

Project Manager's Report
Saskatchewan Society for the Prevention of Cruelty to Animals
Annual General Meeting
September 24, 2011

The past year was a busy and interesting one, with a wide variety of communications, public relations and fund raising projects on the go.

We produced four issues of *The Humanitarian* newsletter, for distribution to roughly 1,800 members, donors and industry partners. The newsletter has been redesigned to give it a more contemporary look and help make it easier to read. Content of the newsletter provides information on the programs and services we provide; our staff; and the many organizations that work with us to promote the welfare of animals in this province.

We continue to phase in our new logo as part of our overall corporate visual identity. Items such as our stationery, newsletter and window decals, as well as our new door sign and APO jackets all feature the Saskatchewan SPCA logo.

Sixteen media releases were written and distributed to provincial media. Topics included animal welfare issues; updates on animal seizures; requests for contributions and announcements about new staff members.

Our use of online media tools is expanding. Regular updates have been done to ensure content on our website is current. The Saskatchewan SPCA Facebook page continues to grow and a Twitter account has just been established.

FUNDRAISING

Our new eTapestry system is now operational, as of July 2010. eTapestry is a web-based system that tracks donors and prospects and compiles information regarding gifts, pledges and payments. I used eTapestry to prepare year-end tax receipts for donations received in the latter half of 2010 and have provided basic training to office staff on the use of eTapestry. The next priority will be to develop the "cart" function that will make it possible for us to accept and process a variety of online transactions via our website.

We have received a growing number of donations through CanadaHelps.org, an online giving channel for potential donors. We promote the use of CanadaHelps.org via our website and our newsletter.

Redesigned Work One Hour brochures were distributed by mail in March 2010 to 1800 contacts on our newsletter distribution list. We raised \$9,028 in response to this campaign.

In October, I wrote and distributed letters to 715 rural municipalities, towns, villages, northern communities and cities throughout the province. The letter explained the nature of our work to promote the welfare of companion animals and livestock, and requested funding from each

municipal government in the amount of \$1 per resident. A total of \$19,699 was raised from this funding request.

We were invited to wrap Christmas gifts at Mark's Work Warehouse in Saskatoon; we raised over \$80 for our two-hour session at the store.

In December, we raised \$2,061.52 in donations from coin banks placed in liquor stores in four cities: Saskatoon, Humboldt, Prince Albert and Regina. A number of the coin boxes were given a design update with colourful new labels bearing full-colour photos of dogs and cats and our new logo. We submitted our application to the Saskatchewan Liquor and Gaming Authority for 2011 and were notified that we could place our coin banks in liquor stores in August.

In February, we participated in the 7-Eleven Canister Program, raising \$2,444.03 in donations. Our application to participate in the 2012 program has been submitted. The program is under review at this time.

PUBLIC RELATIONS

Saskatchewan SPCA staff, including Frances Wach, Ed Applin and myself, attended Agribition in Regina (November 22-27). This was a great opportunity to talk with producers and the public about the work of our organization. While there were a few critical comments about specific cases that we had been involved with, the majority of people we spoke with were very supportive of our work to improve the welfare of animals in Saskatchewan. We received one new membership and over \$180 in donations during our week at Agribition. Two elementary school aged girls presented us with \$16 in cash along with \$5.55 in Canadian Tire money; these funds had been raised by doing chores and holding special events at their home.

In November, I attended the SAVT (Saskatchewan Association of Veterinary Technologists) conference trade show in Saskatoon. Common questions from the vet techs were about our role in animal welfare and our relationship with community shelters. SAVT presented us with a small donation of cash and Canadian Money, which we were able to use to purchase flashlights for our APOs. On Sunday at the conference, Animal Protection Officer Ashley Madden did a presentation on the topic of "A Day in the Life of an APO."

In February, Ashley Madden and I addressed students at the Western College of Veterinary Medicine (WCVN) in Saskatoon. We talked about the role of a veterinarian in animal welfare and answered questions from students. At the conclusion of our talk, WCVN students presented us with \$250 for the Saskatchewan SPCA Emergency Rescue Fund.

Our 6th annual Animal Welfare Conference was held in September 2010, with a total of 72 people in attendance during the event. Featured speaker Barbara Walmer from the Calgary Humane Society provided two sessions relating to canine behaviour assessment, as well as a demonstration of the use of Tellington TTouch. Other sessions included animal protection legislation, drug sniffing dogs, canine cosmetic surgery, fundraising and donor retention.

Initial planning work has begun on the 2011 Animal Welfare Conference. The conference will be held in Saskatoon, September 23-25, with Phil Arkow as our featured speaker.

OTHER PROJECTS AND ACTIVITIES

I provided assistance with a variety of communications-related projects for Investigative Services, including videotaping at a large dog seizure in the spring. Other activities undertaken during the year include taking notes at our meetings with industry and providing assistance with the editing and production of a variety of funding requests and reports.

In May 2010, the Saskatchewan SPCA hosted an Industry Meeting. The meeting was held as part of our ongoing efforts to build stronger working relationships between industry, the government and the Saskatchewan SPCA. Written copies of the May 2010 Investigative Services Report were distributed to everyone in attendance.

On October 1, we hosted a meeting with representatives from the Ministry of Agriculture and the Saskatchewan horse industry. The meeting was initiated by the Society in response to our concerns about the growing number of horse-related complaints we received in the past year. Participants at this meeting developed an action plan and planned to meet again in April 2011 to discuss progress in efforts to deal with horse welfare issues.

On November 3, we hosted a meeting with industry and government representatives to discuss recent trends concerning complaints regarding cattle welfare. A follow up meeting was held March 14, 2011. Future meetings are planned to continue the dialogue between the various groups with an interest in cattle welfare.

Respectfully submitted,

Sandra Anderson
Project Manager