

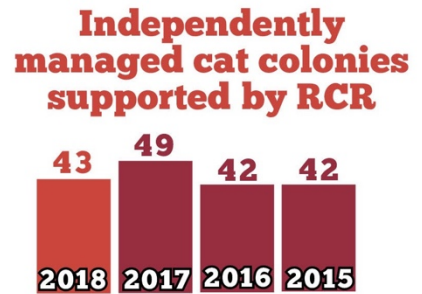
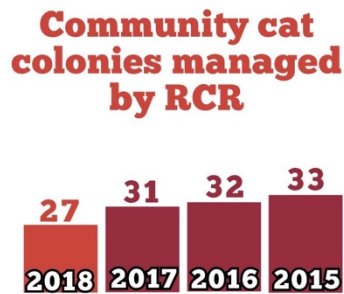
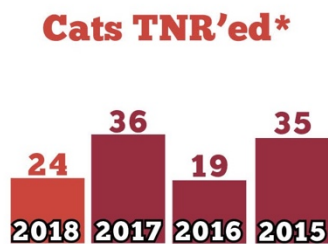
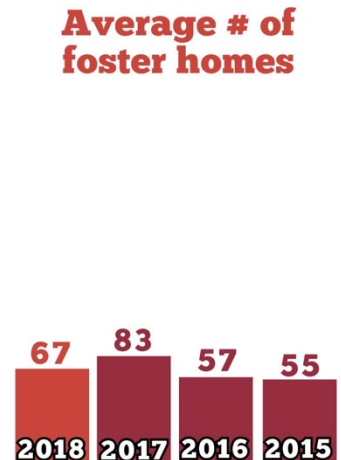
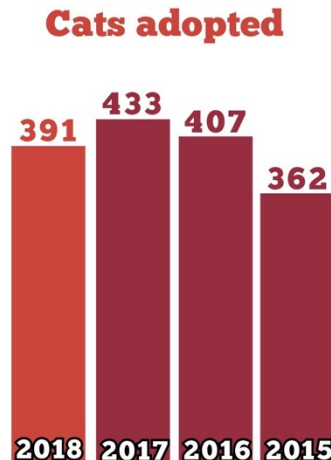
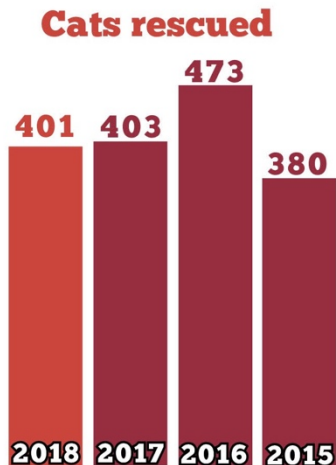


President's Report 2018-2019

Regina Cat ReScue

2018

Year in Review



*Trapped, neutered or spayed & returned to managed colonies

Current situation On January 1, 2019



150 cats in foster care



124 cats available for adoption



10 cats awaiting spay/neuter



reginacatreScue.com

Thanks for your support!

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

Highlights

Accomplishments

- Almost \$100,000 in fundraising
- Successful appeal for funds in spring
- Received \$10,000 PetSmart Charities Grant for TNR
- Met our goal of rescuing 400 cats
- Regina Cat Coalition continues
- Excalipurr Cat Café partnership – total adoptions at 167 on April 18
- Creation of Volunteer Team Co-ordinators
- Creation of Grant Coordinator/Writer position

Challenges

- Escalating veterinary costs
- Encouraging volunteers to purchase memberships
- Volunteers needed:
 - Bingo workers
 - Calendar Co-ordinator
 - Foster Home Liaison volunteers

Board Highlights

- Operated in a solid financial position for the full year. Limiting intake at 400 cats is key to this.
- Regina Cat Coalition partnership – PetSmart Charities grant application was unsuccessful, but communications initiatives are underway.
- Creation of Volunteer Team to help orient volunteers and help them feel more welcome as part of the organization
- Very successful campaign for donations to improve our financial situation in the spring. Estimate more than \$20,000 additional funds received due to this campaign.
- Implementation of Tiller software to improve tracking and Board visibility into fundraising cash flows.

Challenges

- Cash flow challenges early in year
- Escalating vet costs
 - Average "cat care" cost per cat (cats rescued + TNR'd) was \$473 in 2018 versus \$429 in 2017 and \$392 in 2016.
- How to inspire volunteers to purchase memberships?
- Co-chairs stretched beyond capacity

Goals

- Working with partners on a community cat strategy

- Grant applications – new Grant Coordinator/Writer volunteer
- Succession planning – training potential new Treasurer

Committee Highlights

Membership

- Lifetime Members: 35
- 2019 Annual Members: 39

Volunteer

- Mandate of the Volunteer Team is: Actively recruit, retain and engage all volunteers in a fun, informative and respectful way for Regina Cat Rescue
- Organize volunteers for Mosaic Stadium events, Excalipurr Cat Café, PetSmart, fundraising events and administrative tasks

Accomplishments

- Better coordination in all areas, volunteers feel more welcome and come back
- Strong channels of communication between volunteers and RCR
- Since October 2018, there have been 55 potential volunteers who completed the volunteer forms and been contacted by the Volunteer Team
 - There are 11 Excalipurr regular volunteers
 - 241 members on the volunteering Facebook group
 - 115 volunteers on the Mosaic Stadium event list

Challenges

- Volunteer reliability
- Finding new volunteers
- Bingos
- Matching volunteers
- Young volunteers

Goals

- Have new Excalipurr and Mosaic Stadium volunteers shadow more experienced ones to learn how to do the job so they can continue unsupervised and feel confident in their role
- Increase pool of volunteers so the same people aren't doing all the work
- Strategies to encourage volunteers to purchase memberships in RCR

Fundraising

- \$90,671 for fundraising events and \$9,168 for bingos, for a total of \$99,840 in fundraising (\$18,340 more than 2017-18)
- Mosaic Stadium events have been a huge fundraising opportunity – made almost \$28,000 in revenue for the 2018 season vs. more than \$18,000 in 2017 season
- In attendance at RCR fundraising events: 840 (280 more than last year)

Accomplishments

- Summer 50/50 sold out and raised \$10,000 (\$20,000 pot)
- Supporters enjoying new and diverse events such as brunchraiser, kitty yoga, poutine & pint night, wooden sign nights, axe throwing nights
- RBC Day of Service Grants -- \$5,000

Challenges

- Winter raffle sales decreased each year – challenges in finding prizes that appeal broadly
- Bingos decreasing significantly year over year (\$9,169 in 2018-19 vs. \$15,848 in 2017-18); however, increase in Mosaic opportunities have helped offset losses
- Attracting and maintaining reliable volunteers for bingos, Mosaic Stadium events, weddings and raffle ticket sales

Goals

- Online silent auction taking place right now.
- Exploring online options for annual summer and winter raffles
- RBC Day of Service Grants
- Continuing to offer new and diverse events

Communications

	April 2018	March 2019	Increase	Percentage
Instagram	2,911	3,970	1,059	+36%
Twitter	1,015	1,070	55	+5%
Ebulletin	643	737	94	+15%
Facebook	6,872	7,814	942	+14%

Website	April 2018	March 2019	Increase	Percentage
Page views	22,941	34,725	11,784	+51%
Returning visits	1,277	2,097	820	+64%
Audience size (unique visits)	11,411	18,899	7,488	+66%

- Daily website averages for January-March 2019 are 1,200 page views, 625 unique visits, 70 return visits.

Accomplishments

- RCR appeared in three media stories
- Published 12 monthly e-bulletins
- 2019 RCR calendar was another success. Profits on par with 2018 calendar. (\$2,932 vs \$2,798).
- RCR-branded clothing still in demand. New offerings this year include new design for different coloured t-shirts and tanks. Now in second printing.

Challenges

- Lack of resources to carry out 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.)
- Need a volunteer to take on calendar coordination

Goals

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

Pet Rescue

Rescue stories

- Eden and Zoe



- Frysta



Statistics

	2017-18	2018-19
Cats rescued	403	367
Cats adopted	342	372
Sterilizations	375	409
Euthanizations (due to major health issues)	19	12
Foster homes	73	68

Accomplishments

- Met rescue cap of 400 cats
- New rescue management software has improved tracking and reporting capabilities, assisting us on reporting sterilization grant to PetSmart Charities grant
- Approved for PetSmart Event Grant for adoption events (\$750) and Sterilization Grant (\$10,000)
- Partnership with Prezoomably Cats to use boarding condos for emergency and overflow rescues, providing RCR with a small emergency shelter
- Excalipurr Cat Café celebrated its one-year anniversary and 100th adoption in December 2018

Challenges

- Ongoing high volume: requests for help are increasing, including requests for help from outside Regina.
- Rising vet care costs
- Never enough foster homes for cats in need – recruit new foster homes but also lose foster homes to moves, changes of circumstance or reaching their limit due to adopting fosters.

Goals

- Need at least two new Foster Home Liaison volunteers
- Response templates for admin volunteers to reduce amount of correspondence that Pet Rescue handles

Community Cat Team

- 27 RCR colonies
- 42 private citizen colonies

Statistics

RCR Colonies	2017-18	2018-19
TNR	13	9
Litters of kittens	1	3
Non-tame kittens into foster care	6	8
Tame cats into foster care	10	10
Deceased cats	5	12
Other Locations	2017-18	2018-19
TNR	15	17
Non-tame kittens into foster care	4	--
Tame cats/kittens into foster care	26	30

Rescue stories

- Duke



- Farewell to Long-Time Community Cats



Accomplishments

- Trapping so many kittens!! We trapped and rescued five litters for a total of 34 kittens, which kept us extremely busy.
- Helping out a lot of people who contacted RCR for help with cat situations

Challenges

- Theft and vandalism to feeding stations and shelters and trying to find structures to replace them with
- Getting funds to build some new feeding stations

Goals

- Replace and repair existing feeding stations and make new ones to replace worn out or stolen stations and shelters
- Recruit some new dedicated feeders to fill all of the days on the three feeding routes