

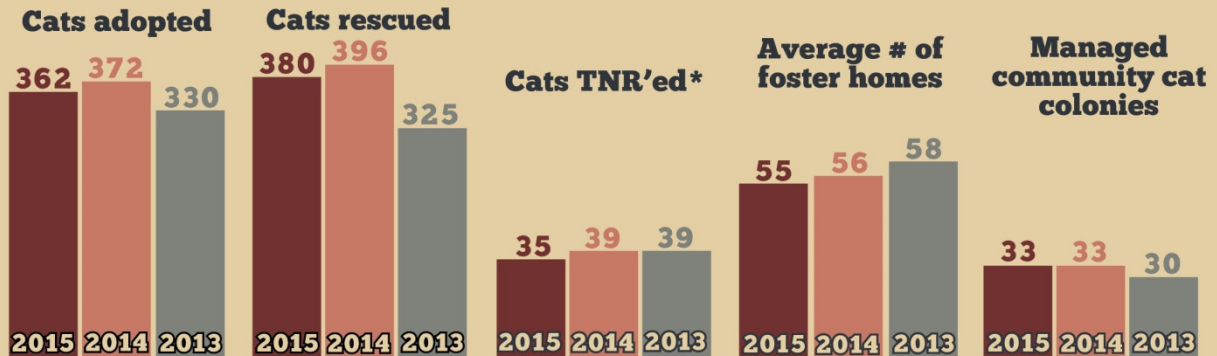


President's Report 2015-2016

Regina Cat Rescue

2015

Year in Review



Plus!

17

fundraisers held

Approx.

190

active volunteers

Over

700

lbs of cat food used each month

Supported

42

independently managed colonies

*Trapped, spayed/neutered & returned to managed colonies

Current Situation

On January 1, 2016



109 cats in foster care



63 cats available for adoption



27 cats awaiting spay/neuter

Regina Cat Rescue

reginacatreSCue.com

Thanks for your support!

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

Highlights

Accomplishments

- \$25,000 bequest
- Almost \$60,000 in fundraising
- 389 cats rescued and 370 cats adopted
- Rooster rescue
- All known female cats at feeding stations trapped and spayed
- Politocats

Challenges

- Capacity in all areas is stretched as demand for service increases
- Volunteers needed:
 - Bingo workers
 - Photographers
 - Foster homes
 - Adoption screeners
- Cats with specific health issues

Board Highlights

- Email tax receipts
- Successful volunteer appreciation event – 45 in attendance
- Proposed Mission/Vision/Values
- New auditor
- Audit available for AGM for the first time
- Spoke with Sask SPCA about concerns re: certification process for rescues
- Leveraging partnerships in the community for opportunities to educate the public.

Challenges

- Vice-president vacancy
- Changes to how books are done

Goals

- Board planning
 - operations plan
 - communications plan
 - budget
- Succession planning
- Grant applications
- Policy review – tax receipts in particular

Committee Highlights

Membership

- Lifetime Members: 36
- 2016 Annual Members: 36
- Approximately 190 active volunteers

Fundraising

- \$25,000 bequest
- \$43,000 raised in fundraising initiatives – steak nights, calendar sales, book sale, baking sale, clothing, Running Room volunteering, RBC grants, Rocking Out for Catz and Dogz concert
- In attendance at events: about 350 between steak nights, pint night, and concert
- \$16,900 raised in bingos
- Employee grants are becoming a major fundraiser – just got news that we'll be getting \$2,000 from Canada Life in the near future
- Ongoing sponsorship from Champion Pet Foods, Imagination Ink, Metro Pet Market (Spay It Forward and gift certificates to all adopters), Morsky Group of Companies and Portable Storage PUPS

Accomplishments

- New co-chair means greater capacity of team
- New fundraisers, such as book sale, pop-up functions (poutine and a pint), paint nights successful

Challenges

- Coordinating volunteers for Riders Games
- Ongoing need for bingo volunteers

Goals

- Taking advantage of smaller fundraisers
- Finding new ways to attract a new pool of volunteers

Communications

	April 2015	April 2016	Increase	Percentage
Instagram	879	1,604	725	45%
Twitter	502	724	222	30%
Ebulletin	353	450	97	22%
Facebook	3,288 (Jan 31)	4,759	1,471	31%

	May 2015	March 2016	Increase	Percentage
Website				
Page views	15,821	23,068	7,244	31%
Visits	3,577	4,239	1,662	39%
Audience size (unique visits)	2,401	2,519	118	5%

- Daily averages for March-April 2016 are 694 page views, 133 visits, 116 audience size
- Appeared in 14 media stories, compared to 4 the previous year – 71% increase
- News releases:
 - May Means Spay – raise funds to sterilize cats in RCR care and encourage pet owners to sterilize their pets
 - Vanilla Cream Ale at Rebellion with the Community Tap Series

Accomplishments

- Reaching wider audiences with non-traditional fundraisers like the ones with Rebellion, The Tap, Rochdale Roca House, and Kit-Tea
- Politicats – biggest headline grabber, making up 11 media mentions
- Most successful calendar to date – more than \$3,400 in profit
- RCR-branded clothing sales
- 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 endeavours
- Finding volunteers who are skilled and committed
- Recruitment and retention of volunteer photographers – need is driven by social media
- Raising awareness about how RCR differs from other local rescues

Goals

- Partnership with Regina Public Library
- Crowd-funding for specific cats with special needs
- Planning session with communication volunteers to identify communication priorities and opportunities
- Updating outdated educational pieces for the website
- Responding to direct messages received through social media in a timely fashion

Pet Rescue

2015-16:

- 389 cats rescued
- 370 cats adopted
- 279 sterilizations (137 male, 142 female)
- 30 failed adoptions (27 readopted, 3 awaiting adoption)
- 14 euthanizations (due to major health issues)
- 55 foster homes

Accomplishments

- Microchipping own cats significant
- Many cats get adopted through social media channels in addition to our website. We can get multiple applications for one cat within an hour of the ad being posted. Social media works!
- Crowd funding (You Caring) helped a lot with cats needing expensive surgeries

Challenges

- Finding enough foster homes and other committed volunteers
- Dealing with a large number of cats with specific health issues needing expensive surgeries – e.g. enucleations and dentals, eye ulcers, luxating patellas

Goals

- Using crowd funding strategically and leverage it more effectively
- Recruit more stable and committed foster homes, including more that are not multi-pet for special needs cats
- Utilize volunteers more effectively
- Find solutions for cats that help keep intake down
- Educate and help people find their own solutions

Feral Team

RCR Colonies	2015-16	2014
TNR	15	15
Feral kittens into foster care	6	13
Tame cats into foster care	16	19
Litters of kittens	2	--
Deceased cats	9	7
Other Locations	2015-16	2014
TNR	13	24
Feral kittens into foster care	32	36

Tame cats into foster care	19	8
Roosters	1	--

- Rescue stories
 - Rooster
 - Goodbye to long-time ferals

Accomplishments

- Cat population at existing colonies is stable other than deaths
- All known female cats at feeding stations were trapped and spayed
- Only two litters of kittens from feeding stations – from females new to the stations
- Lent traps and offered advice to people in small communities that are trying to deal with unsterilized cats before numbers get out of hand
- Built and completed maintenance of several feeding stations and shelters at existing colonies

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. Four situations like this last year, but we were able to convince the landlord or new renters to let us stay or find a new location close by
- Many requests from people in other communities asking for help and advice but many people want us to come out and deal with the cats. We can't do this, as we only have two trappers and our own situation to deal with
- Malfunctioning traps, or are the cats getting too smart?

Goals

- New shelters and feeding stations built to replace older ones that are damaged
- More volunteers to help trap on a regular basis

Given that the focus and name of the organization has changed, it is recommended that the membership of Regina Cat Rescue adopt the new mission, vision and values as presented by the board of directors.