

# BCSPCA

## *Annual Report 2011*

### *Dear friends,*

In 2011, the British Columbia Society for the Prevention of Cruelty to Animals provided care for more than 32,000 injured, abused and homeless animals and responded to more than 7,000 complaints of animal cruelty across B.C. None of this lifesaving work would have been possible without your generous support and ongoing commitment to end the suffering of our province's most vulnerable animals.

This year, we faced some unprecedented challenges, the most notable being the high-profile investigation into the gruesome deaths of the Whistler-area sled dogs. An investigation of this magnitude and complexity required thousands of hours and the use of state-of-the-art forensic techniques to gather the evidence required for our report to Crown counsel. Despite public announcements of support for the work of the BC SPCA at the time of the sled dog massacre, the provincial government has now quietly advised the BC SPCA that they do not plan to provide any funding for the BC SPCA in the future.

While we are deeply disappointed by the government's lack of funding for the enforcement of laws protecting animals from violence and abuse, we remain committed to our mandate and we are immensely grateful to our supporters for making it possible for us to carry out this important work. Your generosity and compassion have helped us save thousands of lives during this past year and we look forward to partnering with you in 2012 to provide protection and care for animals in need.

Warmest regards,



Craig Daniell  
Chief Executive Officer  
BC SPCA



Cindy Soules  
Volunteer President  
BC SPCA

# 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 2011 with 2,120,636 website visitors, more than 8,750 Facebook fans and 6,190 Twitter followers. 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.

## Protecting animals from cruelty and abuse

**T**he 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 2011, the BC SPCA:

- Investigated 7,013 complaints of animal cruelty and abuse across the province;
- Removed 948 animals from dangerous or neglectful situations through formal cruelty investigations;

- Executed 103 warrants under the Criminal Code of Canada and Prevention of Cruelty to Animals Act;
- Submitted 49 charges of animal cruelty and neglect to Crown counsel.



## Making the grade

The BC SPCA earned an "A" rating for overall efficiency, donor stewardship and transparency in a 2011 survey of 100 Canadian charities by *MoneySense* magazine.

The magazine created Canada's first charity rating system to find out which charities scored highest in areas such as fundraising efficiency, governance and transparency, compensation and overall charity efficiency. With 76.1 per cent of all

donations going towards its programs and services, the BC SPCA earned the highest rating of the Canadian animal charities surveyed. In addition to receiving a grade of "A" in overall charity efficiency, the society received an "A" for fundraising efficiency (with a cost of \$17.21 to raise \$100), an "A" in governance and transparency and an "A-" in reserve fund size (with six months of reserve funds on hand).

## Turning green into gold

2011 saw the opening of our new state-of-the-art community animal centre in Maple Ridge. The new 6,500-square-foot facility, a partnership between the BC SPCA and the District of Maple Ridge, officially opened in May as B.C.'s first LEED (Leadership in Energy and Environmental Design) accredited animal shelter. The building

incorporates leading-edge animal welfare concepts and "green" design elements, including shared "apartments" for dogs to increase socialization, a sophisticated ventilation system to reduce the spread of airborne disease, rooftop rainwater collection for recycling, a light-reflective roof membrane and heat



recovery built into the heat-and-ventilation system.



## New Surrey site purchased

The BC SPCA purchased a 5.5-acre parcel of land in South Surrey in 2011 for a new community animal centre. The property, located at 16748 50th Avenue, will be the site of a new centre of excellence for animal welfare programs, including animal cruelty investigations, education, advocacy and adoptions.

## Emergency shelter and care

**W**ith your support, the BC SPCA provided emergency medical care and sheltering for more than 32,000 abused, neglected, lost, homeless and injured animals last year. In 2011, the BC SPCA:

- Operated 30 shelters, two education and adoption centres, one storefront adoption facility, three volunteer-run branches without facilities as well as Wild ARC, a wildlife

rehabilitation centre in Metchosin on Vancouver Island;

- Opened a new 6,800-square-foot community animal centre in Maple Ridge. The facility incorporates maximized energy efficiency as well as modern animal welfare designs;
- Rescued 32,098 injured, homeless, neglected and abused animals (companion, farm and wild);
- Reunited 5,047 lost animals (including 3,812

dogs, 1,009 cats and 34 rabbits) with their guardians;

- Found new loving families for 16,936 homeless animals (including 4,969 dogs, 10,593 cats, 339 rabbits and 1,035 small animals);
- Helped 1,996 injured and orphaned wild animals (1,410 birds, 578 mammals, seven reptiles and one amphibian) at Wild ARC. An additional 690 wild animals were admitted through SPCA branches;
- Transported 4,570

- 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 30 SPCA satellite adoption centres;
- Carried out major training initiatives throughout the province to enhance customer service at SPCA branches.



## 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 2011, the society:

- Welcomed 1,000 new BC SPCA Kids Club members, bringing total membership to more than 4,800 up from 3,800 in 2010;
- Distributed *Bark!*, the society's quarterly youth magazine, to more than 6,800 schools, libraries, veterinary clinics, pet supply businesses, humane organizations and to all Kids Club members. Thousands more were distributed directly to youth through school visits and community events across B.C.;
- Offered 240 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, the education staff participated in provincial professional development conferences at both the intermediate and secondary level, promoting humane education in the classroom. Plus, more than 1,000 new educators were added to the society's eTeacher newsletter, expanding membership to more than 1,700 subscribers;
- Expanded the BC SPCA summer day camp program to 68 weeks of camps, engaging more than 1,000 kids throughout Greater Vancouver, Victoria and other cities and towns across B.C.;
- Hosted 32 regional youth workshops in Victoria, Cowichan, Penticton and Greater Vancouver;
- Distributed 12 editions of e-Kids News, a monthly e-newsletter highlighting education and advocacy materials for youth, to Kids Club members across B.C.;
- Created a new video called *Cluck! The Life of an Egg-Laying Chicken* to accompany the BC SPCA's intermediate-level curriculum unit on egg-laying farming practices in B.C.;
- Produced new small animal care guides for hamsters and rats; new brochures on dog bite safety and spay and neuter practices; and expanded animal care and behaviour information on the society's website.

## 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 2011, the BC SPCA:

- Successfully advocated for new municipal bylaws in Victoria and Saanich that require all rabbits to be spayed or neutered prior to sale by pet stores;
- Completed the first-ever province-wide research project to benchmark and understand the causes of pet overpopulation in British Columbia and initiated strategic planning on targeted interventions;
- Advocated against the culling of deer in urban areas throughout the province;
- 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;
- Provided background support to advocates to aid in successful campaigns to ban the sale of dogs from pet stores.

## 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 2011, 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.



## Protecting farm animals

**W**ith 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 2011, the BC SPCA:

- Lobbied to ensure the rigorous enforcement of B.C.'s humane slaughter laws is preserved as the Ministry of Health assumes responsibility in this area;
- Called on the B.C. Ministry of Agriculture to monitor livestock auctions using its powers under the Animal Disease Control Act;
- Increased efforts with the National Farm Animal Care Council (NFACC) to reform Canada's Codes of Practice for pigs, beef cattle and horses in order to improve the lives of millions of animals across Canada;
- Worked with NFACC to begin designing a national farm assessment framework to provide assurances that the Codes

- are being met;
- Hosted internationally renowned animal behaviour expert Dr. Temple Grandin for a sold-out public lecture;
- Issued *FarmSense*, a regular e-newsletter highlighting research and key developments in farm animal welfare, to more than 2,500 farmers, government officials and members of the public;
- Reached a total of more than two million animals raised through the SPCA Certified Program since its launch nine years ago, on two dozen SPCA Certified

- farms in B.C. and Alberta;
- Four farms in B.C. and Alberta certified their sheep under the SPCA Certified Program;
- Launched a series of videos to promote the SPCA Certified program and its farms;
- Worked with the Animal Welfare Foundation of Canada (AWFC) to host symposia on alternatives to battery cages for egg-laying hens, featuring international poultry welfare expert Professor Ian Duncan and SPCA Certified cage-free farmers.



## Animal health and welfare

**L**ast 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 2011, the BC SPCA also:

- Spayed and neutered 7,756 dogs and cats through the SPCA Animal Hospital (1,768) and at BC SPCA Spay/Neuter Clinics in Prince George (3,035) 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 5,286 Downtown Eastside pet guardians through "Charlie's," a weekly pet food bank;
- Held 18 free veterinary clinics for low-income residents and distributed more than 12,000 pounds (5,455 kilograms) of pet food and 4,000 pounds (1,818 kilograms) of cat litter;
- Implemented a number of new bio-security practices within shelters to reduce sickness and disease transmission among animals in care. 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.

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

100 Mile House	– 59
Abbotsford	– 1,297
Burnaby	– 957
Campbell River	– 1,193
Chilliwack	– 1,577
Comox	– 763
Cowichan	– 741
East Kootenay (Cranbrook)	– 920
Haida Gwaii	– 107
Kamloops	– 1,231
Kelowna	– 1,422
Maple Ridge	– 1,090
Nanaimo	– 1,352
Nelson	– 405
North Cariboo (Prince George)	– 2,217
North Peace	– 1,042
Parksville	– 481
Port Alberni	– 1,005
Port Coquitlam	– 307
Powell River	– 427
Prince Rupert	– 427
Quesnel	– 822
Richmond	– 407
Salt Spring Island	– 73
Shuswap	– 650
South Okanagan Similkameen (Penticton)	– 1,119
South Peace	– 663
Squamish	– 288
Sunshine Coast	– 362
Surrey	– 3,020
Trail	– 694
Vancouver	– 2,527
Vernon	– 598
Victoria	– 2,223
West Vancouver	– 782
Williams Lake	– 990



## Scotiabank employees lead the pack

**I**n 2011, Scotiabank entered its sixth consecutive year as the provincial title sponsor of the Scotiabank & BC SPCA *Paws for a Cause*. The commitment of Scotiabank runs through all levels of the organization: Scotiabank both gives corporately and matches employee giving, which is no small feat. Each year, hundreds of employees show their support through fundraising, volunteering and participating in walks throughout the province. In 2011, Scotiabank collectively contributed more than \$77,000. All funds raised stay in local communities to help care

for and protect animals in need.

Scotiabank staff members also make a meaningful difference in the lives of animals by inspiring generosity in others. In 2011, Scotiabank employees raised an incredible \$37,077. The Powell River branch, for example, raised \$6,500 – double what it raised the year before. The branch staff worked tirelessly to raise those funds through special events and promotions, and they serve as a fantastic example to any business that wishes to inspire philanthropy in its community. Thank you, Scotiabankers!

## Generous Jacquie

For years, Jacquie Somerville of Vancouver has been a philanthropic leader as a devoted supporter of the BC SPCA. Honoured in 2010 as the BC SPCA's Philanthropist of the Year, Jacquie makes a difference in the lives of animals both through personal giving and by inspiring others to give generously.

Originally from South Africa, Jacquie's interest in helping animals in need began at a young age. From her first pet – a hamster named Hamish – to the horses she keeps today and her beloved Jack Russell terrier, Spencer, Jacquie has always felt passionately about animals. "Nothing breaks my heart more than animal cruelty. We need to help animals and I think we should all contribute in ways we can."

Today, her undying passion for animals inspires her to pursue creative ways of encouraging others to give. Participating in the BC SPCA's Kennel Lock-in event, Jacquie spent hours calling personal and professional contacts for donations to "release" her from a BC SPCA Vancouver Branch kennel. "What a fun way to raise money!" says Jacquie.

The money raised went towards Jacquie's \$10,000 Scotiabank & BC SPCA *Paws for a Cause* fundraising total, earning her the title of Top Provincial Fundraiser. "It just takes a bit of courage," Jacquie says of fundraising, "but the effort is more than worth it."



## A special thank you

The 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 2011 contributions remain truly exceptional.

### Individuals

1. Bruce and Nikki MacKenzie
2. Sherry Copeland
3. George G. Walter
4. Anonymous
5. Hilton Heide with Keith and Gail Boswell

### Foundations

1. Victoria Foundation
2. Vancouver Foundation
3. The Don & Lorraine Moore Foundation at Charitable Gift Funds Canada Foundation
4. Eldon & Anne Foote Fund at Edmonton Community Foundation
5. Thomas Alan Budd Foundation at The Calgary Foundation

### Organizations/Businesses

1. TELUS employees and TELUS
2. BMO Bank of Montreal®
3. BC Provincial Employees Community Services Fund
4. Bosley's Pet Food Plus
5. Hill's® Science Diet®

### Individual Fundraisers for the Scotiabank & BC SPCA *Paws for a Cause*

1. Jacqueline Somerville
2. Janet Pattinson
3. Justice Janveaux
4. Joanne Faloon
5. Leanne Jensen



## Our Supporters

### Linda Leong: “My heart lies with the animals”

Linda has been an avid animal lover since she was a small child. She began her life in Hong Kong on a hobby farm surrounded by horses, chickens, dogs, geese, cats, pigeons and goldfish, and learned at a very young age how to care for and respect animals. “I was very lucky,” she says from her home in Vancouver as her cat meows softly in the background.

Linda openly shares her frustrations with her fellow humans. “Our species has been far too successful. We are gripped by greed and progress – but at what cost? It is at the cost of animals around us who have been endangered and even eliminated by our actions.”

In addition to being a generous donor each year, in 2011 Linda formalized her intentions to include the BC SPCA in her will “to help the BC SPCA continue with its work.”

Reflecting on why she made these arrangements, Linda explains: “My father passed away two years ago. Before he passed away, we made sure everything was in place while he was lucid. By doing that, he had a say in how his money was spent. Who knows what is going to happen to anybody? It is best to make arrangements before anything happens so no one needs to second guess. I want to decide for myself.

“My heart lies with the animals. I think you (the BC SPCA) are doing a good job. I respect that. No other agency can replace you as far as I am concerned.”

### BC SPCA Board of Directors

*Our sincere thanks to our 2011 volunteer Board of Directors for their outstanding leadership and support.*

Cindy Soules (volunteer president)  
J. Kristin Bryson  
Marylee Davies  
Rachel Forbes  
Michelle Grant  
Dave Hamilton  
Peter Havlik  
Karen Holland

Linden Loughridge  
Dr. Lorna Medd  
Glen Miller  
Vicky Renneberg  
Romany Runnells  
Eric Stebner  
Kathi Travers  
Barbara Sharp

### Laurie Rix: “They give you so much back”

Like so many animal lovers, Laurie’s passion began at a young age. Her parents, the late Dr. Donald and Eleanor Rix, raised her with a heartfelt appreciation for animals. Her father, she admits, had a preference for dogs while her mother preferred cats. “In a family of three,” she says with a laugh, “we were outvoted by mom.”

The first cat they took in was – like so many cats rescued by the BC SPCA – abandoned by people who moved away. In first grade at the time, Laurie also had ponies, and, as she grew up, horses. She spent countless hours at a barn in Southlands in Vancouver, bonding with these majestic creatures. But when she headed off to university, she kept no pets, knowing the responsibility that was involved. “I will never live without pets again,” she says now.

Before her parents passed away, they were loyal BC SPCA supporters and donated many times a year for more than two decades. In 2011, a few years after her

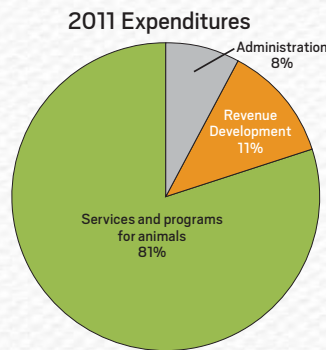
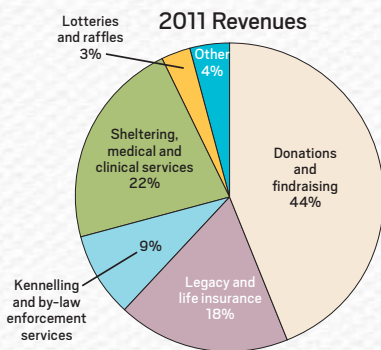


mother passed, Laurie, through The Rix Family Foundation, mailed a cheque for \$10,000 to the BC SPCA. “This was truly a surprise and honour,” says Rosemary Conder, chief development officer. When asked what prompted her gift, Laurie said, “You (the BC SPCA) have been around for so long and do such good work. You have been on my mind. I watch the adopt-a-pet segment on Global every Tuesday and I just thought the time (to act) is now.”

Laurie is very proud of Mac, the five-year-old golden retriever she cares for with her husband. “Having a pet is one of the best experiences in the world. I can’t imagine anyone not loving animals. I know it sounds like a cliché, but they give you so much back.”

# 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.



## 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:

### 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.

### Heroes Fund for Animal Protection

– This fund supports the work of our cruelty investigations department as it responds to more than 7,000 complaints of animal cruelty and abuse each year.

### 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 that create more humane communities for animal companions.

**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 32,000 animals we rescue each year.

**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](http://spca.bc.ca).

BC SPCA	Actual 2011 \$	2010 \$
<b>Revenues</b>		
Donations and fundraising	11,540,475	11,286,303
Legacy and life insurance	4,744,385	4,556,017
Kennelling and by-law enforcement services	2,420,500	2,386,121
Sheltering, medical and clinical services	5,701,535	5,485,465
Lotteries and raffles	702,985	294,027
Provincial government grants received	100,000	250,000
Other grants received	835,908	627,060
Investment income and capital gains	190,490	1,340,661
<b>Total</b>	<b>26,236,279</b>	<b>26,225,654</b>
<b>Expenditures</b>		
Sheltering, kennelling and by-law enforcement	11,398,944	10,488,059
Veterinary care and spay and neuter	2,268,019	2,200,139
Cruelty investigations	2,322,145	2,183,597
Humane education	621,339	562,625
Advocacy and volunteer development	561,709	517,573
Hospital and clinics	2,354,531	2,359,472
Animal health and welfare	695,694	401,009
Administration and program support	2,099,498	2,034,428
Revenue development	2,931,091	2,930,772
Amortization	836,129	763,642
Other	295,731	280,859
<b>Total</b>	<b>26,384,830</b>	<b>24,722,175</b>
Surplus/(Deficit)	(148,551)	1,503,479
Expenditures, less amortization	25,548,701	23,958,533