

# President's Annual Report 2012/2013

Submitted by Nancy Mansfield

When I talk to people about the work I do with Bide Awhile the first and most frequently asked question is how I am able to do what I do and remain so positive. For me, Bide Awhile has always been and continues to be a hopeful place. While many animals are not in good shape when they arrive, food, safe haven and medical attention go a long way to restore health and spirit as they await placement to their forever home.

## 2012 - Highlights

**February 2012** - Bide Awhile employed a Public Relations person on a part-time basis to manage shelter communications. The objective of this paid position was to provide consistency and continuity for all Shelter Communications. Amanda provided valuable hands-on support and served as the point of contact between the various committees, members of the board of directors, the shelter, sponsors and the public at large.

**March 2012** - Bide Awhile hosted its first annual Night at Grafton Street Dinner Theatre. Attendees were treated to a three course meal and a show ("Satisfaction - I Can't Get No") featuring the music of The Rolling Stones. It was a wonderful event – very well attended. The staff at Grafton Street Dinner Theatre put on a show that was PAWS-A-TIVELY entertaining – and served an excellent meal as well.

**September 2012** - Grand Opening of Trio's Place Memorial Garden at the first annual Garden Party. The garden provides an opportunity for individuals to commemorate the life of a two-legged or four-legged loved one by dedicating a plant/boulder or other fixture. The creation of this lovely green space in the middle of an industrial park was made possible largely through the generosity of BMO who made a commitment of \$25,000 to this project.

**December 2012** - Existing Pet Visitation Program is officially renamed "The William and Corinne Hopgood Pet Visitation Program" in honour of a significant bequest. Expanded program and volunteers are unveiled and featured at the annual Christmas Open House attended by approximately 300 people, including Mayor Mike Savage.

## Challenges

While 2012 has been a year of notable "firsts", it has not been without its challenges. We have seen some decline in revenues from fund raising events – most notably calendar sales and golf; the annual Golfing for Critters event was cancelled in 2012 due to lack of registered attendants (may or may not be purely a function of website glitches – people unable to register).

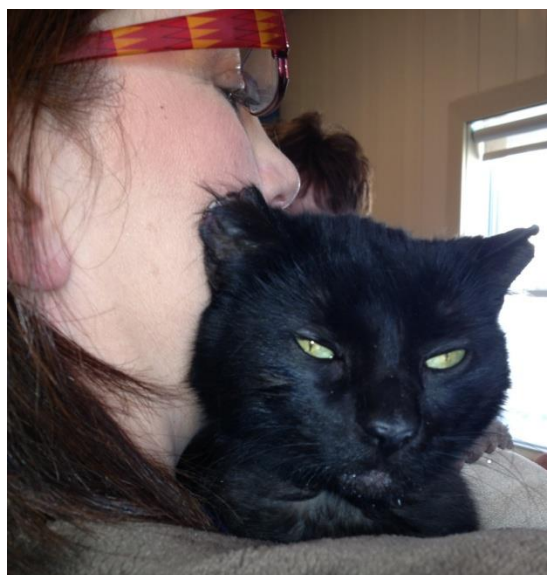
Despite the challenges, the shelter finished in a strong position financially due to the unexpected and rather extraordinary bequest received from the Estate of Corinne Hopgood. A commemorative plaque (on display for you here) acknowledges the donation – and our Pet Visitation Program as noted above was formally renamed in honor of Corinne and her late husband William.

## **Mandate**

Bide Awhile continues to seek opportunities to do more to address the animal overpopulation problem in metro. We will continue to update you as we get closer to a solution that is viable and sustainable. In the meantime – the shelter continues to spay/neuter the 300+ animals it takes in for adoption - on an annual basis. In addition, we will continue to promote and spay/neuter additional animals through our outside low cost spay/neuter program for those who qualify. Since its inception in 2002, over 1,000 animals have been treated through this little known program.

In closing, I would like to acknowledge the success of Bide Awhile, as an organization, it is a team effort! We are able to continue this worthwhile work because of the generosity of our corporate sponsors, donors, members and participants in the various fundraising initiatives. We are fortunate to have attracted an outstanding team of passionate professionals at the board level. Thank you for your continued support and commitment.

And last but certainly not least – I need to acknowledge Darrold and the wonderful staff here. I truly admire their courage, commitment and compassion for the animals they see and treat – day in and day out.



## Executive Director's Report

Submitted by Darrold Gould

Bide Awhile is a team effort, our Board of Directors, staff, volunteers, members, donors, sponsors, and everyone else who support us in so many ways enables Bide Awhile to continue our important work.

The demand on the shelter to help unwanted and stray animals never lessens. The animals who make it to our shelter are the lucky ones; the rest can only wait until space opens up. The average turnaround for animals, from intake to adoption, is around 60 days. A few will have a shorter stay, while others can be here much longer before we are able to place them in the right home.

One factor which affects the length of time an animal is in our care is the health of the cat or dog. For example, last year we had a dog, Buck, who was shot in the face with a shotgun. I'm happy to say he's now doing just fine and in a wonderful home. Then there was the cat, Mattie, with a broken hip when she came in, who finally got a home after 7 months in our shelter. And, of course, there was the dog Cassie who was here for 8 months before we managed to find her a loving home.

At Bide Awhile we continue to vigorously promote the spaying or neutering of pets. We also strive to get the message across that the first place to look for a pet is a shelter so that, through the adoption process, we can also educate people about the needs of their pets and the fact that their pet is their responsibility—for life.

### 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 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.

## 2012 STATISTICS:

### ANIMALS IN

Period	Cats	Dogs	Total	Halifax	County	Dartmouth
2012	354	17	371	129	83	159
2011	337	32	369	121	96	152

### ADOPTIONS

Period	Cats	Dogs	Total	Male	Female
2012	257	15	272	131	141
2011	285	26	311	145	166

### EUTHANASIA

Period	Total	Cat	Dog	Total
2012	17	\$6,000.	\$3,000.	\$9,000.
2011	27			

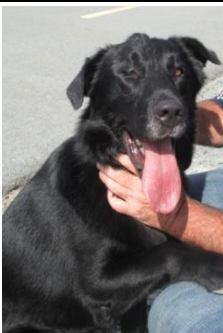
### FOOD DONATIONS

### SPAY/NEUTER PROGRAM

Period	Total	Total	Total
2012	132	15	46
2011	106		

### L.T. Foster

### S.T. Foster



# **Finance Committee Report**

**Submitted by Emily Lowe**

## **Financial Performance**

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

Before I start to review some of the key 2012 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, 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 2012, please turn to page 2 of the financial statements:

### **Balance sheet**

- We had approx. \$120,000 in cash at year-end.
- Our investment portfolio increased by \$346,000 year-over-year to \$922,000. 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 \$354,000 compared to fiscal 2011. The primary reason for the increase is due to an increase in bequests of \$415,000 which included one large bequest of \$400,000.

- Fundraising revenues decreased approx. \$20,000 compared to fiscal 2011. This was due to some events from the past not occurring in 2011 (i.e. Golf), and a general decline in Sponsorship of \$14K. Fundraising revenues continue to be a challenge given the number of charities in HRM and similarity of events/activities. 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 2012 we spent approximately \$20,000 more than in 2011. The main changes from fiscal 2011 are as follows:
  - Advertising; and
  - Salary and benefits increased by approx. \$15,000 due to approved wage increases / cost of living increases and the hiring of a part-time PR Coordinator;
  - These increases in expenses were partly offset by decreases in fundraising costs associated with events that were not held in 2012.

### **Other income**

- Other income was on par with the prior year, slightly above due to performance in the market.

### **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 would also like to thank Darrold and the BOD for accepting me as the treasurer for the 2012 fiscal year and to also thank them for allowing me to continue to be the treasurer for 2013!



## Fundraising Committee Report

Submitted by Flo MacLennan

Committee Members: Helena MacIntyre, Flo MacLennan, Lauren Randall

In 2012, the combined total of all fundraising initiatives generated close to \$140,000, approximately \$20,000 less than in 2011. Despite this decline, fundraising dollars continue to represent a significant source of funding for the shelter. This amount does not include donations, bequests, adoption fees, memorials, memberships, or 3<sup>rd</sup> party fundraisers.

### Highlights:

Fundraiser	Revenue 2012	Revenue 2011
Kennel Klub	\$36,728	\$32,143
United Way	\$29,395	\$31,535
Sponsorships	\$8,500	\$22,750
Calendar/Pet of the Day	\$33,135	\$34,150
Bowling for Critters	\$15,926	\$19,861
Golfing for Critters	-	\$12,701
Bake Sales	\$3,163	\$1,071
Cat Banks	\$2,124	\$2,034
Grafton St Dinner Theatre	\$3,698	-
Trio's Place	\$5,277	-
Grants	-	\$2,338
Other (Raffles, Open House, Casual Days)	\$1,881	\$2,627

One significant area of revenue growth for Bide Awhile in the last several years has been the increase in our monthly giving option through our Kennel Klub pledges. From humble beginnings of \$785 in 2002, we've grown to receive \$36,728 in 2012 – a further increase from 2011's \$32,143.

Donations received through the Metro United Way totaled \$29,395 in 2012 and although slightly decreased from the previous year's \$31,535, it continues to provide a remarkable revenue source for very little effort on our part as donors simply list Bide Awhile as the charity of choice on their workplace payroll deduction form.

Sponsorship revenue declined significantly in 2012 (\$8,500 vs \$22,750 in 2011) due in part to the loss of Global Pet Foods as a major sponsor. While sponsorships typically fluctuate from year to year, our committee does recognize the need to pursue this potential revenue source with greater diligence and will work with the PR Committee to advance our sponsorship efforts.

Bide Awhile's Annual Calendar and Pet of the Day revenues experienced another decline last year to a total of \$33,135 (down from \$34,510 in 2011) The general growth in popularity of online calendars and increased competition from other charities producing their own annual calendars has certainly impacted our market share of sales. Despite this discouraging trend, we still netted more than \$25,000 from the combined Pet of the Day promotion and calendar sales and continue to enjoy the valuable exposure it brings us. Our fundraising team is planning a renewed effort to increase sales. Our continuing gratitude goes to Debbie Gill and Stephanie Willan for their dedicated efforts.

Bowling for Critters celebrated its 21<sup>st</sup> anniversary in 2012 and generated almost \$16,000 in revenue. This event has performed reliably over the years with a strong organizing committee and the support of many participants. Our thanks to Stephanie Smith, Lauren Randall and their entire team; also to Bob Ottenbrite of Lietash Canine Academy and their four-footed bowlers for the fun they bring to this event every year. As many of you know Fairlanes Bowling Centre will close in June – they've been a fixture in the bowling community for 50 years and a good friend to Bide Awhile. Always helpful and willing to go the extra distance for a charity, Fairlanes has been a good measure of our Bowling for Critters success – our thanks to manager Doug Blackler and his staff for their many kindnesses to us. We'll be announcing our relocation plans as soon as possible.

Unfortunately the Golfing for Critters event was cancelled last year due to difficulties with registration and participant interest. We'll be offering this year's event at Lost Creek Golf Course in Lower Sackville and will be posting registration information on our web site. Stay tuned.

Bake Sale revenues almost tripled from 2011 (\$3,163 vs \$1,071) due to the renewed effort of Helena MacIntyre and her team of helpers and bakers. Despite the ongoing venue challenges, we were again a well received and successful spring and fall presence in the Halifax Shopping Centre.

Our 16 "Cat Banks" scattered around HRM continue to provide a steady stream of loonies and toonies that in 2012 amounted to \$2,124. It's a great way for everyone to offer a bit of support and we're grateful to Helen MacCallum for her dedicated attention to our little wooden cats.



2012 was also a year of fresh starts with the launch of a new initiative for BAW. The Grafton Street Dinner Theatre fundraiser held in March of 2012 was a terrific success and raised \$3,698. Thanks to Jody MacKenzie and Cyndi Locke of Grafton Connor Group for their enthusiastic support.

Last September we celebrated the grand opening of our memorial garden, Trio's Place with our first garden party – a great success with lots of sunshine, music, beautifully decorated cakes and treats and the company of good friends especially Buck the dog. Trio's Place has raised \$5,277 towards garden maintenance and renewal in its first year and we're already planning for success with our 2<sup>nd</sup> Annual Garden Party.

And finally we'd like to express our gratitude to the many individuals and businesses choosing to support Bide Awhile through their own fundraising initiatives. Whether it was casual days, a workplace bake sale, dog wash or wine sale (Harvest Wines Heavy Weight Charitable Program), we truly appreciate the effort and the support.

Although fundraising challenges persisted throughout 2012, many of these were beyond our ability to control – uncertainty in the global economy and increased competition for donor support among not for profit organizations. Not only must every NFP work harder to attract donors but in a relatively small community such as ours we often struggle to compete against very similar fundraisers in the same charitable sector. Distinguishing ourselves, telling the Bide Awhile story has never been more important and our volunteers must work even harder to engage our supporters and explore new funding opportunities.

In the coming months our committee will investigate other fundraising possibilities – a signature event, dinner/dance, direct sales parties (Tupperware, Pampered Chef, Cinnabon), cage sponsors, growing our Kennel Klub and encouraging/supporting 3<sup>rd</sup> Party Fundraisers to name but of few of the ideas generated in a recent brainstorming session. We also recognize that we can't do it alone - the support of our friends is the key to our continuing success. We hope everyone in the Bide Awhile family takes up the challenge of supporting our fundraising efforts whether that's by selling our calendars or putting together your own event with family or friends, it all counts and Bide Awhile's homeless animals will benefit from your help.



## **Public Relations Committee Report**

**Submitted by Sandra Storey**

**PR Committee Members are: Paul Card (Co-Chair), Sandra Storey (Co-Chair), Michael Boyd, Meghan Kucey, Flo MacLennan**

The newly hired PR employee (part-time), Janet Patten, will also be contributing more extensively to the PR Committee's work. This is the first year these specific Committee members have worked together and is one of the strongest PR Committee's yet with talents in website development and management, production work, and advertising and marketing.

The Committee has identified an overall goal of bringing consistency to the organization's core communication elements that will help to build a better brand recognition and health. Three core areas are to be 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 a sponsorship package.

### **Priority Areas:**

**Website:** Development of a new website was seen as a first priority as several core issues with the sites structure are problematic for BAW ongoing communication efforts. A proposal was presented to the Board and Executive, and all were supportive in this direction. Funding was allocated and a call for proposals was put forth to identified web development agencies. In the end "Sparrow" was the company chosen for the task. Currently, development and content are ongoing with a tentative launch of the new website set for June 2013.

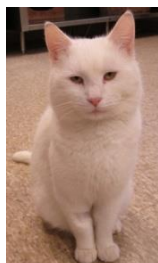
The new website will be more user friendly with the goal to be, 'To have people leave the site more informed on animal welfare than when they entered the site'. Ongoing responsibility for website maintenance will be done by BAW PR staff person, Janet Patten.

**Media Tools Template:** This includes graphic guidelines, logo guidelines, and brand look and feel. This will be essential to provide good communication guidance for the various other committees that provide fundraising efforts (i.e. bake sale, Bowling for Critters, etc.). Through this a closer link will be forged between fundraising and PR for consistent advertising. The Media Template will also include guidelines for media releases, memo redesign, poster usage, redesign of brochures, redesign of newsletter, stationary design, and FAQ's to name some of the template content possibilities.

Various PR Committee members are responsible for some content development but it is speculated that a large proportion of the kit will need to be done by a graphic design third party. To date guidelines have been drafted for consistent logo and colour usage. Media Template Development is currently ongoing and expected to carry on into 2014.

**Sponsorship:** Development of this package is ongoing and dates for completion are set for a launch of December 2013. Guidelines will be set for bronze, silver and gold affiliations, and will better facilitate fundraising and sponsorship activity that will provide improved consistency in communications. Final implementation is projected for 2014-2015.

The final priority will be fine-tuning the appearance of the newsletter to be in alignment with the sponsorship package, the media kit, website look, and general feel. One of the “unseen” contributors to the PR Committee’s work is that of Lisa Neily. Lisa has been responsible for the newsletter design and graphic work to create the final newsletter that we see twice a year in our mailboxes. She has been a volunteer in this capacity for many years. We are so appreciative of Lisa’s contribution.



## **The William and Corinne Hopgood Pet Visitation Program Report**

**Submitted by Stacey Langley**

For many years, we have had a bit of an ad hoc pet visitation program here at Bide Awhile but when the Hopgoods made a generous donation to Bide Awhile we took the opportunity to give back to our community. It was my pleasure to announce the new launch of the program back at the Open House in December and now I would like to report on our success.

With a small group of approximately 12 volunteers we now visit five local nursing and assisted living homes in the HRM. Since we started tracking our visits in November we have made close to 30 different visitations in 7 short months. The aim of the team is not to get more adoptions or raise more funds for the Shelter but to give back to those who have supported us. When a family makes the choice to put a loved one into a care facility, many have to give up their pets that they have loved for so long. Our volunteers take both cats and kittens to these facilities for visits. The residents love our visits and we hear so many stories about the beloved cat or dog that each used to have. The visits are something the residents look forward to and our volunteers really enjoy. The cats, well, the kittens get out and have some play time and entertain everyone and the adult cats, well, could take it or leave it. Some of them are great house guests while others prefer to stay in their kennels, but for all involved it is social visit.

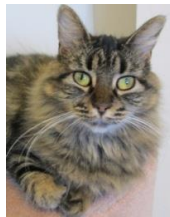
We hope that we can continue to grow the program through more volunteers and more homes to visit. We are always looking for more people to do the visitations, especially weekday afternoons, so if anyone is interested in helping please contact me after this meeting.

## **Education Committee Report**

**Submitted by Melissa Grant**

The Education Committee has completed a five-year strategic plan that focuses on the development of an education “tool-kit”. The tool-kit will contain Bide Awhile branded age-appropriate materials that will enable Bide Awhile volunteers to educate individuals and groups on various issues related to responsible pet ownership. Our goal is to include most of this content on our new website; however, the content is still in development.

We are excited about expanding Bide Awhile’s impact in the community and furthering its vision and mission to cultivate awareness, respect and appreciation for the animals whose world we share and to vigorously promote spaying and neutering.



## **Volunteer Committee Report**

**Submitted by Helena MacIntyre**

With a volunteer list of over 50 people we call upon to help us in our various fundraisers and events, we are able to equip each initiative to ensure success. Some of the initiatives in 2012/2013 were the “Have a Heart” campaign at Global Pet Foods, Natal Day and Cole Harbour parades, dog wash, calendar & bake sales, pet visitation and various other functions throughout the year. We are continually receiving applications for volunteer opportunities which speaks to the reputation of Bide Awhile.

### **Challenges:**

BAW needs many types of volunteers because the various Bide Awhile committees have specific volunteer needs, and, ideally, volunteer resources will be assigned to where that need is greatest. At Bide Awhile we continue to search for those who will act as contributing committee members as well as ambassadors for responsible pet ownership at our various fundraisers and events.

### **Recognizing our Volunteers:**

Volunteer Week – an ad was placed in The Chronicle Herald thanking our dedicated volunteers. Each of Bide Awhile’s numerous volunteers are deserving of a big “thank-you” for all their hard work. 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, Helena MacIntyre, and Flo MacLennan. 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, web design, fundraising and education.

### **Nominating Committee Responsibilities**

The nomination 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 2013/14**

- 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, marketing, PR, education, web site design, human resources.

The invitation to the general membership to submit an application to the Board of Directors was published in the Fall 2012 and Spring 2013 Bide Awhile newsletters and 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:

- Debbie Gill
- Melissa Grant
- Lori McCarthy
- Jason Pike

This year's Nominating Committee was faced with a challenge: find four 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 BAW 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 people who are bringing their passion to the table.

**Our recommendations for Directors and Officers for the coming year (2013/2014) are listed below:**

**Directors**

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

- Helena MacIntyre
- Flo MacLennan

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

- Stacey Langley

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

- Nancy Mansfield

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

- Emily Lowe
- Sandra Storey
- Stephanie Willan

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

- Michael Boyd
- Paul Card
- Meghan Kucey
- Lauren Randall
- Stephanie Smith

There are four new nominees this year; they are:

1. Carolyn Baker
2. Coralee Kirk
3. Holly Richardson
4. Collette Saunders

### **Officers**

**The proposed slate of officers for 2013/2014 is as follows:**

President:	Nancy Mansfield
Vice-President:	Stephanie Willan
Treasurer:	Emily Lowe
Secretary:	Stephanie Smith
Past President:	Melissa Grant ( <i>Ex Officio</i> )

