



Bide Awhile
Animal Shelter Society

2017-2018 Annual Report





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President's Annual Report

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At last year's Annual General Meeting, we told you how we have embarked on a Five Year Plan. This year was all about the research. Four groups worked all year investigating ideas such as Financial Sustainability, Community Engagement, Bide Awhile Sanctuary and raising Brand Awareness.

Our team sourced grants (Can-Fel and Scotiabank); started a new and highly successful fundraiser (Cat Yoga); attended multiple events with our children's books *The Happy Tale of Two Cats* and *The Lucky Tale of Two Dogs*; investigated land prices; and has taken advantage

of social media and community networks, such as leveraging our Chamber of Commerce membership.

As it is a five year plan, we are currently in the beginning stages and I am confident you will receive many more wonderful updates in the years to come.

While all of this planning and researching was taking place, we also had to run the shelter. In a year where bequests were all but nil, we struggled to leverage each and every fundraiser to its full potential.

With a disappointing start to our Bowling for Critters event, it was decided to cancel it altogether. After 25 successful years, it seems it was time to put it to rest, at least for now.

Instead, we regrouped and focused on a new and exciting event. With Allison Coffin leading the way, Cat Yoga was born. I am happy to report that it is proving to be a huge success.

Also of note, our Public Relations Committee combined with our Education Committee to form the new Communications and Community Outreach (CCO) Committee. Together they will be tackling some new and interesting projects

- from a Communications Plan to a proposed Youth Leadership program.

Plenty of excitement is building around Bide Awhile's 50th Anniversary celebrations for 2019 and that means loads of planning. We will be looking for volunteers, prizes and lots of participation from our members as we acknowledge the past half-century and prepare for the next half. Stay tuned for more exciting announcements next year.

And lastly, the reason we do all of this - our residents: the precious pups and playful cats who come through these doors every day seeking shelter. We are their transitional home on the way to their new life. Each one comes in here with a unique story. Each one touches our hearts. This past year saw 342 companion animals being cared for by our amazing care attendants.

There are so many stories, like the kitten that arrived so young that he would not have survived if it were not for around-the-clock care by our staff members.

Staff members were even bringing the kitten home and hand feeding him every few hours through the night. That's the kind of dedication the people have at Bide Awhile. And that's why Bide Awhile is still thriving after 50 years.

SUBMITTED BY STEPHANIE WILLAN
PRESIDENT



Executive Director's Report

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I would like to thank our President, Stephanie Willan, and all of the members of the Board of Directors for their for their commitment to Bide Awhile Animal Shelter over the last year. Their hard work and dedication is very much appreciated.

I would also like to thank our staff - Mary, Laurie, Jennifer, Samantha, Renee and Chelsea - for their passion and commitment they bring to the shelter each and every day. It is my privilege to work with these dedicated people.

Shelter Activities

We had to make a few repairs around the shelter this year, such as fixing the electrical and the ventilation due to its age. But overall, the shelter is in excellent condition.

Shelter Volunteers

We have volunteers coming to the shelter everyday - a few who come during the daytime

to walk and play with the dogs, and in the evenings we have a dedicated group of people who come to socialize our animals. Their help goes a long way in making an animal's stay at the shelter a happy one.

Foster Programs (Long Term)

This program helps us rehome older animals or animals with special needs. For these adoptions, we do not charge a fee.

Foster Programs (Short Term)

This program allows us to place nursing mothers and their kittens in a home environment with one of our volunteers. They are brought back to the shelter when they are old enough to be adopted to a loving, forever home.

Outside Spay and Neuter Program

This program enables Bide Awhile to

help low income families with the cost of spaying or neutering animals outside the shelter.

We were also fortunate to receive a \$5,000 grant from the CanFel Foundation in December 2017 that will help us expand the program.

Pet Food Pantry

This program is in place to help feed a person's cat or dog if they run short on pet food and are unable to buy any in emergency situations.

Pet Visitation

Our volunteers brings cats and kittens to visit with seniors in nursing homes throughout the year. This helps socialize the animals while providing comfort to the elderly.

Reading Circle

This is where children, along with their teacher, will come to the shelter to read to the animals. This builds their confidence in a safe environment.

Pet Stewardship

This program is for people who want to make sure their animals are taken care of after they have passed away. This agreement ensures Bide Awhile Animal Shelter will care for and rehome the animal when the time comes.

SUBMITTED BY
DARROLD GOULD
EXECUTIVE DIRECTOR



Bide Awhile Animal Shelter Statistics

Animals In

Period	Cats	Dogs	Total	Halifax	County	Dartmouth
2017	329	13	342	91	115	136
2016	372	9	381	115	120	146

Adoptions

Period	Cats	Dogs	Total	Male	Female
2017	290	14	304	129	175
2016	320	10	330	165	165

Spay/Neuter Program

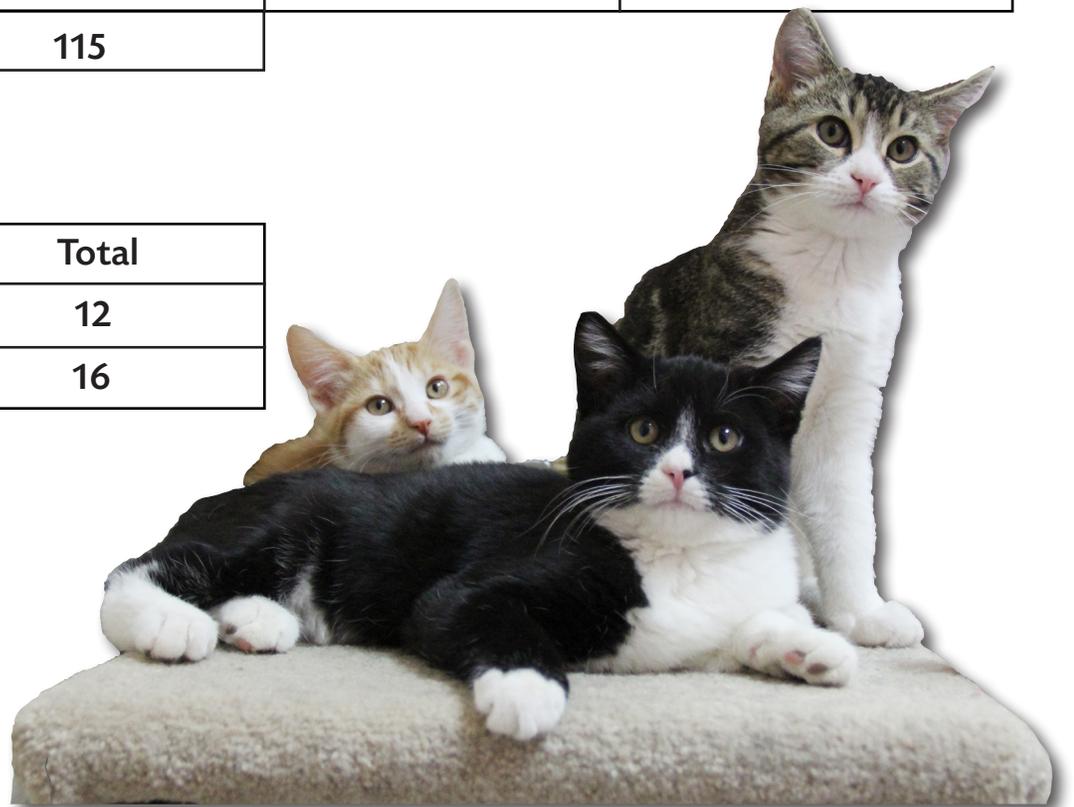
Period	Total	Long-term Foster Total	Short-term Foster Total
2017	166	10	0
2016	115		

Long-term Foster

Short-term Foster

Euthanasia

Period	Total
2017	12
2016	16



Finance

Committee Report

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Our financial statement package includes the following:

Balance Sheet (page 2) – reflects the assets Bide Awhile owns and the liabilities we owe - financial obligations we are required to settle now and in future periods. The difference between the asset and liability accounts is called unrestricted net assets.

Statement of Operations and Net Assets (page 3) - shows revenues less expenditures, grouped by source (operations and other). Operations relate to the core business of running the shelter, while Other is related mainly to investment activity.

Statement of Cash Flows (page 4) explains the change in the cash balance from the prior year.

In other words, where did cash come from and where was it spent?

Notes to the Financial Statements (page 5-9) provide further explanation of items found in the balance sheet, statement of operations, and cash flow statement.

bank at December 31 year end.

Our investment portfolio decreased approximately \$41,000 year-over-year to \$1,316,296. At year-end, we held a combination of cash (\$93,540) bonds and stocks all in accordance with our approved investment policy.

Capital assets decreased overall due to amortization being higher than capital asset additions.

Deferred contributions (building) are being recognized over the life of the building. This relates to capital campaign donations received toward the construction of the new Shelter. As we amortize our building (an expense), we will amortize the deferred contributions (a revenue).

Revenues

Year over year revenue decreased by \$16,871. Increased revenues from cash donations, memorials, pledges, adoptions and Spook's Memorial Kitty were not enough to compensate for the decline in bequests (\$33,500 from 2016) and reduced fundraising revenues (14,679).

Additional funds raised via new events (Cat Yoga), third party fundraisers (Tito's beverage tasting, Princess Auto BBQ's), a sold-out dinner theatre event and new grant revenues could not fully cover the shortfall resulting from the can-

Highlights for 2017:

Balance Sheet

We had approximately \$90,000 in cash in the



cellation of Bowling for Critters and Chase the Ace; the inability to schedule an Auction House event (lack of commitment from new management) and reduced participation/support of corporate casual days.

With ongoing support of the volunteers and our members, we continue to look for new events/ways to refresh current offerings.

Expenses

Year over year expenditures increased approximately \$27,000. Major changes are as follows:

Advertising expense reduced \$5,631 given no billboard advertising.

Animal Care costs increased \$10,658 – there is some fluctuation from year to year depending on the circumstance of individual animals; additionally, in 2017 we have the added costs of microchipping our animals.

Animal Welfare and Education increased \$15,108 (new initiative) with the purchase of 2,000 children's books.

Fundraising costs were \$6,120 lower mainly due to cancelled events (Bowling and Chase the Ace).

Repairs and Maintenance reduced by \$2,226 (2016 included

major furnace repair).

Salary and benefits increased by \$6,187 due to increased cost of living (\$3,400) and training courses (\$2,746).

Spay and Neuter Program expense increased by \$7,810 which is consistent with the higher number of low cost spay and neuters performed during the year.

Other Income

In 2017, net investment income fell by \$54,961 to \$31,840 from \$86,801 in 2016. This is primarily due to lower, but still positive, returns on Canadian stocks in 2016.

Looking Forward

It has been my privilege to serve the shelter in the capacity of Treasurer this past year. I would like to thank the Finance Committee and Mary McBay for their help during the year. Being able to rely on Mary made my role very easy given her knowledge of the Society and the timing of events. I will be stepping away from the Board next year, but will be leaving you in the very capable hands of our new treasurer.

SUBMITTED BY NANCY MANSFIELD
TREASURER



Fundraising Committee Report

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Fundraising is a critical component of sustaining operations at the shelter.

At fiscal yearend, our fundraising total was \$53,739, which fell \$2,411 short of our budget and was \$19,177 less than 2016. Part of this downfall was attributed to the discontinuation of Bowling for Critters, which was one of our key events in past years.

Interest and funds were slowly dwindling and the committee and the Board decided that this event had run its course, and made the difficult decision to discontinue. The committee is working hard to focus on bringing new life and new funds into our other key fundraisers, as well as working on some new ideas.

The highlights are outlined below:

Blue Nose Marathon

The Blue Nose Marathon continues to be a key event. This is a low-cost and low-risk event for the shelter as Blue Nose and Scotia-bank cover many of the costs and logistics, so the committee can focus on recruiting runners and soliciting donations.

Our runners raised \$13,333 in 2017 and fundraising is well under way for 2018 with almost \$15,000 raised. Donations are expected to continue until mid-June. A challenge was extended to Board members to find new ways to support this initiative and to date, seven members are directly participating as runners, walkers and fundraisers, with other members providing financial support.

Cat Yoga

This is a new and hugely successful initiative that started in November 2017.

Bide Awhile Animal Shelter holds monthly events where participants practice yoga at the shelter with some of the shelter cats.

There are no direct costs to Bide Awhile, as the yoga instruction is donated, and every event to date has sold out. Two classes are held back-to-back so we can accommodate 64 yogis for \$1,280 in monthly revenue.

This has also brought some new supporters into the shelter to see what Bide Awhile Animal Shelter is all about.



Calendar and Pet Photo Contest

Between sales, photos and sponsorship, the 2018 calendar brought in \$16,465, which spanned two fiscal years. This was less than the 2016 calendar, possibly due to the emergence of competing calendars from other animal welfare organizations, several of which beat Bide Awhile to market this year.

Photo submissions are well underway for the 2018 calendar, and some fresh design ideas are underway to tie-in the 50th anniversary and stimulate sales. Thanks to Nancy Mansfield for her ongoing leadership of this initiative.

Grafton Street Dinner Theatre

We held our annual spring dinner theatre again this year. Despite inclement weather, we had a great turnout and \$3,800 was raised between ticket sales and a 50/50 draw.

Kennel Klub

Our monthly planned giving continues. Our program was revamped and is being promoted in the calendar and at any events where we have tables.

This year we kicked off a monthly update for these donors, which highlights a story of how their money has helped contribute to our work.

Bake Sales

Our bake sales continue at the Christmas Open House and Summer AGM. 2017 saw the addition of a book sale, which added revenue to an already popular event.

Approximately \$1,700 was raised between the two 2017 sales.

Third-Party Fundraisers

In the last year, we saw some new and ongoing third party events.

- Quarterly barbecues put on by Princess Auto
- Tito's Vodka for Dog People fundraiser in Shubie Park
- Krave Burger monthly promo
- Good Robot "Goodwill Bot" event
- Portland Street Superstore barbecue

What's next for fundraising? Our committee is actively investigating some potential new fundraisers. Details are not far enough along to share, but please stay tuned on our Facebook, Instagram and/or Twitter feeds, and check out our website. Events will be shared as they are confirmed!

SUBMITTED BY ALLISON COFFIN
FUNDRAISING COMMITTEE CHAIR

- Our Casual Days continue with multiple companies and new buttons available
- Cat Banks
- BOYNECLARKE LLP trivia night is planned for November 8, 2018 (mark your calendars)
- Jane Doe continues her quiet support with \$1 added for every Christmas open house visitor, cat yoga attendee in November and another \$10 added for 40 Grafton Street Dinner Theatre attendees



Sponsorship Committee Report

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The theme for the Sponsorship team this year, both by design and by accident, was consistently one of learning.

We entered the year with a plan to engage with local businesses with a pilot offering in order to see how they responded to the idea of getting involved with Bide Awhile as a potential sponsor. The feedback was very constructive and has allowed us to work on refining the approach, the offering, and better defining the various sponsorship opportunities available.

We learned a great deal about the need to match the sponsor's contribution to Bide Awhile Animal Shelter with their company's values, culture, and strategic objectives.

We learned about the nature of competing factors in this marketplace, not only for where companies allocate limited resources for community-based programs, but how frequently they are approached by organizations of all varieties to assist.

From this, the team has an improved perspective -not only on the need to articulate how Bide Awhile is differentiated, but

also for highlighting a full host of ways a sponsor can assist, and really showcasing where those resources can make a tangible, positive impact for our animals.

The promotional materials used to engage with potential sponsors are being updated for simplicity and to better match the feedback these businesses have provided in our discussions.

Bide Awhile had a number of noteworthy successes related to corporate sponsors this past year, which not only contributed dollars to our organization, but a chance to learn from them and potentially find more

like-minded businesses that would want to be involved with Bide Awhile for similar reasons.

All in all, the team may not have achieved the dollars and cents level of sponsorship contributions we might have hoped for heading into this year, but realistically, we gained invaluable insights that better position the team and the organization to continue moving this key initiative forward.

SUBMITTED BY PAUL RYAN
SPONSORSHIP COMMITTEE CHAIR



Communications & Community Outreach Committee Report

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Since the last AGM, the Education Group has been very busy! As promised, this year we distributed 2,000 books to youth in our community. Although we initially planned to create this book ourselves, that idea proved to be a much larger project than we were able to take on.

A few board members attended the 2017 Annual Best Friends conference in New Jersey. While there, they met a children's author by the name of Cathy Rosenthal from Texas. Cathy was offering two books, already written and illustrated with the exact message we wanted to deliver to youth – how to be a responsible pet guardian. After a few weeks of communication, we ordered the personalized books!

In the fall, our 2,000 books were delivered to the shelter. Thanks to the help of our amazing Public Relations expert, Laurie, we immediately went to work distributing these all around the community. A few of the major highlights are included below:

In October, copies of each book were sent to every Halifax Regional School Board library in the city and every Public Library

branch in the region. An article was printed in the Chronicle Herald in November, showcasing our efforts.

In early December, we had a public reading at the Chapter's location in Dartmouth and gave away books to shoppers. The following weekend, we brought hundreds of books to Santa at both the Mic Mac Mall and Halifax Shopping Centre to give away to all the good boys and girls anxiously waiting in line. At the Mic Mac location, board members were able to connect with parents to talk about the project and the importance of responsible pet guardianship.

In late January, we teamed up with the Discovery Centre during their amazing *Cats and Dogs* exhibit to give even more books away and promote our message.

We also had readings with a number of locations including Sparks, Boys and Girls Club of HRM, and Play, Learn, Grow in Bedford.

Now that the books have been

distributed, we have turned our efforts to the next big project.

During the book events, we noted that the Public Relations group and the Education group were working very closely together. We also noted that many of our goals aligned and that efforts were being duplicated. We decided to combine these two groups into one, now called the Communication and Community Outreach group (called CCO for short). Both groups have an overall objective to promote the Bide Awhile name in the community as well as responsible pet guardianship.

Since joining forces, one new project the CCO group has started is a Youth Ambassador Program targeted at youth under the age of 16. This leadership program is in response to a demand for programming geared toward youth interested in making a difference in the lives of animals, but have not yet reached the legal age to volunteer on their own.

SUBMITTED BY KATE PEDDLE
AND CAROLYN BAKER
CCO COMMITTEE CO-CHAIRS



Volunteer Committee Report

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Bide Awhile is incredibly fortunate to be supported by a team of committed volunteers who support our various fundraising, education and community outreach efforts.

Over the years, our volunteers have participated in and made possible regular events such as Victoria Barks in the Park, Bowling for Critters, calendar sales and distribution, Cat Fest, the William and Corinne Hopgood Pet Visitation Program, Blue Nose Marathon, Christmas Craft markets, Open Houses and more.

Over the last year, the Volunteer Committee has gone through some changes. Liz Lane resigned and Travis Newport took over as Chair of the Volunteer Committee.

With changes comes some learning curves. The volunteer list had been revised. The reason for

this revision was due to lack of coverage support during events.

An email was sent out to all of the volunteers from a roster of over 130 people. This email was to confirm contact information and update volunteer interest.

Less than 50 of the 130 emails sent could confirm interests and contact information. The volunteer list continues to be under revision and further contact will need to be made with individuals on the list.

An ongoing challenge is how to actively engage new volunteers and ensure that they have an enriching volunteer experience and sustained interest. This will be an issue that the Committee will be focusing on in the year ahead.

It is important that over the next year and going forward, committees provide notice of their volunteer needs, so we can make sure we utilize our volunteers' valuable time, so that they feel as though they are contributing to our Society.

As an organization, we could not function to our full capacity without the support of the volunteers in our community.

SUBMITTED BY TRAVIS NEWPORT
VOLUNTEER COMMITTEE CHAIR



Nominating Committee Report

The Nominating Committee's mandate is to recruit Board members who are prepared to commit their volunteer efforts and talents to the work of Bide Awhile Animal Shelter Society and to take on leadership positions within the Society – on various committees and as Officers.

For the 2018-2019 year, the Committee was specifically interested in recruiting individuals who will strengthen and complement the skills of the current Board in areas such as leadership, strategic planning, finance, fundraising, marketing, education, public relations, and human resources.

The following Directors will not be returning:

- Alison Conrad
- Sarah Dawson
- Elizabeth Lane
- Barry Osmun
- Paul Ryan
- Amanda Spriggs
- Nicola Watson

Recommendations for Directors and Officers for 2018-2019 are as follows:

The following Director has completed her seventh term and is re-offering for her eighth term:

- Stephanie Willan

The following Director has completed her fifth term and is re-offering for a sixth term:

- Carolyn Baker

The following Director has completed her fourth term and is re-offering for a fifth term:

- Kate Peddle

The following Directors have completed their second term and are re-offering for a third term:

- Allison Coffin
- Dave Quinton

The following Directors have

completed their first term and are re-offering for a second term:

- Paul Briar
- Amanda Mitchell
- Travis Newport
- Geoff Richardson
- Marc Tetreault
- Michelle Venturini

There are seven new nominees this year; they are:

- Jenny Allen
- Stacey Chisholm
- Amanda Harwood
- Jeff Lanthier
- Gillian Martin-Greenough
- Aaron Veinotte
- Tessa Williams

The proposed slate of Officers for 2018-2019 is:

- President: Kate Peddle
- Vice President: Carolyn Baker
- Secretary: Travis Newport
- Treasurer : Amanda Mitchell
- Past President: Stephanie Willan

