



**Bide Awhile Animal Shelter Society**

**2014-2015**

# **Annual Report**



**Humane Shelter for Lost and Homeless Animals**

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# President's Annual Report

Submitted by Nancy Mansfield

I would like to acknowledge the Board of Directors team for continuing to demonstrate their passion and commitment to this wonderful organization. Throughout the year, as in any given year, each and every Board member wears a variety of “hats” from policy maker and financial steward, to event participant, fundraiser and team lead. Their willingness to always “show up” and accept the various roles as required is what distinguishes the Board at Bide Awhile as a working Board. Their dedication ensures maximum financial resources are available and targeted to providing shelter and necessary medical attention for as many animals as possible until suitable forever homes can be found.

We were challenged this past year as we did not have a full board - so members were called upon to do even more. I would like to extend my sincere thanks and appreciation to the team for pitching in throughout the year, filling in the gaps, and making sure things continued to run smoothly.

## 2014/2015 Highlights

- **Hosted Bubbles from Trailer Park Boys** for a series of promotional adoption videos - featuring Bide Awhile critters and responsible owner advice.
- **Nominated by a member of 100 Men Who Give A Damn**, presented a pitch for funding related to targeted spay/neuter
- **Continued collaboration with staff at a local elementary school** that resulted in Bide Awhile hosting a reading circle for the second consecutive year - a key initiative under BAW's Education mandate.
- **Launched new Fund Raiser - Chase the Ace**
- **Participated in the Bluenose Marathon Charity Challenge**
- **Designed comprehensive sponsorship package** to be used by all Fund Raising Event Committees - in an effort to consolidate requests for corporate sponsorships and to share corporate sponsor dollars across the events and committees.



As we progress through our agenda this morning - my fellow board members and our Executive Director Darrold Gould will provide you with details on how these initiatives came to be implemented and why they were implemented.

Instead, I would rather take the opportunity to say a heartfelt "Thank You" to everyone in this room for their continued support. Bide Awhile continues to endure after 45 years because of your energy, effort and passion for the creatures whose world we willingly share.

At the risk of repeating myself, the success of Bide Awhile is indeed a team effort - donors and sponsors and fundraisers provide the required financial resources to maintain the shelter facilities and enable us to provide the care the animals need as they transition to their new forever homes.

The Board of Directors works with the Executive Director to manage those resources - in such a manner as to help as many animals as possible without sacrificing the overall level of care while, at the same time, ensuring those resources are used in a way that recommends the organization's ongoing survival so that it may continue to meet its mandate in the coming years.

Our volunteers, including the Board of Directors, come from all walks of life. They do it all, from animal socialization and dog walking to formulating and approving the annual budget to organizing/hosting one of the many annual events the Shelter promotes.



We all have different talents and gifts but the bottom line is that absolutely everyone can do something to help save a life. There is no single act of kindness, thoughtfulness, or voluntarism too small to be meaningful. Everyone can do something to help save a life.....we are all united by a love for our fur-covered companions and family members.

# Executive Director's Report

Submitted by Darrold Gould

Every year at Bide Awhile is a busy year with animals needing our help. None of it can happen without the commitment of our Board of Directors, our volunteers, staff, and all of our supporters. You are what makes Bide Awhile unique.

Ongoing Shelter programs include:

- **Shelter volunteers** – People come to the shelter to socialize with the animals and to take the dogs for a walk. This goes a long way in helping the cat or dog adjust to shelter life until we can find them a home.
- **Long-term foster program** – Without this program some of our older and special needs cats and dogs would never get a chance for a new home. There is no adoption fee for these animals.
- **Short-term foster program** – This program makes a big difference in that it allows us to foster out nursing mothers with their kittens until they are ready to come back to the shelter. This frees up space so we are able take in more animals.
- **Outside spay/neuter program** – This program allows us to assist people with the cost of spaying or neutering their pets. In most cases these animals would never have the procedure done and thus continue to add to the pet overpopulation problem.
- **Reading Circle program** – This is a program where elementary school students, along with their teacher, come to the shelter to read to the animals. The program helps them improve their reading skills and builds their confidence for reading out loud.
- **Pet Food Bank** – Pet owners in need contact us and, subject to availability, we provide them with food for their cats or dogs. We are generally passing on food which has been donated to us.





# Statistics

## ANIMALS IN

Period	Cats	Dogs	Total	Halifax	County	Dartmouth
2014	360	19	379	126	110	143
2013	372	11	383	128	84	171

## ADOPTIONS

Period	Cats	Dogs	Total	Male	Female
2014	307	20	327	156	171
2013	267	13	280	121	159

## SPAY/NEUTER PROGRAM

## LTF

## STF

Period	Total	Total	Total
2014	65	14	2
2013	89		

## EUTHANASIA

Period	Total
2014	21
2013	40



# Finance Committee Report

Submitted by Stephanie Smith

## Financial Performance

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

Before I start to review some of the key 2014 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 2014, please turn to page two of the financial statements:

## Balance Sheet

- We had approx. \$143,000 in cash at year-end.
- Our investment portfolio increased by \$164,000 year-over-year to \$1,168,000. 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 increased by approximately \$96,000 compared to fiscal 2013. This is due to an increase in all bequests, donations and memorials.
- Fundraising revenues is on par compared to fiscal 2013. We have had decreasing support of some events/projects due to competition (i.e. Calendars) and less Sponsorship. The decreased support has been offset by revenue from new fundraisers (i.e. Blue Nose Marathon and Chase the Ace) and increased support for other continuing fundraisers (i.e. Golf and Grafton Street Dinner Theatre). 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 \$7,000, this is because animal health problems in 2013 caused lower adoption revenue. This was not the case in 2014.
- Membership fees and Spook's Memorial Kitty were all more or less similar to prior year.

## Expenses

During 2014 we spent approximately \$24,000 more than in 2013. The main changes from fiscal 2013 are as follows:

- Animal care increased by \$8,600; as adoptions increased, so did the need for animal care.
- Salary and benefits increased by approximately \$11,600 due to approved wage increases / cost of living increases.
- Repairs and Maintenance increased by \$4,040; with it being our sixth year in the new building, regular maintenance is required to ensure we aren't hit with a large renovation project all at once.





## Other Income

As our investment portfolio increased, so has our investment income, which is up \$7,200 from fiscal 2013. We switched investment fund managers during the year, which allows us to enjoy decreased investment fees. This is why our management fees are slightly lower even with increased investments and investment income. In addition, upon switching investment managers, we disposed of all of our investments and reacquired new investments, which resulted in a realized gain of \$69,100 (i.e. we sold our investments for more than we purchased them)



As my first year as treasurer, I feel 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 makes my role very easy given her knowledge of the Society and the timing of events. Thanks for letting me be a part of this great organization!

The first project I undertook as treasurer was to look at the investment portfolio Bide Awhile has accumulated and discuss how much is necessary to maintain the financial security of the shelter. The Executive and Finance Committees decided on maintaining two years' worth of cash expenses in investments as Bide Awhile's financial safety net on a go forward basis. Currently, our investment portfolio is in excess of this safety net. This has sparked many long discussions from board members on whether Bide Awhile should undertake a new project in order to put these excess funds to use in the community. After much consideration, it was decided Bide Awhile would expand its future projects. We are at the very beginning stages of this, and it is not a task the board is taking lightly! We look forward to updating the members of the progress of the project expansion in the future.



# Fundraising Committee Report

## Submitted by Stacey Langley

The Fundraising Committee's role is to oversee all the Fundraising activities and events that occur during the year, ensure the chairs of each event have the resources and support they require from both the Board of Directors, the Public Relations employee (Janet Patten), the PR Committee and the Volunteer Committee. As you all know, fundraising activities are a key source of income for the Shelter. They are also a way for us to educate our community on what Bide Awhile is all about.

On this report I will let you know how our major events performed in 2014 and how the different events for 2015 are shaping up. You can review the gross revenue from each event on page 7 of the financial statements.

### Bake Sales

In 2014 we held two bake sales which raised over \$3,400 from the hundreds of tasty treats that were sold. Thank you to Susan Henderson, her team, and all the bakers for the countless hours and ingredients that went into making the bake sales a success.

At this point we have nothing planned for the spring/fall 2015 as the malls have changed their rules and baked goods are no longer allowed to be sold.

**BAKE SALE**

Halifax Shopping Centre  
Lower Level



### Blue Nose Marathon

2014 was our first 'run' at the Charity Challenge for the Blue Nose Marathon and we had a small team of 4 or 5 participants who managed to raise over \$4,000. This event is what I would consider 'easy' money; the runners join our team, happily named Tails In Motion, and people sponsor them directly on the Blue Nose site. The 2014 team opened up the possibilities of this fundraiser for us.

The Blue Nose Marathon is held on the May long weekend every year. When we met earlier this year we decided to raise the bar and aim to double our efforts and raise \$8,000. I cannot hold in my excitement about the 2015 Tails In Motion team until I give this report next year, so I need to tell you that our team of over 25 participants has raised over \$11,000!

A huge thank you to the 2014 team who paved the way and to the 2015 team of Stephanie, Janet, Kate, Stephen, and all our "fund"runners. WOW! So please come out and cheer on Tails in Motion as they run in the 2016 Blue Nose.

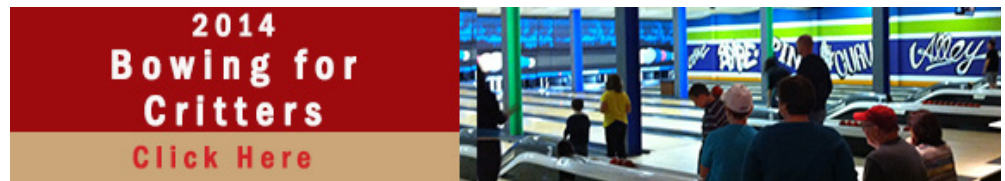


### **Bowling for Critters**

On October 18th the Bowlarama at Bayers Road Shopping Centre was filled with bowlers and Bide Awhile supporters. Much like the Blue Nose Marathon, it's our bowlers who raise most of the money through sponsorships.

The bowling committee of Carolyn, Kate, Lauren, Sheila, Barb, Mike, Erica, and Janet did a lot of work to make this event a success by registering teams, organizing a silent auction, selling raffle and 50/50 tickets, and making sure everyone is having a great time. Their hard work pays off every time and this year they raised \$14,527!! Congratulations goes to the B4C team.

Planning is already underway for this year's Bowling for Critters so watch our social media sites, our website and your email for more information. The Bowling for Critters team will have a table at the Open House this afternoon as well.



### **Annual Pet Calendar and Pet Photo Challenge**

Our calendar sales, combined with the Pet Photo Challenge are second only to the Metro United Way in fundraising for the Shelter. The 2014 BAW Calendar brought in over \$21,000 and the Pet Photo Challenge raised another \$3,000. The Pet Photo Challenge and the yearly calendar go hand in hand, without the photos we would have a pretty empty calendar.

The yearly calendar is a lot of work which starts with the Photo Challenge from February to May, then the fun of determining the monthly winners, the call for sponsors, the design and layout of the calendar, the printing, to setting up distribution sites and other sales venues. Unfortunately we have had some turnover on the team this past year but Nancy & Collette stepped up to make sure nothing was missed. I don't need to tell you what a great job these ladies did, you can see for yourself every time you look at your calendar.





### Chase the Ace

This time last year we told you about an exciting new event called Chase the Ace and we have been running almost a year now. In essence, this is a weekly event held at Montes Showbar & Grill on the Waverley Road. Tickets are sold during a two hour window and 50% of ticket sales go to the Shelter, the other 50% is split with 30% going into the 'pot' and the other 20% going to the winning ticket holder for that evening. The winning ticket holder then cuts the deck of card in an attempt to catch the Ace of spades.

We started the first game or contest on July 17th and unfortunately for us the Ace was not very elusive, being discovered a quick 5 weeks in on Aug 14th. The Ace was worth a mere \$775 at the time and with start up costs that contest actually lost a small amount of money, around \$100.

That did not stop Flo, Stephanie, Ryan or the rest of the Chase the Ace Committee. They were up and running contest # 2 on Sept. 18th. The contest was off to a slow start but ticket sales have been steadily growing each week. On May 21st the Ace was worth \$2,913.50 and the Shelter had raised over \$4,000 on this contest.

Great job Chase the Ace Committee, keep up the good work!

Buy tickets at  
the sales table on  
Thursday nights

**\$5.00 each**  
**3 for \$10.00**  
**7 for \$20.00**

Bide Awhile Animal Shelter Presents  
**Chase the Ace**



**montes**  
SHOWBAR GRILL

6-8 p.m. Thursdays  
for Ticket Sales  
8:15 p.m. for Draw -  
winner must be present

**Get Your Paws on the Jackpot!**

### Grafton St. Dinner Theatre

Did you join us for the Grafton Street Dinner Theatre event last winter? If you didn't you should keep an eye out for the next event, it is a fun night with great food and entertainment. What more can I say about this except thank you to Nancy and her team for organizing the event and raising over \$4,000 for the Shelter.



Tickets on Sale Now - see events page for details

JOIN US AT GRAFTON STREET DINNER THEATRE FOR ANOTHER

**PAWS-A-TIVELY**

ENTERTAINING EVENING  
OF FOOD, SONG AND FUNDRAISING  
IN SUPPORT OF **BIDE AWHILE**

SUNDAY, MARCH 30 TICKETS \$60 EACH



### **Golfing for Critters**

On June 7th, 49 golfers teed off for the 9th annual Golfing for Critters at Glen Arbour. We had a great day, with lots of on-course contests, and a putting contest. We finished the day with a buffet lunch complete with blueberry grunt for desert. Once again the team from Concreations took home the trophy. In 2014 the tournament brought in over \$10,000 thanks to the committee consisting of Bernie, Nancy, Jennifer, Kelly, and Christine.

The 2015 tournament was held last weekend, June 6th, back at Glen Arbour Golf Club.

Please watch for a date on the 2016 tournament and don't forget to tell any of your golfer friends about us.



### **Other Events**

There are other events that contribute to our overall fundraising activities, including the Cat Banks which you will see at different locations around the city, Casual Days which people have at work, and other smaller events. Watch for our float in some local parades or stop by our booth at the Dartmouth Crossing Animal Rescue Event on Sept 19th.

### **Thank You**

There are no words powerful enough that I can think of that say Thank You to all the volunteers, fundraisers, bakers, bowlers, walkers, runners, golfers, ticket sellers, and all others I know I am forgetting to mention. Without all of you the events and fundraising activities would not be possible.

I also want to say Thank You to all our supporters who donate, sponsor, eat the baked goods, buy the tickets, and show off the calendars. You are the key to our success.

Please collect on your hard work by listening to the purrs of happiness, watching the play in the kittens, and perhaps getting a good wet kiss from a pup. That's what I consider good pay for a job well done.





# PR Committee Report

Submitted by Bernie Trembley

## Members (2014/15 Fiscal)

Paul Card – Chair (Not reoffering); Bernie Tremblay – (New Chair); Russell MacKenzie; Colin Gearing; Erin Densley (Resigned); Resource: Janet Patten - Bide Awhile Staff (Non-voting)

## Overview

As part of the final year of its three year strategic plan, the PR Committee made significant progress towards achieving important goals. The Bide Awhile Sponsorship Document is nearly prepared for submission to the Board for approval. New goals were also established that will contribute to the organization's overall brand recognition and health. These accomplishments are noteworthy considering that there was only one returning committee member from the previous year.

## Goal Identification

The PR Committee identified three core goals to focus on this year. It was agreed that upon completion of each goal, a new goal would be identified to replace it. Different members of the PR committee were tasked to lead each core goal throughout the year. This rolling approach allowed for a transition period during a year where the committee was comprised of many new members.

Goals ordered by assigned priority:

- Finalize the Bide Awhile Sponsorship Document
- Promote Pilot Programs (including Chase the Ace)
- Create a Social Media strategy



## Finalize the Bide Awhile Sponsorship Document

*Lead member - Erin Densley (resigned)*

As a carryover goal from the previous year, completion of the Bide Awhile Sponsorship Document was identified as an initial priority. An improvement was made to the content and format of the working draft and it is now almost ready for submission to the Board for approval. The document contains the Who, What, Where, When, & Why about Bide Awhile and provides a tiered selection of sponsorship options. When completed, it will serve as Bide Awhile's "Resume & Cover Letter" when seeking corporate sponsorship.



### **Promoting Pilot Programs**

*Lead member - Russell MacKenzie*

Promoting pilot programs is an ongoing task of the PR Committee. This is essential to ensure successful implementation of new revenue streams to support Bide Awhile's Mission Statement.

Examples of strategies currently under consideration or implementation include the following:

- Design, create and distribute effective press releases to enhance awareness of our pilot initiatives with the local media
- Plan and implement a cost effective radio sponsorship strategy in partnership with host venues
- Leverage social media to promote and increase awareness of events associated with pilot initiatives
- Be active members by soliciting friends, family, coworkers to build awareness and increase success of pilot initiatives
- Connect with community resources such as Snap'd magazine to promote our events and build excitement in the community for our

### **Social Media Strategy**

*Lead member - Bernie Tremblay*

Initial research on social media strategy was conducted; however, due to prioritization of goals, the PR committee was unable to move forward on completing this objective. The goal will be forwarded for completion in 2015/16. Activities will include auditing our current social media brand and proposing a realistic strategy to enhance our online reach. A stronger online presence will play a key role in supporting Bide Awhile's Mission Statement in the future.

### **Going Forward**

As the PR committee looks forward to 2015/16 there are priorities that will be included as part of our focus in the upcoming year:

Rebuilding the current PR Committee to full membership

This is a carryover item from the previous year. There are several members of the PR Committee that either had to leave before the year completed or will not be reoffering. There is a need to grow the membership by adding committed members. We are optimistic about the experience we will be adding with the new Board members joining this year.

### **Social Media Strategy**

We will complete an audit of our current social media accounts and practices and draft a comprehensive social media strategy

### **New goals**

We will identify one to two new strategic goals that will be the focus of the upcoming year

# Volunteer Committee Report

Submitted by Collette Saunders and Stacey Langley

2014-15 has been a busy year for Bide Awhile Volunteers! They bowled, golfed, washed and walked dogs, cuddled cats, marched in parades, sold calendars and crafts, did Pet Visitation and ran marathons! They were ambassadors for the Shelter and our cause at Home Shows, Craft Shows, and Community Booths!



## William & Corinne Hopgood Pet Visitation Program

This year our team of volunteers made 58 visits to our four regular locations. Our normal rotation consists of visiting the Admiral and Oakwood homes twice per month as well as monthly visits to the Berkeley Dartmouth and Gladstone locations. Some of the visits can be trying, especially if you have a cat or kitten who decides they would rather stay in the carrier or won't sit still to be petted, or even squirms and cries the entire time. The teams get to see a different side of each cat they take out; some make great visitors, others, well we learn.

The William & Corinne Hopgood Pet Visitation Program is always accepting new volunteers; if you would like more information or would like to volunteer please visit our website or fill in a volunteer application form.

### Challenges:

We are fortunate in having a core group of volunteers who consistently offer their time and energy to make each event and project a success. However, the varied nature of our efforts means that we can always use more hands to lighten the load, and we are actively seeking more volunteers via social media platforms and local volunteer forums. We also ask members to extend an invitation to volunteer to their friends and co-workers when possible.





One ongoing concern in filling volunteer roles is the need for help Monday to Friday during regular work hours. This occurs most often in relation to Craft or Home Shows that open on Friday morning. During the coming year we will make an effort to solicit assistance from retirees or those with flexible schedules to alleviate this issue.

A new initiative this year is the implementation of periodic Volunteer Orientation sessions co-hosted by the Executive Director and Volunteer Coordinator. These sessions include a tour of the Shelter, information on the history, mission and vision, an overview of the programs, projects and areas of need and a survey of applicants' skills, availability and interests. This will facilitate timely placement of volunteers in areas that meet our needs and their interests, as well as strengthen engagement.



#### **Volunteer Recognition**

We sincerely appreciate the dedication and varied contributions of our volunteers—each and every one of you deserves a huge round of applause! This year we said thank you in a media ad during April's Volunteer Week as well as on our website and Facebook page.

Whether you are a committee member, a Board member, someone who helps with a specific event or you volunteer your time in a private fundraising effort, we could not help as many animals without you. Thank you!





# Nominating Committee Report

## Submitted by Nancy Mansfield

The Nominating Committee consisted of Nancy Mansfield (Chair), Darrold Gould, Stephen Denton, and Collette Saunders. 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 leadership, previous board experience, strategic planning, finance, accounting, organizational development, business development, entrepreneurship, public relations, marketing, human resources, fundraising, finance 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 knowledge and experience with Bide Awhile is retained.

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

### Board requirements for 2015/16

- 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.

The invitation to the general membership to submit an application to the Board of Directors was published in the Fall 2014 and Spring 2015 Bide Awhile newsletters and also publicized on the BAW website and via social media (Facebook). In addition, there was also an advertisement published in The COAST magazine.

Up to 16 directors can sit on the BAW board, and it is the Board's general preference to have a full board each year.





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

- Arne Buchanan
- Paul Card
- Erin Densley
- Coralee Kirk
- Emily Lowe

This year's Nominating Committee was faced with a challenge: find fantastic candidates to join the Board and help steer Bide Awhile towards a great future. We are very happy to say that we received a lot of great applications, and we have really promising candidates whom we hope will assist Bide Awhile with maintaining a strong board now and in the future.

In conducting interviews, the committee was looking for specific skill sets and fit with the organization. Candidates were rated on skills, availability, potential fit and leadership potential.

We look forward to getting to know our new directors and are very happy at the prospect of having them "on board". With our returning directors, we will have a full slate of people who are bringing their passion to the table.

**Our recommendations for Directors and Officers for the coming year (2015/2016) are listed below:**

#### **Directors**

The following Director has completed the first year of her fourth term:

- Stacey Langley

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

- Nancy Mansfield

The following Director has completed her second term and is offering for a third term:

- Stephanie Willan

The following Director has completed the first year of her second term:

- Stephanie Smith

The following Directors have completed their first term and are offering for a second term:

- Carolyn Baker
- Collette Saunders



The following Directors have completed the first year of their first term:

- Stephen Denton
- Kate Peddle
- Bernie Tremblay

There are 7 new nominees this year; they are:

1. Alison Conrad
2. Mila Milojevic
3. Cory Morris
4. Barry Osmun
5. Sara Strickland
6. Krista Tannahill
7. Jody Vickery

### Officers

The proposed slate of officers for 2015/2016 is as follows:

President:	Stephanie Willan
Treasurer/Vice-President:	Stephanie Smith
Secretary	Bernie Tremblay
Past President:	Nancy Mansfield

