# Dear Friends,

**The BC SPCA's mission** to create humane communities where every animal is treated with respect and compassion would not be possible without generous donors and supporters like you across the province who partner with us in this important work. On these pages we have highlighted just a few of the goals that you have helped us reach in 2014 to improve the lives of companion, farm and wild animals.

2014 marked the first year of the BC SPCA's new five-year Strategic Plan, which includes an increased focus on prevention and education programs as well as strategies to address the suffering of the tens of thousands of abandoned and free-roaming cats in communities across B.C. It is exciting to see the progress that has already been made in these areas, and we look forward to sharing more news as our work together progresses. This past year also saw a record number of animal cruelty investigations carried out across the province.
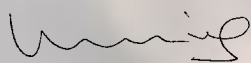
A considerable amount of time and effort was spent last year developing a comprehensive Facilities Development and Services Plan, which outlines an eight-year, $50-million strategy to replace or refurbish aging SPCA facilities in 10 communities across B.C. This is the most ambitious capital plan in the society's 120-year history and we hope that all of our partners – governments, business and community leaders, and our dedicated supporters – will join with us in making this plan a reality so that we can continue to provide a safe haven for our province's most vulnerable animals.

Thank you to our incredible staff and volunteers who give so much of their time and energy to create a better world for animals, and to you, our generous supporters, for joining with us in the fight against animal suffering and abuse.

With sincere appreciation,

Craig Daniell
Chief Executive Officer
BC SPCA

Marylee Davies
President
BC SPCA

# BCSPCA
# Annual Report 2014

# 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

# Emergency shelter and care

*With your generous support, the BC SPCA provided emergency medical care and shelter for nearly 26,000 abused, injured, homeless and neglected animals last year and helped another 16,000 community animals through pet food banks, free veterinary clinics and low-cost spay/ neuter programs. Staff and volunteers at our 36 branches across B.C. and our wildlife rehabilitation centre (Wild ARC) in Metchosin work tirelessly to ensure that B.C.'s most vulnerable animals receive the best emergency treatment, shelter, rehabilitation and compassionate care possible.*

| DIRECT CARE FOR ANIMALS | 2014 | 2013 |
|---|---|---|
| Total number of animals assisted across B.C. (including community outreach programs) | 45,244 | 41,691 |
| Injured, abused, homeless and surrendered animals cared for in BC SPCA branches | 25,942 | 24,636 |
| Lost pets reunited with their guardians | 3,829 | 3,742 |
| Animals adopted into loving homes | 15,335 | 14,259 |
| Animals transported through BC SPCA "Drive for Lives" program | 4,739 | 3,285 |
| Injured and orphaned wildlife rescued at Wild ARC (the BC SPCA wildlife rehabilitation centre in Metchosin) | 2,508 | 2,298 |

# Protecting animals from abuse

**THE BC SPCA** is the only animal welfare organization with the mandate and authority to respond to complaints of animal cruelty in B.C. Our special constables work closely with pet guardians to provide information and guidance on the humane and responsible treatment of animals and, thankfully, most of the complaints we receive are resolved through education and support. However, if individuals do not take steps to immediately relieve the distress of their animals, our 27 full-time and two part-time constables execute warrants to remove them from dangerous or neglectful situations 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.

The creation of our provincial Call Centre and animal abuse hotline in March 2013 has led to a significant increase in people reporting cases of suspected animal cruelty and neglect across the province. In 2014 the Call Centre received 21,746 calls (52 per cent to report animal cruelty, 27 per cent seeking assistance with wildlife issues and 21 per cent general enquiries). To report animal cruelty in your community, please call the hotline at **1-855-622-7722 (1-855-6BC-SPCA)**.

| CRUELTY INVESTIGATIONS ACTIVITIES | 2014 | 2013 |
|---|---|---|
| Number of animal cruelty complaints investigated | 8,849 | 7,839 |
| Animals removed from their owners | 1,276 | 1,340 |
| Number of warrants executed under the Criminal Code of Canada, the Prevention of Cruelty to Animals Act or the Offense Act | 160 | 102 |
| Charges of animal cruelty and neglect submitted to Crown counsel | 53 | 23 |

# Humane education

*H*elping kids develop compassion and empathy for all living things is at the heart of the BC SPCA's humane education programs. In 2014, the society delivered humane education materials to every elementary school and library in the province, reached thousands of children through more than 200 school presentations and school-based animal clubs, offered summer camps for 1,200 children (a record attendance, up from last year's total of 1,100), engaged more than 6,600 youth through the BC SPCA Kids Club (up from 5,800 in 2013) and provided humane education lesson ideas and resources to 4,250 teachers.

# BC SPCA online

The BC SPCA's online community grew significantly in 2014, with thousands of our supporters connecting with us through our website, e-newsletters and social media channels (Facebook, Twitter, Instagram, Pinterest and YouTube) to share their animal stories and find out the latest news on SPCA advocacy campaigns, animals available for adoption, pet care information and animal welfare.

| ONLINE STATS | 2014 | 2013 |
|---|---|---|
| Website visitors (*spca.bc.ca*) | 2,910,409 | 2,544,235 |
| Total social media visits | 203,801 | 157,838 |
| Facebook fans | 41,211 | 21,405 |
| Twitter followers | 16,814 | 12,163 |
| Live kitty-cam views | 62,000 | 57,000 |

# Advocating for companion, farm & wild animals

*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 2014 the BC SPCA and community members:*
- Successfully lobbied for new municipal bylaws to restrict tethering of dogs in Victoria, North Saanich and Kelowna;

- Celebrated a phase-out of confining stalls used to house pregnant pigs as part of Canada's new Code of Practice for the Care and Handling of Pigs;
- Pressed for new regulations for the dairy industry after horrendous acts of abuse were documented on a Chilliwack farm;
- Certified the care of more than 200,000 animals on 21 farms participating in the SPCA Certified farm certification and food-labelling program, including our first farm in Ontario;
- Met with numerous municipal and provincial governments to advocate for urban deer and oppose indiscriminate culls;
- Proposed bylaw revisions to restrict cetacean captivity and display;
- Advocated for municipal bylaw revisions to prohibit exotic animals as pets and increased provincial regulations;
- Pressed for more humane practices in the provincial management of wolves, coyotes, bears, urban and nuisance wildlife;
- Participated in institutional assessments to ensure the welfare monitoring for animals used in science.

# Reducing pet overpopulation

**A**ddressing the suffering of the tens of thousands of abandoned and feral cats in B.C. was a major focus of the BC SPCA's activities in 2014. Some highlights of our efforts to reduce pet overpopulation included:

• Providing free or subsidized spay/neuter surgeries for 11,627 community animals through the BC SPCA's Vancouver animal hospital, BC SPCA spay/neuter clinics in Prince George and Kamloops and through branch-administered spay/neuter funds across the province;

• Sterilizing 7,127 shelter animals prior to adoption to meet the society's goal of 100 per cent pre-adoption spay/neuter of dogs, puppies, cats, kittens and rabbits;

• Accessing funding from PetSmart Charities of Canada® to provide significant support for pet overpopulation programs in Campbell River, Prince George, Port Hardy and Burns Lake;

• Creation of a curriculum unit on spay/neuter for use in B.C. classrooms and the development of a wide range of new promotional materials on the importance of spaying and neutering pets;

• Participation in new cat coalitions in Surrey and Kelowna to find community-based solutions to cat overpopulation.

# Number of animals cared for at BC SPCA branches:

| LOCATION | 2014 | 2013 |
|---|---|---|
| 100 Mile House (no shelter) | 68 | 90 |
| Abbotsford/Langley | 965 | 1098 |
| Alberni/Clayoquot | 764 | 779 |
| Burnaby | 1131 | 909 |
| Campbell River (opened in March) | 191 | 239 |
| Chilliwack | 1133 | 1167 |
| Comox Valley & District | 720 | 786 |
| Cowichan & District (Duncan) | 699 | 650 |
| East Kootenay (Cranbrook) | 754 | 830 |
| Haida Gwaii (no shelter) | 96 | 112 |
| Kamloops | 1098 | 1100 |
| Kelowna | 1747 | 1527 |
| Maple Ridge | 971 | 918 |
| Nanaimo & District | 1114 | 1193 |
| Nelson (storefront) | 464 | 476 |
| North Cariboo (Prince George) | 1530 | 1613 |
| North Peace (Fort St. John) | 936 | 883 |
| Parksville/Qualicum Beach | 415 | 472 |
| Port Coquitlam (adoption centre) | 272 | 288 |
| Powell River & District | 450 | 437 |
| Prince Rupert | 372 | 286 |
| Quesnel & District | 948 | 720 |
| Richmond (adoption centre) | 373 | 333 |
| Salt Spring Island | 145 | 163 |
| Shuswap (Salmon Arm) | 805 | 556 |
| South Okanagan/Similkameen (Penticton) | 856 | 898 |
| South Peace (Dawson Creek) | 543 | 530 |
| Squamish | 308 | 308 |
| Sunshine Coast | 504 | 447 |
| Surrey (opened in March) | 231 | 7 |
| Trail Regional | 559 | 559 |
| Vancouver | 2011 | 1569 |
| Vernon | 711 | 624 |
| Victoria | 1629 | 1653 |
| West Vancouver | 957 | 650 |
| Williams Lake & District | 1115 | 983 |

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# *Our Supporters & Volunteers*

## OUR VOLUNTEERS

The work of the BC SPCA would not be possible without the skills and incredible commitment of the nearly 4,000 individuals who volunteer at SPCA locations across the province. From dog trainers to fundraisers, shelter volunteers to website contributors, these compassionate individuals are an integral part of our organization. In 2014 our volunteers saved and enriched thousands of animal lives by participating in rehabilitation and fostering programs, adoption counselling, dog walking, special-event coordination, grooming, cat care, photography, social media promotion, small animal care, fundraising campaigns, administration assistance and advocacy initiatives. Thank you to all those who gave so generously of their time and skills during this past year to create a more humane world for animals.

## BC SPCA Board of Directors

**The BC SPCA Board of Directors** meets throughout the year to oversee the affairs and business of the society and to establish policies, rules and regulations to carry out the obligations and powers of the organization. The hard work and expertise of this dedicated group of leaders is essential in developing and guiding the strategic direction of the BC SPCA. Our very sincere thanks to:

Marylee Davies (**President**)
Lynn Armstrong
Melissa Barcellos
J. Kristin Bryson
David Budd
Dawn Davies
Jennifer Gore
Michelle Grant

Peter Havlik
Ryan Layton
David Mothus
Vicky Renneberg
Carol Richards
Romany Runnalls
Eric Stebner
Cindy Soules

## Special thanks

The BC SPCA is grateful to the more than 80,000 supporters across British Columbia and beyond who help us care for and protect animals. We would like to offer our special thanks to the following generous supporters whose 2014 contributions were truly exceptional:

### INDIVIDUALS
1. Don & Lorraine Moore
2. Charlotte Chou
3. David & Bess Wright
4. Elena S. Calvillo
5. Beverley Tamboline

### FOUNDATIONS
1. PetSmart Charities of Canada®
2. Emily Elizabeth Stoneham Fund through the Victoria Foundation
3. Elisabeth Thomi Endowment Fund through the Shuswap Community Foundation
4. Anonymous donor through the Central Okanagan Foundation
5. Eldon & Anne Foote Fund at Edmonton Community Foundation

### CORPORATIONS
1. Hill's Pet Nutrition Canada Inc.
2. BMO Bank of Montreal
3. Petsecure Pet Health Insurance
4. Scotiabank
5. Match Drive Inc.

### EMPLOYEE GIVING
1. Provincial Employees Community Service Fund
2. United Way of the Lower Mainland
3. Scotiabank
4. Team TELUS Cares
5. Shaw Communications Inc.

### EVENT FUNDRAISERS
1. Biig Financial/Linda Mah and Brian Jessel BMW
2. Glenn Keryluk — Keryluk Laser Dental
3. Lilliana L. De Cotiis — Loden Hotel, Tableau Bar Bistro, Homer St. Cafe and Bar
4. Staff & Volunteers — BC SPCA North Cariboo
5. Deirdre Ferguson

### LEGACY
1. Mary Jane Terry
2. Denzal James Mallett
3. Robert Lucas Foster
4. Rhoda MacKenzie
5. George & Melina Walter

# Creating a better world for animals

**Being huge animal lovers** and proud dog guardians, Jeff and Denise Rempel went to their local BC SPCA branch to volunteer as dog-walkers in 1998. As they learned more about the larger issues affecting animals in B.C., they decided to do more. "We knew we had to try to make a greater impact," says Jeff. "People can help themselves and each other," adds Denise, "but animals need us to help them."

In the BC SPCA they saw an organization with the expertise and reach in the community to take on the issues they felt passionate about. "By giving to the SPCA, we knew we would be helping to make those big changes for animals we wanted to see," shares Jeff. In particular, the Rempels are impressed by the BC SPCA's youth programming. "In the long run, that will make all the difference," he adds. In addition to volunteering their time, Denise and Jeff donate personally and through their business, Entrance Automation Systems Inc.



Jeff and Denise Rempel



Erin Cebula

# Cuddles for a cause

**LAST YEAR,** generous BC SPCA supporters in Chilliwack, Kelowna, Vancouver and Victoria put themselves in the animals' place to raise funds for those who need it most. By locking themselves up in a shelter kennel until they reached their fundraising goal, participants of the BC SPCA Kennel Lock-In events raised more than $52,000! While the goal to raise money for animals in need is a serious one, the Lock-In events are also a lot of fun, as everyone from local business leaders to well-known bloggers cuddle up and play with a new friend inside their kennel. The result was a win not only for the lucky pups who got a roommate for the day, but for the many more dogs, cats and other animals in need who will benefit from the funds raised. Thank you to all those who participated and helped make 2014 our most successful year yet.



Mark Drutz

# A LASTING GIFT

**Mark Drutz** has always had a special place in his heart for animals. His menagerie began in his youth and has included a mischievous grey budgie named Buddy Boy, a turquoise budgie, Nipper, a small mixed breed dog, Peaches, and a lovely, stubborn Scottish terrier who went by the name of Virginia Woof. Today, Mark and his husband, Jonathan, are proud guardians of a beautiful yellow Labrador retriever named Sparky.

As an adult, Mark does everything he can to support animals. When he retired and could devote more time to learning how to cook, he became a vegan in support of farm animal welfare. To further express his commitment to animals and support a cause that has been important to him throughout his life, Mark is leaving a gift in his will to the BC SPCA. This was an important step he took to convey the values he's passionate about, and one that gives him the peace of mind of knowing his love and dedication to animals will continue to help future generations, even after he's gone. ■

# YOUR GENEROSITY IN ACTION

## FOR EVERY DOLLAR YOU GAVE IN 2014 HERE IS HOW YOU HELPED THE ANIMALS

**41¢**

### Emergency Shelter & Care
Being a temporary home for 25,942 abandoned, abused and injured animals includes a science-based approach to their health and welfare.

**5¢**

### Preventing Future Suffering
Our humane education and advocacy programs are critical in stopping the cycle of violence and making our communities safer and more humane.

**10¢**

### Cruelty Investigations
As the only animal welfare organization in B.C.with the authority to enforce laws related to animal cruelty, we conducted 8,849 new cruelty investigations in 2014 and removed 1,276 animals from dangerous or neglectful situations.

**18¢**

### Check-ups & Medical Treatment
Each animal gets an initial health check and sick or injured animals receive further treatment. We also address one of the root causes of animal cruelty, companion animal overpopulation, with our spay/neuter programs.

**10¢**

### Supporting the Animals
It takes a team to care for the animals, including people to answer the phones, pay the bills, keep the public informed, etc. Not fancy, but essential.

**13¢**

### Investing in Relationships
Fundraising ensures we can continue to take care of the animals and do more to prevent future cruelty. Thank you!

\* Due to a successful year the BC SPCA was able to accelerate some 2015 fundraising expenses, contributing to a slight relative increase in 2014

Plus 3¢ to amortized, and other, expenses

| Revenue (in $000s) | 2014 | 2013 |
|---|---|---|
| Donations & Fundraising | 13,574 | 12,465 |
| Legacy & Life Insurance | 7,142 | 6,099 |
| Kenneling & Bylaw Enforcement | 1,806 | 1,794 |
| Sheltering, Medical & Clinical Services | 5,645 | 5,408 |
| Lotteries & Raffles | 646 | 644 |
| Other Grants | 768 | 720 |
| Investment Income & Capital Gains | 1,273 | 935 |
| **Total** | **30,854** | **28,065** |

| Expenditures (in $000s) | 2014 | 2013* |
|---|---|---|
| Sheltering, Kenneling & Bylaw Enforcement | 11,383 | 10,924 |
| Veterinary Care & Spay/Neuter | 2,542 | 2,256 |
| Cruelty Investigations | 2,972 | 2,724 |
| Humane Education | 735 | 664 |
| Advocacy & Volunteer Development | 748 | 578 |
| Hospitals & Clinics | 2,668 | 2,611 |
| Animal Health & Welfare | 847 | 769 |
| Administration & Program Support | 2,973 | 2,549 |
| Revenue Development | 3,792 | 3,074 |
| Amortization | 650 | 796 |
| Other | 360 | 342 |
| **Total** | **29,670** | **27,287** |
| **Surplus/Deficit** | **1,184** | **778** |
| **Expenditures, less amortization** | **29,020** | **26,491** |

\* Restated

The BC SPCA is proud to be accredited by **Imagine Canada**. This accreditation means we've demonstrated excellence in financial accountability and transparency; board governance; fundraising; staff management; and volunteer involvement.