



**Bide Awhile Animal Shelter Society**

**2013-2014**

# **Annual Report**



**Humane Shelter for Lost and Homeless Animals**

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# President's Annual Report

Submitted by Nancy Mansfield

It is hard to believe another year has passed since we last gathered - and what a year it has been!

There have been a number of key accomplishments to share with you -

## 2013/2014 Highlights

- **increased ability to save more animals** - up to another 100 cats a year!
- **implemented a pet food pantry** to help individuals and other animal rescue groups requiring assistance.
- **collaborated with staff at a local elementary school** to develop a unique initiative under BAW's Education mandate.
- **continued to demonstrate our conviction to the credo "Adoption that Fits"**. Bide Awhile continues to walk the talk - as it adopts Chilli, the diabetic tortie, and the two sisters, Maisy & Daisy, who are now office cats.
- **revitalized the newsletter content and layout** - now prepared internally.
- **launched new website** - enabled shelter staff to update current events and information more quickly.
- **designed a public relations tool kit** - a formal package of published materials/documents used to educate other organizations, volunteers, media and donors/sponsors about BAW.
- **issued a formal statement** in response to the recently proposed DRAFT Animal Protection Act Regulatory Changes (BAW response to Minister Keith Coldwell attached).

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 and why these initiatives came to be 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 44 years because of your energy, effort and passion for the creatures whose world we share.

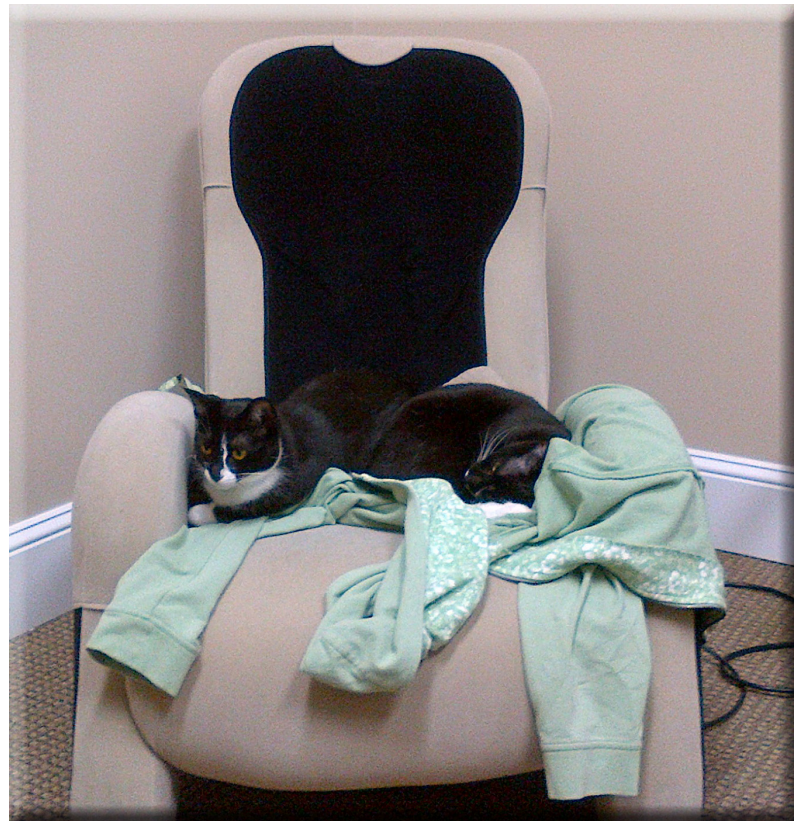


The success of Bide Awhile is indeed a team effort - donors and sponsors and fundraisers provide the required financial resources to maintain the shelter facilities and enable us to provide the care the animals need as they transition to their new forever homes.

The Board of Directors works with the Executive Director to manage those resources and help as many animals as possible without sacrificing the overall level of care. Through careful management of resources, we ensure the organization's survival and ability to 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 and 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.



**Maisey and Daisy, hard at work in their "office"**



# Executive Director's Report

Submitted by Darrold Gould

What does it mean to say the shelter had a good year? It means that we had the support of our board, volunteers, members, staff, donors, and everyone who helps us in so many ways – support that allows us to continue helping the stray and abandoned animals, and also to provide pet owners with assistance when they need it. This year, like any other year, the demand is great for animals needing Bide Awhile's help.

I am happy to report that we were able to add three more maternity rooms to the Shelter this year. Being able to take in more mothers and their kittens will enable us to save at least another 100 kittens a year – kittens which will all be spayed or neutered before they leave the Shelter.

We have conducted many educational tours of the Shelter throughout the past year. Students of all ages – from elementary schools, community programs, colleges and universities – have visited to learn about animal welfare and how our Shelter operates.

## **On-going Shelter programs continue to 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 settle into 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.

We've added two new programs. They are:

*Reading Circle* – Elementary students who are a little shy about reading out loud come to the Shelter to read to the animals. It's a win-win situation for the children and the animals.

*Pet Food Bank* – Pet owners in need can contact us and, subject to availability, we assist by supplying food for their cats or dogs. We generally are passing on food which has been donated to us.



# Statistics

## ANIMALS IN

Period	Cats	Dogs	Total	Halifax	County	Dartmouth
2013	372	11	383	128	84	171
2012	354	17	371	129	83	159

## ADOPTIONS

Period	Cats	Dogs	Total	Male	Female
2013	267	13	280	121	159
2012	257	15	272	131	141

## SPAY/NEUTER PROGRAM

### L.T. Foster

### S.T. Foster

Period	Total	Total	Total
2013	89	15	15
2012	132		

## EUTHANASIA

Period	Total
2013	40
2012	17



# Finance Committee Report

Submitted by Emily Lowe

## Financial Performance

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

Before I start to review some of the key 2013 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 5-7). On page 2, the balance sheet shows Bide Awhile's assets (cash, receivables, 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 2013, please turn to page 2 of the financial statements:

## Balance Sheet

- We had approx. \$129,000 in cash at year-end.
- Our investment portfolio increased by \$82,000 year-over-year to \$1,004,000. 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 \$319,000 compared to fiscal 2012. The primary reason for the decrease is due to a decrease in bequests of roughly \$415,000 due to one large bequest that was received in the prior year. Bequests are sporadic and are not budgeted at Bide Awhile, we want to strive towards supporting every day operations with fundraising and donations. We cannot always rely on bequests.
- Fundraising revenues decreased approx. \$4,000 compared to fiscal 2012. This is due to decreasing support of some events/projects due to competition (ie. Calendars) and fewer Sponsorships. A positive in 2013 is that we were able to do the golf event again. 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, membership fees and Spook's Memorial Kitty were all more or less similar to prior year.

## Expenses

During 2013 we spent approximately \$3,000 less than in 2012. The main changes from fiscal 2012 are as follows:

- Advertising as current year did not include a campaign;
- Salary and benefits increased by approx. \$12,000 due to approved wage increases / cost of living increases and the hiring of a part-time PR Coordinator (full year in 2013 versus less time in 2012);
- These increases in expenses were partly offset by decreases certain events that did not occur.

## Other Income

- Other income was on par with the prior year, slightly above due to an overall better return on investments.

## Looking Forward

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. I wish Stephanie Smith the best of luck as I am stepping down as Treasurer this year. Thanks for letting me be a part of this great organization!



# Fundraising Committee Report

Submitted by Collette Saunders

**Committee Members:** Carolyn Baker, Helena MacIntyre, Flo MacLennan, Lauren Randall, Collette Saunders, Janet Patten (staff)

Fundraising remains one of the most significant revenue sources for the shelter. The following chart outlines the results of some of our fundraising efforts in 2013.

Fundraiser	Revenue 2013	Revenue 2012
Kennel Klub	\$ 39,837	\$ 36,728
United Way	\$ 31,782	\$ 29,395
Sponsorships	\$ 5,000	\$ 8,500
Calendar/Pet of the Day	\$ 27,675	\$ 33,135
Bowling for Critters	\$ 14,000	\$ 15,926
Golfing for Critters	\$ 9,200	--
Bake Sales	\$ 3,614	\$ 3,163
Cat Banks	\$ 2,167	\$ 2,124
Grafton St Dinner Theatre	\$ 3,356	\$ 3,698
Trio's Place	\$ 2,333	\$ 5,277
Grants	--	--
Other (Raffles, Open House, Casual Days)	\$ 1,965	\$ 1,881





In 2002, the shelter initiated a monthly giving/pledge program: the **Kennel Klub**. Revenue from the Kennel Klub continues to increase (the 2013 total of \$ 39,837 exceeded 2012's \$ 36,728).

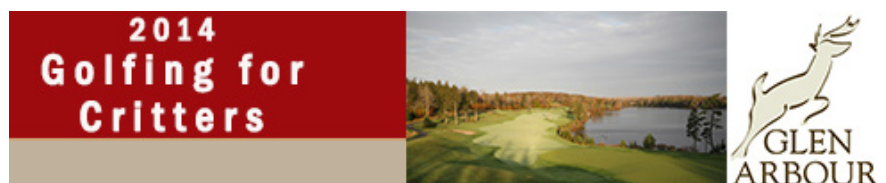
**The Metro United Way** continues to offer individuals a method of donating via payroll deductions, an option that is a win-win for donors and the shelter; it is easy to donate and the process requires minimal time commitment on the part of shelter staff. Income from this source increased from \$29,395 in 2012 to \$31,782 in 2013.

**Sponsorship revenue** declined (\$5,000 in 2013 from \$8,500 in 2012), mainly due to the loss of Global Pet Foods as a major sponsor. Building a strong sponsorship network is important to our organization. We are compiling an updated, branded sponsorship package to use in the revitalization of this revenue stream.

**The Bide Awhile Annual Calendar** (and Pet Photo Contest), long a favourite with shelter supporters, continues to decline in revenue production. The increase in the number of charities now offering calendars, combined with the move toward digital scheduling tools, has impacted the sales of our calendar. Revenue in 2013 was \$ 27,675 (down from \$ 33, 135 in 2012). The fundraising committee recognizes the need to revitalize our calendar offering and to that end, held a brainstorming session; the 2015 calendar will offer a re-vamped format and a new pet photo approach that aligns more closely with feedback expressed by our supporters. It is also important to recognize that the calendar and contest offer not only funding but valuable exposure for the shelter.

In 2013, we presented our **22nd Bowling for Critters event!** This event has been a consistent "fun and fund" raiser, but organizers faced a huge challenge this year with the closing of our long-time venue, Fairlanes Bowling Centre. Thanks go to Carolyn Baker, Lauren Randall, Bob Ottenbrite of Lietash Canine Academy, and the staff of Bayers Road Bowlarama. The new location was a success and feedback was positive despite a lower revenue: \$14,000 in 2013 versus \$15,926 in the previous year.

An energetic and committed team of volunteers revived **Golfing for Critters in 2013**. The event, held at Lost Creek Golf Course in Lower Sackville, was well-attended. The 2012 event cancellation left us without golfing revenue, but in 2013 we earned \$9,200. The committee is working diligently to make the 2014 event even more successful.



Although reduced space and scheduling challenges continue to plague our **Bake Sales**, revenue from the events increased to \$3,614 in 2013 (up from \$3,163 in 2012).



Our **Cat Banks**, placed strategically near select cash registers, produce a consistent source of revenue for the shelter: \$2,167 in 2013 (\$2,124 in 2012).

Cyndi Locke of Grafton Connor Group continued her support for the shelter in 2013 by offering a second **Grafton Street Dinner Theatre fundraiser for Bide Awhile**. Though ticket sales were good, revenue of \$3,356 did not quite meet the 2012 figure of \$3,698. Feedback indicates that attendees had a wonderful time and we thank Cyndi and her group and look forward to future events with them.

**Trios' Place and our Garden Party** did not fare as well in 2013 in funds raised as previously (\$2,333 in 2013 versus \$5,277 in 2012). This is due in part to the fact that September is such a busy time of year; the start of school and various competing events reduces the number of attendees at any venue. For 2014, we are considering dates in July or August and investigating the option of combining with a summer Open House. This would present an opportunity to invite the public in to see what Bide Awhile has to offer. The change in date would also avoid the conflict with other fundraisers and spread out our events. We thank Jamie Patterson and Stephanie Wall from Radio Station Lite 92.9 for attending and publicizing the event in 2013.

Each year, Bide Awhile supporters create their own fundraising initiatives to help the shelter: bake sales, office casual days, dog washes. We applaud their ingenuity and thank them for their continuing efforts.

The Board and the Fundraising Committee have examined our calendar of events and discussed ways to maximize revenue generation. We realize that holding the Garden Party and Golfing for Critters in September followed closely by a bake sale and bowling in October may not be the optimal agenda for fundraising. In addition, such closely scheduled events tax the time and energy of volunteers. In 2014, we will adjust the schedule, moving Golfing to June and the Garden Party to July or August.



# PR Committee Report

Submitted by Paul Card

Presented by Stephanie Willan

## Members (2013/14 Fiscal)

Paul Card – Co-Chair; Sandra Storey – Co-Chair; Megan Kucey; Michael Boyd; Flo MacLennan; Resource: Janet Patten, Bide Awhile Staff (Non-voting)

## Overview

The PR Committee identified “Communication Consistency” as an essential component to help Bide Awhile build a better brand as well as to contribute to the organization’s overall brand recognition and health. The 2nd year of their three year strategic plan saw significant progress made on the committee’s overall goal of bringing consistency to Bide Awhile’s core communication elements.

Three core areas were the focus of the Committees work for the 2013 year – that of development and implementation of a new website, development of templates for media tools, and the creation of a sponsorship package.

## Bide Awhile Website

In the first year the Bide Awhile new website has been deemed a success offering significant more user functionality as well as easier message management. This year saw regular ongoing updates by Bide Awhile’s PR Coordinator resulting in more user friendly accessibility and messaging.

Additionally, the Bide Awhile Board of Directors allocated a standing maintenance budget for the website in the 2013/14 fiscal budget. The annual maintenance budget are funds set aside should the website need a program adjustment to better meet our user needs in this fiscal year. An annual maintenance budget allocation is a management approach to avoid large one time website renovations.

## Media Communications Tool Kit

The period also saw the development and launch of a Media Communications Tool Kit. The goal was to provide Bide Awhile committees with the communications tool to offer support with good and consistent communications guidance.





### **The tool kit included:**

- Graphic guidelines
- Logo guidelines
- Colour guidelines
- Design guidelines for folders
- Organizational fonts and their use
- Standard letter from the Executive Director
- Media Release template
- Stationary design
- Standardized History
- List of Contacts
- FAQs

The completed Media Communications Tool Kit will be kept both physically and electronically at the Bide Awhile office and will from time to time be updated with additional new tools as deemed necessary.

The largest challenge for the new Media Communications Tool Kit will be the implementation. Specifically, to ensure that the approved elements are adhered to by the various communications users in the host of Bide Awhile committees.

### **Sponsorship**

Development of a sponsorship package template is an ongoing task for the PR committee. The initial hope was to move forward on this core communication area during this fiscal. Unfortunately, the Media Communications Tool Kit completion took longer than expected and changes in the PR committee membership meant that this priority was delayed. The sponsorship package template will be a core focus for the committee in fiscal 2014/15.

### **Looking Forward**

As the PR committee looks forward to 2014/15 there two additional communication priorities (in addition to the Sponsorship Template) that will be included as part of our focus in this upcoming year:

- Rebuilding the current PR Committee to full membership – there are several members of the PR committee that will not be reoffering, thus there is a need to grow the membership to a full complement
- Bide Awhile Promotional Support – there is a base need to expand our general promotion of the Bide Awhile organization

# The William and Corinne Hopgood Pet Visitation Program Report

Submitted by Stacey Langley

The pet visitation program has been running along quite smoothly for the past year. We have approximately 9 volunteers who make at least one visit per month and an additional 4 volunteers who have filled in any gaps in the schedule. Between June 2013 and May 2014 we made 65 different visits.

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.

In September a special event was held at the Oakwood location, we took five cats down to the home and held a mini cat show where the residents decided who had the best meow, the fluffiest fur, and many other contests.

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



# Volunteer Committee Report

Submitted by Helena MacIntyre  
Presented by Flo MacLennan

Our volunteers continue to shine through with assistance on various events such as Golf, Calendar Sales, Natal Day Parade, Dinner Theatre, Bake Sales and various other events throughout the year. With an ever growing list of over 60 people we call upon to help us in our various fundraisers and events, we are able to equip each initiative to ensure success. We are continually receiving applications for volunteer opportunities which speaks to the reputation of Bide Awhile.

## Challenges:

Many of our volunteers work full-time and in many cases are involved in other volunteer initiatives so their time is divided. Some of our functions often call for volunteer time during weekdays so this presents additional challenges in resourcing those events. When a volunteer submits their application it can mean they have time at this moment but not always when we need resources so it's important we keep a large pool of volunteers to draw upon. We would encourage you to let your friends and family know if they are interested in helping out; we'd love to hear from you. At Bide Awhile we continue to search for those who will act as contributing committee members as well as ambassadors for Bide Awhile and all that we stand for at our various fundraisers and events.

## Thank you to our Volunteers:

Each of Bide Awhile's numerous volunteers are deserving of a big "thank-you" for all their hard work. In particular, we wanted to thank a certain volunteer by making her volunteer of the year – this year it's Lisa Neilly. She's worked long hours on our calendar, newsletter and other initiatives so is very deserving of this award. The various committees, the Board of Directors, and numerous fundraising efforts all function as a result of many volunteers. Because of the dedication and support of the many volunteers, we have continued to raise funds and awareness of the Shelter for our furry friends.



# Nominating Committee Report

Submitted by Melissa Grant

The Nominating Committee consisted of Melissa Grant (Chair), Darrold Gould, Stephanie Willan, 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 and education.

## Nominating Committee Responsibilities

The Nominating Committee has four primary responsibilities:

- the evaluation of Board members eligible for re-election;
- the nomination of officers;
- to support the above two processes by recruiting new volunteers for Board membership; and
- 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 2014/15

- 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 2013 and Spring 2014 Bide Awhile newsletters and also publicized on the BAW website and via social media (Facebook).







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:

- Michael Boyd
- Meghan Kucey
- Helena MacIntyre
- Flo MacLennan
- Lauren Randall
- Holly Richardson
- Sandra Storey

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 have a slate of people who are bringing their passion to the table.

**Our recommendations for Directors and Officers for the coming year (2014/2015) are listed below:**

#### **Directors**

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

- Stacey Langley

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

- Nancy Mansfield

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

- Emily Lowe
- Stephanie Willan

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

- Paul Card
- Stephanie Smith

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

- Carolyn Baker
- Coralee Kirk
- Collette Saunders

There are five new nominees this year; they are:

- Arne Buchanan
- Erin Densley
- Steve Denton
- Kate Peddle
- Bernie Tremblay

### **Officers**

The proposed slate of officers for 2014/2015 is as follows:

<b>President:</b>	<b>Nancy Mansfield</b>
<b>Vice-President:</b>	<b>Stephanie Willan</b>
<b>Treasurer:</b>	<b>Stephanie Smith</b>
<b>Secretary:</b>	<b>Paul Card</b>

