

**Project Manager's Report**  
**Saskatchewan Society for the Prevention of Cruelty to Animals**  
**Annual General Meeting**  
**September 25, 2010**

Sandra Anderson joined the Saskatchewan SPCA team in December 2009 as full-time Project Manager. Areas of responsibility for this new position include communications, public relations and fund raising.

A new corporate visual identity has been introduced this year to better reflect our organization's missions and goals. A new corporate logo designed by a Saskatoon advertising agency has been approved by the Board. The logo will be phased in gradually over the coming year.

The new logo highlights the name of our organization in a bold, easy-to-read type face. The logo graphic depicts companion animals and livestock, symbolically protected and sheltered within a five-sided structure. The five sides of the structure also represent the Five Freedoms as developed by the United Kingdom Farm Animal Welfare Council. These principles reflect the belief that any animal kept by man be protected from unnecessary suffering.

A new tag line has been developed and incorporated as part of the logo design. *Education. Prevention. Intervention.* These three words summarize the guiding principles that we follow in our work to ensure the humane treatment of animals.

The new visual identity is one component of the new communications strategy being developed for the Society. The comprehensive strategy will help identify target audiences as well as the appropriate communications vehicles, tactics and messaging to reach these audiences.

The Spring 2010 issue of *The Humanitarian* newsletter was distributed to 1,800 contacts. A new printing company has been selected to handle the production of the newsletter; this will enable us to reduce printing costs for by as much as 10% for each issue. Plans call for the redesign of the newsletter to incorporate the new logo and other design changes in keeping with our new visual identity.

Three media releases were written and distributed to provincial media. Topics included the growing number of complaints pertaining to neglected or abused horses; the court decision in a recent animal neglect case; and information relating to our new office location. Our contact lists have been updated and expanded to facilitate the distribution of news in a timely manner to all media outlets.

Our use of online communications tools is progressing. Regular updates have been done to ensure content on our website is current. The Saskatchewan SPCA Facebook group has been promoted and now includes 156 members. A new Facebook page has just been established. We have registered for CanadaHelps.org, an online giving channel for potential donors.

Initial planning work has begun on the 2010 Animal Welfare Conference. The conference will be held in Saskatoon, September 24-25. Initial contacts with potential speakers and sponsors have been made.

The Work One Hour fundraising campaign was launched in late March. A new brochure was designed for this year's campaign. The brochure, along with a cover letter and a reply envelope, was mailed to 1,800 households. The mailout was handled in-house, with the assistance of a team of dedicated volunteers. By updating our mailing list to conform to Canada Post guidelines, we were able to take advantage of the Addressed Admail rates. This allowed us to realize a savings of roughly 33% on postage costs, compared with regular rates.

New software has been purchased to facilitate fundraising. eTapestry is a web-based system that tracks donors and prospects while managing gifts, pledges and payments. Once fully implemented, eTapestry will help meet our fundraising needs while expanding our communication and website integration capabilities. The Project Manager has completed the basic training modules and will continue with further advanced training in preparation for the conversion of our existing donor information to the eTapestry database. Ticketmaster will be used to handle the web-based processing for credit card transactions in eTapestry

In December, the Saskatchewan SPCA received a generous donation of dog and cat toys and tropical fish food from Hartz. Some of the items were sold; the remaining dog and cat toys will be used for silent auctions and other fundraising activities in the coming years.

Other activities undertaken by the Project Manager include assistance with Investigative Service filing, report taking and response time audits.

Priorities for the coming year include fully implementing the eTapestry system; redesigning *The Humanitarian*; improving communication with industry stakeholders and Saskatchewan SPCA members; and expanding our fundraising activities.

Respectfully submitted,

Sandra Anderson  
Project Manager