



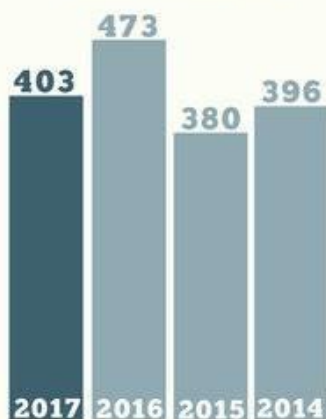
# President's Report 2017-2018

# Regina Cat Rescue

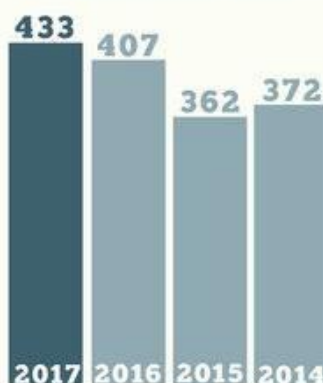
## 2017

### *Year in Review*

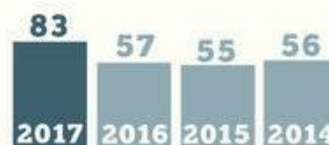
**Cats rescued**



**Cats adopted**



**Average # of foster homes**

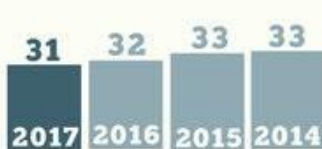


**Cats TNR'ed\***



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

**Community cat colonies managed by RCR**



**Plus!**

**34**  
fundraisers held

Provided support to

**49**

independently managed cat colonies

**183**

active volunteers

### Current situation

*On January 1, 2018*



**145 cats in foster care**



**101 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

- Celebrated 35<sup>th</sup> anniversary
- More than \$81,500 in fundraising
- Met our goal of rescuing 400 cats
- Regina Cat Coalition created
- Excalipurr Cat Café partnership
- Mosaic Stadium fundraising events

### Challenges

- Changes to Regina Humane Society policies
- Escalating veterinary costs
- Distemper outbreak
- Volunteers needed:
  - Bingo workers
  - Pet Rescue Co-chair
  - Mosaic Stadium Event Coordinator
  - Pet Rescue Event Coordinator

## Board Highlights

- Operated in a solid financial position. Limiting intake to 400 cats and increasing adoption fees contributed to this.
- Our second PetSmart grant of \$10,000 sterilized 97 cats in 2017. Thank you, PetSmart Charities!
- Regina Cat Coalition partnership
- Improved technological organization and storage with addition of Tech Admin, leading to improved communication and professionalism

### Challenges

- Cash flow uncertainty
- Escalating vet costs
  - Average cost per cat rescued was \$409 in 2017-18 and \$337 in 2016-17
- Co-chairs stretched beyond capacity

### Goals

- Strategic planning
- Working with partners on a community cat strategy
- Grant applications
- Improve process for fundraising cash flows
- Succession planning
- Volunteer appreciation BBQ on August 18, 2018

## Committee Highlights

### Membership

- Lifetime Members: 35
- 2018 Annual Members: 39
- Active volunteers: approximately 180

### Fundraising

- Mosaic Stadium events have been a huge fundraising opportunity – made more than \$18,000 in revenue for the 2017 season (five months), which is (around the same amount as an entire year of bingo revenues)
- More than \$81,500 raised in fundraising (events and bingos; an additional \$6,000 on events over 2017-18)
- In attendance at events: 560 (60 more than 2017-18)

### Accomplishments

- New Fundraising and Membership Co-Chair
- Supporters enjoying new and diverse events such as kitty yoga, wooden sign nights, plant nights and brunchraisers

### Challenges

- Coordinating and attracting reliable volunteers for Mosaic Stadium events
- Need coordinator for Mosaic events
- Ongoing need for bingo volunteers

### Goals

- Attempting a large pot 50/50
- Exploring online options for annual winter raffle
- RBC Day of Service Grants
- Standardizing way to approach businesses for donations, tracking for future years and utilizing electronic means of communication

## Communications

|           | March 2018 | April 2017 | Increase | Percentage |
|-----------|------------|------------|----------|------------|
| Instagram | 2,911      | 2,422      | 489      | 20%        |
| Twitter   | 1,015      | 912        | 103      | 11%        |
| Ebulletin | 620        | 529        | 91       | 17%        |
| Facebook  | 6,868      | 5,989      | 879      | 15%        |

| Website                          | March 2018 | April 2017 | Increase | Percentage |
|----------------------------------|------------|------------|----------|------------|
| Page views                       | 25,111     | 21,938     | 3,173    | 15%        |
| Returning visits                 | 1,343      | 1,438      | -95      | -7%        |
| Audience size<br>(unique visits) | 11,421     | 10,249     | 1,172    | 11%        |

- Daily website averages for January-March 2018 are 821 page views, 367 unique visits, 46 return visits.

## Accomplishments

- RCR appeared in 12 media stories
- Published monthly e-bulletins
- 2018 RCR calendar was another success. Profits on par with 2017 calendar. (\$2,864 vs \$2,932).
- RCR-branded clothing still in demand. New offerings this year with tank tops, 35th anniversary tees and TNR sweatshirts.

## Challenges

- Lack of resources to carry out 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, we do not take surrendered pets, etc.)

## Goals

- To identify and take advantage of education opportunities for the public
- Finish work on refreshing outdated content on the website
- Respond to inquiries from the public within 24 hours



## Pet Rescue

### *Rescue stories*

- Maddie and Leo touched a lot of hearts



- Working with local businesses to help feral cats and save baby kittens from life on the street

### *Statistics*

|   | <b>2017-18</b> | <b>2016-17</b> |
|---|----------------|----------------|
| Cats rescued                                | 403            | 455            |
| Cats adopted                                | 342            | 422            |
| Sterilizations                              | 375            | 366            |
| Euthanizations (due to major health issues) | 19             | 21             |
| Foster homes                                | 73             | 57             |

### *Accomplishments*

- Met rescue cap of 400 cats (403 in 2017 included adopted cats that were returned)
- New rescue management software eases administrative load on volunteers
- New adoption partnership: Excalipurr Cat Café (close to 70 adoptions since summer 2017)
- Record of 92 foster homes during summer peak

### *Challenges*

- Need Pet Rescue co-chair
- Distemper present in Regina area – 13 deaths (and took foster homes out of commission)
- Ongoing foster home recruitment challenges for adult cats
- Adoption partnerships have increased, leading to more requests for events than is currently manageable

### *Goals*

- Recruit new co-chair
- Recruit dedicated event coordinator
- Divide up work to avoid volunteer burnout
- Looking into pet insurance partnership



## Community Cat Team

- 31 RCR colonies
- 49 private citizen colonies

### Statistics

| <b>RCR Colonies</b>                | <b>2017-18</b> | <b>2016-17</b> |
|------------------------------------|----------------|----------------|
| TNR                                | 13             | 6              |
| Litters of kittens                 | 1              | --             |
| Non-tame kittens into foster care  | 6              | 5              |
| Tame cats into foster care         | 10             | 14             |
| Deceased cats                      | 5              | 14             |
|                                    |                |                |
| <b>Other Locations</b>             | <b>2017-18</b> | <b>2016-17</b> |
| TNR                                | 15             | 31             |
| Non-tame kittens into foster care  | 4              | --             |
| Tame cats/kittens into foster care | 26             | 41             |

### Rescue stories

- Marci, Lennyn and Aubrey
- Goodbye Juliette

### Accomplishments

- Baby Grey, a nine-year-old community cat, was finally trapped after eight years of trying
- Jenny, a community cat with bad ear mites, was finally trapped (though it took over an hour to coax her out of the drop trap and into a transfer cage!)

### Challenges

- Trapping equipment is old and needs to be replaced
- Difficult to trap community cats when they are ill or injured
- Foster homes to socialize feral kittens needed
- Extremely cold winter meant inability to trap

### Goals

- Replace and repair existing feeding stations and make new ones to replace worn out or stolen stations and shelters
- Help private citizens who are caring for community cats by providing them with trapping and sterilization