

Project Manager's Report
Saskatchewan Society for the Prevention of Cruelty to Animals
September 29, 2012

It's been another tumultuous year, filled with new opportunities and new challenges for our organization.

COMMUNICATIONS

We produced four issues of *The Humanitarian* newsletter, for distribution to a mailing list of approximately 2,300 members, donors and industry partners. A number of media releases and public service announcements were distributed to provincial media outlets. As well are beginning to use utilize social media to raise awareness of our organization, particularly among the 18-50 year old demographic. Our Facebook page now has 443 "likes" and we have 210 Twitter followers.

FUNDRAISING

In December 2011, we contacted 700+ rural municipalities, towns, villages, northern communities and cities throughout the province by mail, requesting funding from each municipal government in the amount of \$1 per resident. A total of \$18,115 was raised from this funding request.

We raised \$2,399.77 from coin banks displayed in Saskatchewan liquor stores in the month of August. Our thanks to the board members, staff and volunteers that helped with the distribution and pick up of the coin banks, and a special thank you to Don and Vivian Fraser for rolling all those coins! Our coin banks will be displayed in liquor stores again in August 2012.

The Work One Hour campaign was launched at the end of March 2012. Newly designed full-colour brochures were distributed to 2,300 members, donors and other stakeholders. We hope to realize \$5,000 or more in donations as a result of this campaign.

MEMBERSHIP

As of March 31, 2012, we have a total of 395 members: 90 single memberships; 51 family; 151 senior; 0 junior; 16 individual patrons; 4 business patrons; and 83 lifetime members.

A new in-house promotion was launched in late February. Board members and staff are eligible to receive a prize based on the number of new members recruited or the number of Pre-Authorized Debit donations solicited. The contest concludes in September 2012, with the winners' names to be announced at our Animal Welfare Conference.

The use of the eTapestry donor management program to generate tax receipts for 2011 donations and memberships has resulted in a significant savings in time and labour for our staff, while allowing for enhanced tracking of the results of various fundraising campaigns.

A "shopping cart" feature has been incorporated into our website – www.sspca.ca – providing a convenient, secure option for anyone who wants to purchase or renew a membership; pay for an Animal Welfare Conference registration; or make a donation to the Saskatchewan SPCA.

SPECIAL EVENTS

We are most grateful to the Saskatoon SPCA for their continued assistance with the care and rehoming of companion animals that have been seized by our organization. We recognize that the growing number of large-scale animal seizures undertaken by our organization in the past few years has placed even greater pressure on the staff and volunteers of the Saskatoon SPCA. However, in spite of the challenges, they have responded to our requests for assistance without hesitation. As a way of thanking the Saskatoon SPCA for all their help, we hosted an informal “pool night” in April for staff from both organizations. This special evening was made possible because of the generous financial assistance provided by our board member, Calvin Nickel.

PUBLIC RELATIONS

Saskatchewan SPCA had a booth at Agribition in Regina (November 21-26). This was a great opportunity to raise our public profile and develop stronger contacts with industry groups. Our thanks to volunteer Dale Gerhardt, board member Peg Northcote and APO Jaclyn Hofseth who helped staff our booth during Agribition.

The Saskatchewan SPCA had a trade show booth at the SAVT (Saskatchewan Association of Veterinary Technologists) conference in November. As well, Manager of Animal Protection Services Kaley Pugh took part in the very lively Sunday morning panel discussion on tail docking and ear cropping.

BRANDING

We continue to establish the Saskatchewan SPCA brand. Our corporate logo is now used on all stationery and business cards. Our staff members have been supplied with personalized name tags and Saskatchewan SPCA shirts to wear on the job and at public events. The navy blue shirts feature our corporate logo embroidered in white. The shirts and the coordinating winter jackets purchased last year establish a professional image for our staff, and aid the public in recognizing our personnel, year-round.

EDUCATION

The Saskatchewan SPCA Education Committee met in July 2011. Topics for discussion included development of position statements; definition of key terms; branding of publications; and development of a generic brochure about the Saskatchewan SPCA. A new template is being developed for brochures and other print communications materials that may be produced in future.

We worked with Global Television (Saskatoon) to develop a public service announcement (PSA) dealing with the winter care needs of dogs and cats. Manager of Animal Protection Services Kaley Pugh and her dog Alex are featured in the spot. The PSA aired at no charge on Global stations throughout the province in early 2012. We hope to develop additional PSAs on a variety of large and small animal care topics in future, as budget allows.

Our 7th annual Animal Welfare Conference was held September 23-25, 2011, at the Travelodge Hotel. The conference attracted 50 people on Friday; 62 on Saturday; and 20 on Sunday for the wet labs. On Friday, Phil Arkow spoke on the implications of animal abuse in domestic violence,

followed by a panel discussion that considered ways for human service agencies and animal welfare groups to work together more effectively to aid all the victims of family violence. On Saturday, there were presentations on customer service skills for animal welfare people, stress reduction for cats in shelters, body scoring large and small animals, and the role of service dogs for American veteran soldiers. The conference wrapped up on Sunday with three optional wet lab training sessions. Thank you many companies and individuals who donated items for our door prize draws and silent auctions. And a special thank you to our great presenters, panelists and wet lab instructors for making this an exceptional conference.

The Saskatchewan SPCA wishes to acknowledge the sponsors of our 2011 Animal Welfare Conference:

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In closing, I look forward to another exciting year at the Saskatchewan SPCA. Priorities for 2012/2013 include developing an upgraded website, growing our annual conference and raising awareness of our organization through participation in a wider range of public events.

Respectfully submitted,

Sandra Anderson
Project Manager