

AnimalTalk

SPRING/SUMMER 2013

2012
ANNUAL
REPORT
EDITION

Working towards a common goal

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OUR MISSION

To promote the humane care and protection of all animals and to prevent cruelty and suffering.

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Toronto Humane Society

FELINE SPAY/NEUTER SERVICE

Please call 416-392-2273 to book an appointment.



Canadian Federation of Humane Societies
Fédération des sociétés canadiennes d'assistance aux animaux

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AnimalTalk

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The role of the board is to provide governance oversight for the Toronto Humane Society. The board of directors is a volunteer board and no member receives financial compensation to perform their board role.

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EXECUTIVE MESSAGES

FROM THE CEO

The Toronto Humane Society gets stronger every day...we are a charity for animals, but we are built up of individuals who are extremely talented, committed and compassionate. From Dr. Karen Ward who has been awarded the prestigious Loren Eslinger Shelter Medicine Fellowship for 2012/2013 to Vicky Corken who was recognized by the Toronto Star in January 2013 as a local legend — we are fortunate to have among our team some of the best in their respective fields.

Thanks to our generous donors and our compassionate community, we have made significant strides toward a sustainable future. We have worked diligently to both improve operations as well as our financial position. In 2012, our revenues increased by nearly 18%, or close to \$1.5 million... all at a cost of less than \$.15 per dollar raised. In the coming year we will continue to focus on operational efficiency and will invest in a measured increase in fundraising capacity.

It's no secret that every year the Toronto Humane Society helps to find homes for thousands of animals. What many people don't know is that the majority of these animals did not come into the shelter the happy and healthy animals they are when they get adopted. Our doors are open to all animals in need. In 2012, we found forever homes for more than 2,800 animals. In comparison to 2009 our rate of adoption against total intake has increased by 24%.

We have developed and expanded our community outreach programs and services. In response to pet overpopulation, the Toronto Humane Society now offers a high volume feline spay/neuter service. The service opened in July 2012 and is available to local rescues and the public. By offering the community affordable access to spaying and neutering services, the Toronto Humane Society will prevent the addition of thousands of new animals to the already overwhelming homeless pet population. As we move through 2013 we will continue to grow and add more public services such as vaccination clinics and summer day camps for children.

The ongoing support of our donors, volunteers and members is what makes all we do possible. On behalf of the animals in our care, thank you!

Sincerely,



Dr. Jacques Messier, DMV, MBA
Chief Executive Officer



FROM THE PRESIDENT

In 2012, we celebrated our 125th year anniversary – that's well over a century of second chances for hundreds of thousands of animals! I am truly proud to have served as President during this prestigious year.

Our incredible volunteers provided more than 36,000 hours of dedicated services to the animals in our care and our foster parents provided 1,120 animals with temporary respite outside of the shelter. On June 20th 2012, Toronto Humane Society volunteers: Cheryl Cox, Mary Mathison, Louise Crawford and Beatrice Weber were recognized by the Ministry of Citizenship and Immigration with Volunteer Service Awards.

Through education and awareness initiatives, we are the voice of the animals in our care. This past summer when the issue of dogs being left in cars hit the news, THS was there with expert commentary on every major news outlet in Toronto. We went one step further in bringing this issue to the forefront and in collaboration with Rethink Communication issued a hard-hitting Public Service Announcement that reminds the public that it is never alright to leave a dog in a car. And, in October, we joined forces with Toronto Hydro-Electric System Limited (Toronto Hydro) to launch the city's first annual Pet Safety Week.

We have put in place a stronger governance model that will help to ensure that the care of every single animal remains our utmost priority. Caring for animals is a privilege that is earned and along with that comes the requirement to be transparent and vigilant about improving practices and protocols. Numerous volunteer committees work to provide recommendations on animal care and welfare, fundraising, finance and governance.

For as long as I can remember, I've had a deep love and respect for animals. I am proud of the work we do and I look forward to further strengthening our organization's impact. Our work together is so important, and has only just begun!

Thank you,



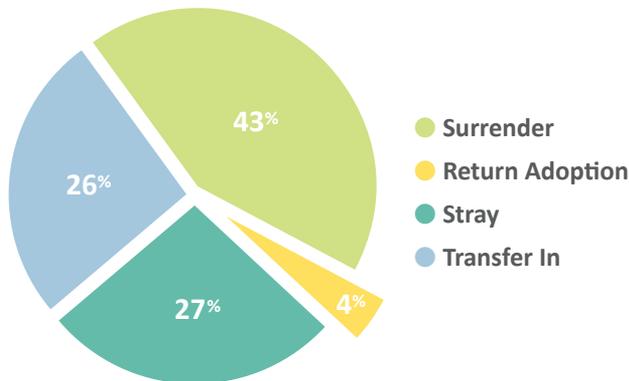
Marcie Laking
President



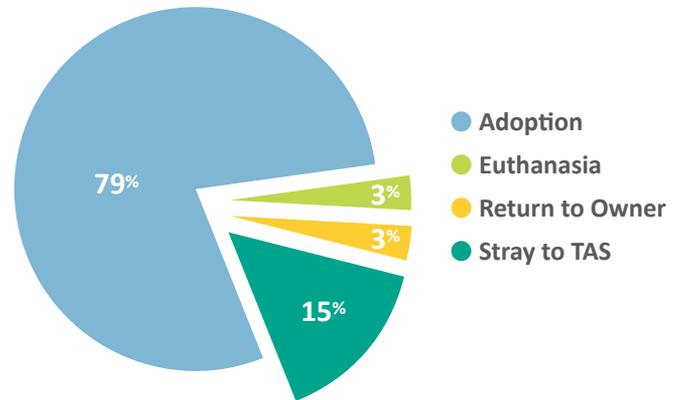
2012 SHELTER STATISTICS

In 2012 we took in 2,801 animals with 1,057 of those coming from other shelters and rescues and happily we found forever homes for 2,079 animals. Our euthanasia rate remains constant at 3%. Since 2009 our rate of adoption has increased by 24% and our euthanasia rate has dropped by 6%.

2012 Shelter Intake



2012 Shelter Outcome



MEDIA ENGAGEMENT

In 2012 the Toronto Humane Society was heard, read and seen in more than 520 individual media segments.

When it comes to breaking news, the Toronto Humane Society was the go to source for expert commentary. In 2012, THS was in the news more than 49 times. Media outlets including The Toronto Star, Globe and Mail, Metro, Global News, CBC News, CTV News, City TV News, 680 Radio, Newstalk 1010 and Sing Tao came to us on topics ranging from puppy mills, pet insurance, breed specific legislation, pet sharing and dogs in hot cars to microchipping.

We broke into the non-news media sector with an incredible 19 different media programs including Entertainment Tonight Canada, Breakfast Television, Apps Central, Fairchild TV, Goldhawk Live, The Pet Network, TVO Kids and MTV Live and our very own monthly live call in show **“Toronto Speaks Pet Care” that premiered on September 10th.**

This is all in addition to our daily “Pet of Week” spots on Zoomer radio and our weekly “Pet of the Week” ads in Now Magazine as well as monthly adoptable animal spots on Animal House Calls, Daytime Toronto and CP24 Breakfast.

COMMUNITY ENGAGEMENT

Through Public Education Evenings, Pet Pics with Santa, our attendance at Woofstock and Pawsway we are out in the community talking one-on-one with individuals about the work we do and the issues facing companion animals.

Through our facebook page and our twitter feed, we reach out to more than 13,000 individuals each and everyday with messages and news from around the shelter. Our weekly e-newsletter, “Scratching Post”, provides shelter updates and news to more than 23,000 individuals weekly. In 2013, we look forward to launching a reinvigorated website to better serve the more than the 105,000 unique visitors each month.

We reached out to the corporations within our community to engage their employees. Corporations such as Winners and Target have joined us in the shelter for corporate volunteer days where we not only showcase the importance of the work we do but help promote volunteerism.

HAPPY TAILS

At THS, our relationship with the animals in our care doesn't end after the adoption. We encourage all of our adopters to let us know how our friends are doing in their new forever homes.

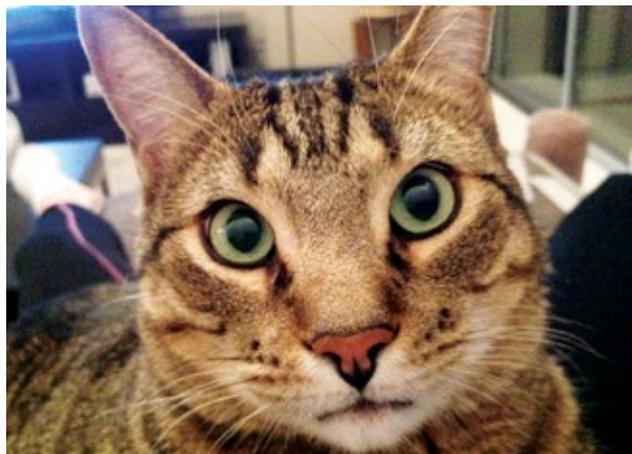
BUDDY

I just wanted to update everyone about my new little guy I adopted in February. "Sylvester" (renamed Buddy) won my heart when I was volunteering at the Humane Society. I would secretly spend much more time with him than necessary. Then I started coming to the shelter to visit him on a regular basis - praying he hadn't been adopted. Then I thought, this is crazy. I will adopt him!

He has really adjusted to life at my house and has come out of his shell. He has such personality! He meows or "chirps" when I say his name and will be in bed with me every morning patiently waiting for his breakfast. Buddy has a favourite toy mouse I've named Mr. Blue Eyes and it melts my heart when he trots around my place with this toy in his mouth and then drops it on my lap. He's a tad chubby, but there's just more of him to love. I love, love, love him and believe that Buddy picked me. We're both happy!

I've attached a few pics. Ok, more than a few.

Sincerely,
Susan



JAXON

About 8 months ago, we adopted Jaxon, a young dog (about a year old) who had just arrived at the THS from a Quebec shelter. We felt it was time to share his success story with you! It has been a wonderful experience so far and we are very much in love with this little boy. From the minute we brought him home, he has only wanted ONE thing from us... LOVE! He craves love and just wants to cuddle all day.

Jax has learned a lot in such a short period of time. We have taught him how to sit, stay, give a paw, high-five and fetch. It has been so much fun getting to know this little guy and discovering more and more of his personality everyday. He always makes us laugh with the funny things he does, such as sitting on our laps and trying to hug us with his paws! He is a gentle soul and we really couldn't have asked for a better first dog.

It was a pleasure working with the THS. They were extremely helpful during the adoption process. It took us many months to find the perfect dog for us, but we finally did and we are so thankful for having been given the opportunity to have Jaxon in our lives.

Thanks Humane Society for all your help.
Jory & Jay

STATEMENT OF FINANCIAL POSITION

December 31, 2012, December 31, 2011 and January 1, 2011

	Dec. 31, 2012	Dec. 31, 2011	Jan. 1, 2011
Assets			
Current assets:			
Cash	\$ 508,488	\$ 622,635	\$ 126,872
Accounts receivable	411,748	255,683	647,429
Prepaid expenses	55,991	47,752	56,205
	976,227	926,070	830,506
Investments and marketable securities	1,702,151	1,190,218	1,155,951
Capital assets	5,546,051	5,546,199	5,913,279
	\$8,224,429	\$7,662,487	\$7,899,736

Liabilities, Deferred Contributions and Net Assets

Current liabilities:			
Accounts payable and accrued liabilities	\$ 854,655	\$ 692,794	\$ 932,281
Deferred contributions:			
Related to capital assets	1,280,134	1,349,327	1,412,281
Related to operations	-	-	6,974
	1,280,134	1,349,327	1,419,255
Net assets: equity:			
Invested in capital assets	4,265,917	4,266,029	4,525,642
Restricted for endowment purposes	10,000	10,000	10,000
Unrestricted	1,813,723	1,344,337	1,012,558
	6,089,640	5,620,366	5,548,200
	\$8,224,429	\$7,662,487	\$7,899,736

STATEMENT OF OPERATIONS

Years ended December 31, 2012 and 2011

	2012	2011
Revenue:		
Fundraising, promotion and public education	\$4,447,670	\$4,659,185
Legacies and bequests	3,896,554	2,658,048
Spay/neuter service income	190,118	-
Realized investment income	68,192	77,094
Unrealized gain (loss) on investments	47,897	(28,901)
Amortization of deferred contributions	119,386	114,441
Adoption of animal donations and related fees	436,610	418,861
Insurance proceeds	194,384	45,280
	9,400,811	7,944,008
Expenses:		
Animal care and shelter services	5,819,945	5,341,272
Fundraising, promotion and public education	1,361,514	1,085,862
Subsidized veterinary care and spay/neuter service	140,266	97,754
General and administration	1,077,407	1,126,100
Education programs	123,118	196,874
Spay/neuter service expense	386,802	-
Investment expense	22,485	13,599
Recoverable legal and other expenses	-	10,381
	8,931,537	7,871,842
Excess of revenue over expenses	\$ 469,274	\$ 72,166

GIFTS OF LOVE

We gratefully acknowledge the donors who have given gifts of \$80 or more in honour or in memory of a special person or pet.

Tribute gifts are a thoughtful and meaningful way of acknowledging a loved one's memory, expressing your good wishes or commemorating an occasion.

IN HONOUR OF

A. Scheel Family Fund
Adele
Alan & Barbara
Alexa
Ali & Gino
Anna Bujak
Anthony St. John
Ashley Vandertorn
Azlin
Callie and Otis
Dawn, Ruth & Heaven
Debbie Chamberlain
Deborah Vickers, Don Mills
Cl-Neeshargo, Abel, Anoli & Xiao Lin
Don Mills Veterinary Practice
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Melody Lau
Michael & Kaylie
Michael Anderson
Paula Fleck
Pauline & Don Smith & Family Foundation
Penny, Peggie & Rafiq
Rachel Smith
RBC- Lauren Raley
RBC Royal Bank-Debbie Chamberlain
Reilly, Bella & Jake
Sarah & Mark
Sheila & Don Purdy

Sophie
The animals at THS from
Bunny the cyber cat
The Canada Life-Creditor
Insurance Department
The Murphy Family
Throw the Switch Igor!
Marcella & Michael Bungay
Stainer
Thurbert McDougall
Tiffany Hodges
Tracy Hancock
Valerie Marshall
XL Insurance-William Stephens

IN MEMORY OF

Allan Curle
Andrea Main
Annette McQuade
Antonio D'Agostino
Audrey Waine & Misty
Baby
Baby, Bandit & Stinky
Baker
Bear
Bert, Sasha, Cleo & Thor
Betty Kowalchuk
Betty Taillefer
Beverly Bonsell
Bif & Yum Yum
Bradley
Brandy
Bronislaw Zelonka
Caesar
Charles & Margaret Downs
Charlie
Charlie Artinger
Creole
Cynthia Ann Cooper
David Azzopardi
David E Thom
Debra Giles
Doreen M. Schaub
Dorothy Graham
Dr. G R Cormack
Elisabeth Vanderniet
Elizabeth "Beth" Phillips
Elizabeth Glenfield
Ellie
Emma
Evonda Rich
Fido
Garry Biggs
General Eaton

George Papageorgiou
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Helen Dermody
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Helen Krawiec
Helen Lawson
Henderson & Petunia
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J P
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James Ernest "Jimmy" Pepper
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Jean Ma
Jean Mary Donald
Jim Amos
Joan Cork
Joanie Warren
Judy Adams
Julie Esposito
June Snow
Katerina Shcherban
Keith Blackwell
Kennedy Williams
Kodi
Kyia
Laura Sharp
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Louise T. Burton
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Mabyl E. McDowall
Manfred Liebig
Margaret Hoyle
Margaret Temple
Maria Delfino
Mark Wallis
Mary Eva Nagy
Maureen McClelland Spratley
Max
May Adamson
Minnie-Minka
Miranda Buhagiar
Misty Fergus

Moby
Molly
Mona Rubin (Sparkie)
Mr. Allan Curle
Mr. Caster, Ms. Caster & the cats
Mr. Hewson
Mr. Ken Thomson
Mr. Robert Euler
Mrs. Tresniak
Mrs. Dora Himlin
Mrs. Evelyn Morison
Mrs. Shirley Armstrong
Muschi, Mitzie & Princess
Nancy & Eugene Taylor
Nancy Thornberry
Nelson
Nicole Kanters
Norma Grace Rowe
Oliver
Peanut & Taz
Penny, Blackster & the other cats
Peppy
Peter L. Jackson
Phyllis Rickersby
Presents
Pugsie Resnick
Rebecca Jones
Richard Kirschner
Riley
Rob Barrett
Rob, Zero, Sami-Jo
Roger Kennedy
Sammy & Rosie
Sandy Smoyer Simpson
Sarah Jane Berenice Gordon
Scott Colville
Sharon Edwards
Simo "Lemaich"
Sisqo
Spanky
Spotty and Fredabim
Staff at Don Head Village Clinic
Susan Marie Brochu-Metcalf
Tabitha
Teddy Bear Bishop
Terrence Cleverdon
Thomas Robinson
Thurbert McDougall
Tobie Mills
Toby
Toccatà
Trudy Poniecki
William Neundorf
Zoe
Zorro

You Can Make a Difference

Join Our *Save The Animals Team*

With your help we are able to continue to feed, shelter and provide veterinary care for the animals until they are adopted into a loving home. For less than a dollar a day, you can be there for animals in need and provide the loyal support they count on.

Please join
today with a gift
of \$18 a month
(only 60 cents a day)



SAVE THE ANIMALS TEAM

Sign up at www.TorontoHumaneSociety.com or call 416-392-2273 ext. 2162 or 2166


PAWS *in the* **PARK**[®]
www.pawsinthepark.com

Toronto Humane Society invites you to join us at the best dog party in town on Sunday, September 22, 2013.

Help us celebrate 126 years of second chances by walking with your furry four-legged friend. Raise important funds and help support the thousands of sick, injured and abandoned animals cared for by the Toronto Humane Society.

For more information and to register, please visit www.pawsinthepark.com or call 416-392-2273 ext. 2020.

