum, five essential freedoms:

- 1** Freedom from hunger and thirst
- 2** Freedom from pain, injury and disease
- 3** Freedom from distress
- 4** Freedom from discomfort
- 5** Freedom to express behaviours that promote well-being



Protecting animals from cruelty and abuse

The BC SPCA is the only animal welfare agency with the mandate and authority to respond to complaints of animal cruelty in B.C. While the majority of situations can be resolved through education and the issuing of orders, the society's 26 full-time constables and 13 branch-based animal protection officers also execute warrants to remove animals and prepare reports for Crown counsel recommending formal charges of animal cruelty. All of our cruelty investigations costs are paid through the generosity of our donors. In 2010, the BC SPCA:

- Investigated 7,147 complaints of animal cruelty and abuse across the province;
- Removed 1,249 animals from dangerous or neglectful situations through formal cruelty investigations and rescued an additional 2,518 injured animals needing



- emergency help;
- Executed 117 warrants under the Criminal Code of Canada and Prevention of Cruelty to Animals Act;
- Submitted 78 charges of animal cruelty and neglect to Crown counsel. □

Animal health & welfare

Last year, thousands of homeless and owned animals received emergency and general veterinary care at the BC SPCA's Animal Hospital in Vancouver, including free or discounted services for low-income guardians. In 2010, the BC SPCA also:

- Spayed and neutered 8,512 dogs and cats at the SPCA Animal Hospital (2,457) and at BC SPCA Spay/Neuter Clinics in Prince George (3,102) and Kamloops (2,953). If each of the more than 4,000 female animals sterilized by the SPCA last year had given birth to just one litter it would have resulted in an additional 24,000 animals needing homes in B.C.;
- Assisted more than 5,000 Downtown Eastside pet



- guardians through "Charlies," a weekly pet food bank;
- Held 14 free veterinary clinics for low-income residents, providing nearly 200 outpatient visits;
- Implemented a number of new biosecurity practices within shelters to reduce sickness and disease transmission. In addition, all SPCA animals are fed a consistent, high-quality diet, thanks to a partnership with Hill's Science Diet®, which donates food for all dogs and cats in SPCA shelters. □



Protecting farm animals

With the help of our 80,000 supporters, the BC SPCA plays a key role in the protection of the 700 million farm animals raised in Canada every year. In 2010, the BC SPCA:

- Took a lead role in advocating for improved welfare standards for millions of pigs, beef cattle and horses raised in Canada through new national Codes of Practice, which will be complete in 2013;
- Released a key report on the issue of horse slaughter in Canada, holding that industry and the Canadian Food Inspection Agency accountable for substandard practices that cause tremendous suffering to horses;
- Continued to petition

the federal Ministry of Agriculture and Agri-Food for more humane transport laws. The Ministry responded by doubling maximum penalties for offenders;

- Presented a major public event with renowned animal behaviourist Dr. Temple Grandin (pictured at left);
- Issued FarmSense, a regular e-newsletter highlighting research and key developments in farm animal welfare, to more than 1,700 farmers, government officials and members of the public;
- Published the BC SPCA's first-ever standards for the raising and handling of sheep and turkeys, allowing the SPCA Certified farm certification and food labelling program to expand

to help even more animals throughout Western Canada;

- Reached a total of more than two million animals raised through the SPCA Certified Program since its launch eight years ago, on two dozen SPCA Certified farms in B.C., Alberta and Saskatchewan;
- Welcomed Ladybug Manor as the first turkey farm to join the SPCA Certified Program;
- Hosted a major animal health and welfare workshop for the poultry industry, featuring internationally recognized poultry expert Prof. Ian Duncan, BC SPCA experts and provincial government veterinarians. Audience members included government officials, farmers and animal agriculture associations. □

Emergency shelter & care

With your support, the BC SPCA provided emergency medical care and sheltering for nearly 34,000 abused, neglected, lost, homeless and injured animals last year. In 2010, the BC SPCA:

- Operated 30 shelters, two education & adoption centres, one storefront adoption facility, three volunteer-run branches without facilities and Wild ARC, a wildlife rehabilitation centre in Metchosin on Vancouver Island;
- Constructed a new 6,800-square-foot Community Animal Centre in Maple Ridge. The facility incorporates maximum energy efficiency as well as modern animal welfare designs;
- Began planning for new SPCA

facilities in Powell River and Surrey and carried out major renovations at the society's shelters in Victoria, Williams Lake, Penticton and Burnaby;

- Rescued 33,762 injured, homeless, neglected and abused animals (companion, farm and wild);
- Reunited 5,169 lost animals (including 4,004 dogs, 1,036 cats and 14 rabbits) with their anxious guardians;
- Found new loving families for 18,144 homeless animals (including 5,344 dogs, 11,306 cats, 407 rabbits and 1,087 small animals);
- Helped 1,848 injured and orphaned wild animals (1,283 birds, 561 mammals, two reptiles and two amphibians) at Wild ARC. An additional 690

wild animals were admitted through SPCA branches;

- Transported 5,566 animals to shelters and satellite adoption centres to increase their chances of finding a loving home through the BC SPCA's Drive for Lives program and other transport initiatives;
- Partnered with Bosley's Pet Food Plus, other pet

supply stores and veterinary offices to operate 25 SPCA satellite adoption centres;

- Carried out major training initiatives throughout the province to enhance customer service at SPCA branches. □





package to 32 B.C. municipalities to help them implement bylaw improvements to address animal welfare and public safety issues in their communities;

- Launched the *Pets in the City* online action centre, allowing citizens to quickly and easily email municipal councils and ask them to enact better bylaws to protect animals in their jurisdiction;
- Successfully secured spay/neuter funding for low-income residents in Vancouver Island municipalities to

and feral rabbits at the University of Victoria;

- Spoke out against the practice of cosmetic ear cropping and tail docking for companion animals;
- Continued to partner with the RCMP on an education/enforcement campaign to prevent the injury and death of unsecured dogs riding in the back of pickup trucks;
- Published new animal welfare position statements on a variety of issues, including sled dogs, circuses, rodeos and cat welfare. □

Advocacy

Advocacy is at the heart of the BC SPCA's mission. Through our many donor-supported campaigns to address the root causes of animal suffering, we are a voice for those who "cannot speak for themselves."

In 2010, the BC SPCA:

- Successfully campaigned for a new bylaw banning the sale of puppies in Richmond pet stores. The bylaw, the first of its kind in Canada, is designed to stop the flow of puppies raised under horrific conditions in puppy mills into local pet stores;
- Distributed the society's Model Animal Bylaw

address the alarming cat overpopulation problem;

- Initiated the first-ever province-wide research project to benchmark and understand the causes of pet overpopulation, allowing us to target future interventions to end pet overpopulation more effectively;
- Advocated against the inhumane culling of stray

BC SPCA Online

The BC SPCA's online community grew significantly in 2010, with nearly two million website visitors, more than 6,000 Facebook fans and 3,200 Twitter followers. Visit sPCA.bc.ca for the latest news on animals for adoption, pet care information, advocacy campaigns and ways to help animals in need.

Our Volunteers

The work of the BC SPCA would not be possible without the incredible dedication of the nearly 4,000 volunteers who offer their time and expertise at SPCA branches throughout the province. In 2010, our volunteers saved thousands of animal lives by participating in animal rehabilitation and fostering programs, adoption counselling, dog walking, cat care, grooming, small animal care and a wide variety of fundraising and advocacy programs.



Humane Education

Through the support of our generous donors, the BC SPCA has developed one of North America's most comprehensive humane education programs for youth. In 2010, the society:

- Welcomed 600 new BC SPCA Kids Club members, bringing total membership to more than 3,800;



- Distributed *Bark!*, the society's quarterly youth magazine, to more than 3,000 schools, libraries, veterinary clinics, pet supply businesses, humane organizations and to all Kids Club members. Thousands more were distributed directly to the province's youth through school visits and community events across B.C.;

- Offered 200 elementary and secondary school visits in Greater Vancouver and scores of other presentations

by branch volunteers around the province to teach students about responsible animal care, dog bite safety and the mission work of the BC SPCA. As well, education staff participated in provincial professional development

conferences at both the intermediate and secondary level in order to promote humane education in the classroom;

- Expanded the BC SPCA summer day camp program to 56 weeks of camps, engaging nearly 900 kids throughout Greater Vancouver, Kelowna, Penticton, Nelson, Kamloops, Comox, Nanaimo and Victoria;

- Hosted 16 regional youth workshops in Victoria, Penticton and Greater Vancouver;

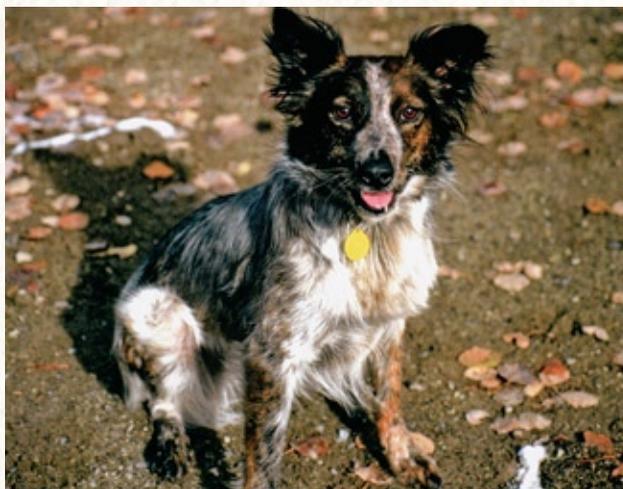
- Distributed 12 editions of e-Kids News, a special e-newsletter highlighting education and advocacy materials for youth, to Kids Club members across B.C.;

- Supported 24 school-based animal clubs for youth advocating on behalf of animals in the community. □

Terrific tax-wise giving

2010 saw a significant increase in gifts of appreciated securities. Current tax regulations make this one of the most tax-effective ways of making a charitable donation. When a security is transferred in kind to a charity, the donor not only receives a tax receipt for the full appreciated value of the security but does not have to declare the capital gain in his/her tax return.

Typically, this means that a gift of a \$6,000 security with a capital gain of \$4,000 may only cost the donor approximately \$4,500. This type of gift is an important way for individuals to help the BC SPCA save and



protect animals in need.

For information on making a convenient and tax-wise gift, please contact

Melanie Parent, development officer, Individual Giving at 604.647.6401 or mparent@spca.bc.ca. ►

Number of animals cared for at BC SPCA branches:

100 Mile House – 103
Abbotsford – 1,679
Burnaby – 1,032
Campbell River – 1,495
Chilliwack – 1,625
Comox – 976
Cowichan (Duncan) – 840
East Kootenay (Cranbrook) – 979
Haida Gwaii – 138
Kamloops – 1,174
Kelowna – 1,667
Maple Ridge – 932
Nanaimo – 1,469
Nelson – 329
North Cariboo (Prince George) – 2,411
North Peace (Fort St. John) – 1,122
Parksville/Qualicum – 435
Port Alberni/Clayoquot – 988
Port Coquitlam – 669
Powell River – 312
Prince Rupert – 411
Quesnel – 644
Richmond – 628
Salt Spring Island – 110
Shuswap (Salmon Arm) – 651
South Okanagan Similkameen (Penticton) – 1,174
South Peace (Dawson Creek) – 795
Surrey – 3,692
Squamish – 258
Sunshine Coast – 429
Trail – 702
Vancouver – 2,308
Vernon – 801
Victoria – 2,303
Wild ARC – 1,848
Williams Lake – 937
West Vancouver – 538

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Clicking with heart

Last year was a tremendous year for online giving at the BC SPCA. Online donations grew by 273 per cent, exceeding \$500,000. More than 6,000 people gave online in 2010 – almost half of these individuals were giving to the BC SPCA for the very first time. Donating online (*spca.bc.ca*) is easy and convenient – tax receipts are automatically generated and donors can browse

our website to learn about the many programs and initiatives under way at the SPCA so that they can make a gift to areas of greatest interest. Supporters are also encouraged to share their preferences and the types of materials they wish to receive so that we can provide customized updates on how their gift is making a difference. Thank you to all our online supporters for making 2010 so remarkable! □

Leaving legacies of hope and love

Each year, the society gratefully receives legacies from individuals who have left a gift to help abused and homeless animals in their will. These legacies provide critical funding for the BC SPCA's work, enabling us to expand existing programs, such as animal cruelty prevention or spay/neuter programs, to upgrade our facilities to better serve the animals and to support our shelters in smaller centres across the province. 2010 was a remarkable year for legacies. We received the greatest number of legacies in our history and funds were donated at an unprecedented level. We offer our heartfelt appreciation to the many generous people who chose to remember animals in need through a legacy gift. Their support will continue changing the lives of animals for many years to come. For more information or to confidentially discuss your gift intentions, please contact John Hoole at 250.388.722 ext. 225 or jhoole@spca.bc.ca. □

Celebrity support

In 2010, television and film star Jason Priestley offered his time to serve as a spokesperson for the BC SPCA. Jason starred in a television commercial that highlighted the plight of abused and neglected animals in B.C. and raised funds for the BC SPCA's work. We are grateful for his invaluable support to help animals in need. □



TERRY GUSCOTT/ATM VISUALS



NICK WESTOVER

'Justice' for all animals

At just 15 years old, Justice Janveaux is already a fundraising superstar. The Campbell River native is extremely active in her community raising funds for animals in need and educating her peers and other community members about animal welfare issues. Justice's recent achievements include campaigning for pet-safe antifreeze. She raised awareness in her community about the lethal effects of ethylene glycol-based antifreeze on animals and presented 1,000 signatures to parliament calling for a ban on the sale of toxic forms of antifreeze. For the past six years, Justice has also been the top youth pledge collector for the Scotiabank & BC SPCA *Paws for a Cause* Walk. In 2010, she earned the award for top individual overall fundraiser.

"Hearing the amazing survival stories and meeting the animals that the BC SPCA cares for keeps me motivated and excited every day," said Justice after finding out she was the 2010 top pledge collector for the event. Justice hopes to one day turn her passion for animal welfare into a career as a veterinarian. □

Our Supporters

Double the devotion

Surrey twin sisters Sheila and Leila Kullar have changed the lives of literally thousands of animals. But if you ask them, they're just doing what they think is right.

"People think we're doing something courageous but we're not," says Sheila.

The sisters became volunteers at the BC SPCA's Surrey Branch in 2002 after the shelter issued an urgent plea in a local newspaper for volunteers to help care for and foster animals.

The Kullars initially began fostering animals – 45 dogs and 12 cats at last count – and soon added dog walking and adoption counselling to their repertoire. Then they took on increasingly responsible roles organizing fundraising events and delivering humane education programs in local elementary schools, all the while donating significantly to the Surrey shelter.

Sheila has co-ordinated

the BC SPCA & Scotiabank Paws for a Cause Walk for the last two years, and organized the popular Surrey Animal Lovers' Gala for the last three years. Together, the two events have amassed almost \$240,000 under Sheila's leadership.

In addition to making numerous financial contributions to the BC SPCA over the years, the sisters have also financed many of the expenses associated with caring for the animals they've fostered, including thousands of dollars in veterinary surgeries, professional training and rehabilitation.

"We just felt it was something we could do that was beyond the SPCA's scope as a non-profit society," says Leila.

"It's a different way of contributing, and if we can help, that means there is more money for another animal," adds Sheila, who has also served as the community council president of the Surrey SPCA Branch.

The Kullars have also

helped advance the society's mission work. Last year, Leila collected data from 144 B.C. communities for an SPCA advocacy campaign on pet overpopulation.

In addition to helping the SPCA, the Kullars also contribute to several other rescue groups and independent animal shelters, because, as true altruists, they believe all animals deserve hope. □

Inspiring Ilich

A highlight of 2010 was the extraordinary philanthropic leadership of the Milan & Maureen Ilich Foundation. Their pledge to match \$150,000 in gifts made to the BC SPCA was a great inspiration to animal lovers. The matching campaign surpassed all expectations and tens of thousands of animals across

B.C. have benefited. Mr. and Mrs. Ilich donated an additional \$150,000 to the BC SPCA to help support cruelty investigations and humane education programs in their hometown of Richmond. The BC SPCA is extremely grateful to the Ilich family for their outstanding commitment to animal welfare. □



Maureen and Milan Ilich.

Match made in heaven

When Tom Budd of Kelowna attended his first fundraising gala sponsored by his local SPCA branch, he made a lasting impression. Not only did he generously match a \$7,500 contribution made by another major donor at the event, but he challenged the more than 180 guests at the gala to donate, offering to match the total contributions pledged. To top off the evening, Tom asked each guest if they would be returning to next year's gala and added an additional \$50 for every individual who said they would be supporting the event next year. Tom's contribution at the end of the evening was an incredible \$37,160! Thank you, Tom, for your outstanding philanthropic leadership. □



Tom Budd, with sons Dillon, 9, Payton, 12, and Kelowna SPCA staff members Marni Adams and Sabrina Fedorak.

Leila and Sheila Kullar with dogs Oliver and Patrick.



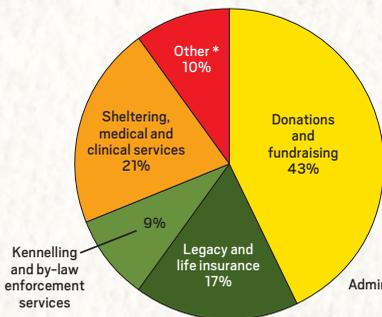
MAMBO MULTIS BIG AIR PHOTOGRAPHY

Thank you!

We at the BC SPCA are grateful to you, our valued supporters, for your generous support of our organization. If the animals could speak, we're sure that they would join us in thanking you for the life-saving care and protection you have made possible. To the individuals, families, businesses, foundations and organizations who have made the BC SPCA your charity of choice, we offer our deep appreciation for joining us in the fight against animal cruelty. We look forward to continuing our work together until the day when every animal in our province is safe from hunger, distress, neglect and violence.

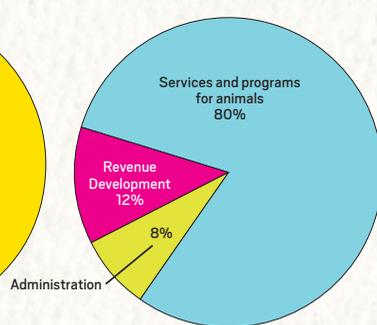


2010 Revenues



* Gain on sale of Coquitlam lands
\$933,000

2010 Expenditures



BC SPCA

	Actual 2010 \$	2009 \$
Revenues		
Donations and fundraising	11,286,303	10,282,461
Legacy and life insurance	4,556,017	4,677,001
Kennelling and by-law enforcement services	2,386,121	2,887,749
Sheltering, medical and clinical services	5,485,465	5,332,624
Lotteries and raffles	294,027	294,287
Provincial government grants received	250,000	250,000
Other grants received	627,060	508,962
Investment income and capital gains	1,340,661	814,853
Total	26,225,654	25,047,937
Expenditures		
Sheltering, kennelling and by-law enforcement	10,488,059	10,454,149
Veterinary care and spay and neuter	2,200,139	2,543,490
Cruelty investigations	2,183,597	2,281,506
Humane education	562,625	488,083
Advocacy and volunteer development	517,573	458,367
Hospital and clinics	2,359,472	2,320,424
Animal health and welfare	401,009	424,672
Administration and program support	2,034,428	2,108,861
Revenue development	2,930,772	2,682,090
Amortization	763,642	719,335
Other	280,859	283,404
Total	24,722,175	24,764,381
Surplus/deficit	1,503,479	283,556
Expenditures, less amortization	23,958,533	24,045,046

Where your support goes

The work of the BC SPCA would not be possible without our compassionate and generous donors. The society has set up five funding priorities to enable donors to direct their support to an area of greatest interest. Our funding priorities include:

- 1. Highest Priority Needs Fund** – this unrestricted fund directs help to wherever it is most urgently needed in the province for injured, homeless, neglected or abused animals.
- 2. Heroes Fund for Animal Protection** – this fund supports the work of our cruelty investigations department as they respond to more than 7,000 complaints of animal cruelty and abuse each year.
- 3. Monty Fund for Community Education & Outreach** – named in honour of a 13-year-old

horse who was rescued and now spends his days at a therapeutic riding facility for people with disabilities. This fund helps the SPCA provide cruelty prevention and education programs which create more humane communities.

- 4. October Grey Fund** – named after a brave little cat who was nursed back to health after being abandoned and severely injured. This fund supports the incredible work done by SPCA branches to shelter, feed and care for the 34,000 animals we rescue each year.
- 5. Biscuit Fund** – named after a stray dog who was rescued after being brutally stabbed, this fund supports life-saving medical treatment for homeless and wild animals in the BC SPCA's care.

To find out how your support makes a difference, visit spca.bc.ca ■