



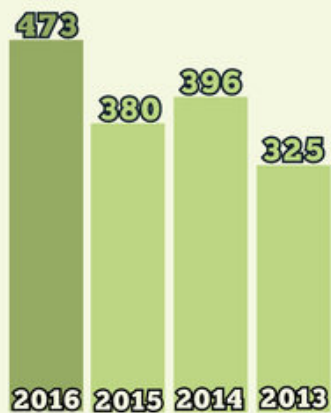
# President's Report 2016-2017

# Regina Cat Rescue

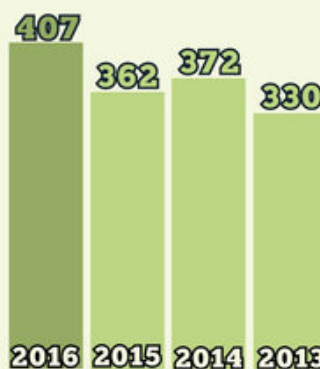
## 2016

### Year in Review

#### Cats rescued



#### Cats adopted



#### Average # of foster homes



#### Cats TNR'ed\*



\*Trapped, neutered or spayed & returned to managed colonies

#### Community cat colonies managed by RCR



Plus!

22

fundraisers held

Provided support to

42

independently managed colonies

Approx.

175

active volunteers

#### Current situation

On January 1, 2017



147 cats in foster care



105 cats available for adoption



29 cats awaiting spay/neuter



[reginacatreScue.com](http://reginacatreScue.com)

*Thanks for your support!*

Regina Cat Rescue is a non-profit, volunteer-run organization and a registered charity.

## Highlights

### Accomplishments

- Almost \$59,000 in fundraising in total
- All known female cats at feeding stations trapped and spayed
- Committee co-chairs nominated for YWCA Women of Distinction Award
- New collaboration with Regina Humane Society
- Paw’p Up Cat Café at Regina Public Library
- Made it through a challenging and difficult year

### Challenges

- Record year for cat rescue – not just us, but Regina Humane Society, too
- Capacity in all areas is stretched as demand for service increases—funds and volunteers
- Volunteers needed:
  - Bingo workers
  - Foster homes
  - Pet Rescue co-chair
  - Fundraising and Membership co-chair

## Board Highlights

- First budget created
- New partnership with Regina Humane Society
- Successful PetSmart grant
- Nominated committee co-chairs for YWCA Women of Distinction Award – Circle of Friends
- Vice-president vacancy filled
- Policy review

## Challenges

- Funds to pay for increased vet bills – had to use endowment from 2015-16
- Co-chairs stretched beyond capacity
- United Way rental policy change

## Goals

- Board planning
- More face-to-face meetings with committee co-chairs
- Be more financially prepared to meet a budget (Limit number of cats rescued for 2017 to 400; Increase adoption fee to \$140/cat; \$100/senior or health problems; \$200 for bonded pairs as of May 1)
- Working with Regina Humane Society and other partners on a community cat strategy
- Grant applications
- Policy review
- Succession planning
- Volunteer appreciation BBQ in summer 2017

## Committee Highlights

### Membership

- Lifetime Members: 35
- 2017 Annual Members: 32
- Active volunteers: approximately 175

### Fundraising

- Almost \$59,000 raised in fundraising (about the same as 2016-17):
  - Events: \$43,141
  - Bingos: \$15,658
- In attendance at events: 500 (up from 350 in 2016-17)

### Accomplishments

- Smaller events, such as the pop-up pint fundraiser and paint nites, have been very successful (\$5,000 raised in seven events in one year)

### Challenges

- Lost Fundraising and Membership Co-Chair
- Coordinating volunteers for Riders Games
- Ongoing need for bingo volunteers
- Lower uptake in winter raffle

### Goals

- Recruit new co-chair
- Take advantage of RBC Day of Service Grants (up to \$5,000)
- Expand volunteer pool
- Explore online options for raffle ticket sales and poll supporters for more desirable prizes

## Communications

	April 2016	April 2017	Increase	Percentage
Instagram	1,604	2,382	778	49%
Twitter	724	907	183	25%
Ebulletin	450	519	69	15%
Facebook	4,759	5,955	1,196	25%

Website	March 2016	April 2017	Increase	Percentage
Page views	23,068	21,656	-1,412	31%
Visits	4,239	5,005	-766	39%
Audience size (unique visits)	2,519	2,689	170	5%

- Daily website averages for January-March 2017 are 911 page views, 420 unique visits, 60 return visits.
- Appeared in 12 media stories, compared to 14 the previous year

## Accomplishments

- RCR and the RPL presented the Paw'p Up Cat Café
- Most successful calendar to date – total sales were \$5,165—up from \$4,860 in 2016
- RCR-branded clothing still in demand
- Exclusive content to the e-bulletin – Meet our Volunteers, Photo of the Month, News Bites, etc.

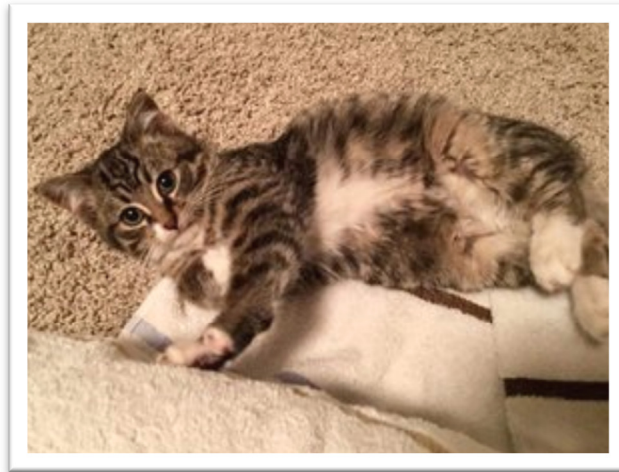
## Challenges

- Having enough resources for day-to-day operations and new initiatives
- Finding and retaining volunteers who are skilled and committed
- Raising awareness about what services RCR is able to provide (we are not equipped for emergency situations)

## Goals

- Partnership with Excalipurr Cat Café
- Taking advantage of education opportunities for the public, such as with the Regina Public Library Film Theatre
- Transition to new adoption fee structure
- Updating outdated content on the website including broken links, inaccurate information, old PFA name, etc.
- Responding to inquiries from the public within 24 hours

## Pet Rescue



## Rescue stories

- Extreme weather takes its toll
- Geoffrey the nursing home cat

## Statistics

	2015-16	2016-17
Cats rescued	389	455
Cats adopted	370	422
Sterilizations	279	366
Euthanizations (due to major health issues)	14	21
Foster homes	55	57

### *Accomplishments*

- Were able to help 66 more cats than previous year
- New vet partners: Albert North Veterinary Clinic—pro-bono sterilizations; Regent Park Animal Hospital—low-cost
- New adoption partnerships: Pet Valu East, Prezoomably Cats—satellite adoption partner and pro-bono groomer

### *Challenges*

- 66 more cats to help than previous year
- Lost Pet Rescue co-chair
- Finding enough foster homes and other committed volunteers. We always need more foster homes.

### *Goals*

- Recruit new co-chair
- Divide up work to avoid volunteer burnout
- Limit number of cats rescued for 2017 to 400; Increase adoption fee to \$140/cat; \$100/senior or health problems; \$200 for bonded pairs as of May 1



## Community Cat Team

- 32 RCR colonies
- 43 private citizen colonies

RCR Colonies	2015-16	2016-17
TNR	15	6
Non-tame kittens into foster care	6	5
Tame cats into foster care	16	14
Deceased cats	9	14

Other Locations	2015-16	2016-17
TNR	13	31
Non-tame kittens into foster care	32	--
Tame cats/kittens into foster care	19	41

- Rescue stories
  - Acreage kittens
  - Good-byes to long-time community cats

## Accomplishments

- Cat population at existing colonies is kept stable (other than deaths) by trapping any new cats to the colony.
- All known female cats at feeding stations were trapped and spayed. We found five tame kittens at our RCR colonies, but we did not have any litters of feral kittens.
- Attending a volunteer information session for the Moose Jaw cat rescue group, SCRAPS and provided information to them on trapping and the types of traps we use.

## Challenges

- Feeding stations on properties where renters moving, houses sold or burnt down – must find a new location that is close by to transition the cats to.
- Educating private citizens on the reasons to keep the cats in a neighborhood once they are spayed and neutered and RCR's role in helping keep the community cat over population down.
- Not being able to help surrounding communities as our hands are full caring for the community cats of Regina when you know that they are also having cat overpopulation problems in their communities.

## Goals

- New shelters and feeding stations built to replace older ones that are damaged
- More volunteers to help trap on a regular basis (though we know trapping isn't for everyone)