



VANCOUVER HUMANE SOCIETY  
HELPING PEOPLE HELP ANIMALS



**2016 Annual Report**



### **Our Mission**

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

### **Our 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.



**Human Resources and Infrastructure**

Our Office Assistant, Amy Balcome, left VHS late in the year to travel overseas. We thank her and wish her well. Work continued on succession planning for senior VHS positions. Sadly, we lost

one for our office dogs, Cooper, who is pictured above. He is greatly missed.

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**Board Development & Strategic Planning**

Two VHS directors left the board in 2016: Chris Hajek and Marjorie Brown. We thank them for their dedicated service. We welcomed one new director, Rob Monteverde, to the board.

During the year, VHS began work on preparations to ensure compliance with the new B.C. Societies Act, which will affect our governance arrangements. Compliance must be achieved within a transition period ending in November 2018.



**Liberty Mulkani**  
*President*



**Chris Hajek**  
*Secretary*



**Aarti Gupta**  
*Treasurer*



**Rob Monteverde**  
*Director*



**Rebeka Breder**  
*Director*



**Frances Kelly**  
*Director*



**Marjorie Brown**  
*Director*



**Marylee Davies**  
*Director*



### **Finances & Fundraising**

VHS raised a record \$41,850 from participating in the annual Scotiabank Charity Challenge walk/run thanks to great work by VHS staff, directors, sponsors and volunteers.

We also benefited from a generous challenge grant from an anonymous donor, which supported our emergency veterinary

assistance program. In addition, we received grants from the Humane Society International/Canada, the Eden Conservation Trust, the Animal Welfare Foundation of Canada and from an anonymous donor in support of our farm animal welfare campaigns.



## **Communications**

VHS had 106 pieces of media coverage during the year and 13 opinion editorials published in various media outlets. We also had 5 letters to the editor published. We produced three newsletters (distributed to 2700 supporters and used at events and other distribution points), sent out 22 Action Alert emails and published 47 blog posts on our website. Our electronic newsletter, issued three times during the year, was sent to more than 5000 subscribers. We continued to make use of Facebook, Twitter and Instagram to keep supporters informed and reach the public with our message.

Taking advantage of the City of Vancouver's free bus shelter advertising program, VHS ran ads in March and April at 15 locations. The ad featured a photo of a dog, along with a fundraising message: Help us help animals like Lucy.

In March, VHS launched its "Go Veg Vancouver" campaign, which included an ad campaign ("Every meal matters") on 15 Vancouver trolley buses. The work was supported by blog posts, opinion editorials and social media, including Facebook ads.



**Saidee**



**Wybie**



**Snack**



**Jasmine**

## **Emergency Veterinary Assistance Project**

Stories of some of the animals we helped in 2016:

### **Saidee**

Saidee, whose guardian suffers from chronic health problems, required urgent dental work, including multiple extractions. Her guardian couldn't afford to cover the entire procedure and reached out to VHS for help. Our generous donors ensured Saidee had the treatment she desperately needed, ensuring she was healthy and pain-free.

### **Wybie**

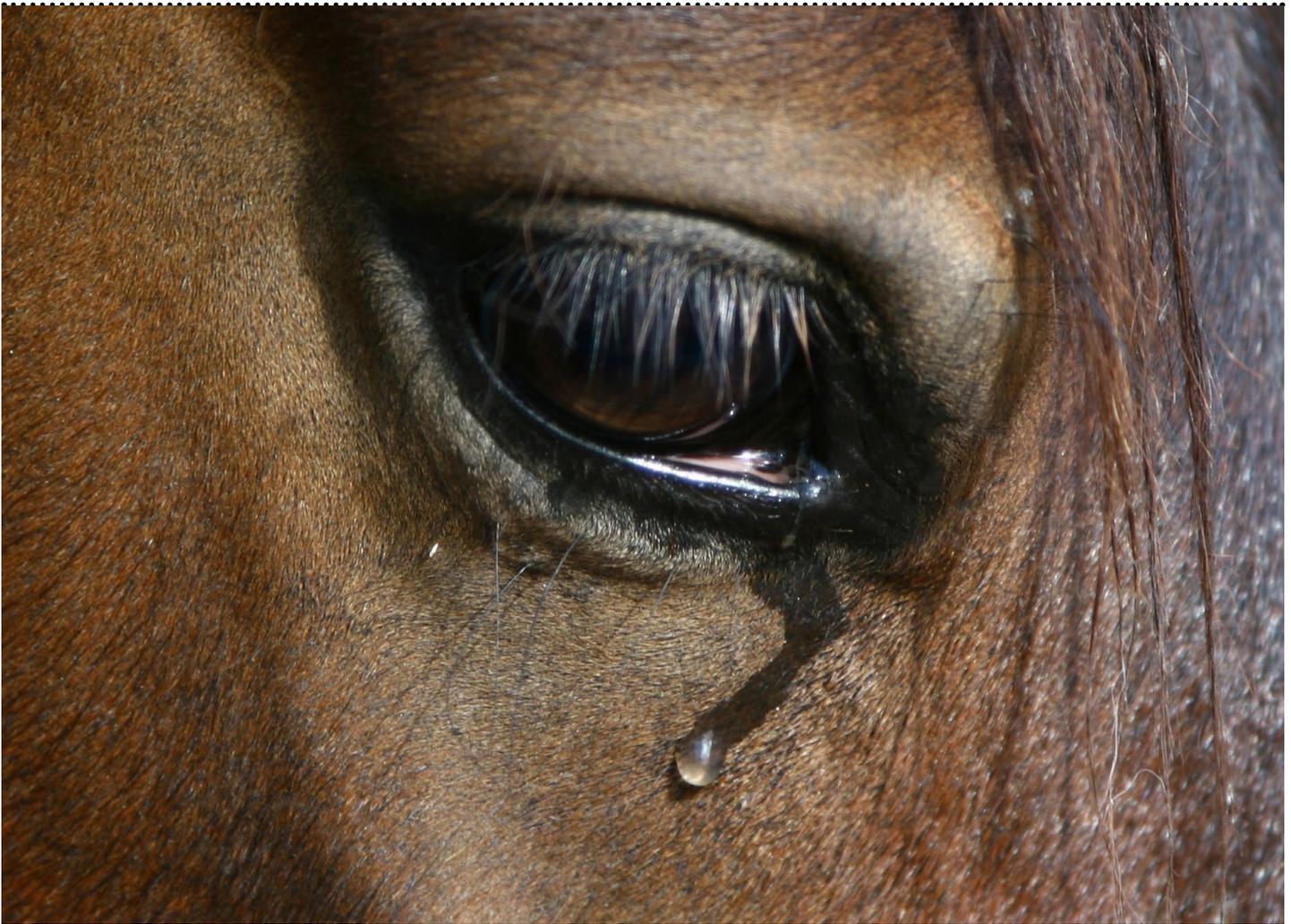
Wybie was a stray, fending for himself on the streets until a kind rescuer patiently convinced the skinny, rough-looking cat to trust her. She discovered that Wybie had an abscess on his stomach and was covered in fleas and mites. Without funds to cover the unexpected veterinary costs, the rescuer turned to VHS and we arranged immediate treatment. Wybie, now healthy and happy, eventually settled into his new home.

### **Snack**

Snack got out of the house and was involved in a fight with another cat, sustaining injuries that required vet care. Snack's guardian is a single mother and suffers from multiple sclerosis. Her funds are limited, as her condition makes full time work difficult. She reached out to VHS and, because of our McVitie Fund donors, we were able to ensure Snack got the medical attention she needed.

### **Jasmine**

Jasmine, a sweet and social cat, was following her guardian around the house and sadly had a door closed on her tail. She was taken to a vet, who determined that she would have to have part of her tail removed. Jasmine's caregiver simply didn't have enough funds to cover the vet bill. Thanks to generous donors, VHS was able to step in and ensure Jasmine received the necessary surgery.



## **Rodeo**

On February 11, the **Abbotsford Agrifair** announced the cancellation of its 2016 rodeo. This followed VHS's campaign against the rodeo in 2015, which employed social media, Facebook advertising, news media and correspondence targeting sponsors to weaken support for the event.

VHS used blog posts and social media to encourage supporters to complain to the **UBC Alumni Association** about its promotion of a trip for members to the Calgary Stampede rodeo. At time of writing there are indications that the association would not promote the trip in 2017.

VHS employed Facebook Advertising to disseminate information about rodeo cruelty at the **Calgary Stampede** and to encourage people to sign our petition urging the **CBC** to stop covering the Stampede rodeo. More than 200,000 Facebook users were reached and more than 5600 clicked on the petition page, which reached more than 20,000 signatures. We also received more than 3000 additional 'likes' of our Facebook page.

In July, VHS commissioned a photographer to attend the **Williams Lake Stampede**, resulting in a number of compelling photos. These were shared on social media and in news media, attracting considerable attention. VHS planned to continue this campaign into 2017 and send photos to sponsors of the rodeo. Photos of the Chilliwack Rodeo were also commissioned for the same purpose.



### Meatless Monday and Promotion of Plant-based Diet

Our Meatless Monday program continued to grow, with eight Metro Vancouver schools participating in 2016, including Langara College, BCIT, SFU, Capilano University, David Thompson Secondary, Killarney Secondary, Eric Hamber Secondary and Churchill Secondary. Five Metro Vancouver hospitals (retail food outlets) also participated, including Lions Gate, Richmond, UBC, Vancouver General and St Paul's.

In addition, the Vancouver Food Policy Council passed a motion endorsing Meatless Monday in May, encouraging Vancouver citizens “to choose plant-based meals” on Mondays.

VHS collaborated with other Canadian Meatless Monday advocates to contribute a recipe representative of Canada to an international meatless cookbook.

We created a toolkit to engage and support students in bringing the Meatless Monday campaign to their schools. It included a step-by-step guide to getting started, factsheets to help raise awareness; tips for implementing and promoting Meatless Monday; letters to school administrators; a sample petition to gain support and volume recipes to share with dining managers.

Complementing our Meatless Monday efforts, we launched a Go Veg campaign in March, which was kicked off with our bus ad on 15 Vancouver Trolley buses.

We also established and trained an Outreach Team for veg leafletting actions, handing out more than 9500 “Live Well” booklets at public events, gathering places and local businesses. This work was supported with blog posts about cruelty-free living, featuring local supportive businesses and individuals.



### **Battery Hens (ChickenOUT! project)**

In January, VHS launched a campaign to urge A&W Restaurants to switch to cage-free eggs. Using direct correspondence, an online petition, media coverage, blog posts and social media, VHS led an effort that ultimately convinced the company to announce in March that it would go cage-free in two years.

The effort was part of VHS's long-running ChickenOUT! Campaign, which has contributed to the phasing-out of battery cages across North America. In February, Egg Farmers of Canada announced its members would phase-out battery cages by 2036.



### **Other animal welfare issues addressed by VHS**

**Vancouver Aquarium:** In December, VHS and Zoocheck published a report on cetacean captivity at the aquarium. Titled *A Crumbling Case for Cetacean Captivity?*, The report challenged claims that keeping whales and dolphins in captivity is justified by research and education. It added to the significant media attention VHS attracted in responding to the deaths of two beluga whales at the aquarium in November.

**Farmed animals:** VHS submitted feedback to proposed farmed animal transport regulations; draft Code of Practice for Pullets and Laying Hens; The Calgary Statement – the Next Policy Framework (future of agriculture in Canada); and for public consultation re. Canada Food Guide. We encouraged supporters to take similar actions via blog posts, action alerts and social media posts.

**Sled dogs:** VHS helped promote the documentary *Sled Dogs* when it premiered at the Whistler Film Festival in December. This included obtaining local media coverage and the publication of an opinion editorial on the Huffington Post. VHS also used social media and an action alert email to promote the film.

**Horse-drawn carriages:** In November, VHS was quoted in several media outlets, calling for a ban on horse-drawn carriages in Stanley Park. This followed a near-disastrous incident when spooked horses bolted, nearly sending a carriage off the seawall.



## **Financial Statements**

December 31, 2016 *(Unaudited – See Notice To Reader, page 11)*



## **Notice to Reader**

On the basis of information provided by management, we have compiled the statement of financial position of Vancouver Humane Society as at December 31, 2016 and the statements of operations and changes in fund balances 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.

A handwritten signature in black ink that reads 'Loewen Kruse'. The signature is written in a cursive, flowing style.

Chartered Accountants

Burnaby, British Columbia  
March 3, 2017

**Statement of Financial Position**

December 31, 2016 (Unaudited – See Notice To Reader, page 10)

	General Fund	Capital Assets Fund	2016	2015
<b>ASSETS</b>				
<b>CURRENT</b>				
Cash	\$ 129,963	\$ –	<b>\$ 129,963</b>	\$ 257,005
Recoverable from government authorities – GST	2,030	–	<b>2,030</b>	1,999
Investments	190,816	–	<b>190,816</b>	–
Prepaid expenses	1,319	–	<b>1,319</b>	2,152
	324,128	–	<b>324,128</b>	261,156
<b>INVESTMENTS</b>	165,697	–	<b>165,697</b>	245,441
<b>CAPITAL ASSETS</b> (net of accumulated amortization)	–	9,309	<b>9,309</b>	10,880
	\$ 489,825	\$ 9,309	<b>\$ 499,134</b>	\$ 517,477
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT</b>				
Accounts payable and accrued liabilities	\$ 24,338	\$ –	<b>\$ 24,338</b>	\$ 19,307
Payable to government authorities – payroll deductions	5,955	–	<b>5,955</b>	3,690
	30,293	–	<b>30,293</b>	22,997
<b>FUND BALANCES – page 12</b>				
Unrestricted	459,532	–	<b>459,532</b>	483,600
Internally Restricted	–	9,309	<b>9,309</b>	10,880
	459,532	9,309	<b>468,841</b>	494,480
	\$ 489,825	\$ 9,309	<b>\$ 499,134</b>	\$ 517,477

APPROVED BY THE DIRECTORS:



Director



Director

**Statement of Operations**

Year ended December 31, 2016 (Unaudited – See Notice To Reader, page 10)

	General Fund	Capital Assets Fund	2016	2015
<b>REVENUE</b>				
Receipted contributions	\$ 249,009	\$ –	<b>\$ 249,009</b>	\$ 340,829
Un-receipted contributions	110,956	–	<b>110,956</b>	127,677
Interest and other revenue	7,236	–	<b>7,236</b>	15,973
Gain on sale of investments	34	–	<b>34</b>	–
	367,235	–	<b>367,235</b>	484,479
<b>PROGRAM EXPENSES</b>				
Salaries and benefits	155,692	–	<b>155,692</b>	127,631
Veterinary medical costs	49,576	–	<b>49,576</b>	43,131
Animal welfare general	26,739	–	<b>26,739</b>	23,078
Newsletters and direct mail	20,734	–	<b>20,734</b>	27,502
Rent, repairs, and maintenance	17,969	–	<b>17,969</b>	16,638
Outreach and resource materials	10,589	–	<b>10,589</b>	10,399
Office and miscellaneous	7,507	–	<b>7,507</b>	6,637
Amortization	–	2,585	<b>2,585</b>	3,065
Insurance	1,025	–	<b>1,025</b>	1,000
Website	493	–	<b>493</b>	2,328
Meetings, events, and conferences	406	–	<b>406</b>	3,761
Loss on disposal of capital asset	–	72	<b>72</b>	1,129
	290,730	2,657	<b>293,387</b>	266,299
<b>FUNDRAISING EXPENSES</b>				
Salaries and benefits	23,058	–	<b>23,058</b>	23,105
Fundraising expenses	17,082	–	<b>17,082</b>	5,905
Newsletters and direct mail	5,718	–	<b>5,718</b>	12,854
Office and miscellaneous	2,100	–	<b>2,100</b>	4,350
Rent, repairs and maintenance	1,116	–	<b>1,116</b>	1,040
Website	27	–	<b>27</b>	197
	\$ 49,101	\$ –	<b>\$ 49,101</b>	\$ 47,451

# Vancouver Humane Society

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## Statement of Operations – continued

Year ended December 31, 2016 (Unaudited – See Notice To Reader, page 10)

	General Fund	Capital Assets Fund	2016	2015
<b>ADMINISTRATIVE EXPENSES</b>				
Salaries and benefits	\$ 22,133	\$ –	\$ 22,133	\$ 21,931
Legal and accounting	16,829	–	16,829	15,216
Rent, repairs and maintenance	3,347	–	3,347	3,120
Interest and bank charges	2,754	–	2,754	–
Office and miscellaneous	2,084	–	2,084	4,073
Insurance	1,304	–	1,304	1,300
Meetings, events and conferences	1,282	–	1,282	5,964
Amortization	–	646	646	767
Website	7	–	7	50
	49,740	646	50,386	52,421
<b>TOTAL EXPENSES</b>	389,571	3,303	392,874	366,171
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR</b>				
– page 12	\$ (22,336)	\$ (3,303)	\$ (25,639)	\$ 118,308

**Statement of Changes in Fund Balances**

Year ended December 31, 2016 (*Unaudited – See Notice To Reader, page 10*)

	General Fund	Capital Assets Fund	<b>2016</b>	2015
<b>Fund Balances – Beginning of year</b>	\$ 483,600	\$ 10,880	<b>\$ 494,480</b>	\$ 376,173
Excess (deficiency) of revenue over expenses – page 14	(22,336)	(3,303)	<b>(25,639)</b>	118,307
Interfund transfer for capital asset purchases	(1,732)	1,732	–	–
<b>Fund Balances – End of year – page 11</b>	<b>\$ 459,532</b>	<b>\$ 9,309</b>	<b>\$ 468,841</b>	<b>\$ 494,480</b>



**VANCOUVER HUMANE SOCIETY**

**HELPING PEOPLE HELP ANIMALS**



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### **Staff**

Debra Probert, Executive Director

Peter Fricker, Projects and Communications Director

Emily Pickett, Program Coordinator

Anna Pippus, Special Projects Director

Amy Balcome, Office Assistant