



EDMONTON  
**HUMANE**  
**SOCIETY**



FOR THE PREVENTION OF CRUELTY TO ANIMALS  
**ANNUAL REPORT 2016**



## **VISION**

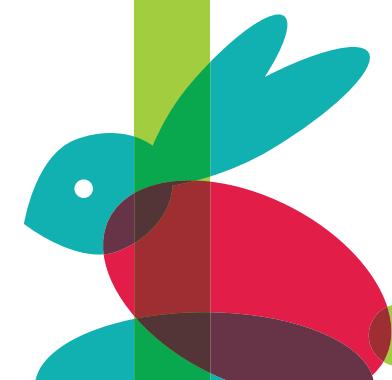
To be a model of excellence in the advancement of animal welfare.

## **MISSION**

The Edmonton Humane Society enriches the lives of people and companion animals through animal sheltering, programs and services, and community engagement.

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## TOGETHER, EVERYONE AND EVERYTHING AT

## EHS IS TRULY GREATER THAN THE SUM OF ITS PARTS.

### MESSAGE FROM THE CEO

What happens inside the walls of the Edmonton Humane Society may surprise you. While our adoptable animals capture countless hearts with their emotional stories of strength and courage, there is an entire network of people and programs working underneath every step of the way. Our medical, operations and behaviour teams, as well as volunteers have in some way touched every animal that enters the shelter. Beyond that is another layer of people dedicated to humane education, animal protection, canine enrichment, fund development and stakeholder engagement.

**Together, everyone and everything at EHS is truly greater than the sum of its parts.** Each piece of what we do fits together to create an organization that has defined compassion and animal welfare in the community for more than a century. This is a true collaboration of people and programs – and what sets us apart and propels EHS forward as a leader.

I invite you to explore our 2016 annual report, to share in our successes and to discover the impressive accomplishments of the EHS team. This passionate and dedicated group of employees and

volunteers are the heart and soul of the organization. The kindness and generosity of our donors and supporters are our lifeblood, allowing us to continue to be one of the most advanced animal welfare agencies in the country. These are the people who make the Edmonton Humane Society what it is – and they are the reason why thousands of homeless and abused companion animals find their second chance in a new home. And, as you'll discover, this intricate clockwork of people are the driving force behind social change that can be seen in our communities and felt for generations to come.

Every day I'm humbled to be a part of this incredible organization and the animal welfare movement. Serving the community in this role is a true honour. Thank you for your support as we continue to engage, enhance and evolve.

Miranda Jordan-Smith, BA, MBA

Chief Executive Officer, Edmonton Humane Society

### MESSAGE FROM THE BOARD CHAIR

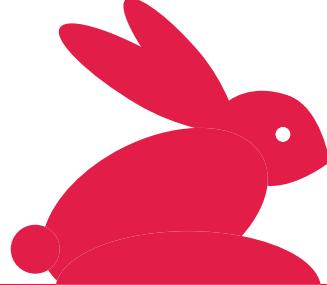
On behalf of the Board of Directors, I'm pleased to present the EHS annual report. 2016 was a remarkable year for the Edmonton Humane Society. The accomplishments noted on these pages are a proud marker of the dedication and compassion of not only our team, but also the community.

We continued on our path of being a leader in animal welfare through humane education reach, advocacy efforts and by advancing our animal care best practices, further fulfilling the EHS mission, vision and strategic priorities. The people, programs and services at EHS are nothing short of a synergistic symphony. It is through the day-to-day operations of this organization that a message of empathy and compassion can be heard and felt in the community.

The successes of this past year would not be possible without our supporters whose continued efforts help saves lives and highlight the human-animal bond. On behalf of my fellow board members, I would like to extend a heartfelt thank you to our dynamic CEO and the entire EHS team, the volunteers, members, donors and valued partners.

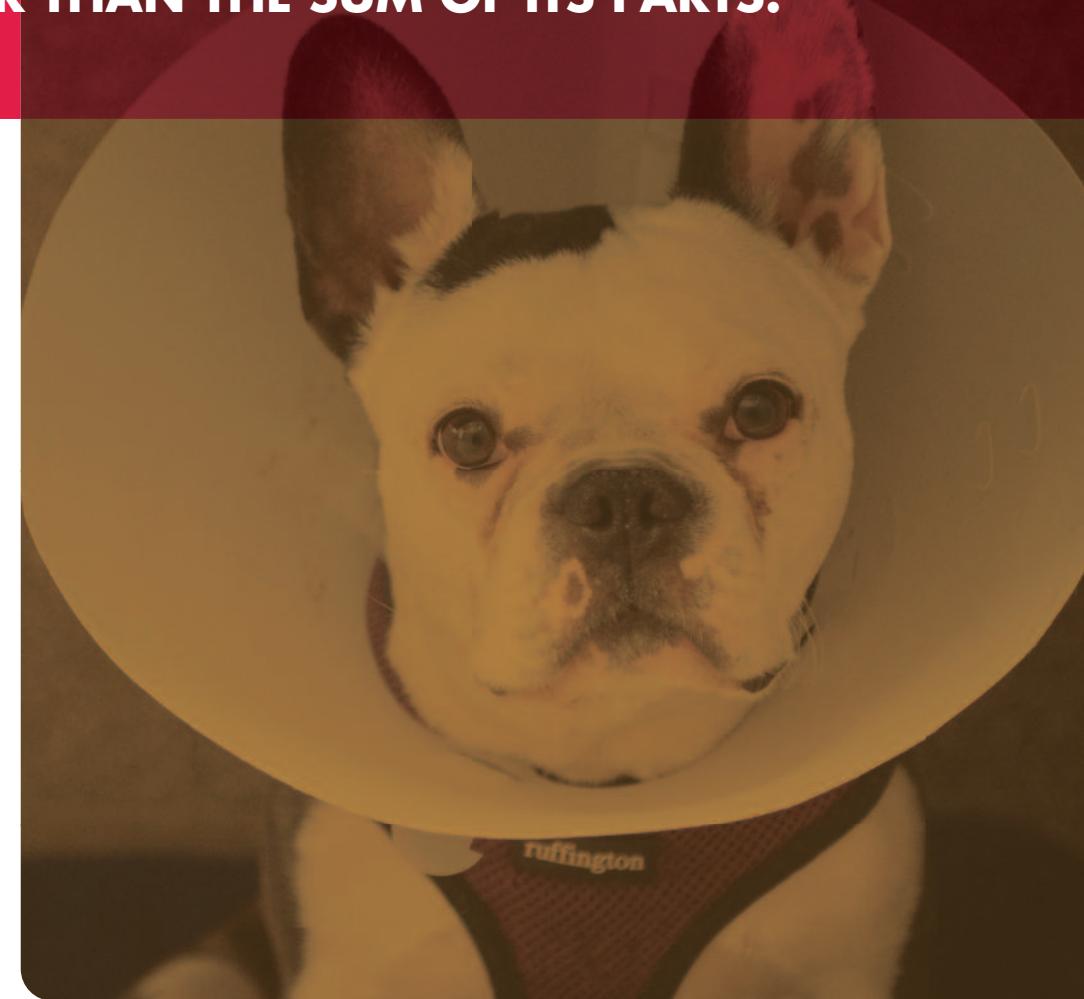
Scott Boyer

Chair, Edmonton Humane Society



### BOARD MEMBERS

Scott Boyer	Chair
Brian Wright	Vice Chair
Lora Zaprianova	Treasurer
Charlene Weiss	Secretary
Leigh Dyrda	Director
Brian Filips	Director
Rob Gingras	Director
Theresa Koetsier	Director
Brahm Kornbluth	Director
Benjamin Kung	Director
Leigh Newton	Director
Jo-Anne Vitek	Director
Darrell Wakaruk	Director





## SHELTER OPERATIONS

The day-to-day EHS operations play an important role in serving the public and animals, but these activities are also one of the many building blocks of our mission and vision, connecting with each area to create the EHS collective. As part of our 2016 goals, EHS shelter operations innovated and enhanced to bring more internal alignment and increased engagement in the community.

## EVENTS

As part of our commitment to the Million Cat Challenge and implementation of Capacity for Care (C4C), EHS held strategic adoption events, both in shelter and offsite, to re-home cats quickly as a means of preventing cat numbers from exceeding capacity. These types of events also allow for a smooth flow of cats through the shelter and ensure their length of stay remains low.

## POKÉMON GO – GOTTA ADOPT EM' ALL

EHS was one of the first shelters in the country to successfully springboard Pokémon Go into a highly successful adoption and fundraising initiative. During the event, adoption numbers nearly doubled for cats and rabbits, while overall adoptions saw a marked increase with more than 100 animals rehomed.

## SPRING FLING

The first Spring Fling event drew a record number of people to EHS thanks to waived adoption fees on all shelter animals, which included dogs for the first time. The shelter event generated the year's highest foot traffic and resulted in record adoption numbers.

## ANIMAL TRANSFER PARTNERS

We believe in the importance of building a network of partners committed to advancing animal welfare. Throughout the year EHS worked with several stakeholders including the City of Edmonton's Animal Care and Control Centre, other municipalities and numerous animal rescue organizations to strengthen and expand our mission across Alberta.

The offsite adoption program experienced continued growth as we further improved the in-store cat adoption programs and expanded satellite adoption centres with partners such as PetSmart, Mr. Pet's and Petland. This increased reach not only improved shelter capacity and enhanced our presence in the community, but also allowed for adoptable cats to be showcased across Edmonton and surrounding areas.



**EHS TOOK A LARGE STEP FORWARD IN EVOLVING OUR SHELTER CARE.**





## FORT MCMURRAY DISASTER RELIEF

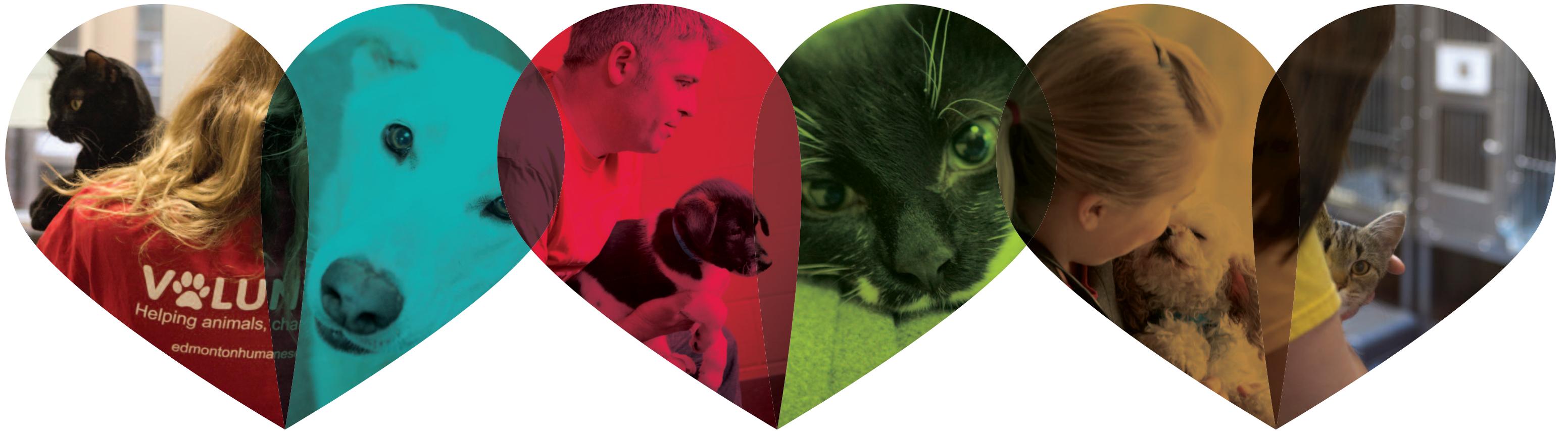
During the Fort McMurray wildfires, supporters of the Edmonton Humane Society, the Fort McMurray SPCA, and other animal welfare agencies mobilized resources to help people and animals adversely affected by Canada's worst natural disaster. EHS became a central hub for donations of money, food and other animal supplies. The generosity of contributors was overwhelming, with support pouring in from around the world.

When the disaster first struck, EHS began by supporting the efforts of the City of Edmonton's Animal Care and Control Centre in assisting people and their pets fleeing Fort McMurray. In the days following, EHS mobilized resources under the Alberta SPCA and worked in collaboration with agencies across the province to help house and care for the more than 1,200 animals from Fort McMurray. EHS admitted approximately 250 animals, mostly

exotics, as part of this rescue/relief effort. The donations collected during this time were used to provide care for displaced animals, as well as to provide ongoing support to families in need of supplies for their beloved companion animals. The resulting efforts allowed for 97% of the sheltered animals to be reunited with their owners.

In November, we were proud to give \$150,000 from our disaster fund to the Fort McMurray SPCA. Inspired by supporters and the Alberta Strong movement, we channelled these funds into the community where they were needed most to help rebuild hope and new beginnings.



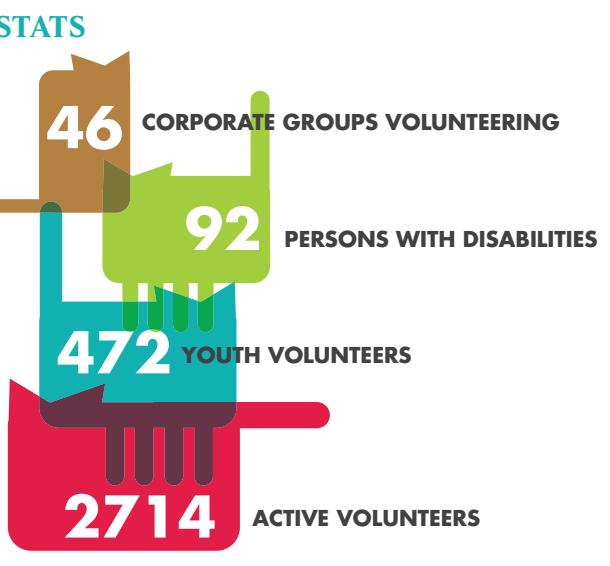


## STAKEHOLDER RELATIONS

### VOLUNTEERISM

Volunteers are at the heart of the Edmonton Humane Society. These helping hands enrich animal lives and spread our values of kindness and empathy to our supporters that walk through our doors and in the community.

In 2016, the Volunteer Program continued to expand its reach in the community with impressive results. The program grew significantly with total hours increasing by a remarkable 39% while our corporate volunteer program numbers nearly doubled. This substantial rise is a testament to the strength of the program's new processes introduced in 2015 and an important marker of the community's increased commitment to helping animals in need.



### FOSTER PROGRAM

As part of our goal to provide the best in animal care, we continued to expand our Foster Program which grew by 10%. In 2016, 1,477 animals benefitted from this program and were given the opportunity to grow, heal and recover in a temporary home.

ANIMALS PLACED IN FOSTER CARE: **1477**



## ANIMAL HEALTH

In 2016, EHS took an important step in rethinking and transforming our shelter operations. The Edmonton Humane Society was one of two shelters in the country selected to participate in the Canadian Federation of Humane Societies' pilot project on Capacity for Care (C4C), one of the key criteria in the Million Cat Challenge. Led by the C4C Expert Team, EHS implemented a number of operational changes to create the conditions necessary to provide shelter animals with the Five Freedoms of animal welfare, thereby improving the quality of animal lives. Armed with expertise in animal shelter best practices, EHS is leading the way for a new standard of care that advances animal welfare in Canada.



Notable changes include:

- Introducing the “portalization” of cages where a single cat is allocated the space of two cages through the use of a portal. This type of housing separates food from litter, decreasing the prevalence of illness, and is essential to providing each cat with the Five Freedoms.
- Implementing a managed intake process where appointments are scheduled, increasing our ability to manage resources internally while improving the flow of cats through the shelter in order to reduce their length of stay and re-home them quicker.
- Providing resources and programs to the public on alternatives to intake such as Trap-Neuter-Return and Kitten Co-op.
- Improving cleaning protocols to optimize shelter resources to create efficiencies and manage disease in shelter.
- Creating cat housing that minimizes stress for cats and increases adoptability (i.e. Kittensbury cat chalet).

The animal health team improved practices to continue maximizing positive animal outcomes. Prevent Another Litter Subsidy (PALS) increased by 61% while the Trap-Neuter-Return program grew an astounding 176%. These successes not only show an increase in community awareness, but are also an important achievement in controlling cat populations.

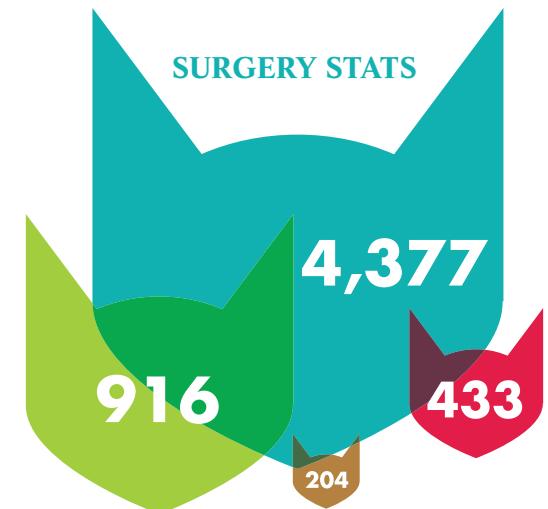
As an open-admission shelter, we admit animals irrespective of age, injury, behaviour or medical history – and we never euthanize for time or space. However, when an animal is in pain and beyond medical treatment, a positive outcome is one that ends suffering. This is why the Edmonton Humane Society, and many other animal welfare agencies, supports the practice of humane euthanasia.

While our 2016 live release rates remain **one of the highest in North America**, we believe our success is best measured by the social outcomes and community impact achieved through the work we do.



\*Live release rate captures animals adopted and transferred to other animal welfare agencies.

## SURGERY STATS



**Shelter Animal Surgeries** **4377**  
(spay and neuter)

**PALS Program** **916**  
(Prevent Another Litter Subsidy Program)

**TNR** **204**  
(Trap-Neuter-Return)

**Specialized Surgeries** **433**

**TOTAL NUMBER OF ANIMALS ADMITTED: 9,083**

**Animals adopted** **6275**

Catitude Cat Adoptions 149  
Barn Buddies Adoptions 105  
Adoptions at offsite partners 760

**Transfers to other animal welfare agencies** **298**

**Reclaimed by owner** **997**

**Trap-Neuter-Return** **204**

**Ancillary outcomes\*** **1313**

\*Includes animals deceased on arrival, unassisted deaths, humane euthanasia and animals continuing in care





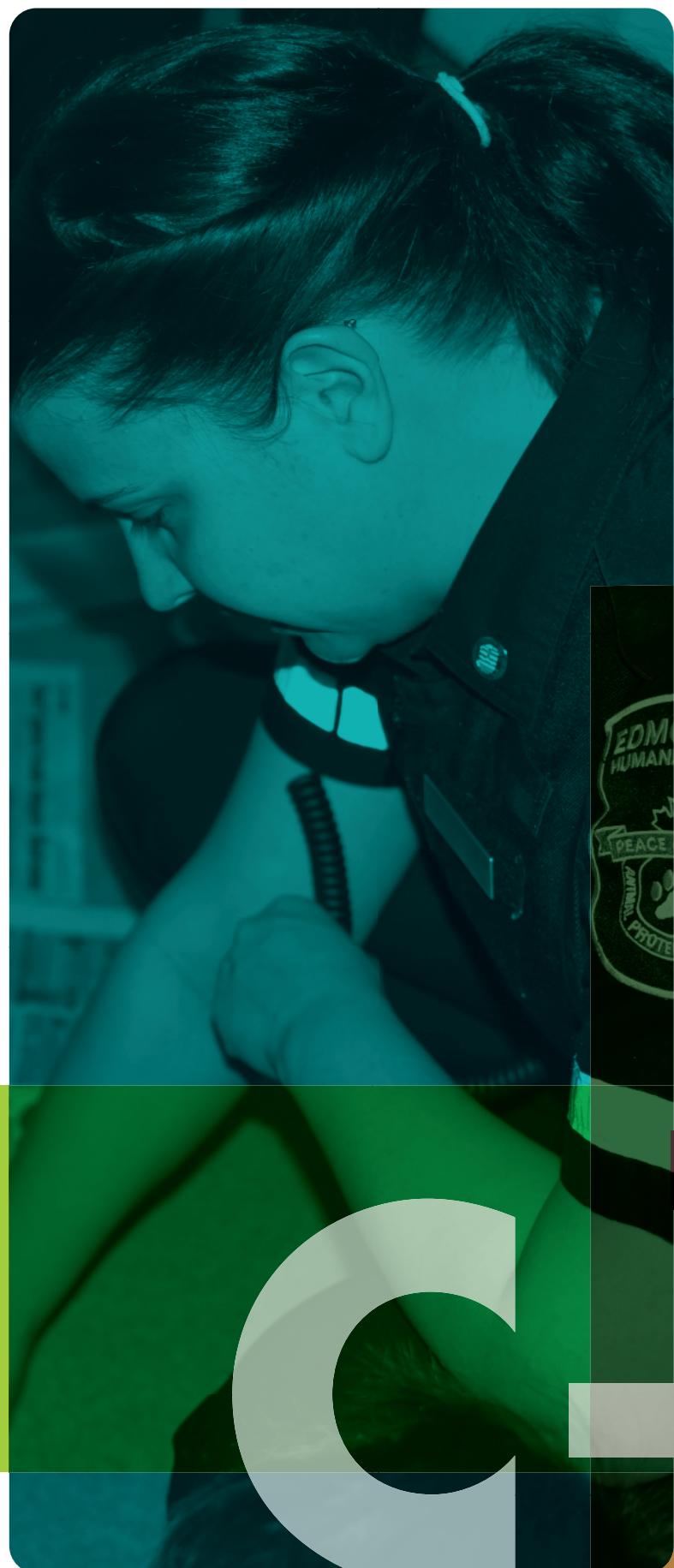
## ANIMAL PROTECTION

EHS Animal Protection Officers are a group of specialized officers that enforce the Animal Protection Act of Alberta. Through education and prevention efforts, a noticeable 29% increase in animal concern calls occurred, marking a record level of raised awareness for both how to identify neglect and how to report concerns.

## ADVOCACY FOR BILL C-246

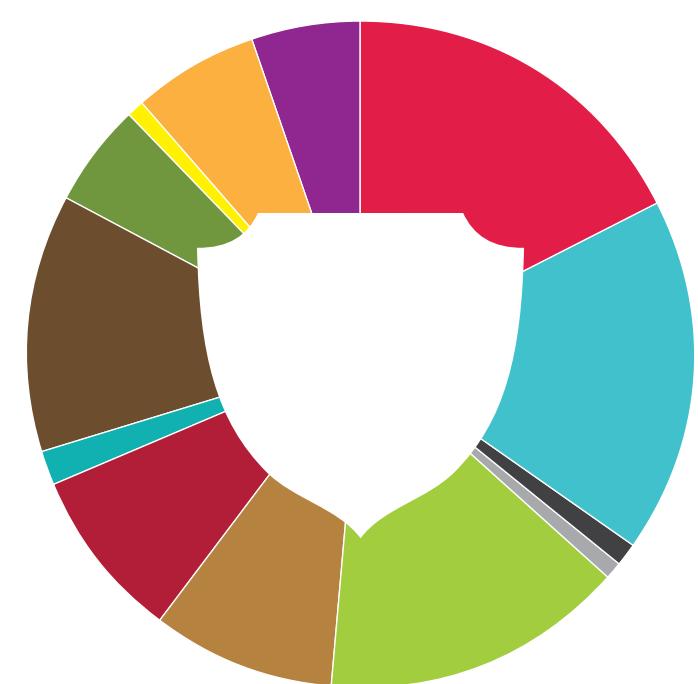
Led by the Canadian Federation of Humane Societies, EHS worked in collaboration with shelters across the country to advocate for legislative changes at a national level. Together, organizations from across Canada sought to introduce Bill C-246, which aimed to modernize legislation and make revisions related to animal abuse, negligence, fighting and bestiality.

While the bill was voted down, the initiative provided a promising start to national advocacy efforts and put animal welfare and animal protection on the federal government's agenda.



## ANIMAL PROTECTION CASES

EHS further heightened animal protection and awareness in December of 2016 when charges were publicly laid under the Animal Protection Act against a breeding operation in Edmonton and surrounding area. The accused and co-accused were charged with multiple counts of causing or permitting an animal to be in distress, failure to provide adequate food and water, failure to provide adequate care when wounded or ill and failure to provide adequate shelter, ventilation and space. This case continues to garner attention from both the media and public as it carries forward into 2017.



## TYPES OF CONCERN INVESTIGATED

- NO FOOD/WATER (287)
- NO SHELTER (282)
- ABUSE (17)
- SHORT CHAIN (15)
- ABANDONED (242)
- DIRTY CONDITION/INADEQUATE SPACE & VENTILATION (145)
- LACK OF VET CARE (138)
- ANIMAL IN VEHICLE (27)
- GENERAL NEGLECT (203)
- PICKUPS (82)
- OTHER (11)
- INSPECTIONS (103)
- OVERWEIGHT/UNDERWEIGHT (83)





## BUILDING EMPATHY THROUGH HUMANE EDUCATION

The 2016 year was one of significant growth in audience reach for the Humane Education department. Overall, the average daily reach increased from 14 to 21 people per day, while Humane Education presentations grew by an impressive 44% in reach. Through these powerful face-to-face interactions, EHS was able to deliver a message of compassion and empathy into schools, senior homes, daycares and businesses throughout Edmonton and surrounding area.

The department continued to promote the human-animal bond to both adult and youth audiences, heightening our role as an institution in the community and advocating for the humane treatment of animals. A notable increase in birthday party attendees allowed us to reach even more young audiences this past year to build empathy towards animals and inspire the next generation of animal ambassadors.

PROGRAM	# OF CLASSES / PRESENTATIONS	# OF PEOPLE REACHED
Humane Education Presentations	111	4,227
Birthdays	188	2,443
Camps	4	391
Classes and programs	45	708

## BEHAVIOUR

The EHS behaviour team continues to innovate our approach in evaluating and rehabilitating animals with behaviour issues, boasting an impressive 94% success rate for dogs rehomed after behaviour modification.

With a focus on finding long-term placements, the return rates of adopted animals have decreased from previous years with 2016 marking the lowest number of returns for animal aggression in four years. Through specialized adoption programs such as Farm Friends, Adoption Ambassadors, Barn Buddies and Cattitude Cats, even more animals were successfully placed in an environment in which they can thrive.

**TOTAL NUMBER OF BEHAVIOUR ASSESSMENTS CONDUCTED IN 2016:** **2,059**

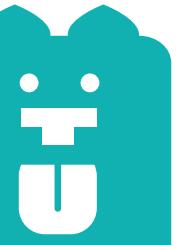
**DOGS PLACED ON BEHAVIOUR MODIFICATION:** **521**

**DOGS REHOMED AFTER BEHAVIOUR MODIFICATION:** **489**

## CANINE ENRICHMENT CENTRE

Regarded as a world-class training facility, the EHS Canine Enrichment Centre continues to set the standard for dog care and training. Our classes showed a large increase in popularity with more than 2,100 registrants for 2016, allowing us to continue relationships with adopters and build new ones with pet owners in the community.

The Canine Enrichment Centre showed an impactful reach within Edmonton and surrounding areas through our renowned dog training classes and daycare services. By further expanding our scope, EHS was able to continue building its reputation as a leader in canine training and care while enhancing our presence in the community.





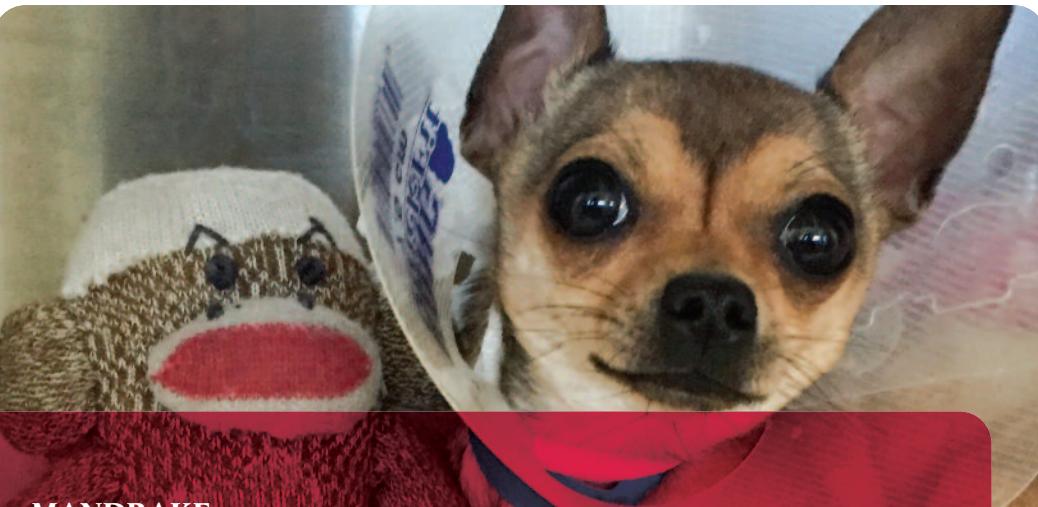
## COMMUNICATIONS

After launching a new website in 2015, EHS is now not only one of the most-visited sites in Alberta, but also one of the most popular animal shelter websites in Canada.

EHS' social media presence continued to grow, generating some of the highest reach numbers in the country by an animal welfare agency. Throughout the year, our social media efforts generated more than 37,000 average daily impressions, demonstrating an increase in EHS awareness and community interest.



2016 EHS SOCIAL MEDIA STATS	TOTAL PAGE LIKES / FOLLOWERS (AS OF DEC. 31)	# OF NEW LIKES / FOLLOWERS	% INCREASE FOLLOWERS OVER YEAR	TOTAL REACH	AVERAGE DAILY IMPRESSIONS
Facebook	74,507	12,588	20%	11,558,247	31,580
Twitter	14,570	1,270	9.5%	2,317,918	6,350
Instagram	16,700	7,908	90%	-	-



### MANDRAKE

A tiny Chihuahua named Mandrake was found abandoned in an apartment building. He arrived at EHS shaking and was soon found to have a rare medical condition known as a urethral rectal fistula. As one of only 10 documented cases worldwide, Mandrake's story quickly made headlines and generated massive interest in his care and recovery. The community rallied around his journey, raising thousands of dollars for him through the EHS Sick and Injured Animal Fund.



### CHIPMUNK

Born in the shelter with front paws that weren't fully developed, Chipmunk became an inspirational story of strength and perseverance. In December of 2016, EHS put the call out for a special adopter who could care for Chipmunk's unique medical condition. The response from the community was overwhelming. His story was shared on social media and traditional media, reaching a combined total of nearly one million people.





## FUND DEVELOPMENT

Despite an economic downturn, 2016 was a remarkable year of compassion and giving that often rallied the community together under united causes to help EHS animals in need. The Fort McMurray wildfires generated a touching display of generosity with donations spanning the globe to assist people and pets forced to flee their homes. The inspiring stories of EHS animals touched the hearts of countless individuals who ensured legacies and hope would continue through gifts of planned giving.

Pets in the Park welcomed iconic singer-songwriter Jann Arden as the 2016 Walk Marshal. Lending her passion and talents to

Edmonton's official pet festival, Jann helped to heighten awareness and provided the opportunity to tell the EHS story to a broader audience. The event drew nearly 15,000 people and raised much needed funds to support shelter animals.

As EHS fund development continued to connect with the community, so did our valuable third-party fundraisers. These selfless individuals and groups supported EHS by hosting their own fundraisers, making a significant contribution to the advancement of animal welfare.

## PAWS & CLAWS GALA

In 2008, **Coventry Homes** came to us with a promise of hope. Together, we began a journey that has since touched thousands of lives – both animal and human. As one of the shelter's longest running corporate supporters, Coventry Homes has raised more than \$750,000 through philanthropic events like the Paws & Claws Gala, which brings together the community to benefit EHS animals, programs and services. Henri Rodier and his incredible team at Coventry Homes have built a culture of giving and philanthropy that changes lives – and that is rare.

## CONTRIBUTION SNAPSHOT

FUNDRAISING AND SPONSORSHIPS	\$3,597,332
EHS MAIL CAMPAIGNS	
DONATIONS	
EHS LOTTERIES	
THIRD-PARTY FUNDRAISERS	
EHS SIGNATURE EVENTS	
COINBOXES	
OTHER	
BEQUESTS	
	\$1,318,241



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#### Auditors' Report

April 25, 2017  
Edmonton, Alberta

To the Directors of Edmonton Humane Society for the Prevention of Cruelty to Animals:

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2016, and the summary results from operations for the year then ended, are derived from the audited financial statements of the Edmonton Humane Society for the Prevention of Cruelty to Animals for the year ended December 31, 2016. We expressed a qualified audit opinion on those financial statements in our report dated April 25, 2017.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Edmonton Humane Society for the Prevention of Cruelty to Animals.

#### Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with the basis of accounting described in Note 1.

#### Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

#### Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Edmonton Humane Society for the Prevention of Cruelty to Animals for the year ended December 31, 2016 are a fair summary of those financial statements, on the basis described in Note 1. However, the summary financial statements are subject to conditions equivalent to those of the audited financial statements of the Edmonton Humane Society for the Prevention of Cruelty to Animals for the year ended December 31, 2016, upon which we issued a qualified audit opinion.

Our qualified audit opinion, as described in our report dated April 25, 2017, is based on the fact that the Society derives some of its revenue from donations. In common with many charitable organizations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amount recorded in the records of the Society and we were not able to determine whether any adjustments might be necessary to contributions, deficiency of revenue over expenses, current assets and net assets.

*Kingston Ross Pasnak LLP*

**Kingston Ross Pasnak LLP**  
Chartered Accountants



## EDMONTON HUMANE SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

### SUMMARIZED FINANCIAL STATEMENTS

Year ended December 31, 2016

#### RESULTS FROM OPERATIONS

##### REVENUES

	2016	2015
Fundraising and sponsorships	\$ 3,597,332	\$ 3,306,240
Shelter operations	2,987,218	3,332,427
Bequests	1,318,241	1,034,722
Amortization of deferred capital contributions	277,565	292,369
Investment income	252,493	123,538
	<b>8,432,849</b>	<b>8,089,296</b>

##### EXPENSES

	2016	2015
Shelter operations	4,258,243	4,771,784
Fundraising and sponsorships	1,387,430	1,172,704
Program and service delivery	1,037,297	1,084,393
Amortization of property and equipment	704,343	760,143
	<b>7,387,313</b>	<b>7,789,024</b>

##### EXCESS OF REVENUES OVER EXPENSES

**\$ 1,045,536** **\$ 300,272**

#### FINANCIAL POSITION

##### ASSETS

	2016	2015
Cash and short term investments	\$ 5,166,003	\$ 2,532,033
Other current assets	328,045	291,896

##### LONG-TERM INVESTMENTS

**5,494,048** **2,823,929**

##### PROPERTY AND EQUIPMENT (net of accumulated amortization)

**3,186,459** **4,149,264**

**15,184,560** **15,669,730**

**\$ 23,865,067** **\$ 22,642,923**

##### LIABILITIES

	2016	2015
Accounts payable and accrued liabilities	\$ 478,579	\$ 365,892
Deferred contributions	1,251,901	969,307

##### DEFERRED CAPITAL CONTRIBUTIONS

**1,730,480** **1,335,199**

**6,326,905** **6,545,578**

**8,057,385** **7,880,777**

##### NET ASSETS

	2016	2015
Invested in property and equipment	8,857,654	9,124,152
Internally restricted	2,514,176	2,514,176
Unrestricted	4,435,852	3,123,818

**15,807,682** **14,762,146**

**\$ 23,865,067** **\$ 22,642,923**

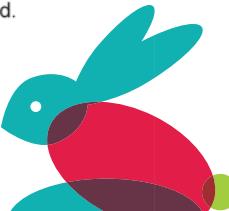
#### APPROVED BY THE BOARD

*Scott Boyer* Director

*Lora Zupanovac* Director

#### Basis of Presentation (Note 1)

Management is responsible for the preparation of the summary financial statements. The summary financial statements are comprised of the summary statement of financial position and the summary results of operations, and do not include any other schedules, a summary of significant accounting policies or the notes to the financial statements. The summary statement of financial position and the summary results of operations are presented with the same amounts as the audited financial statements, but certain balances have been combined and all note referencing has been removed.





EDMONTON  
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**SOCIETY**

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