

## ***Dear Friends,***

Thanks to your incredible ongoing support, the British Columbia SPCA was able to positively impact the lives of tens of thousands of companion, farm and wild animals across British Columbia this past year. 2013 was a year of many successes for our organization, including the development of new progressive national Codes of Practice for a number of species of farm animals; the construction of a community animal centre in Powell River; the establishment of a provincial Call Centre to field all wildlife concerns and animal cruelty complaints; and the expansion of humane education programs in many areas of the province. Details of this and other work undertaken throughout the year are contained within the annual report.

Your fantastic support has allowed the organization to record an operating surplus and continue to strengthen our asset base, even while we significantly expand programs and improve our capital infrastructure. (An overview of the BC SPCA's financial performance in 2013 is contained in the annual report and the full audited financial statements of the BC SPCA are available on the society's website.)

This strong financial performance will be critical as we embark upon a new five-year Strategic Plan during which we will seek to dramatically increase our investment in proactive, preventative animal welfare programs such as combating pet overpopulation, youth and adult education, and advocacy initiatives, while also reinvesting in the replacement and improvement of our facilities across the province.

In closing, we would like to pay special thanks to the incredible staff and volunteers who give so much of their time and energy to provide a better life for our province's most vulnerable animals.

With appreciation,



Craig Daniell  
Chief Executive Officer  
BC SPCA



Marylee Davies  
President  
BC SPCA

# **BCSPCA**

## ***Annual Report 2013***

# 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



## BC SPCA Online

The BC SPCA's online community grew significantly in 2013 with 2.5 million website visitors (up 10 per cent over 2012), 21,405 Facebook fans (up 67 per cent), 12,163 Twitter followers (up 40 per cent), more than 7,000 viewers each month for our live Kitty Cam and nearly 85,000 subscribers to our e-newsletter Anim@ls (an increase of 10,000 subscribers over 2012). Visit [spca.bc.ca](http://spca.bc.ca) for the latest news on animals for adoption, pet care information, advocacy campaigns and ways to help animals in need. When you sign up for Anim@ls or join our social networking sites, you'll be first in the know for all the latest animal news!



## Commitment to transparency & accountability

The BC SPCA is proud to be among the elite group of Canadian organizations to be accredited by Imagine Canada, the national umbrella for charities and nonprofits. The BC SPCA has received accreditation status through the Imagine Canada Standards Program, a Canada-wide set of shared standards for charities and nonprofits designed to demonstrate their excellence in five fundamental areas: financial accountability and transparency, board governance, fundraising, staff management and volunteer involvement. The BC SPCA is the first Canadian humane society to hold Imagine Canada accreditation status.

In 2013, the BC SPCA was also awarded an "A" rating in *MoneySense* magazine's annual survey that rates 100 Canadian charities for overall efficiency, transparency and donor stewardship.

In 2013 the BC SPCA provided a wide range of services, including in-shelter care and free or subsidized outreach services to care for and assist **41,691** animals in distress and need through the society's **42** locations (**36** local branches across B.C., Wild ARC wildlife rehabilitation centre in Metchosin, the Vancouver Animal Hospital, spay/neuter clinics in Prince George and Kamloops, a Provincial Call Centre for animal cruelty complaints and its Provincial Office in Vancouver).





## 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 27 full-time and two part-time constables 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 2013 the BC SPCA:

- Investigated 7,839 complaints of animal cruelty and abuse across the province;
- Removed 1,340 animals from dangerous or neglectful situations through formal cruelty investigations;
- Executed 102 warrants under the Criminal Code of Canada and Prevention of Cruelty to Animals Act;
- Submitted 23 charges of animal cruelty and neglect to Crown counsel.



### Animal Abuse Hotline

The fight against animal cruelty and abuse took a giant leap forward in March 2013 with the launch of the BC SPCA's new provincial Call Centre and animal abuse hotline. Calls to the hotline totalled more than 17,000 in its first 10 months of operation last year, enabling BC SPCA special constables to respond to nearly 1,000 more cruelty complaints than the previous year. In addition to reports of suspected animal cruelty the Call Centre also responded to thousands of calls about injured wildlife and general BC SPCA enquiries. To report cruelty in your community, please call the hotline at 1-855-622-7722 (1-855-6BC-SPCA).

## Emergency shelter and care

With your support, the BC SPCA provided emergency medical care and shelter for **24,636** abused, neglected, lost, homeless and injured animals last year. In 2013 the BC SPCA:

- Operated **32** shelters, two education and adoption centres, one storefront adoption facility, two volunteer-run branches without facilities and Wild ARC, a wildlife rehabilitation centre in Metchosin on Vancouver Island;
- Rescued **24,636** injured, homeless, neglected and abused animals (companion, farm and wild);
- Reunited **3,742** lost animals (including **2,826** dogs, **823** cats and **11** rabbits) with their guardians;
- Found new loving families for **14,259** homeless animals (including **2,749** dogs, **1,248** puppies, **4,582** cats, **4,698** kittens, **268** rabbits and **557** small animals);
- Helped **2,298** injured and orphaned wild animals (**1,635** birds, **656** mammals, **six** reptiles and **one** amphibian) at Wild ARC;
- Transported **3,285** 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 pet supply stores and veterinary offices to operate **30** SPCA satellite adoption centres;
- Installed **300** cat portals in facilities across B.C. to increase cage size and improve welfare for cats in our care;
- Earned Gold Leadership in Energy and Environmental Design (LEED) Accreditation status for our Maple Ridge Community Animal Centre, the first gold-level animal shelter in Canada.



# 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 2013 the BC SPCA:*

- Provided free or subsidized spay/neuter

services for 9,804 community animals through the SPCA Animal Hospital and the SPCA Spay/Neuter Clinics in Prince George and Kamloops and through branch-administered spay/neuter funds across the province;

- Provided \$233,772 of discounted services at

the SPCA Animal Hospital to support community animals;

- Hosted 7,251 visits at "Charlie's," a weekly pet food bank for low-income pet guardians in Vancouver's Downtown Eastside, and at 15 free outpatient veterinary clinics held at Charlie's.



## Advocacy

Advocacy is at the heart of the BC SPCA's mission. Through our many donor-supported initiatives to address the root causes of animal suffering we are a voice for those who "cannot speak for themselves." In 2013 the BC SPCA:

- Successfully concluded our advocacy for higher standards for millions of farm animals across Canada through new national Codes of Practice for sheep, pigs, beef cattle and horses;
- With funding from the Vancouver Foundation, created a popular equine workshop series to inform horse owners across the province of their duties under the new Code of Practice;
- Successfully lobbied for new municipal bylaws to restrict dog tethering in the Capital Regional District, Kelowna and Surrey;
- Created a new outdoor dog brochure and various online resources to help convince dog owners to bring their dogs off the chain and into the home;
- Launched two new animal welfare newsletters to engage government representatives and veterinarians in our advocacy initiatives;
- Advocated for municipal bylaws to ban the feeding of wildlife and to regulate hunting and trapping;
- Pressed for more humane practices in the provincial management of wolves, deer, owls, bears and urban wildlife.

## Our Volunteers

**T**he work of the BC SPCA would not be possible without the incredible dedication of nearly 4,000 volunteers, who offer their time and expertise at SPCA locations throughout the province. In 2013 our volunteers saved thousands of animal lives by participating in rehabilitation and fostering programs, adoption counselling, dog walking, cat care, grooming, small animal care, photography, social media promotion, administration assistance



and a wide variety of fundraising and advocacy programs. Thank you to all those who so generously donated their time, energy and skills to create a brighter future for animals in need.

## New home for Powell River

In 2013 the society opened a new 2,300-square-foot community animal facility at Powell River. The



new building is the first BC SPCA facility in Powell River, where a small volunteer branch has existed since 1953.





## Humane education

Through the support of our donors, the BC SPCA has developed a comprehensive humane education program for youth. In 2013:

- Enrolment in the BC SPCA Kids Club grew to 5,800 – 800 more than in 2012. The Kids Club engages youth in the society's work through our youth magazine, *Bark!*;
- More than 1,100 youth participated in BC SPCA Among Animals summer day camps held at 17 shelter locations around B.C.;
- We opened a new education centre in Kelowna and began conducting youth humane education

programs at the shelter and school presentations in the community;

- Thousands of B.C. kids received direct humane education programming through more than 300 school presentations;
- Humane education teacher workshops were conducted, giving teachers the tools to integrate humane education into their classrooms;
- All B.C. elementary and middle school libraries and public libraries received *Bark!* four times a year, as well as a package designed to engage youth in animal welfare issues for May's "Be

Kind to Animals" month;

- Humane education materials on leaving dogs in cars, dog bite safety, pet overpopulation, dangerous antifreeze, farm animal welfare issues, pet identification and animal care guides were distributed through our branches and volunteers;
- More than 2,800 educators received e-Teacher, a humane education newsletter providing lessons to help educators teach responsible animal care, social justice and critical thinking skills to students.

## Number of animals cared for at BC SPCA Branches:

- 100 Mile House – **90**
- Abbotsford – **1,098**
- Burnaby – **909**
- Campbell River – **239**
- Chilliwack – **1,167**
- Comox – **786**
- Cowichan – **650**
- East Kootenay (Cranbrook) – **830**
- Haida Gwaii – **112**
- Kamloops – **1,100**
- Kelowna – **1,527**
- Maple Ridge – **918**
- Nanaimo – **1,193**
- Nelson – **476**
- North Cariboo (Prince George) – **1,613**
- North Peace – **883**
- Parksville – **472**
- Port Alberni – **779**
- Port Coquitlam – **288**
- Powell River – **437**
- Prince Rupert – **286**
- Quesnel – **720**
- Richmond – **333**
- Salt Spring Island – **163**
- Shuswap – **556**
- South Okanagan Similkameen (Penticton) – **898**
- South Peace – **530**
- Squamish – **308**
- Sunshine Coast – **447**
- Surrey – **7** (facility closed in 2013 – new Education & Adoption Centre opened in March 2014)
- Trail – **559**
- Vancouver – **1,569**
- Vernon – **624**
- Victoria – **1,653**
- West Vancouver – **650**
- Williams Lake – **983**

## 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 2013, the BC SPCA:

- Ensured the humane treatment of more than a million farm animals raised through SPCA Certified, the BC SPCA's humane labelling program. The program has 20 farms certified to produce cage-free eggs, gestation stall-free pork, grass-fed beef, cheese from pasture-grazed cows, free-range chickens, and grass-raised lamb and mutton. The SPCA Certified label enables consumers to choose food products that have been raised to SPCA standards;
- Implemented an electronic client management system to streamline the application and certification process for farmers in the SPCA Certified program;
- Made detailed submissions on welfare issues needing to be addressed in the Canadian Codes of Practice for beef and pigs;
- Participated in national meetings advocating for welfare improvements to horse, sheep, beef and pig codes to improve the lives of millions of farm animals and horses in Canada;
- Conducted four horse workshops across the province – Kamloops, Nanaimo, Prince George and Abbotsford – to inform horse owners on the welfare implications of the new horse code. More are planned for 2014;
- Distributed *FarmSense*, the society's farm animal e-newsletter, to more than 3,700 subscribers with updates on the latest in farm welfare news.





## Special thanks

**T**he BC SPCA is entirely reliant on support from the community. We are grateful for our more than 80,000 supporters across British Columbia and beyond who help us care for and protect animals. We would like to offer our additional thanks to the BC SPCA's generous supporters, whose monetary 2013 contributions remain truly exceptional.

### Individuals

1. Don & Lorraine Moore, Parksville
2. Susan Bloom, Salt Spring Island
3. David & Bess Wright, Kelowna
4. Beverley Tamboline, Vancouver
5. J.S. Fund at Victoria Foundation, Victoria

### Foundations

1. PetSmart Charities® of Canada, Toronto
2. Emily Elizabeth Stoneham Fund through the Victoria Foundation, Victoria
3. The Highbury Foundation, Vancouver
4. Elisabeth Thomi Endowment Fund through the Shuswap Community Foundation, Salmon Arm
5. Eldon & Anne Foote Fund at Edmonton Community Foundation, Edmonton

### Corporations

1. Hill's Pet Nutrition Canada Inc.
2. BMO Bank of Montreal
3. Scotiabank
4. Petsecure Pet Health Insurance
5. See Ya Later Ranch

### Employee Giving

1. Provincial Employees Community Service Fund
2. Team TELUS Cares
3. BC Housing Management Commission
4. BC Hydro
5. Shaw Communications Inc.

### Top Fundraisers

1. Mrs. Janet M. Pattinson, Sorrento
2. Big Financial/Linda Mah and Brian Jessel BMW, Burnaby/Vancouver
3. Kristina Maticic, Vancouver
4. Joanne Faloona, Port Moody
5. Keryluk Laser Dental, Port Coquitlam

### Legacy Donors

1. Helen Corbett, Vancouver
2. Rhoda Mackenzie, Victoria
3. George Walter, Victoria
4. Eva & Gunter Jordan, Sidney
5. Brenda Wilken, Vernon

## BC SPCA Board of Directors

The BC SPCA Board of Directors meets throughout the year to oversee the affairs and business of the BC SPCA and to establish policies, rules and regulations to carry out the obligations and powers of the society. Our sincere thanks to our 2013 volunteer Board of Directors for its outstanding dedication, leadership and support.

Marylee Davies, President  
 J. Kristin Bryson  
 Michelle Grant  
 Peter Havlik  
 Ryan Layton  
 Linden Loughridge  
 Dr. Lorna Medd  
 Romany Runnalls  
 Eric Stebner  
 Kathi Travers  
 Barbara Sharp  
 Cindy Soules

## Team TELUS cares for animals

The TELUS philosophy is “we give where we live” – and this mantra is truly reflected throughout the company by its team members and retirees. TELUS team members have a long history of donating their time and money to the BC SPCA. In 2013 alone, they gave more than \$54,000 to help protect and enhance the quality of life for needy animals in B.C. Most recently, TELUS representatives spent an afternoon volunteering at the BC SPCA West Vancouver Branch. “Volunteering at the West Van BC SPCA was a great way for our team to give back to the community. We all love our animals and it felt great to help out! We appreciate the ongoing work done by the BC SPCA,” said Jesse Powell, sales director, TELUS Customer Solutions. Employee engagement creates a community of giving, inspires corporate team spirit and builds invaluable leadership skills. For information about BC SPCA employee giving opportunities, visit [spca.bc.ca/corporate](http://spca.bc.ca/corporate).





# Our Supporters

## In memory of John Stollery

The animals of B.C. lost a dear friend and champion on July 23, 2013.

With his tough exterior, John Stollery's deep fondness for and close attachments to animals surprised many. From his first love, childhood dog Tippy, to the family dog Piper, who brought much joy and laughter in recent years, John knew that no friendship was quite like the one that came from a beloved pet. His sons remember that Charlie, the family's very special and deeply loved yellow Labrador retriever, was allowed to ride in John's pristine Cadillac, while the boys would have to change into clean clothes and



wash up before joining them!

John couldn't stand the mistreatment of defenseless animals and was a great supporter of the BC SPCA's cruelty investigators,

passionately believing that people who abuse animals should be brought to justice. His charitable dedication saved many animals during his lifetime, and by remembering the animals in his will, generations more will find protection from abuse and neglect.

John loved all four-legged creatures and was an inspiration to so many. He will be greatly missed.

Thank you, John.

## A lasting gift

Growing up in Hong Kong, Susanna Kam had an adorable mixed-breed dog named Fifi; she was quite a character, with a black head and tail and white body. Susanna always felt a special bond with Fifi, so when her furry family member passed away suddenly, Susanna's passion for helping animals



intensified. She began reading and learning as much as she possibly could about animals and became very interested in their health and welfare. Now, as an adult, she is the proud guardian of a golden retriever named Spencer and a cat named Felix who she adopted from the West Vancouver SPCA.

Of course, Susanna's first passion and priority is her teenage son. As a single mom, she wanted to ensure his future but, if possible, also leave a legacy of caring for her other passion – animals. Her financial planner showed her how she could do both.

Susanna has made the BC SPCA the owner and beneficiary of a life insurance policy. Every year, she will receive a tax receipt for premiums paid. She also has the satisfaction of knowing that, even after she's passed away, she'll be helping future generations of animals with her thoughtful gift.

## National Cupcake Day a sweet success

On February 25, 2013, SPCAs and humane societies across Canada celebrated the first annual National Cupcake Day™, raising nearly \$400,000 for animals who need us most. It was



the first-ever coordinated event to support local shelters, SPCAs and humane societies in Canada. Across the country, the event united animal lovers, who baked cupcakes to raise crucial funds for abused, abandoned and neglected animals. Thanks to all those wonderful difference-bakers who made National Cupcake Day™ such a sweet success, and a special thank-you to our sponsors: Petsecure, Agency 59, BMO and Reynolds!

## A history of donorship

In 1987, newlyweds Sally and Don Roth were grappling with mortgage payments and other expenses, when an incident got them thinking about how they could make a difference. A few doors away, a German shepherd puppy was chained to a tree. It was warm out; the puppy had no water and seemed very uncomfortable. Sally called the BC SPCA, and a cruelty investigator attended and helped the family understand how to properly care for their dog. "We hear about cases where an animal has to be removed from a dangerous situation," Sally says, "but helping people be responsible pet guardians is also important in preventing cruelty." Sally and Don wanted other animals to have the same chance at a happy life that their cats, then Sarah and Diana, and now little black Cara, have had. The Roths joined the more than 16,000 monthly donors to the BC SPCA and are among 46 supporters who are now in their 28th consecutive year of donating monthly! We're so grateful to have them as partners in our work to fight animal cruelty. ■



# PROOF PAWSITIVE

## YOU'RE MAKING A DIFFERENCE

FOR EVERY DOLLAR YOU GAVE IN 2013 HERE IS HOW YOU HELPED THE ANIMALS

18¢

### HEALTH CHECKS AND MEDICAL TREATMENT

We treat thousands of sick and injured animals, and address animal overpopulation (a root cause of animal cruelty) with our growing spay/neuter program.



43¢

### EMERGENCY SHELTER, CARE AND LOVE

Being a temporary “home” for 25,243 abused, abandoned or injured animals includes a science-based approach to their health and welfare.

10¢

### INVESTIGATES CRUELTY

We saw a 16% increase in new investigations, and a 54% increase in animals removed from dangerous or neglectful situations this year, in part due to our new toll-free Animal Cruelty Hotline.

5¢

### PREVENTING FUTURE SUFFERING

Our Humane Education and Advocacy programs are critical in stopping the cycle of violence.

9¢

### SUPPORTING SHELTERS AND PROGRAMS

For all of our programs to function smoothly we need people to answer the phones, pay the bills, keep the public informed, etc. Not fancy, but essential!

11¢\*

### INVESTING IN GROWTH

Fundraising and building relationships with our donors ensures we can take care of animals in need and do more to prevent future cruelty. Thank you!

\*Plus 4 cents to amortized, and other, expenses.

\*According to Imagine Canada, the national average is 26%

#### REVENUE (IN \$000'S)

2013 2012

#### EXPENDITURES

2013 2012

Donations + Fundraising	12,475	12,086
Legacy + Life Insurance	6,099	6,528
Kenneling + Bylaw Enforcement Services	1,794	2,151
Sheltering, Medical + Clinical Services	5,408	5,662
Lotteries + Raffles	644	671
Provincial Government Grant Received	-	-
Other Grants Received	721	523
Investment Income + Capital Gains	934	787
<b>TOTAL</b>	<b>28,075</b>	<b>28,408</b>

Sheltering, Kenneling + Bylaw Enforcement	10,940	11,129
Veterinary Care + Spray and Neuter	2,256	2,236
Cruelty Investigations	2,724	2,160
Humane Education	663	615
Advocacy + Volunteer Development	578	520
Hospital + Clinics	2,611	2,434
Animal Health + Welfare	769	746
Administration + Program Support	2,527	2,264
Revenue Development	3,074	2,958
Amortization	802	864
Other	342	301
<b>TOTAL</b>	<b>27,286</b>	<b>26,227</b>

The BC SPCA is one of only 82 of Canada's 85,600 charities accredited by Imagine Canada. This accreditation means we've demonstrated excellence in Financial accountability and transparency; Board governance; Fundraising; Staff management; and Volunteer involvement.



You trust us with your gift. We take that seriously!

<b>SURPLUS/DEFICIT</b>	<b>789</b>	<b>2,181</b>
<b>EXPENDITURES, LESS AMORTIZATION</b>	<b>26,484</b>	<b>25,363</b>