

**VANCOUVER  
HUMANE SOCIETY**

# **ANNUAL REPORT**

## **Mission**

The Vancouver Humane Society is dedicated to exposing animal abuse and assisting individuals, businesses and governments to end animal suffering, cruelty and exploitation.

## **Vision**

The Vancouver Humane Society envisions a future in which humanity recognizes and respects the inherent rights and needs of all animals – a society in which all animal cruelty is unacceptable and animal protection is valued and acted upon by the public and its policy makers.



## **General**

The Vancouver Humane Society continues to play an important role in the humane community in Metro Vancouver, British Columbia and Canada. Our steadfast and focused attention on the issues on which we work continues to provide not only positive results for animals, but credibility with influential entities, including funders and the media.

## **Communications**

VHS Communications Director Peter Fricker did a presentation for Langara's journalism program on writing opinion editorials.

VHS also launched a blog on the VHS website, which has proved to be quite popular.

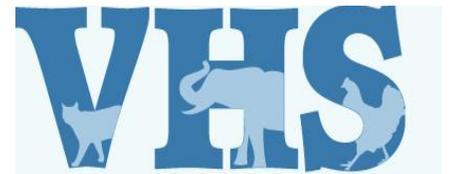
As in previous years, we issued six mailings – 3 newsletters and 3 appeals.

Facebook: in 2011, Peter used a facebook advertising campaign to increase the number of VHS Facebook fans from 113 to more than 8,000 in less than six weeks. This has been extremely useful in generating significant numbers of e-letters sent to various companies who are targeted because of their support of activities that are cruel to animals.

We updated our Action Alert, using new software and a new design. This alert goes out to over 450 activists.

## **Media and Advertising**

We were successful in obtaining free ads in the BC Notaries Association spring publication of "The Scrivener" and the Certified General Accountants of Canada. VHS appeared in Business in Vancouver's "100 Top Charities in Vancouver" article in December of 2010, and our Director of Farm Animal Programs Leanne McConnachie was quoted on her thesis on philanthropy in the accompanying article, as well as another article in January, 2011.



Leanne also appeared on CTV's Business News Network's MoneyTalk at the end of November, discussing effective philanthropy, and how donors can better research the charities to which they give to determine which are the most worthy.

We placed an ad on the back of Lower Mainland buses throughout November and December, focussing on the "adopt don't buy" message. We also placed an ad in November's Senior Living Magazine legacy special edition, and they published an article by Leanne on her thesis findings. An article on planned giving to animal charities by ED Debra Probert was featured on the Senior Living website.

We submitted 42 letters to the editor, of which 20 (that we are aware of) were printed. VHS was mentioned in the media at least 117 times. VHS had 9 opinion editorial pieces printed in newspapers including the Globe and Mail, the National Post and the Vancouver Sun.

## Fundraising

VHS was able to access significant funding from the following:

- LUSH Cosmetics, \$15,000 to work with them on the sled dog issue
- Scotiabank Charity Challenge 5k and half-marathon in June, at which we raised over \$25,000.
- Several grants for Chicken OUT! from various funding agencies.

We continued to gain new donors from the acquisition mailing which went out in December of 2010. Our Christmas cards nearly sold out, as the Tysol stores carried them in all their stores in the Lower Mainland this year.

Donation boxes have been distributed to various businesses throughout the Lower Mainland. We've been extremely fortunate with one in particular – Finlandia Pharmacy – they manage to fill theirs on a regular basis.



# Key Projects

The Vancouver Humane Society focuses its key projects on three main areas:

- Farm Animal Welfare
- Animals in Entertainment
- Companion Animals

## Farm Animal Welfare

### Chicken OUT!



VHS's Chicken OUT! campaign continued to make significant progress in the effort to end the suffering of egg-laying hens confined in battery cages. We reach out to consumers and businesses that purchase eggs asking them to “go cage-free” – adopt a more ethical cage-free egg purchasing policy in lieu of buying eggs from caged hens.

### Our Funders

VHS was grateful to obtain significant funding for this project from the following:

- The Vancity Foundation – Leo and Frances Longo Fund;
- Vancity Community Grants Program;
- HSI/Canada;
- CETFA.
- Service Canada (for salaries for summer students)

VHS's farm animal work benefitted from fundraising activities at Three Dog Bakery, the Vancouver Film School and Furniture Direct Sales.

### Corporate Cage-Free Initiatives & Industry

VHS continues to work with other organizations across Canada on cage-free initiatives. Those organizations include World Society for Protection of Animals (WSPA), Humane Society International/Canada (HSI/Canada), Canadian Coalition for Farm Animals, and Canadians for the Ethical Treatment of Food Animals.



Our Director of Farm Animal Programs, Leanne McConnachie, has been supporting CCFA and HSI/Canada with cage-free campaign activities in other provinces as well as continuing work in BC with retailers, farmers and government. Several letters were sent to B&Bs and other businesses asking them to go cage-free.

VHS also met with Global Animal Partnership (GAP) which has an animal-welfare based food labeling program initiated by Whole Foods.

VHS submitted comments on the update/review of the Provincial Animal Health Policy (in preparation for future disease outbreaks). Leanne attended “The Conference to End Factory Farming” hosted by Farm Sanctuary in Arlington, Virginia, and attended the BC Farm Animal Care Council’s November conference.

We continued to follow events as they unfolded regarding the egg industry and supply management, specifically the distribution of quota to cage and cage-free producers.

Leanne worked with WSPA and co-wrote a chapter on egg production for their report on factory farming. The report – What’s on your plate? – The hidden costs of industrial agriculture - was released in April 2012. This report is specifically Canadian in nature; which is sorely needed, since most of the information available on factory farming statistics and outcomes is from operations in the US or EU.

## **Media, Outreach and Public Education**

In 2011 the ChickenOUT! campaign contributed to and received significant coverage in the media.

The results of our 2010 poll on attitudes towards battery cages done by Harris/Decima Research was used in a press release issued in late 2010 that resulted in stories in 2011 in the Vancouver Sun, the Western Producer and 12 other papers, magazines and websites. As well, a story about eggs was published in THIS Magazine and VHS was interviewed by Quebec farm magazine La Terre. Our position against chickens being kept in urban areas was highlighted in several media reports.

Our animated for TV Public Service Announcement “Cages are Cruel” was aired on the Kenora, ON CTV affiliate, as well as several other specialty channel stations.

VHS began working with Science World on their sustainable farming exhibit. The exhibit will include an area concerning egg production, showcasing a free-range chicken coop, and offering the public the opportunity to compare this with a battery cage operation.



VHS met with the Food Services Director for Electronic Arts about switching to cage-free eggs in their employee cafeteria.

This year we had two summer students and a part-time events coordinator, so we were able to have a booth display at a number of events, including the 2011 Wellness Show, EAT! Vancouver, EAT! Fraser Valley, the Taste of Health, the Folk Festival, BC SPCA's Paws for a Cause, and many farmers' markets around the Lower Mainland. We also participated in the Burnaby Hats Off Day Parade, and in Vancouver's Pride Parade, where staff and volunteers accompanied our colourful "Cages are Cruel" float for the third year in a row.

VHS also worked with students at Kwantlen College to set up an animal rights group on campus and attended a presentation called "Why Battery Cages" in Abbotsford.

The most exciting accomplishment of our Director of Farm Animal Programs was to establish a positive relationship with the Overwaitea Food Group – a Western Canadian grocer that operates 124 grocery stores in BC and Alberta. As a result, Overwaitea agreed to do a pilot of improved egg label shelf and display case signage in two of their stores to see if the additional information would increase the purchase of cage-free eggs. The labels indicated the type of egg production for all the cartons in the display case – free-run, free-range and organic, as well as "eggs from caged hens" – a first in North America. The signs included descriptions of the housing and behavioral considerations of each type of production, and were color-coded red (for cage eggs), yellow for free-run and free-range, and green for organic. Pending results of the trial, OWFG would consider implementing signage in all of their stores.

A North Vancouver high school student borrowed a chicken costume and wore it on Halloween at her school, distributing our cage-free egg guide.

## **Eat Less Chicken**

VHS research reveals that increasingly environmentalists are encouraging people to switch from red meat to chicken, because of the lesser environmental impact of chicken production. As a result the directors have determined that VHS may have more of an impact by more visibly promoting vegetarianism and pointing out that chickens are considered meat, too.

## Misc. Factory Farming

A VHS op ed arguing that factory farming was a legitimate issue to include in the 'Occupy' movement was published in the Georgia Straight online. As well, several other letters were published in various print media on the topic of factory farming.

## Animals in Entertainment

With funding from LUSH Cosmetics, VHS produced a new brochure titled 'You can stop their suffering'. Issues covered include rodeo, sled dogs, zoos and animals used in film, TV and advertising. This was a result of the sled dog issue (see below).

We had an op-ed published in the Vancouver Sun about the cruelty of using animals in circuses. VHS also had several letters to the editor published on issues involving animals in entertainment.

### Rodeo



Our relentless campaign exposing the abuse at the Calgary Stampede continued to gain momentum. We were encouraged to see that before July's events, Stampede officials made changes to the rules for chuckwagon racing, calf-roping and steer-wrestling, although we consider the changes insufficient in terms of improving the safety and welfare of the animals. However, it's obvious that the Stampede is responding to the public pressure and negative media attention that VHS has generated. Even with the changes, however, two chuckwagon horses died at the rodeo in 2011.

VHS asked several organizations in the UK, US, Australia and New Zealand for their policies on rodeo and several responded. We were able to use these endorsements of our position as a media hook during the campaign.

We also wrote to the new president and chairman of the Calgary Stampede, Michael Casey, urging him to consider banning calf-roping, and indicating VHS's willingness to support the Stampede in 'evolving' into a more humane event. His response was negative.

As in previous years, we focused on the Stampede's sponsors. We used Facebook advertising to increase the number of VHS fans (see below) and this gave us the opportunity to pass on information about the rodeo and generate significant e-letters to



sponsors like Bell Canada, urging the company not to sponsor the rodeo. This, along with a blog written by VHS and posted on our website resulted in discussions between VHS & two Bell vice-presidents. Bell agreed to discuss our concerns with rodeo management and indicated they are moving away from the rodeo elements of the stampede.

Our Facebook fans also sent more than 360 email-letters to CBC TV complaining about CBC Sports' coverage of the rodeo, prompting the corporation to draft an official reply to each correspondent. Fans also commented on the CBC audience feedback page and on an online consultation by the CRTC regarding the CBC's license renewal.

Fans also contributed to an email campaign to Clarence House, the official residence of the Duke and Duchess of Cambridge, protesting their visit to the stampede. The League Against Cruel Sports' (LACS) campaign on our behalf resulted in more than 7000 emails and hundreds of phone calls (the Duke and Duchess visited the Stampede, creating a media storm). The Green Party of the UK publicly called for the royal couple to cancel their visit to the Stampede, and as a result the Green Party of Canada issued a press statement saying that Elizabeth May would attend the Stampede, but would not attend any rodeo events. The Green Party of Canada also called for a ban on calf-roping and said the party would scrutinize other events.

VHS was able to utilize the Facebook fans to increase attendance at an on-site rodeo protest in Calgary by 25 per cent in only one day. We also supported the local activists by providing them with 'ban calf-roping' buttons.

LACS and VHS put out a joint press release asking the Duke and Duchess to cancel their visit to the rodeo. This drew considerable media attention, including making the top story on CTV news on June 19<sup>th</sup>. VHS had an op-ed published online in the Toronto Star and was mentioned or quoted by more than 20 media outlets.

Although the Duke's and Duchesses' visit to the Stampede was a boost for the rodeo, it also gave VHS vastly increased opportunity to draw attention to the cruelty and to the inevitable deaths that took place.

In August, utilizing Facebook and action alerts, VHS joined an international campaign condemning plans for a giant rodeo to be held in Beijing in October, which is also opposed by 71 Chinese animal welfare groups. In late August, it was postponed to spring, 2012. This is a major setback to the rodeo industry in North America, as a setback to its plans to market rodeo to Chinese tourists.



In September VHS wrote a letter to the Canadian Professional Rodeo Association (CPRA) calling for the disqualification of two competitors from the Canadian Finals Rodeo in Edmonton (November 9-13). These competitors had been involved in the abuse of horses at previous rodeo appearances in the US and caught on video by the animal activist group SHARK.

## **Exotic Animals & Zoos**

VHS continued to encourage the provincial government to enforce exotic animal regulations due to challenges to the existing laws by individuals with exotic animals. We had letters about the subject published in local media and an op-ed piece in the Georgia Straight online. An Abbotsford reptile business (The Reptile Guy) shut down in February allegedly because of the regulations.

## **Sled Dogs**



VHS and LUSH Cosmetics launched a joint campaign on the sled dog issue in BC, following the release of a Worksafe BC report stating that up to 100 sled dogs were cruelly slaughtered near Whistler after they became surplus to the industry after the 2010 Olympics. VHS called for a ban on the use of dogs in the industry and made a submission to the provincial Sled Dog Task Force to that effect. These efforts drew widespread media coverage, including a VHS op ed, to the issue.

As a result, provincial cruelty regulations were significantly strengthened and the Task Force created a Working Group to develop recommendations specific to the sled dog industry.

## **Companion Animals**

### **Emergency Animal Help**

We were again fortunate to have the opportunity to raise funds for emergency animal assistance via a matching grant from a generous private donor and from a continuation of the challenge from the James A. and Donna-Mae Moore Foundation: The Irene Joy Stewart and Florence Maud Shedden Endowment Fund for Domestic and Wild Animal Welfare, for our McVitie Fund. This remains a very important area, as there is always so much need and there are few organizations addressing it. We have also benefitted from



a private donor, Jamie Lee, who funds spay and neuter for our Surrey spay and neuter project, run by VHS director Laura Brown.

In 2011, the McVitie Fund and the Jamie and Punky Fund, all overseen by volunteer director June Humphreys, enabled VHS to spay and neuter over 112 cats, dogs and rabbits and assisted 261 animals with emergency medical care, spending a total of more than \$57,000. Conditions treated included broken bones, urinary tract blockages, cancer, accidental poisoning, ear mites, dental disease, intestinal blockages and diseases, parvovirus, and dozens of other problems.

Bill the tabby cat was one of the many animals we helped. He belongs to the Chrysalis Society, a Vancouver non-profit helping women recover from substance abuse. He has a therapeutic effect on the clients, comforting them when they're upset and snuggling whenever needed. Bill had a painful fractured tooth that needed extracting, and there was no way this already stretched society had funds to pay for the cost of surgery. Thanks to all those who support these funds, we are able to help animals like Bill. He came through his operation and is a much happier cat now!

## Purebred Dogs

There has been an unavoidable delay in completing the final draft of the pedigree dog report. As a result, this project is on hold until further developments. However, we continue to address the issue whenever possible, with letters to the editor and other media commenting.

## Other Issues

VHS addressed various other issues in the media, including:

- Hunting programming on Global TV
- Shark fin soup;
- Fur;
- The use of elephants and lions at a car sales event;
- Foie gras;
- Wolf cull in British Columbia;
- Cruelty to a cat in North Vancouver.



# Administration

## Staff

In 2011 we retained four full-time employees (1 admin, 2 program and 1 executive director) and several part-time employees in the summer for outreach and event management.

## Board of Directors

The strength of our Board of Directors has continued to grow, guiding the organization into the future with skill and sensitivity.

At our AGM in March, the following directors were elected:

- Rebeka Breder
- Laura Brown
- Chris Hajek
- June Humphreys
- Jodi Kelleher
- Liberty Mulkani

Making use of our Board Recruitment Policy established in 2009, we had two guests attend our board meetings with the potential to eventually join the board.

## Volunteers

Volunteers are a vital part of VHS. Including time spent at events, outreach, meetings, media, educational presentations, working directly with animals, etc., volunteers have contributed well over 2500 hours to VHS activities in 2010. The VHS Directors, as always, are among our most committed volunteers.

We have also received in-kind help in the following areas: advice on marketing, and assistance with computer issues, website maintenance and newsletter.



## Board of Directors-Biographies



Liberty Mulkani, President

*Liberty began her career in the film industry after completing a B.F.A. in theatre at Simon Fraser University. Shortly after graduation, she moved to*

*California and decided to pursue her other passion: animal protection. She spent several years in the Bay Area working for the Animal Legal Defense Fund (ALDF) in their Animal Law Program and Event Planning departments. She continues to work as an Event Coordinator for both ALDF and the Center for Animal Law Studies (CALs) and has planned animal law events for the two organizations at several law schools including Yale and Harvard. In 2007, she earned her Masters of Education through the Institute for Humane Education and Cambridge College. At VHS, apart from her role on the board of directors, she also worked extensively with VHS's Power of One humane education program.*



Laura Brown, Secretary

*Laura joined the board of directors in October 2006, having volunteered with VHS for 15 years. Laura has always had a concern for animal welfare and says she is constantly impressed by what the Vancouver Humane Society has done and continues to do to help reduce the suffering of all animals.*

*Laura holds a B.A. from Trinity Western University, where she majored in Religious Studies and minored in International Development. She currently works at Trinity Western University in Disability Services. Her interests are in social justice, for both humans and animals. Laura lives in Surrey and has one black dog, and numerous rescued cats.*



Jodi Kelleher, Treasurer

*Jodi's bio coming soon.*



June Humphreys, Director

*June is a retired medical laboratory technologist with a Bachelor of Science from UBC. She has been volunteering in cat rescue work for more than 15 years. In her early years of volunteering June did a lot of trap, neuter and release of feral cats. She continues to be involved with several cat shelters, as well managing virtually all of VHS's direct animal assistance work. This involves overseeing financial help with spay and neuter costs, as well as other veterinary expenses for sick and injured animals. June is also involved in other voluntary work, including helping people in need to access income assistance, arranging transport to food banks and helping with income tax returns. She currently lives with eight companion cats.*



Rebeka Breder, Director

*Rebeka Breder has been passionate about advancing the welfare of non-human animals since the age of 13 – when she presented her city council with a dead duck, shot by hunters, and a petition of hundreds of signatures to ban duck hunting in the area. Since then, Rebeka has volunteered and worked for various animal welfare and non-profit organizations. Today, Rebeka is a litigation lawyer at Boughton Law Corporation in Vancouver and has also developed a practice in Animal Law. Rebeka recently created the first Canadian Bar Association Animal Law section and is excited to be a member of VHS' fantastic team.*

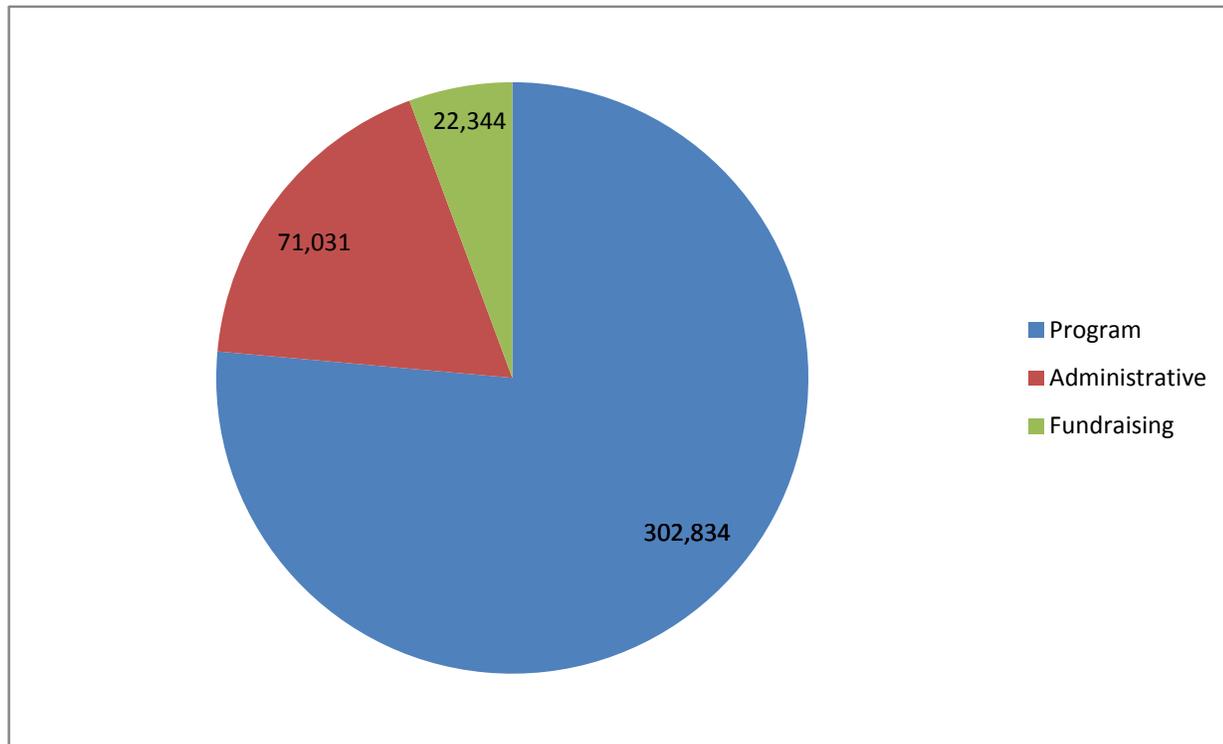


Chris Hajek, Director

*Chris Hajek received an environmental studies degree from the University of California at Santa Barbara. After a few years in the environmental clean-up and remediation sector, he shifted his focus to waste reduction and recycling. Chris's experience in the field led him to become supervisor of a non-profit grassroots recycling operation, including the provision of services to large events such as Bioneers and the Green Festival. Since moving to Vancouver in 2005 Chris has been involved with The Recycling Alternative, Earthsave Canada, Greenprint Events and VHS's Power of One program.*

Vancouver Humane Society  
Chart breakdown by function  
December 31, 2011

Program	302,834
Administrative	71,031
Fundraising	22,344
	<hr/>
	396,209



**VANCOUVER HUMANE SOCIETY**

**Financial Statements**

**December 31, 2011**

*(Unaudited – See Notice To Reader)*

# **VANCOUVER HUMANE SOCIETY**

## **Index to Financial Statements**

**December 31, 2011**

*(Unaudited – See Notice To Reader)*

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## NOTICE TO READER

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On the basis of information provided by management, we have compiled the statement of financial position of Vancouver Humane Society as at December 31, 2011 and the statement of changes in fund balances and operations for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Burnaby, BC  
February 2, 2012

  
Chartered Accountants

# VANCOUVER HUMANE SOCIETY

## Statement of Financial Position

December 31, 2011

(Unaudited – See Notice To Reader)

	General Fund	Capital Assets Fund	Restricted Fund	2011	2010
<b>ASSETS</b>					
<b>CURRENT</b>					
Cash	\$ 118,116	\$ -	\$ 5,000	\$ 123,116	\$ 78,281
Investments	158,830	-	-	158,830	281,653
Recoverable from government authorities - HST	4,890	-	-	4,890	6,788
Prepaid expenses	1,538	-	-	1,538	1,494
	283,374	-	5,000	288,374	368,216
<b>CAPITAL ASSETS</b>					
	-	12,578	-	12,578	18,619
	283,374	\$ 12,578	\$ 5,000	\$ 300,952	\$ 386,835
<b>LIABILITIES AND FUND BALANCES</b>					
<b>CURRENT</b>					
Accounts payable and accrued liabilities	\$ 9,169	\$ -	\$ -	\$ 9,169	\$ 23,042
Payable to government authorities - payroll	4,170	-	-	4,170	614
	13,339	-	-	13,339	23,656
<b>FUND BALANCES – page 3</b>					
Unrestricted	270,035	-	-	270,035	344,560
Invested in capital assets	-	12,578	-	12,578	18,619
Restricted	-	-	5,000	5,000	-
	270,035	12,578	5,000	287,613	363,179
	\$ 283,374	\$ 12,578	\$ 5,000	\$ 300,952	\$ 386,835

APPROVED BY THE DIRECTORS:

\_\_\_\_\_ Director

\_\_\_\_\_ Director

**VANCOUVER HUMANE SOCIETY**  
**Statement of Changes in Fund Balances**  
**Year ended December 31, 2011**

*(Unaudited – See Notice To Reader)*

	General Fund	Capital Assets Fund	Restricted Fund	2011	2010
<b>Fund Balances – Beginning of year</b>	\$ 344,560	\$ 18,619	\$ -	<b>\$ 363,179</b>	\$ 568,332
Excess (deficiency) of revenue over expenditures for the year – page 5	(72,683)	(7,883)	5,000	<b>(75,566)</b>	(205,153)
Inter-fund transfer for capital asset purchases	(1,842)	1,842	-	-	-
<b>Fund Balances – End of year – page 2</b>	<b>\$ 270,035</b>	<b>\$ 12,578</b>	<b>\$ 5,000</b>	<b>\$ 287,613</b>	<b>\$ 363,179</b>

# VANCOUVER HUMANE SOCIETY

## Statement of Operations

Year ended December 31, 2011

(Unaudited – See Notice To Reader)

	General Fund	Capital Assets Fund	Restricted Fund	2011	2010
<b>REVENUE</b>					
Received contributions	\$ 119,661	\$ -	\$ 39,823	\$ 159,484	\$ 137,821
Un-received contributions	57,217	-	92,557	149,774	109,337
Interest and other revenue	11,385	-	-	11,385	6,024
	188,263	-	132,380	320,643	253,182
<b>PROGRAM EXPENDITURES</b>					
Salaries and benefits	113,832	-	58,104	171,936	209,658
Direct animal work (recovery)	7,928	-	49,823	57,751	55,977
Newsletters and direct mail	24,413	-	-	24,413	27,811
Education and resource materials	1,105	-	19,453	20,558	50,399
Rent, repairs and maintenance	11,366	-	-	11,366	12,546
Office and miscellaneous	7,793	-	-	7,793	9,614
Amortization	-	6,307	-	6,307	8,350
Insurance	1,516	-	-	1,516	742
Meetings, events and conferences	663	-	-	663	643
Supplies	450	-	-	450	1,415
Website	81	-	-	81	1,102
	169,147	6,307	127,380	302,834	378,257
<b>FUNDRAISING EXPENDITURES</b>					
Salaries and benefits	9,591	-	-	9,591	190
Newsletters and direct mail	6,210	-	-	6,210	11,205
Fundraising expenses	4,515	-	-	4,515	4,885
Office and miscellaneous	1,300	-	-	1,300	276
Rent, repairs and maintenance	726	-	-	726	799
Website	2	-	-	2	55
	\$ 22,344	\$ -	\$ -	\$ 22,344	\$ 17,410

continued...

# VANCOUVER HUMANE SOCIETY

## Statement of Operations - continued

Year ended December 31, 2011

(Unaudited – See Notice To Reader)

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	General Fund	Capital Assets Fund	Restricted Fund	2011	2010
<b>ADMINISTRATIVE EXPENDITURES</b>					
Salaries and benefits	\$ 42,560	\$ -	\$ -	\$ 42,560	\$ 21,289
Legal and accounting	19,225	-	-	19,225	28,241
Office and miscellaneous	4,473	-	-	4,473	6,661
Rent, repairs and maintenance	2,115	-	-	2,115	2,340
Amortization	-	1,576	-	1,576	2,087
Insurance	545	-	-	545	1,337
Meetings, events and conferences	537	-	-	537	695
Website	-	-	-	-	18
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	69,455	1,576	-	71,031	62,668
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES FOR THE YEAR – page 3</b>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	\$ (72,683)	\$ (7,883)	\$ 5,000	\$ (75,566)	\$ (205,153)