



**Bide Awhile Animal Shelter Society**

**2016-2017**

# **Annual Report**



**Humane Shelter for Lost and Homeless Animals**

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# President's Annual Report

## Submitted by Stephanie Willan

Hello and welcome everyone. My name is Stephanie Willan and I am the President of the Board of Directors. This past year was my second in this role. It has been a very productive year and, with our great team, we have managed to tackle a lot of important projects. You will be hearing more about the details of those projects from the Chairs of the Committees who have prepared reports.

While Bide Awhile has been rescuing and re-homing lost and homeless animals for 48 years in the Halifax Regional Municipality, it never ceases to amaze us when we meet people who have never heard of us. With this in mind, we have been out and about all over HRM this year, trying to get our name out to the general public. We have held fundraising events like this year's 25th Anniversary Bowling for Critters and participated in fundraising events like the Scotiabank Blue Nose Marathon. Our calendars are in every possible venue we can find to support us and we have even walked in parades. Teachers bring schoolchildren into the shelter to read to our feline residents and volunteers have taken kittens out of the shelter to visit senior citizen's centres. Even with all of our hundreds of volunteer hours and tireless efforts, we are still finding it a challenge to be a household name in our own community.

The purpose for discussing this is twofold: first, because we continue to struggle with competing for donor dollars to support our current efforts and second, because next year we are going to embark on developing a five-year strategic plan. Some of you may have already completed the survey which has helped to shape the direction we will be taking (thank you!). Once completed, the plan will help guide us on a trajectory for the future of Bide Awhile.

So, in order to grow our shelter's reach and yet still stay true to our stakeholders, we need to find new ways to reach out while at the same time, have Bide Awhile feel like home. We must coexist with the ever-increasing grass roots rescues that compete for fundraising dollars. But while other rescues import animals from other locations, Bide Awhile continues to take care of the needs of our own community year after year, filling a void for animals in desperate need of assistance right here in HRM.

Be assured that we will continue to be ever-present in our community, trying to educate people about responsible pet ownership and we will still be holding bake sales. We will still re-home a dog who is a victim of divorce or a litter of kittens whose mother was not responsibly spayed. We will still be there for our community members, one by one. But don't be surprised if you see our name on a billboard or at a bus stop once in awhile. Maybe you will even get to read a book we create one day. All we ask is that you continue to believe in Bide Awhile and help spread the word of the important work our Shelter performs for hundreds of animals per year. We must work together to stay effective.

In closing, I wish to acknowledge all the wonderful people who have worked so diligently to bring all 330 animals who found their way from Bide Awhile to new and loving homes this year. Our dedicated staff, our talented Board members and our enthusiastic volunteers. It takes a village. Thank you.





# Executive Director's Report

Submitted by Darrold Gould

I would like to thank our Board of Directors, our staff, donors, and all of the volunteers for their hard work and commitment to Bide Awhile throughout the year. Because of you Bide Awhile has been able to help animals in need and also the people who love them. We have had a busy year at the shelter, which is not unusual. We conducted tours of our shelter throughout the year, with students of all ages, from elementary school to universities.

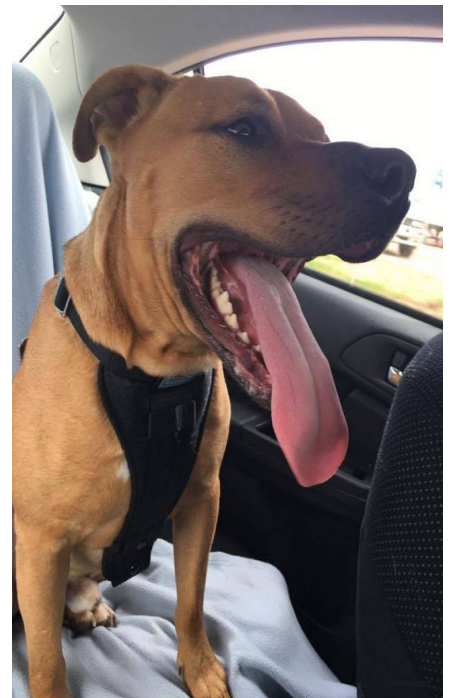
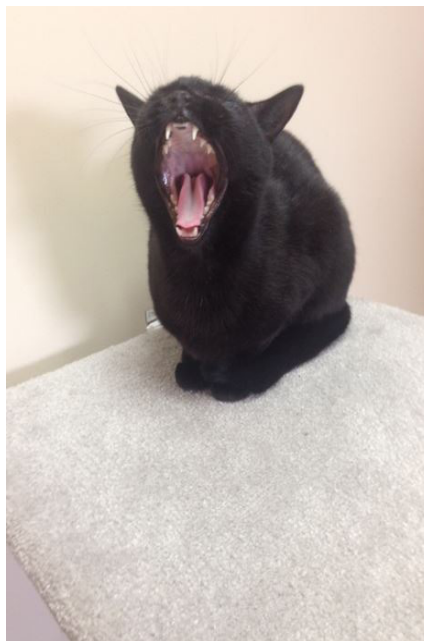
On-going Shelter programs continue to include:

**Shelter volunteers** - We have volunteers coming to the shelter to socialize with our cat and dogs and this is very beneficial to the animals. It helps them adjust to the shelter and reduces the stress animals experience being in a shelter environment.

**Long-term foster program** - This program is for animals with a special need or animals of a senior age. Without this program some cats or dogs would never find a new home.

**Short-term foster program** - This program allows us to foster out nursing mothers with their kittens until they are ready to come back to the shelter. This helps free up space so we are able to take in more animals.

**Low cost Spay/Neuter program** - This is such an important program allowing us to assist people with the cost of spaying or neutering their pet. Without a program like this many of these pets would never be fixed.



# Statistics

## ANIMALS IN

Period	Cats	Dogs	Total	Halifax	County	Dartmouth
2016	372	9	381	115	120	146
2015	372	19	391	108	110	173

## ADOPTIONS

Period	Cats	Dogs	Total	Male	Female
2016	320	10	330	165	165
2015	305	16	321	151	170

## SPAY/NEUTER PROGRAM

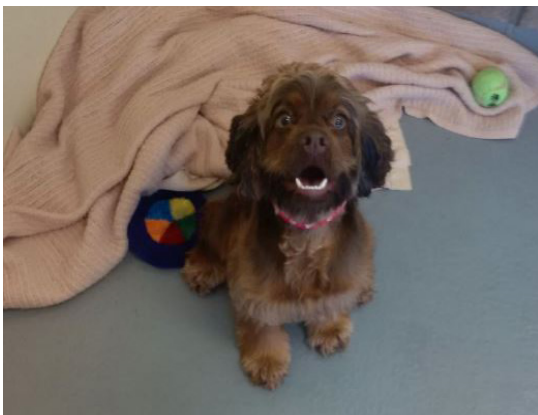
## LONG-TERM FOSTER

## SHORT-TERM FOSTER

Period	Total	Total	Total
2016	115	20	1
2015	49		

## EUTHANASIA

Period	Total
2016	16
2015	19



# Finance Committee Report

Submitted by Stephanie Smith

## Financial Performance

I am pleased to announce this is the thirteenth year in a row the Shelter is reporting a surplus, and this was also the eighth full year in our shelter located in Woodside.

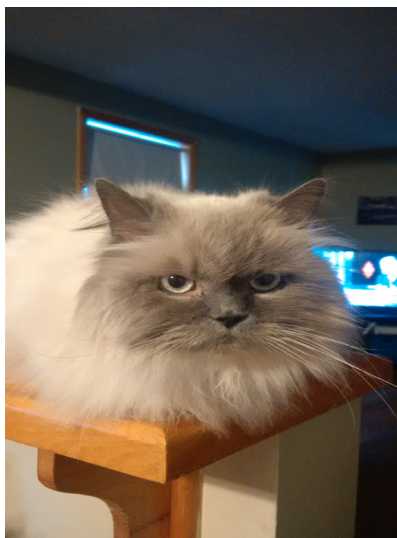
Before I start to review some of the key 2016 financial information, I will give a basic explanation of the financial statements and the key schedules / information contained in them.

The main components of the financial statements are the balance sheet (page 2), statement of operations and net assets (page 3), statement of cash flows (page 4), and the notes to the financial statements (pages 5-8). On page 2, the balance sheet shows Bide Awhile's assets (cash, receivables, prepaid expenses, capital assets and investments) and its liabilities (accounts payable, deferred revenue and deferred contributions). The difference between the assets and liabilities is called unrestricted net assets. On page 3, the statement of operations and net assets shows Bide Awhile's revenues, including other income, less its expenditures like salaries, animal care, fundraising, etc. On page 4, the statement of cash flows explains the change in the cash balance from the prior year. In other words, where did cash come from and where was it spent. Lastly, the notes to the financial statements provide further explanation of items found in the balance sheet, statement of operations, and cash flow statement.

Now on to some of the highlights for fiscal 2016, please turn to page 2 of the financial statements:

### Balance sheet

- We had approx. \$107,000 in cash at year-end.
- Our investment portfolio increased by \$52,000 year-over-year to \$1,357,000. At year-end, we held a combination of cash, bonds and stocks all in accordance with our approved investment policy.
- Capital assets decreased mainly due to amortization being higher than capital asset additions.
- The deferred contributions are being recognized over the life of the building. This relates to those donations which were designated to be used for the building. As we amortize our building (an expense), we will amortize the deferred contributions (a revenue).





## Revenues

- Donations, bequests, memorials, and pledges decreased by approximately \$155,000 compared to 2015. This is due to a decrease in general donations and memorials with the majority being a decrease in bequests of \$138,000 from 2015.
- Fundraising revenues have decreased by approximately \$9,400 compared to 2015. The decrease is due to decreased support in and discontinuation of the Chase the Ace fundraiser, fewer third-party fundraising events, and discontinuation of the Golfing for Critters event. The decrease in fundraising revenue from these programs has been offset by increased revenue from long running fundraisers (i.e. Blue Nose Marathon, Calendars, and Bowling). In addition, Grafton Street Dinner Theatre was held again in 2016 after being put on hold in 2015. Due to the great support of the volunteers and members, our Society continues to look for new events and ways to evolve current events.
- Adoption revenue increased by \$1,200, a larger number of factors can create a fluctuation in adoption revenue. Membership dues have decreased by \$1,300 as less members had paid their fees.
- Spook's Memorial Kitty increased \$5,800 due to more social media outreach of our low cost spay and neuter program.

During 2016 we spent approximately \$11,500 more than in 2015. Many expenses only saw a small fluctuation, however a few major changes from fiscal 2015 are as follows:

- Advertising and Promotion expense increased \$6,000 due to increased advertising efforts.
- Animal care expense decreased by \$4,000 as this expense can fluctuate depending on the individual circumstances of the animals year by year
- Amortization expense decreased by \$1,500. As asset values decrease, so does the amortization expense.
- Salary and benefits increased by \$3,000 due to increased cost of living.
- Spay and neuter program expense increased by \$5,800 which is consistent with the higher number of low cost spay and neuters performed during the year.

## Other income

We have maintained the same level of investment income and investment management fees as 2015. Loss on the portfolio is due to rebalancing of the investments done by our investment fund manager, and unrealized gain on investments is due to general rebound and gain in the market during 2016, which recovered our unrealized loss (and much more) from 2015.

## Looking Forward

As my third year as treasurer, I felt very fortunate to be in this role for the shelter. I would like to thank the Finance Committee and Mary McBay for all of the 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'm stepping down from the Board and as Treasurer next year. I thank you for the opportunity to be a part of this great organization!



# Fundraising Committee Report

Submitted by Stacey Langley

Fundraising is a key source of income for the Shelter and a way for us to educate our community on what Bide Awhile is all about. Despite our hard efforts, net income from fundraising activities was down approximately \$9,400. We have been working hard this year to try to think of new ways to improve/replace some of our events.

## Auction House

Due to the success of our first Auction House event and another charity cancelling, Auction House reached out to us to have a 2nd event in October. We had a very short timeline to pull this together but our amazing team managed to raise \$3,000. There has not been an Auction House event scheduled for 2017 yet.

## Bake Sales

Our new tradition of having bake sales at the open house events continues to be a great success. Susan and her team work hard making calls, baking, pricing and of course selling the baked goods. Last year's bake sales brought in \$1,500 for the Shelter and I am sure took out a couple of belt loops. Delicious job Susan, thank you. There is of course a bake & book sale this afternoon at the Open House.

## Blue Nose Marathon

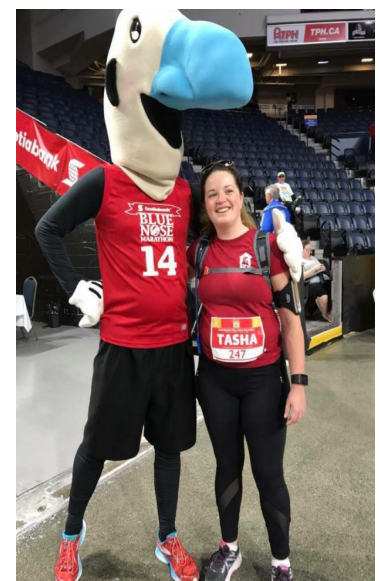
The Scotiabank Blue Nose Marathon comprises of several races and the Charity Challenge. 2016 was the third year for the Bide Awhile Tails in Motion Team and they did it again raising over \$14,500!!

By meeting certain standards our team was chosen as one of three Scotiabank Featured Charities for 2016 which meant we were on the main charity page, we had some extra goodies for our team and we had a free booth at the Expo where they estimate over 12,000 people attend.

The long weekend in May 2017 brought us to our fourth Scotiabank Charity Challenge and with a team of 21 and a team of 8 from Heritage Gas all our runners have collected over \$11,900!! and still have until June 16th to receive donations.

I cannot thank the team, or the committee of Stephanie, Allison and Brittany enough.

So please come out and cheer on Tails in Motion as they run in the 2018 Bluenose – registration is already open. We will be looking for both teammates and people to stand along the race with our cheer team!!





## Bowling for Critters

On October 22nd the Bowlarama at Bayer's Road Shopping Centre was home to the 25th annual Bowling for Critters. Sheila, Barb, Carolyn, Lauren and the rest of the committee had another fantastic year bringing in over \$10,300 for the Shelter. A big thank you to all of you for a job well done and another successful B4C event!

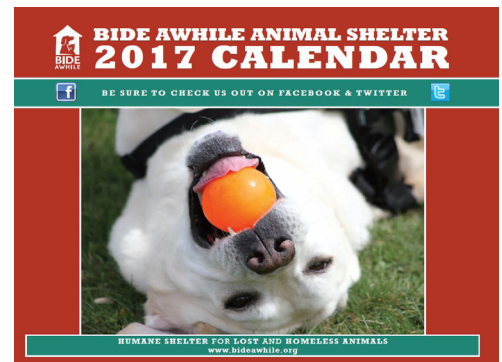
Plans are in the works for the 26th annual Bowling for Critters so keep an eye on the website and social media for more information.



## Annual Pet Calendar and Pet Photo Challenge

\$22,000!! Our yearly calendar and pet photo contest remain a vital part of all our fundraising efforts. All you have to do is take one look at Rickey, our current cover boy, with that orange ball to know that people love to show off pictures of their furkids. The calendar continues to give proud pet parents yet another way to show the world how beautiful and loved their four-legged family members are. Nancy is key at ensuring the calendar is the best one yet. Year after year it just keeps getting better.

We are excited to announce that all 120 spaces have been filled for our Pet of the Month photo contest!



## Chase the Ace

Unfortunately the Chase has ended after four games in 2016. The final game started off slow on October 29th and ran only a couple weeks before the Ace was uncovered. A very special thank you to Flo and Ryan who spent 3 hours every week working the Chase the Ace table. Although Ace may have ended we have kept Ryan and Flo busy with other initiatives.

## Grafton Street Dinner Theatre

Grafton Street Dinner Theater joined forces with us again for another wonderful night of delicious food and hilarious entertainment and the 2016 event brought in over \$2,000.

On April 23rd, 2017, Grafton Street hosted us again and we had our first ever SOLD OUT show!! A big thank you to everyone who attended these shows, I know I have a blast every year.



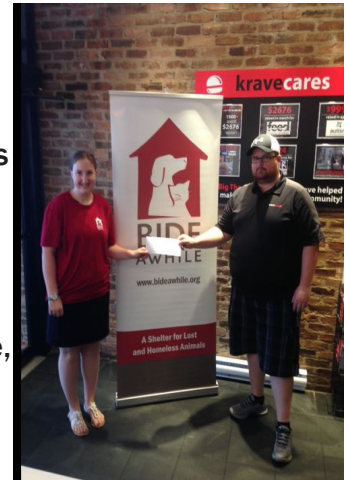
## **Kennel Klub**

Kennel Klub was started several years ago and while not a 'fundraiser' perse, it is something I wanted to bring some attention to. Kennel Klub is our monthly giving program, a program that has quietly done very well year after year. It's very rare that someone who joins Kennel Klub ever leaves the 'klub'. A known monthly revenue stream is vital to any not-for-profit because it allows for us to budget our spending. This year we decided it was time to revamp the Kennel Klub, we already have updated our website to make it much easier to join and donate and we will be working on other ways to make the Kennel Klub more visible. A big thank you to Mary, Brittany, Flo and Ryan for taking on the revamp.

## **Other Events**

There are other events that contributed to our overall fundraising activities, including our month at Krave Burger, the cat banks, Vetcetera Dog Wash, Doggie Expo and many other smaller events. What I would like to mention is the Casual Days and how this very quiet fundraiser has increased by \$6,600 this year!! Some of the companies who participated in Casual Days included Citco, CGI, Boyne Clark and McInnes Cooper.

Last year I told you about the infamous "Jane Donor", well she was at it again and donated \$1 for every person through the door at the Christmas Open House, \$1 for every attendee at the Dinner Theater and so much more. Whoever you are, a big thank you for all your support.



Princess Auto BBQs are new in 2017, we have already had two!

## **Upcoming Events**

Now that you are excited about all the wonderful things we have been up to I am sure you are asking "what's next?" well.....

TODAY we will be having a bake, book and craft sale during our Open House.

July 8th we will be set up at Victoria Park for the Bark in the Park where we will be spreading the word about the wonderful things we do here at Bide Awhile.

That same July 8th weekend we will be at Cat Fest 2017 at the Museum of Natural History, 10-4 both Saturday and Sunday. This is a month earlier than normal so don't miss it.

Watch for our float in the Natal Day Parade. Better yet, get off the couch and walk in the parade with us.

## **Thank You**

As my reign as Fundraising Chair comes to a close I look back at everything we have done over the past few years. I was terrified at the thought of Fundraising but I quickly learned that it's not scary; it's a lot of fun, especially when you love the cause, when you have such great support like I have had from all of you, and when you have such passionate and amazing people to work with.

I know that Allison will receive all your support as she takes over as Chair and she and the team will do a wonderful job as always.

**THANK YOU!!**

# Sponsorship Committee Report

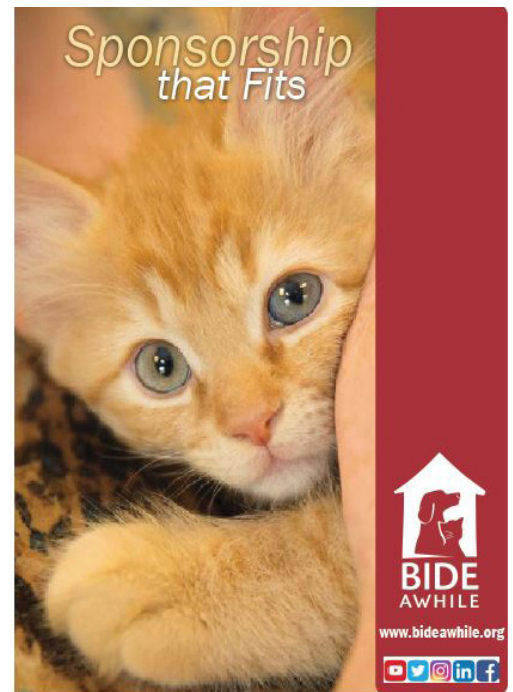
Submitted by Paul Ryan

Sponsorship is an initiative the board and the staff at Bide Awhile have been working on diligently for some time, but this represents the first year we are able to present a report. The Sponsorship Committee was augmented this past year with new board members, some of whom bring a wealth of experience in business development and sales management. We are looking forward to having some newcomers to the board join the committee, and taking the initiative public in the weeks ahead.

Building on the great work already done by the team, the committee was able to produce a sponsorship package for sharing with prospective corporate and organizational sponsors. For monetary value or services in kind, the sponsor receives value by way of exposure and goodwill through their association with Bide Awhile. They will have the opportunity to participate in events, to be included in our annual calendar, highlighted in our newsletter, and promoted through our various high traffic and high exposure social media channels. The choice is up to them. We are offering a flexible and tailored package, based on what they are looking for as a sponsor.

Through the past year, we were also able to start defining who best represents a potential corporate sponsor and understanding not only how to approach these companies with this exciting opportunity, but how to ensure Bide Awhile builds a long term relationship with the sponsor. There are many reputable organizations all reaching out to the very same businesses we hope to enlist, but we feel Bide Awhile has a special story to tell. One that will resonate positively with not only companies, but their employees who feel strongly about the work being done at Bide Awhile.

This coming year will be an exciting and eventful one, as we officially roll out this initiative and start having conversations with would be sponsors. Armed with the right tools and some very talented board members and volunteers, we look forward to making a tangible contribution to Bide Awhile's success in 2017-18, and meeting with organizations who feel as passionate about animal welfare as we do.





# PR Committee Report

## Submitted by Barry Osmun

2016-2017 was a year of transition for the Bide Awhile PR team with the main goal being to re-establish what the Public Relations Committee's role should be and how we could more effectively aid the organization in promoting itself.

We started by meeting with Darrold and Stephanie Willan to help gain a sense of what they felt was needed from the PR committee and it was quickly decided that the following should be our two main priorities:

- To work closely with the various committees to ascertain what their needs are in way of promotion and marketing. Brittany attends most of the various committee meetings and will act as a liaison and report back to the PR committee
- Brand Awareness- it was agreed that the Bide Awhile brand and name is suffering from a lack of awareness within the HRM community and that the PR Committee should work toward promoting the brand so that more people are aware of the work we do.

With these two priorities in mind, the PR Committee put together and executed the following initiatives:

- Through her regular communication with the other committees, Brittany was able to use our social media platforms to promote various events and initiatives. In addition to this it allowed us to gain more control over things like the use of our logo, layout and colors of posters etc. A key component to establishing better brand awareness is ensuring that things like our logo placement and colors are consistent so that there will be a repetition factor. By involving PR in various committee marketing efforts we will achieve better results for all.
- A Billboard Campaign was launched in November with the goal of helping to raise awareness of Bide Awhile. This campaign focused on promoting the sale of our calendars as well as our Christmas Open House and featured prominent placement of our logo. We will continue to explore and discuss other opportunities to raise awareness within the HRM.
- Recently an online store was created to sell Bide Awhile online merchandise. This endeavour supports our goal of raising brand awareness in that every time a t-shirt, jacket, or hat is seen with a Bide Awhile logo on it, it helps inspire thought or conversation. Many people may ask the wearer of this merchandise what Bide Awhile is and that is what we are striving for. It is also our goal to have our volunteers attired in Bide Awhile merchandise so that we can portray a consistent message.

This year the PR Committee will also be heavily involved in the Bowling for Critters fundraiser and the goal is to have this event bigger and better than ever.

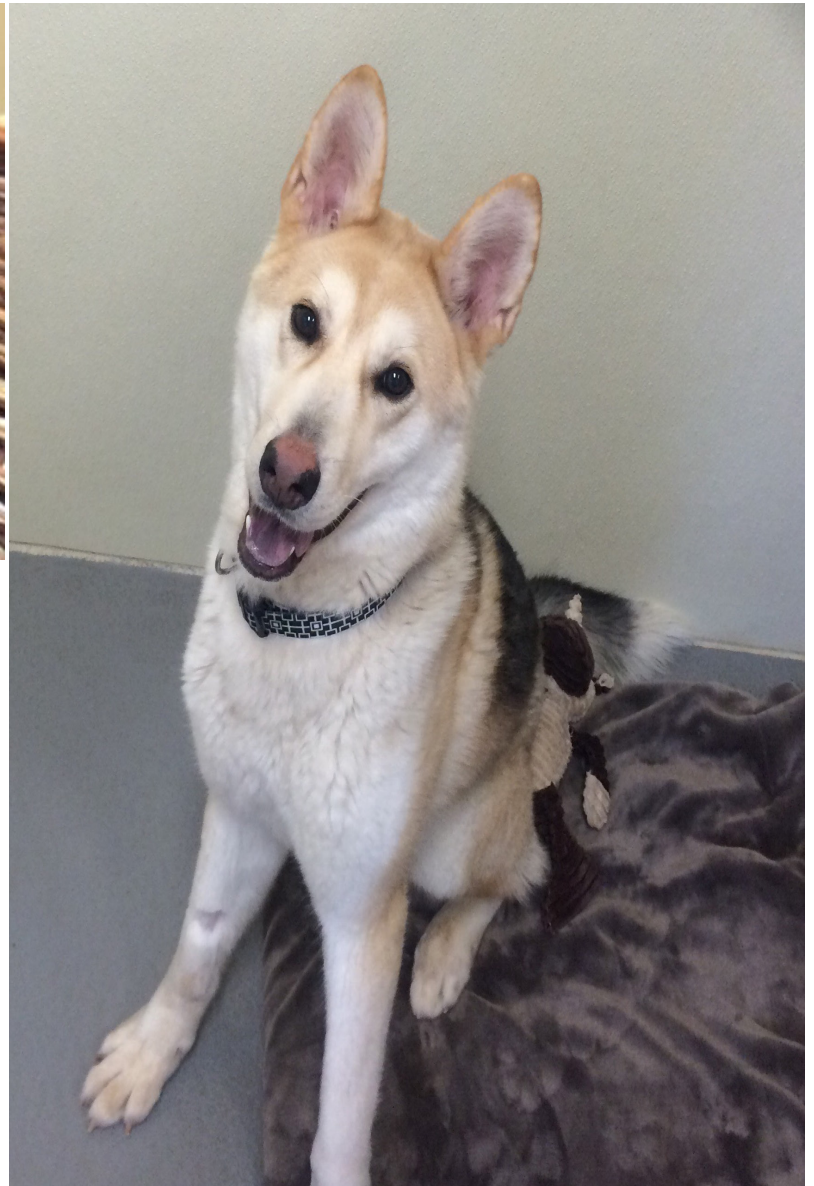


# Education Committee Report

Submitted by Kate Peddle

Last year we announced that Bide Awhile had started working towards the publication of a children's book. I'm pleased to let our members know that the process is well underway! The Education Committee has worked very hard this year investigating ways to produce this project and we have learned a wealth of information about the do's and don'ts of publishing.

Bide Awhile is very excited that our time, patience, and teamwork are starting to come to fruition! Please stay tuned for an update about our book in the near future.



# Volunteer Committee Report

Submitted by Liz Lane

Bide Awhile is incredibly fortunate to be supported by a team of committed volunteers who support our various fundraising, education and community outreach efforts. During the past year, our volunteers have participated in regular events such as Victoria Barks in the Park, Bowling for Critters, calendar sales, Cat Fest, the William and Corinne Hopgood Pet Visitation Program, Blue Nose Marathon, Christmas Craft markets and Open Houses.

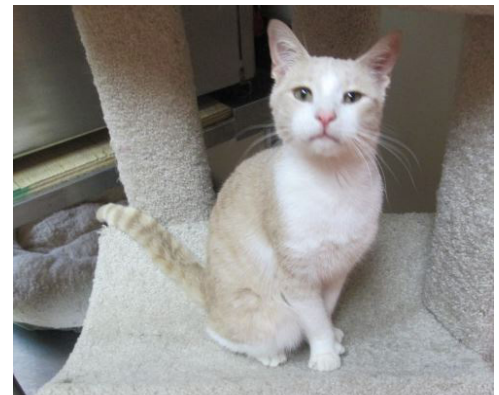
During the year, the Volunteer Committee set up a Volunteer email account, together with distribution lists, to facilitate more frequent communication with the volunteers – to keep them engaged and in the loop on happenings at Bide Awhile. The new system enables the shelter to track individuals by specific areas of interest/events and send out communications targeted to their interests and availability. Bide Awhile currently has a roster of approximately 130 volunteers. Following the intake of approximately 25 new volunteers in the fall, it was decided that Bide Awhile would not actively recruit additional volunteers as there were a sufficient number to support current activity levels. 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 focuses on in the year ahead.

The William and Corinne Hopgood Pet Visitation Program remains an extremely popular program for both the volunteers and the seniors the program serves. Between September and December, there were 44 visits at seven different seniors' residential facilities. This program is supported by a core of 25-30 active volunteers.

One of the pet visitation volunteers sums up the value of this program by saying "The visit went very well. The two kittens slept soundly in the arms of the seniors, they absolutely loved it. There were a lot of people in and out. We stayed longer than usual because Mom and I could see the joy it brought them. They could not thank us enough. It is truly why I love this program. They share stories of their lives with us and tell us about the pets they have had in the past. We get as much out of the visit as they do".

The Coordinator of the Pet Visitation Program, Ms. Jody Vickery, has recently advised us that she will have to step down due to other commitments so we would like to take this opportunity to thank Jody for all her hard work on behalf of Bide Awhile.

Bide Awhile could not pursue its mission without the support of our incredible volunteers. On behalf of the animals, we salute and thank you each and every volunteer.





# Nominating Committee Report

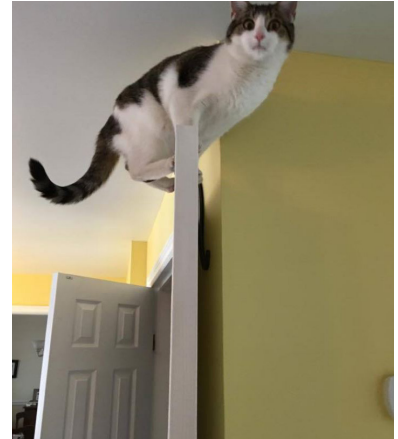
Submitted by Nancy Mansfield

The Nominating Committee consisted of Nancy Mansfield (Chair), Darrold Gould, and Carolyn Baker. 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. This year we were seeking candidates who will strengthen and complement the skills of the current Board and we were specifically seeking support in the areas of strategic planning, finance, public relations, marketing/sponsorship, human resources, fundraising, and education.

## Nominating Committee Responsibilities

The Nominating Committee has four primary responsibilities:

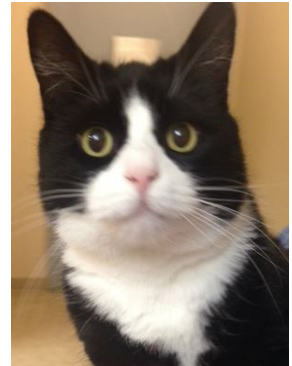
1. the evaluation of Board members eligible for re-election;
2. the nomination of officers;
3. to support the above two processes by recruiting new volunteers for Board membership; and
4. to strengthen succession planning by keeping some former board members involved in an advisory role to ensure continuity of knowledge and experience with Bide Awhile.



The nomination committee must have a clear understanding of what the Board needs are at present and into the future.

## Board requirements for 2017/18

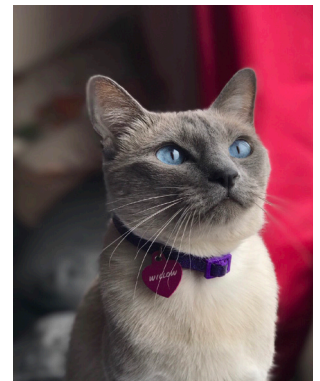
- Experience, skills, passion, fit and availability;
- Every board member must be actively involved in and be prepared to step into a committee chair/leadership role; and
- Skills in fundraising/finance, marketing, PR, education, human resources and strategic planning.



The invitation to the general membership to submit an application to the Board of Directors was published in the Fall 2016 Bide Awhile newsletter and also publicized on the BAW website and via social media (Facebook). In addition, there was also an advertisement published in The COAST magazine as well as The Metro Halifax.

The following Directors will not be returning to the Board in the coming year:

- Nancy Mansfield (Will be filling the position of Treasurer, Ex-Officio, in the coming year)
- Mila Milojevic
- Cory Morris
- Cameron Morse
- Collette Saunders
- Stephanie Smith
- Bernie Tremblay



This year's Nominating Committee was faced with a challenge: find fantastic candidates to join the Board and help steer Bide Awhile towards a bright future. We received applications from a number of highly qualified candidates. Through the interview process, candidates were rated on skills, availability, potential fit and leadership ability.

We look forward to getting to know our new directors and are very happy at the prospect of having them "on board". In addition to our returning directors, we have a full slate of passionate individuals bringing their skills and experience to bear for the betterment and long term sustainability of the organization.

**Our recommendations for Directors and Officers for the coming year (2017/2018) are listed below:**

The following Director has completed her sixth term and is reoffering for a seventh term:

- Stephanie Willan

The following Director has completed her fourth term and is reoffering for a fifth term:

- Carolyn Baker

The following Director has completed her third term and is reoffering for a fourth term:

- Kate Peddle

The following Directors have completed a second term and are reoffering for a third term:

- Alison Conrad
- Barry Osmun

The following directors have completed their first term and are reoffering for a second term:

- Allison Coffin
- Dave Quinton
- Paul Ryan
- Nicola Watson

There are 9 new nominees this year; they are:

1. Paul Briar
2. Sarah Dawson
3. Liz Lane
4. Amanda Mitchell
5. Travis Newport
6. Geoff Richardson
7. Amanda Spriggs
8. Marc Tetreault
9. Michelle Venturini

#### **Officers**

The proposed slate of officers for 2017/2018 is as follows:

President	Stephanie Willan
Vice President (1)	Kate Peddle
Vice President (2)	Paul Ryan
Secretary	Carolyn Baker

