

Fund Raising Committee Report
Saskatchewan Society for the Prevention of Cruelty to Animals
September 29, 2012

Highlights of fundraising activities undertaken in 2011/2012 include:

LOTTERIES

Our two annual lotteries (Summer and Christmas) generated a total profit of \$118,771.27 this year. Two popular new features – online ticketing and a 50/50 Kitty Pool – were introduced as part of the Summer lottery. Purchasers now can order their ticket packages online, as well as by phone or mail. The 50/50 Kitty Pool gives participants a fun and exciting way to support the lottery and win cash. The winner of the Summer Kitty Pool received a cheque for \$14,630, while the Christmas winner took home \$17,677.

CRITTER CLASSIC

A new fundraising event – the Critter Classic – was held June 18, 2011, at the Long Creek Golf & Country Club near Avonlea. More than 70 golfers took part in this event, which raised over \$9,600. Organizing committee members Darrell Price (Prairie Advertising) and Arlene Eberhardt and Sandy Reinhart (Queen City Glass) worked hard to ensure that all participants could enjoy a fun and relaxing day of golf in support of the animals. Thank you to all the volunteers and golfers who took part in this event, and an extra special thank you to our major sponsors: Western Litho Printers, Prairie Advertising, Bobcat of Regina, Queen City Glass and Fraser Strategy. The next Critter Classic will be held in May 2012.

CATTLE MARKETING DEDUCTIONS FUND AND HORNED CATTLE FUND

The Cattle Marketing Deductions Fund has been renamed the Saskatchewan Beef Industry Development Fund (SBIDF) and is now administered by the Saskatchewan Cattlemen's Association. The SBIDF provides project-based funding for research relating to the cattle industry. While we did not make an application for SBIDF in 2010/2011, we are reviewing ideas for suitable research projects that could be undertaken and funded under SBIDF in the future.

The Horned Cattle Fund was established in 1940 as part of *The Horned Cattle Purchases Act* to encourage producers to dehorn cattle in order to reduce injuries and bruising during transportation and marketing. The horned deduction is \$2 per animal; the money collected is used for research and development in the cattle industry. We received \$6,000 from the Fund in May 2011.

WORK ONE HOUR CAMPAIGN

The campaign was launched at the end of March 2011 with a new full-colour brochure distributed by mail to 2,300 addresses. As of March 30, 2011, \$1,100 in donations had been collected.

DONATION BANKS

We raised \$2,399.77 from coin banks displayed in Saskatchewan liquor stores in the month of August. Revenue from the donation banks is reflected in general operations. Our thanks to the board members, staff and volunteers that helped with the distribution and pick up of the coin banks, as well as the coin rolling. These coin banks will be displayed in liquor stores again in August 2012.

The Saskatchewan SPCA continues to explore new opportunities to generate the revenue required to carry out our mission: to ensure the humane treatment of animals. We welcome the opportunity to work with individuals and groups with an interest in promoting and improving the welfare of companion animals and livestock in Saskatchewan.

In closing, I want to recognize my fellow board members whose leadership has helped us navigate the growing financial challenges faced by our organization as we continue to work to prevent animal cruelty and raise public awareness of animal welfare issues. Thank you to Executive Director Frances Wach for her unflagging enthusiasm and loyalty to the Society. As well, I want to thank the Saskatchewan SPCA staff for the dedication and commitment they demonstrate each day in the performance of their duties.

Respectfully submitted,

Arlene Eberhardt
Fund Raising Committee Chair