





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.



Infrastructure

In 2012, VHS employed three full-time people: Communication and Projects Director; Director of Farm Animal Programs; and Executive Director. Our office administration was handled by staff, with considerable help from volunteers. Significant assistance was also supplied by volunteers with computer program/equipment maintenance, fundraising, legal advice, our emergency animal assistance project and social media. Our volunteers saved VHS tens of thousands of dollars in 2012.

Thanks to a 2011 grant from the HYDRECS fund (BC Hydro Employees' Community Service Fund, which is now being administered by the United Way) in 2012 we were able to purchase new computer equipment, including a dedicated server and a new admin computer and monitor. A generous volunteer contributed many hours to get the new system up and running. As a result we have a more reliable system and can access all VHS files remotely, enabling employees to work from home if necessary.

Board Development

The VHS board welcomed two more valued individuals, bringing the total to eight directors. The board not only charts a course for the organization, but each director personally

contributes to fundraising, donor relations and outreach to the community while providing vital support and encouragement to staff and volunteers.



Liberty Mulkani
President



Laura Brown
Secretary



June Humphreys
Director



Rebeka Breder
Director



Chris Hajek
Director



Frances Kelly
Director

Missing: Jodi Kelleher *Treasurer*, Marjorie Brown *Director*



Finances & Fundraising

We successfully obtained grants from several funders, including: \$25,000 from provincial gaming for the McVitie Fund; \$20,000 from the Eden Conservation Trust; \$20,000 to be matched over two years for emergency veterinary bills and spay & neuter (McVitie Fund) from the James A. and Donna-Mae Moore Foundation: The Irene Joy Stewart and Florence Maud Shedden Endowment for Domestic and Wild Animal Welfare; \$2,500 from the Leon Judah Blackmore Foundation; \$6,040 for capacity-building from the Vancouver Foundation and \$7,500 for Chicken OUT!! from Humane Society International/Canada.

Thanks to the committed work of individuals, including all of our directors and staff, and extraordinary support from donors (one who issued a \$1,500 challenge for a VHS runner) VHS raised over \$31,000 in the 2012 Scotiabank Charity Run. This included a \$5,000 award for having the largest average amount raised per runner. Also, there were a number of volunteer-driven smaller fundraisers during the year. Several committed businesses carried our donation boxes.

VHS finished out the year with a surplus, thanks to all of the above.

Legal Issues

VHS was threatened with lawsuits twice in 2012 – in September, by the Canadian Wildlife Federation regarding a blog we published stating that the CWF should reveal their policy on hunting on their website, and in November by the

Greater Vancouver Zoo, who objected to our comments on the three giraffes who died at the facility over a period of a year. Neither letter has resulted in legal action to date.



Communications

Thanks to donor Jamie Lee, VHS had ads in *Pet Connections Magazine* (which also included a small article profiling VHS) and running on the trolley buses in Vancouver. Both ads had the message “please adopt, don’t buy”. We also had a legacy ad printed in the November and December issues of *Senior Living* magazine.

During the year, VHS issued three newsletters, 36 action alerts and instigated or contributed to more than 140 pieces of media coverage. Five letters to the editor and two op-eds (one on the Alberta beef recall and the other on trophy hunting and bear-baiting) were published and 35 articles were posted on VHS’s blog. With the help of a volunteer who is an expert in

social media, VHS expanded its social media capacity considerably, moving from about 8,200 Facebook Fans to about 9,200 and increasing Twitter followers from about 350 to approximately 700.

We moved our website to a new hosting company this year, improving the level of technical support.

VHS hosted three youths from a West Vancouver school to learn more about factory farming, animal testing and animals used in entertainment. They subsequently made a presentation to their school and at parent night about the topic of animal cruelty.



Jiggy



Digby

Photo: C. Mollison



Chopper



Tootsie



Nelson

Companion Animals

VHS Director Rebeka Breder was quoted on behalf of VHS in the *Georgia Straight*, opposing proposed changes to BC's *Prevention of Cruelty Animals Act*. The changes empower the

Farm Industry Review Board to hear appeals in certain animal cruelty cases, instead of the cases being subject to the judicial system, as was previously the case.

Emergency Veterinary Assistance Project

In 2012, VHS was able to assist over 123 animals needing emergency veterinary care, treating conditions like urinary blockages, broken limbs, poisoning, cancerous tumours, abscessed teeth, infected wounds, ear mites and fleas and ear infections. VHS also spayed and neutered 105 cats and dogs.

Some of the animals we helped in 2012:

JIGGY is a young Staffordshire Terrier. He was being fostered when it became apparent that he was in severe pain. It turned out that Jiggy needed surgery on a previously fractured leg. His foster mom's situation had recently deteriorated and she was now on a very limited disability income. She could not possibly come up with the money to pay for the surgery. Together with a couple of other rescue groups, VHS came through and now Jiggy is fine. His foster mom is giving him a forever home and she is so relieved that he is no longer in pain and will be able to run and jump like the young pup he is.

DIGBY was a seven-month-old puppy when he was sent away from his home where he spent most of his time in a crate, to be looked after while his guardians were on holiday. While at the sitter's, he became happy and gregarious, but when he returned to his original family and his boring crate, he was miserable. The sitter asked for him back and thankfully, his family agreed. Digby needed to be neutered, but his new guardian, who has agoraphobia and is on a disability pension, could not afford the surgery. VHS was happy to help out now that Digby has a chance at a new and much happier life.

CHOPPER. VHS was approached by a Good Samaritan asking us to help out with a dog who badly needed grooming. Chopper belonged to a man down on his luck. Bill could be seen most days sitting on the sidewalk in front of Waterfront SkyTrain Station in

downtown Vancouver, with a cupful of loose change from a few generous passersby. He and Chopper are a popular fixture, known to local businesses and watched over by friendly police.

The caring person who contacted VHS engaged Bill and, with his agreement, set in motion a plan to have the Aussie Pet Mobile grooming service come to groom Chopper. VHS agreed to cover the cost of the grooming. When everything came together, Mike McCardle of Global TV covered Chopper's big day, and after nearly two hours of grooming, Chopper emerged a new dog, looking and obviously feeling great. Bill was over the moon to see his pal clean, clipped and happy.

In the end, the generous people at Aussie Pet Mobile donated their services, so everyone has come out ahead!

TOOTSIE is a cat that is being helped by the Jamie and Punky Fund – generously supported by VHS Jamie Lee in memory of her first cat. Tootsie belongs to a resident in a trailer park who is on a disability pension and suffering from cancer. Tootsie is his closest companion and needed to be spayed, so we were happy to help. Now she won't add to the number of unwanted cats in the area and she's deeply loved and appreciated.

NELSON, a sweet little tabby boy was found in a back yard, starving and his ears were full of mites. Although he's estimated to be around five years old, he wasn't neutered! He was fostered by a VHS director but needed a permanent home. Thanks to VHS supporters, he was neutered, vaccinated and treated for ear mites. He had an FIV test which, thankfully, was negative. We noted that he was litter-trained, playful and loved to give head butts! Who could resist him? Thanks to a donated ad in the *Vancouver Sun* and *Vancouver Province*, Nelson found a forever home!



Rodeo

In 2012, VHS continued to draw attention to the cruelty inherent in most rodeo events, especially the calf-roping and chuckwagon racing. Our ultimate goal is to convince the Calgary Stampede to eliminate the calf-roping event. The tactics VHS used were primarily pre-planned; however, some were opportunistic – taking advantage of issues as they arose during the rodeo. Previously, this was not happening with the result that animal welfare was not an issue that the Stampede felt they had to address. The success of these tactics, along with the precedent set by the Cloverdale Rodeo in banning calf-roping (and other roping events) in reaction to relentless pressure over a period of time, has convinced us that we have a unique opportunity to initiate change in the most popular rodeo in Canada.

Significant media coverage was achieved by using provocative advertising; revealing controversial Stampede practices; enlisting celebrity support; responding with press releases to horse deaths; revealing Bell Canada's decision to end rodeo sponsorship and supporting local protests. VHS targeted Calgary's mayor Naheed Nenshi with an email/letter-writing campaign (over 3000 emails were generated). Social media, action alerts and the VHS website were used to amplify this coverage. As per our request, the Mayor of Surrey, Dianne Watts, wrote to Mayor Nenshi to ask him to recommend a ban on calf-roping.

In early February, VHS discovered the TV game show The Price is Right was offering a prize holiday to the Calgary Stampede. VHS used its contacts at SHARK (Showing Animals Respect and Kindness) and Zoocheck Canada to alert former host Bob Barker

to the show's prize. He immediately issued a statement condemning the prize and criticizing the Stampede for animal cruelty. VHS also used Facebook, Twitter and an action alert to urge supporters to email the program to complain about the prize. Mr. Barker repeated his condemnation when the Stampede was underway in July, and again in September. All of these actions received wide-spread media coverage. In late May, VHS alerted media to information revealing that the Stampede sent young, unwanted bucking horses to slaughter. This attracted national attention, including stories on CTV and in the Toronto Star.

On July 5, the eve of the Stampede, VHS ran a full-page ad in a Calgary newspaper, highlighting the fact that calves as young as three-months old are abused in the rodeo's calf-roping event. The controversy over the ad generated substantial local and national media coverage about the issue.

On July 13, a tragic but predictable chuckwagon crash took place, causing the death of three horses. VHS immediately issued a statement calling for the event to be suspended, which was quoted by virtually all the media that reacted across the country. All this negative attention has put the Stampede under immense pressure to improve animal welfare. Last year, the Stampede made a number of changes to increase the safety of calves, steers and chuckwagon horses. These do not go far enough and clearly have not made the chuckwagon race safe enough, but the changes indicate that the Stampede does respond to public opinion. VHS will continue to inform such opinion and encourage pressure on the Stampede to make further changes.



Animals in Entertainment / Captive Animals

In early March, VHS issued a press release criticizing Pet Expo, an event promoting pet services and products at the PNE, for featuring displays of exotic animals and for including the animal rental agency Cinemazoo. Media coverage included CBC TV, the *Vancouver Province* and News 1130 radio. VHS used Facebook, Twitter and an action alert to urge supporters to complain via email to Pet Expo, which an estimated 100+ people did.

VHS was also involved to a lesser degree in the following issues: rodeos in Luxton, BC and Armstrong, BC and in work on animal rental agencies.

In early September, VHS discovered that several British tabloid newspapers were carrying a story about a captive grizzly bear being taken into a local bar in Langley, BC. The bear is owned by animal rental agency Beyond Just Bears, which supplies animals for appearances in film and television. VHS has reported the incident (which was potentially a violation of the *Wildlife Act* and a threat to public safety) to the BC Conservation Officer Service, which launched an investigation.

VHS contributed sections on rodeo and sled dog welfare to a set up 'Global Standards in Tourism' being developed by the Born Free Foundation in the UK. The standards will be used by tour operators in the travel industry.

VHS's reaction to new sled dog regulations announced by the BC government in February received widespread media coverage including the *Vancouver Sun*, *Victoria Times-Colonist*, *Montreal Gazette*, MSN BC and Global TV. Both the VHS and the BC SPCA expressed disappointment with the standards, as they do not ban tethering and include no resources for enforcement. In November, VHS also brought media attention to the sentencing of the person convicted of killing 50 sled dogs in 2011.

Rodeo posters and stickers, as well as our animals in entertainment brochure (developed in 2011 with funding from LUSH), were distributed free of charge to activists who requested resources.

Hunting

In May, VHS had an op-ed in the *Vancouver Sun*, criticizing Vancouver Canuck player David Booth for trophy-hunting and bear-baiting. In September, Global Television suddenly announced it was dropping three hunting programs, which followed previous

criticism by VHS (including calling on supporters to write complaints). The move angered numerous hunting groups, which blamed VHS. In December, VHS used social media and our blog to criticize a wolf hunt contest in northern BC.



Chicken OUT!! (battery hens)

VHS continued to work with the Overwaitea Food Group on in-store egg label signage. Despite industry opposition, they will proceed with a launch in the spring of 2013 and all stores will be on board by the fall. As well, Humane Society of the US is using our Overwaitea egg signs as examples in all meetings with US grocers.

We met with the former president of the Independent Grocers Association of Canada (IGA) about rolling out our label program to independent stores across Canada.

Several TV stations agreed to run our Cages are Cruel PSA, including CHEK TV, Global/Shaw, and OUT TV. We continue to contact additional stations.

More businesses/institutions switched to cage-free eggs, including the University of the Fraser Valley (the 19th cage-free campus in Canada), the Electronic Arts employee cafeteria and the Oakwood Bistro restaurant thanks to VHS involvement. VHS

met with a University of the Fraser Valley campus animal rights group last year to initiate the idea, and assisted them through the negotiations, resulting in the university and their food service provider Sodexo committing to switching to cage-free eggs.

VHS co-wrote the chapter on egg supply management for WSPA's Factory Farming report and provided further guidance to WSPA and CCFA on hen issues. VHS also shared Overwaitea Food Group's pilot results on egg signage for presentation to the federal government.



Many organizations interested in the cage-free issue were provided with advice and guidance, as VHS has become the go-to source because of our long-standing and effective efforts on the battery cage issue. Resources, including our newsletters, Chicken OUT!! brochures, Eat Less Meat flyer and pocket egg guide were distributed widely to individuals and groups.



Other factory farming issues

Other methods used to promote the demise of cages for hens and pigs as well as better conditions for all farmed animals included letters to industry, responses to government initiatives (we submitted input to the Canadian Food Inspection Agency's food labeling review for use of "naturally raised" labels); student presentations, and meetings with elected officials.

A front-page story in the Vancouver Sun titled "Cruelty-free, ethical eating begins on the farm" ran on July 9, in which VHS was interviewed and quoted extensively.

VHS continued working on a national level with other organizations including World Society for the Protection of Animals (WSPA), Canadian Coalition for Farm Animals (CCFA), Humane Society International Canada (HSI Canada) and Mercy for Animals Canada (MFA). Group initiatives included letters to industry regarding work on industry codes of practice, and government regarding cuts to the CFIA and how they would impact animal welfare and production. Together with two other organizations, VHS created a national farm animal welfare newsletter to be distributed to poultry and food industry representatives about our opposition to furnished cages, so our joint positions are clear to the marketplace and to showcase that we are working together as a united front.



Financial Statements

December 31, 2012 (*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, 2012 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.

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 13, 2013

Statement of Financial Position

December 31, 2012 (Unaudited – See Notice To Reader, page 11)

	General Fund	Capital Assets Fund	Restricted Fund	Gaming Fund	2012	2011
ASSETS						
CURRENT						
Cash	\$ 79,198	\$ –	\$ 10,000	\$ 25,002	\$ 114,200	\$ 123,116
Investments	211,178	–	–	–	211,178	158,830
Recoverable from government authorities – HST	3,394	–	–	–	3,394	4,890
Prepaid expenses	1,953	–	–	–	1,953	1,538
	295,723	–	10,000	25,002	330,725	288,374
CAPITAL ASSETS (net of accumulated amortization)	–	9,521	–	–	9,521	12,578
	\$ 295,723	\$ 9,521	\$ 10,000	\$ 25,002	\$ 340,246	\$ 300,952
LIABILITIES AND FUND BALANCES						
CURRENT						
Accounts payable and accrued liabilities	\$ 8,508	\$ –	\$ –	\$ –	\$ 8,508	\$ 9,169
Payable to government authorities – payroll deductions	2,902	–	–	–	2,902	4,170
	11,410	–	–	–	11,410	13,339
FUND BALANCES – page 13						
Unrestricted	284,313	–	–	–	284,313	270,035
Internally Restricted	–	9,521	–	–	9,521	12,578
Externally Restricted	–	–	10,000	25,002	35,002	5,000
	284,313	9,521	10,000	25,002	328,836	287,613
	\$ 295,723	\$ 9,521	\$ 10,000	\$ 25,002	\$ 340,246	\$ 300,952

APPROVED BY THE DIRECTORS:

_____ Director

_____ Director

Statement of Changes in Fund Balances

Year ended December 31, 2012 (*Unaudited – See Notice To Reader, page 11*)

	General Fund	Capital Assets Fund	Restricted Fund	Gaming Fund	2012	2011
Fund Balances – Beginning of year	\$ 270,035	\$ 12,578	\$ 5,000	\$ –	\$ 287,613	\$ 363,179
Excess (deficiency) of revenue over expenses for the year – page 15	14,278	(3,057)	5,000	25,002	41,223	(75,566)
Fund Balances – End of year – page 12	\$ 284,313	\$ 9,521	\$ 10,000	\$ 25,002	\$ 328,836	\$ 287,613

Vancouver Humane Society

Statement of Operations

Year ended December 31, 2012 (Unaudited – See Notice To Reader, page 11)

	General Fund	Capital Assets Fund	Restricted Fund	Gaming Fund	2012	2011
REVENUE						
Receipted contributions	\$ 171,890	\$ –	\$ 33,256	\$ –	\$ 205,146	\$ 159,484
Un-receipted contributions	33,664	–	40,000	25,000	98,664	149,774
Interest and other revenue	8,680	–	–	2	8,682	10,783
Gain on sale of investments	1,237	–	–	–	1,237	–
Unrealized gain (loss) on investments	(1,805)	–	–	–	(1,805)	602
	213,666	–	73,256	25,002	311,924	320,643
PROGRAM EXPENSES						
Salaries and benefits	99,476	–	27,417	–	126,893	171,936
Direct animal work	2,021	–	31,308	–	33,329	57,751
Newsletters and direct mail	18,908	–	–	–	18,908	24,413
Rent, repairs and maintenance	9,964	–	1,731	–	11,695	11,366
Outreach and resource materials	149	–	6,423	–	6,572	20,558
Office and miscellaneous	5,237	–	–	–	5,237	7,793
Amortization	–	2,445	–	–	2,445	6,307
Supplies	240	–	1,377	–	1,617	450
Website	1,265	–	–	–	1,265	81
Insurance	825	–	–	–	825	1,516
Meetings, events and conferences	371	–	–	–	371	663
	138,456	2,445	68,256	–	209,157	302,834
PROGRAM EXPENSES						
Salaries and benefits	11,545	–	–	–	11,545	9,591
Newsletters and direct mail	6,245	–	–	–	6,245	6,210
Fundraising expenses	2,355	–	–	–	2,355	4,515
Office and miscellaneous	1,439	–	–	–	1,439	1,300
Rent, repairs and maintenance	731	–	–	–	731	726
Website	29	–	–	–	29	2
	\$ 22,344	\$ –	\$ –	\$ –	\$ 22,344	\$ 22,344

Vancouver Humane Society

Statement of Operations – continued

Year ended December 31, 2012 (Unaudited – See Notice To Reader, page 11)

	General Fund	Capital Assets Fund	Restricted Fund	Gaming Fund	2012	2011
ADMINISTRATIVE EXPENSES						
Salaries and benefits	\$ 16,617	\$ –	\$ –	\$ –	\$ 16,617	\$ 42,560
Legal and accounting	14,446	–	–	–	14,446	19,225
Office and miscellaneous	3,927	–	–	–	3,927	4,473
Rent, repairs and maintenance	2,274	–	–	–	2,274	2,115
Insurance	1,107	–	–	–	1,107	545
Amortization	–	612	–	–	612	1,576
Meetings, events and conferences	210	–	–	–	210	537
Website	7	–	–	–	7	–
	38,588	612	–	–	39,200	71,031
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FOR THE YEAR – page 13						
	\$ 14,278	\$ (3,057)	\$ 5,000	\$ 25,002	\$ 41,223	\$ (75,566)



Vancouver Humane Society

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