



**ANNUAL REPORT
2013 - 2014**

Building sustainable animal welfare in B.C.

Message from the President

by Kristin Gulbransen

At the beginning of the fiscal year, I was honoured to join Paws for Hope as the new Board President providing the perfect opportunity to apply my 20 years of start-up business experience to my greatest passion – helping and protecting animals. As somebody newer to the animal welfare world, I knew my strength would be in helping Paws for Hope improve their image, lay out a comprehensive strategic plan with measurable goals and serious focus, and grow the volunteer team to ensure we had enough resources to accomplish all that we wanted to in the months ahead.

I'm happy to report that by 2014 fiscal year-end, we revamped our entire brand and Web site, completed one free Animal Health Clinic assisting low or no-income pet guardians and the animals they cherish, awarded numerous grants to pre-qualified, volunteer-run rescue organizations under our Guardian Angel program, and grew our "Pets are not Products" educational campaign in our quest to stop the retail sale of dogs, cats and rabbits in British Columbia. We also doubled our volunteer team including the addition of many very specialized individuals that have already made a significant contribution to our efforts... all in the name of building sustainable, long-term care and protection for dogs, cats, and small animals in B.C.

I could not be happier with the progress Paws for Hope has made within these 12 months spear-headed by the most

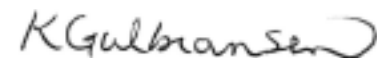
passionate and hardest-working Executive Director in Kathy Powelson, supported by an equally dedicated and capable Board.

Looking forward, we have big plans for next year but will continue to remember the role we fill within the B.C. animal welfare and rescue community:

1. As a partner organization that can assist established animal groups (understandably stuck in emergency-response mode) with their different areas of need – from funding vet bills for the animals in their care to helping them expand their facilities and programs.
2. As a provider of direct services that fill a gap in the current B.C. animal welfare system, such as our education program, "Pets are not Products", and our quarterly speaker seminars helping animal workers and volunteers and the general public with important issues.

This is what makes Paws for Hope unique. We're the only B.C. charity to do both and believe both are necessary if we want to ensure sustainable animal welfare in this Province. I hope you'll continue to follow our efforts in the year ahead to see the big things we have in store. More companion animals than ever are in need of help and it's with support from people like you that makes our work possible.

Sincerely,



Kristin Gulbransen

Message from the Executive Director

by Kathy Powelson

This year was an important year for us, and I believe has put us in a strong position to make a meaningful and sustainable difference in companion animal welfare in BC. In order for an organization to be successful, it must have a strong foundation, and that is what the primary focus was for us. To ensure we were in a solid position to make the biggest impact. And I am so proud to say that we succeeded in all of the goals we set out to do this year, which included making a direct impact in the lives of pets across the province.

We continue to reach out to the rescue community, to identify ways we can support the vital life-saving work they are doing through our Guardian Angel Program. Our Roxy's Relief Program continues to grow, and is providing such important support to homeless and low-income pet guardians. While we were devastated by the outcome of

Burnaby City Council's decision not to ban the retail sale of cats, dogs and rabbits, we were grateful in the dialogue our two-year battle sparked. This gave us an opportunity to shift the focus to consumers, and provide education and awareness regarding the animal welfare issues associated with the retail sale of pets.

Once again, I am so proud and excited of the work we are doing. We have a strong and dedicated Board, and a growing number of committed volunteers. We continue to increase our donations each year, and I am optimistic that this trend will continue.

Each year we find new and exciting ways to engage the community, support our partners, and make a difference. I can't wait for everyone to see all what's next.

Sincerely,



Kathy Powelson

INTRODUCTION

Paws for Hope Animal Foundation was established in 2011 after realizing the province’s animal welfare support system was broken.

- Tens of thousands of cats, dogs, small animals, and reptiles are abandoned and surrendered to shelters and rescues every year.
- There is no criteria that must be met in order for animal rescue/welfare groups to do the work they do, and there is no accountability.
- There is little corporate, foundation, provincial, or federal financial support.
- Existing animal welfare efforts are understandably stuck in emergency response mode unable to focus on long-term solutions.
- Provincial animal-related legislation is outdated and unenforced.

Rather than create yet another animal charity, we saw the need to strengthen and empower what already existed. That means we are the only charity to directly help B.C.’s companion animals and assist established groups with their different areas of need.

With a Vision for the utmost care and protection for B.C. companion animals over the long term, our Mission is to build sustainable animal welfare in British Columbia through:

			
Optimization	Collaboration	Commitment	Participation
We help optimize existing, pre-qualified community-based animal rescue and support organizations.	We collaborate with existing animal groups to create a united front to help B.C. companion animals	We’re committed to filling important gaps with direct animal assistance and educational programs.	We participate in affecting local & provincial animal-related legislation within national charity guidelines

2013 - 2014 OBJECTIVES

CHARITY STATUS

We planned for a modest fiscal year and recognized that any significant organizational growth and sustainability would be reliant on acquiring charity status with the federal government. We made this our number one priority and achieved our goal.

We also wanted to take some time to enhance, refine, and focus our existing programs to provide opportunities to make the greatest impact and set out to:

1. Enhance our Guardian Angel Program with more granting opportunities and to identify different areas of need for the animal rescue community.
2. Enhance our Roxy’s Relief Program with the addition of new social service agency partners, providing financial support to homeless and low-income pet guardians, and to offer free Animal Health Clinics.
3. Re-brand and re-focus our Pets are Not Products Campaign.

GUARDIAN ANGEL PROGRAM

Objective: To enhance our Guardian Angel Program with more granting opportunities and to identify different areas of need for the animal rescue community.

This year we increased the number of Veterinary Care Grants provided to qualified rescue organizations. Through our continued engagement with the rescue community, we were able to help a diverse range of pets, from rats to pigs, and everything in between.

Veterinary Care Grants were provided to:

- Dogwood Rescue
- Hearts on Noses: Mini pig sanctuary
- Small Animal Rescue Society of BC
- HugABull Advocacy and Rescue Society

Our Guardian Angel Program remains a priority area of focus for us. As we work towards building sustainable animal welfare in B.C., we recognize that it is critical to support existing animal charities that work so hard to rescue, rehabilitate, and rehome neglected, abandoned, and abused animals with virtually no government support.



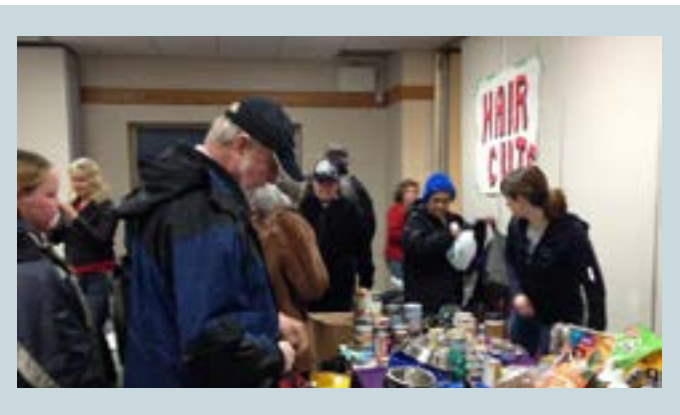
GUARDIAN ANGEL PROGRAM Goals for Next Year:

1. Create an Operational Grant Opportunity that will assist in the development, improvement, and/or enhancement of an animal charities organizational operations.
2. Increase the number of Veterinary Care Grants provided.
3. Implement one ongoing sustainability program to serve rescue professionals in B.C.

ROXY'S RELIEF

Objective: To increase our community partnerships, animal health clinics and financial support to homeless and low income pet guardians.

Roxy's Relief provides support to homeless, street-involved, low-income pet guardians through donations of food, bedding, jackets, and other items, and by offering free animal health clinics and vet care assistance. We work in partnership with human-focused service organizations in the Vancouver Downtown Eastside and New Westminster. Donations are delivered every 6 to 8 weeks to be distributed to those in need. In addition, we participate in community events, such as Homeless Connects, which provide an opportunity for pet guardians to pick up food, connect with our staff, and get minor pet grooming.



We now deliver to six sites. This year we added another social service agency as a partner, and are pleased to deliver pet food and supplies to Seniors Support Services in New Westminister. In addition, our partners at LookOut Aid Society asked if we would deliver food to the Walton Hotel in Vancouver (DTES), in addition to Russell Housing in New Westminister.

We held a successful free Animal Health Clinic in Vancouver at RainCity Housing's Triage Shelter. We saw 30 pets in one day. Each one received a free physical examination, flea

and deworming treatment, and vaccinations (if required).



We also increased the number of pets we were able to assist beyond the Clinic with getting the veterinary care they need.

We saw both Fester and Bobbi at the Animal Health Clinic. Fester required dental work and shortly after we saw Bobbi who was injured and required knee surgery. We were able to partner with the BC SPCA, who provided a discount and we paid the bill.



Both Fester and Bobbi are doing very well, and their guardians are very relieved.

"I just cannot thank you enough for taking care of my Fester. He is all I have in this world, thank you" (Fester's Dad).

ROXY'S RELIEF Goals for Next Year:

1. Increase our partnerships.
2. Hold two Animal Health Clinics.
3. Increase funding support for veterinary care to homeless and low-income pet guardians.

PETS ARE NOT PRODUCTS

Objective: To educate consumers on the animal welfare issues associated with the retail sale of pets online, in newspapers and in stores.

Burnaby Decision

After a two-year campaign, the City of Burnaby rejected our call for a ban on the retail sale of cats, dogs and rabbits. Some progress was achieved, however. Council called for a requirement that rabbits and cats be sterilized prior to purchase or the store must provide a voucher to pay for sterilization. And they did heed a call from Reptile Rescue, Adoption & Education Society for a ban on the sale of turtles.

Our campaign team was devastated by the outcome of two years of hard work, but we have not given up. We decided that the best use of our energy and resources was to focus on the consumer, to educate them about the animal welfare issues associated with the retail sale of pets, and to provide them with more humane options.

Campaign re-brand

The remaining portion of the year was spent doing a campaign re-brand so we can start 2014/2015 off with a bang.

PETS ARE NOT PRODUCTS Goals for Next Year:

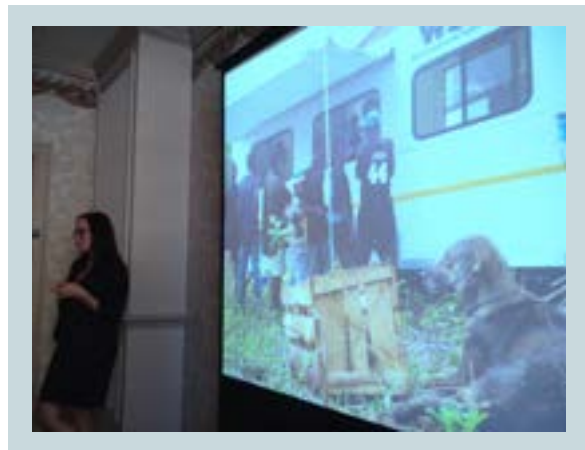
1. Hit the streets with our Pets Are Not Products message with pet store demonstrations and other guerilla marketing tactics.



SEMINAR SERIES

At Paws for Hope we recognize that in order for animal welfare issues to be sustainable they need to be well supported, and in the minds of the general public. Our goal with our quarterly Seminar Series is to start conversations on issues impacting animal welfare – within the animal rescue and welfare community and with the public. We held two seminars this year.

“Supporting Animal Welfare: In your community and abroad” Josey Kitson, Executive Director, World Society for the Protection of Animals, Canada (WSPA).



The keynote, “Supporting Animal Welfare: In your community and abroad” provided an opportunity to hear about the innovative work WSPA Canada has done to save the lives of dogs, both here in Canada and internationally.

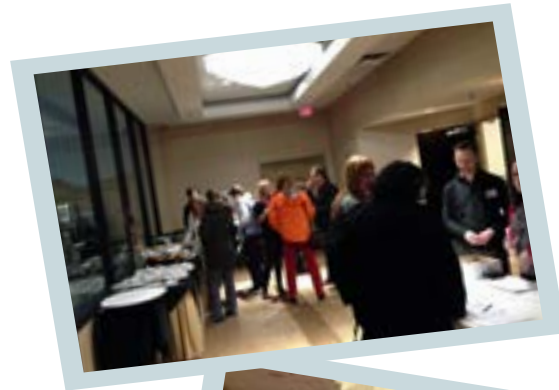
Paws for Hope are strong promoters of working in your local community to improve the lives of animals. For those individuals who want to help animals outside of Canada, we believe the most effective way to bring about sustainable change is to support organizations that are doing the work directly in the community, rather than importing animals into Canada. It was fantastic for people to hear about ways they can support animal welfare both in their own community, and as a global citizen.



“Compassion Fatigue Seminars”

Supporting those involved in animal welfare, rescue, and rehabilitation is a top priority for us. An often overlooked component in the vital work of saving animals is the emotional toll it takes on those who sacrifice so much to improve the lives of animals in their care. And the impact can be devastating. Research indicates veterinarians have the highest suicide rates among caring professionals, and the burnout rate for animal welfare/rescue professionals is among the highest.

We held seminars for veterinary health professionals and animal welfare/rescue professionals that provided the opportunity to address “Compassion Fatigue” facilitated by Registered Clinical Counsellor with a Master’s Degree in Counselling Psychology, Laurel Horn. During the weekend sessions, we focused on how to identify this burnout and discussed tools to address it. It was so inspiring to see individuals who give so much to save and protect animals, finally take a couple of hours for themselves to identify strategies that will allow them to take better care of themselves.

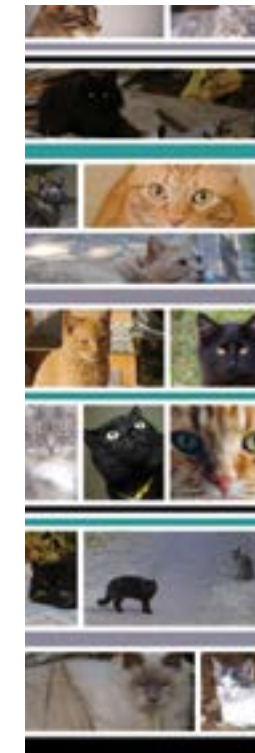


SEMINAR SERIES Goals for Next Year:
 1. Continue our quarterly series and hold four seminar/workshops in 2014/2015.

POSTER SERIES

Social media is a great way to engage the public to spread important messages. We initiated two very successful poster series through social media.

The Crazy About Cats campaign aims to educate the community about misperceptions that negatively impact the well-being of cats. From black cats to independent cats, our four posters shared important messages.



IT IS ESTIMATED THAT OVER 1/2 MILLION HOMELESS CATS & KITTENS DIE EVERY YEAR IN CANADA

THE SOLUTION IS SIMPLE: SPAY, NEUTER & ID



JUST BECAUSE HE SLEEPS HERE



DOESN'T MEAN HE WANTS TO LIVE LIKE THIS
 CATS ARE NOT AS INDEPENDENT AS YOU THINK



SOME CULTURES BELIEVE BLACK CATS ARE BRINGERS OF GOOD LUCK

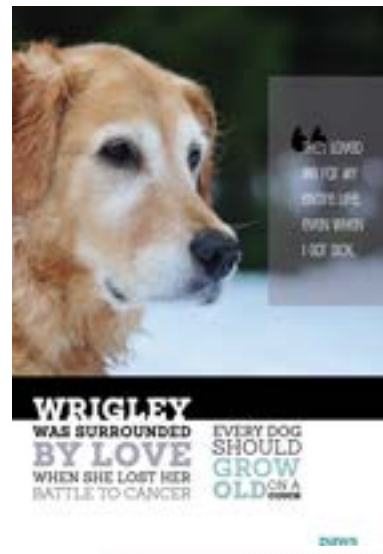
ADOPT A BLACK CAT AND TODAY COULD BE YOUR LUCKY DAY



THIS IS THE FACE OF RESCUE



Our Celebrating Seniors campaign aims to both encourage people to adopt a senior pet, and to remind pet guardians that having a pet is a lifetime commitment.



HAVING A PET IS A LIFETIME COMMITMENT. GIVE THEM A DIGNIFIED RETIREMENT.



A CAT NINE MAY HAVE LIVES BUT IT'S THE FIRST ONE THAT COUNTS.



CRICKET GOT A SECOND CHANCE AND LIVED OUT HER YEARS SURROUNDED BY LOVE. EVERY DOG SHOULD GROW OLD ON A PASTURE.



THIS IS THE FACE OF LOYALTY, COMMITMENT AND LOVE.

WHO WE ARE

2013-2014 Board of Directors

- Kirstin Gulbransen, President
- Lisa Henderson, Vice President
- Shawn Llewellyn, Treasurer
- Megan Ferris, Secretary
- Jenny MacKay, Director
- Lori Mason, Director

2013-2014 Executive Director

- Kathy Powelson

2013 - 2014 Financials

Paws for Hope Animal Foundation Balance Sheet

ASSETS		
Current Assets		
Chequing Bank Account	10,208.67	
Vancity Membership Shares	5.45	
Total Cash		10,214.12
Total Current Assets		10,214.12
TOTAL ASSET		10,214.12
LIABILITY		
Current Liabilities		
Accrued Liabilities		5,725.40
Total Current Liabilities		5,725.40
TOTAL LIABILITY		5,725.40
EQUITY		
Retained Earnings		
Retained Earnings Previous Year		-2,293.16
Current Earnings		6,781.88
Total Retained Earnings		4,488.72
TOTAL EQUITY		4,488.72
LIABILITIES AND EQUITY		10,214.12

Paws for Hope Animal Foundation Income Statement

REVENUE		
Sales Revenue		
Donations		30,403.98
Memberships		65.00
Events		9,469.10
Net Sales		39,938.08
TOTAL REVENUE		39,938.08
EXPENSES		
Payroll Expenses		
Wages & Salaries		3,600.00
Total Payroll Expenses		3,600.00
General & Administrative Expenses		
Accounting & Legal		4,046.91
Advertising & Promotions		7,829.81
Courier & Postage		321.82
Conferences & Events		8,136.03
Grant		2,200.00
Insurance		1,560.00
Interest & Bank Charges		-5.84
Office		1,296.92
Miscellaneous Expenses		-2,738.79
Telephone & Internet		371.92
Vet Visits		6,061.83
Roxy - Vancity		475.99
Total General & Administrative Expenses		29,556.20
TOTAL EXPENSES		33,156.20
NET INCOME		6,781.88

Sponsors

Paws for Hope Animal Foundation



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