



**Cochrane & Area
HUMANE SOCIETY**

Business Overview 2022 – 2023



***“Building Rewarding &
Lasting Partnerships”***

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Business Overview 2022 – 2023

Executive Summary

The Cochrane & Area Humane Society (CAHS) is a nonprofit, charitable organization that is dedicated to providing food, shelter, medical care and the opportunity for adoption for unwanted, surrendered, lost, and unclaimed animals, while promoting responsible pet ownership through educational programs, rural spay/neuter programs and public fundraising events.

The society has been in operation for twenty-four years and is sustained primarily by a dedicated group of over 400 volunteers and 50 (18.95 FTEs) employees. In 2021, the shelter cared for 1737 animals despite the challenges of the global pandemic.

It is incredible that at the time of creating this summary we find ourselves in the second year of COVID-19 pandemic. We have continued to prioritize the health and safety of our people, our community and the animals in our care and have been complying with all government and health authority directives recognizing our part to mitigate the risk of transmission of COVID-19 and needing to do what we can to be part of the solution, part of halting this virus and its effects on the people we love, the people in our communities.

As an essential service provider, our doors have always remained open to animals in need, and we have had to work diligently within the parameters of all restrictions responding quickly to new restrictions as they were announced and being proactive and ready for further changes we knew were to come.

Our organization relies heavily on income generated through self-help initiatives to support the operation and maintain critical programs for our community members and their pets. The ongoing restrictions during the pandemic continued to impact our traditional fundraising events as well as some of our programs and services. These are some of our most important revenue streams as 93% of our income is generated through self-help initiatives.

In 2021, the CAHS had an annual operating budget of \$1,700,000. Along with the restrictions imposed on some of our self-help initiatives, increasing costs of care and operations continue to strain the resources available.

We continue to recognize the need to develop sustainable financial resources that minimize the effect of fluctuations in funding and the ongoing challenges of this pandemic reinforce that need. Our objective has always been, and remains, to secure a steady flow of operational funds through strategic partnerships with business and community. We strive to be the “Partner of Choice” in the communities we serve and through our network of volunteers and strategic partners – partners like you.

*Janine Rossler
Executive Director*

Who are we?

We are a highly dedicated and committed charitable organization. We work to prevent animal abuse and neglect to shelter animals in need. We are entirely focused on ensuring that matches between pets and their adoptive families are appropriate and supported before and after they leave our shelter. We have had a 100% success rate in animal rescue and placement of adoptable animals since moving into our new building in 2007.

Our Mission

Leading and educating communities in animal welfare by providing pets in need with shelter, rehabilitation, training and opportunity, and supporting people in responsible pet care - saving and changing lives.

Our Vision

Be a regional leader participating in initiatives that reduce indifference towards, suffering of and overpopulation of animals and inspire communities to value and treat animals with compassion and respect.

Our Core Values

Our people are compassionate, devoted and part of our family.

Our pets receive excellence in care and are treated with respect and dignity.

Our leadership is accountable, transparent, and professional.

Our Culture Statement

A positive, community-minded, family-like organization where we know each other and each animal in our care.

Our People

- More than 403 active volunteers contributing more than 29,710 hours annually and serving in many capacities
- Volunteers who have access to our extensive internal resource library and to training opportunities including animal care, pet first aid, interpreting animal behaviour, and positive training techniques
- A dedicated staff complement of 41 (18.13 FTEs)
- A 10 member volunteer Board of Directors contributing expertise in financial planning, human resources, governance, law, leadership, and fund development



Our Service Area

We serve not just the Town of Cochrane, but a wider area including Rocky View County, City of Airdrie, MD of Bighorn, Mountain View County, Stoney Nakoda and Tsuut'ina First Nations. We also have many clients and donors from expanding neighbourhoods in northwest and southwest Calgary.

Our Philosophy

The Cochrane & Area Humane Society is an open-door animal shelter. Because we turn no animal from our service area away, sometimes animals arrive at our shelter in poor physical condition or with serious behaviour issues. Through the generosity of our partners, donors and volunteers, we are able to provide extensive medical care and behavioural rehabilitation to these animals.

Our Facility

From humble beginnings in a very small space, we now operate an 8,000 square foot modern animal shelter. The current facility opened in 2007 and was fully paid for through a highly successful capital campaign.



Internal Hospital

Through our internal hospital we are able to provide clinical procedures including:

- Health exams
- Core vaccinations
- Parasite control
- Diagnostics
- Treatment of sick and injured animals
- Administration of antibiotics and medications
- Pain management
- X-rays
- Ultrasounds
- Euthanasia
- Spay & neuter surgeries
- Orthopedic, intestinal, bladder, eye, cancer, etc. surgeries
- Dentals: cleaning, extractions, surgery
- Fracture care
- Treatment & suturing of superficial wounds
- Quill removal
- Infectious disease treatment & control
- Behaviour assessments & treatments

Rehabilitation & Education Centre

In 2017, a 4,000 square foot Rehabilitation & Education Centre (REC) was added onto the existing facility and opened for public and shelter use.

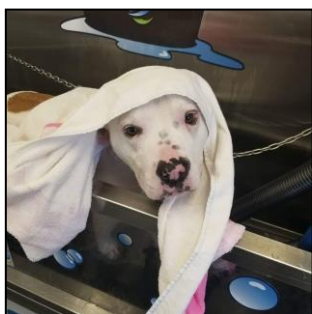
A variety of programs and services available to the public are held every day at the centre and help the CAHS become more self-sufficient by supporting the costs of running the sheltering programs. These programs and services include:

- Dog training and dog sport classes
- Industry seminars
- General public seminars
- Professional grooming
- Self-serve dog wash
- Room rentals

The REC also benefits the dogs residing in the shelter. With walking space around the shelter decreasing due to Cochrane's growth, it has become more difficult to walk our dogs in a safe environment. The REC allows our dogs a safe, controlled space to interact with one another and with staff and volunteers.

The expansion has allowed us to institute our Play for Life program. It is designed to enhance the lives of our dogs with their mental well-being and socialization skills by allowing them to play together. Through play, we are adding enrichment to the lives of our dogs not just physically, but mentally as well. In turn, they are able to have a more enjoyable time while they wait to be adopted.

We have also been able to expand our shelter Boot Camps and agility classes. These programs are taught by a certified dog trainer and teach our dogs basic obedience skills with their volunteer handler. Going through these classes help our volunteers gain skills and increase the adoptability of our dogs.



Our Partners

Our diversity of partners continues to be an integral part of our success. Some of our partners include:

- **Town of Cochrane** – fee based animal bylaw rehoming services, housing and care
- **Local veterinary community** – discounted services, event sponsorship
- **Cochrane and Airdrie Family & Community Support Services (FCSS), RCMP, and Victims Services** – partners in violence prevention and emergency pet sheltering program
- **Cochrane and Airdrie area schools** – partners in humane education
- **The Stoney Nakoda and Tsuut'ina First Nations** – partners in community based pet support programs
- **Rocky View County** – fee based animal bylaw rehoming services, housing and care
- **MD of Bighorn** – fee based animal bylaw rehoming services, housing and care
- **Cochrane Eagle** – complimentary bi-monthly newspaper advertising and event sponsorship
- **Cochrane Times** – complimentary weekly newspaper advertising of adoptable animals
- **High Country News** – complimentary newspaper advertising
- **Numerous other businesses** – gifts in kind, event sponsorships, and donation collection



Our Partners Gain... How you and your organization can benefit from association with the CAHS

Our partners are able to make a **meaningful contribution to the community** by helping abandoned and neglected animals find loving homes. When you help to promote the humane treatment of animals, you have the satisfaction of saving lives. Together we will also work to help families in crisis and break the cycle of violence associated with animal abuse.

In turn, **we can promote your organization as a preferred business sponsor** to our many volunteers, donors, clients and sponsors. You **gain exposure and connection to a wide range of consumers** who care and support animal causes.

There are **significant tax advantages** to be gained through support of a highly successful charity that is well respected and well known in the community. We have over:

- 400+ active volunteers
- 450+ family participants in our dog training classes and private consultations annually
- 10,000+ walk-in visits to the shelter each year
- 35,000+ visitors per month to our website where our business partners can sponsor animals
- 1,500+ participants per year in our popular fundraising events
- 120 children participating in kids' programs
- 200 children and youth participating in kids' programs, shelter tours and school presentations

Through participation in our high profile fundraisers, you can also **gain exposure and connections to a network of other businesses and organizations**. Historically, all fundraising events have been well attended with outstanding community support that meets or exceeds target revenues.

Finally, there are **opportunities for your employees to participate in volunteerism** with the Cochrane & Area Humane Society building a sense of teamwork among your staff, positioning your company as a strong corporate citizen, and deriving the benefits that come with that reputation.



Our Programs

Over 1,700 animals were cared for last year. Some were lost pets returned to their guardians. Most were placed in new, loving homes. Our “residents” are divided almost equally between cats and dogs, but we also shelter rabbits, birds and smaller pets.

The Positive Impact We Make in Animals’ Lives...

- We **operate a comfortable, safe, open-door shelter** for all abandoned, neglected or abused animals.
- Our **in-house veterinary hospital** reduces costs and provides animals with prompt medical attention that saves lives.
- Our **nationally recognized outreach program with the Stoney Nakoda First Nation** has provided weekly visits, animal rescue, pet spaying/neutering, and an animal food bank since 1998.
- Individual assessment of each shelter animal is combined with **tailored rehabilitation and fostering programs**.
- **In-shelter behaviour modification and training make our animals great family pets and prepare them for new homes.**
- **Adoption placement is done only after careful screening to ensure a good match.**
- Our **animal behaviour experts** offer one-on-one consultations and group obedience classes to keep animals in their homes.
- We help **reunite lost pets** with their guardians and undertake emergency response and animal rescue operations.
- Our **Positive Approach Canine Education (PACE)** program is designed to give participants a solid knowledge of learning theory and the practical abilities needed to effectively communicate with and handle dogs. There have been over 120 students who have participated in the program and are now training/working with dogs in their community using positive reinforcement methods.
- Our **Rural Rescue Support Program (RRSP)** allows us to help other rescue organizations that may not have a facility or need extra assistance. We transport the animals, with our specially outfitted van complete with heating and cooling for the animals, from these organizations to our facility where we give them medical and, if required, behavioural support. Once these animals are ready for adoption we find them their loving, new homes.



The Positive Impact We Make in People's Lives ...

We try to **break the cycle of violence that often begins with animal abuse.**

- Animal abuse is almost always a sign of a family in serious difficulty. In over 80% of child abuse cases, pets were also hurt. Children who witness or participate in abuse of animals very often go on to become abusers themselves or commit serious violent crimes.
- We educate children about humane treatment of animals through day camps, a teen volunteer program, and our online humane educational curriculum and programs for area schools.
- We provide temporary pet sheltering to people who are victims of personal loss, tragedy or domestic violence.



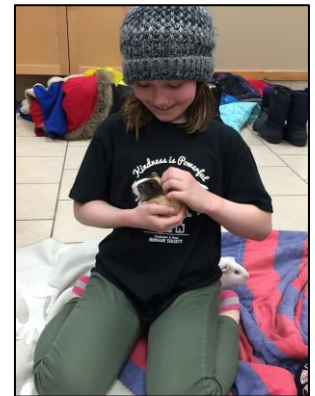
We help families who must give up a pet, and those who adopt from the shelter.

- Families who have to surrender a loved pet due to financial or medical reasons, such as allergies, are counselled about the best decision for them and their pet.
- Post adoption programs provide follow-up counselling, obedience and agility classes, and resource materials.
- We encourage responsible pet guardianship through our educational material on spaying and neutering, dog training, bite prevention, and pet care.



By encouraging pet adoption **we help children.** Research shows children who have pets:

- have higher self-esteem and self-confidence
- learn to treat animals well, and consequently learn how to treat people well
- learn how to look after someone and how to think of the needs of others
- have significantly higher attendance records at school because they are ill less frequently - pets are great stress busters and make children laugh



We help seniors whose pets are often their best companions. Seniors who own pets go to the doctor less often, and cope better with stressful life events. Adopting a pet can also reduce feelings of loneliness and isolation.

The Positive Impact We Make in Communities...

We help minimize the number of stray and homeless pets in communities that cannot afford to have their own animal shelters. Our operations:

- reduce the amount of tax dollars spent to care for lost and abandoned pets and to euthanize those who don't find homes
- reduce the public health safety threat of rabies and dog bites
- reduce traffic accidents caused by roaming homeless pets
- reduce the number of livestock and wildlife killed or injured by homeless pets that run wild in packs



Our Strategic Goals and Drive to Sustainability

The Cochrane & Area Humane Society continues to set goals and objectives through the strategic planning process that support our vision and mission. In light of the demand for our services, our focus over the next few years will be on the following:

- Short and long-term sustainable planning and financial forecasting during and after the COVID-19 pandemic recognizing the challenges of current economic climate
- Capitalizing on our strengths & resources and generating revenues to support our mission and provide stable funding for the CAHS operations now and in the future
- Increasing our profile and expanding our mutually beneficial partnerships within communities
- Expanding humane education programs for children, youth and families
- Providing pet related support and positive reinforcement training to improve quality of life for both pets and people within our shelter and service area
- Developing more continuing education opportunities for staff and volunteers, which increase the already high level of expertise within our organization
- Continuing to make adoption the preferred option with our reputation for healthy, safe animals being placed into forever homes within the community

Creating Sustainability

Reducing Costs by

- Utilizing our talented, dedicated, and compassionate volunteers whenever possible to reduce the workload for our staff and increase the quality of life for our animals.
- Enhancing staff expertise through continued training and professional development from industry experts, with this staff providing internal training to colleagues and volunteers
- Operating an in-house veterinary hospital
- Focusing on developing programs and services, such as Positive Approach Canine Education program, behaviour consultations and kids' camps, which have ongoing community demand
- Implementing measurable organizational targets for all facets of our operation to ensure we get concrete results for our efforts
- Focusing on Strategic Partnerships - Working with key partners to achieve win-win relationships



Rehabilitation & Education Centre

Our Rehabilitation & Education Centre (REC) provides a space for our training classes and behaviour consults which are significant sources of revenue for the shelter. With this space we have expanded dog programs, kids' birthday parties, educational programs, and fundraising events. We also provide services such as annual seminars, room rentals, professional grooming, and a self-serve dog wash. By having the REC we are able to provide a self-sustainable revenue source that will also provide valuable post-adoption services for our adopters and families in the area.

Planned Giving

Our planned giving initiative will continue to grow over time as more awareness is generated through personal contact with dedicated supporters. To learn more about Planned Giving and other giving options contact Executive Director Janine Rossler at 403-932-2072 ext 102 or executive.director@cochranehumane.ca.

Our Finances

Funding Requirements

The care required for rural pets is different than in an urban setting. Most of the animals need more basic training, and health issues are more common. Fewer pets are spayed/neutered and vaccinated than in an urban setting. The ability to provide this level of care relies heavily on funding received from our valued donors. Each and every animal that arrives at the shelter requires food, shelter, medical care and affection. Many of them require extra care and attention including rehabilitative surgery, extended stays at the shelter or in a foster home, and socialization/training.

Contributing towards shelter operations provides the donor the opportunity to directly benefit the animals by providing them with the people and resources required to help them find their forever home.

Financial Facts

Twenty-four years ago, the Cochrane & Area Humane Society was an entirely volunteer- based organization. Today:

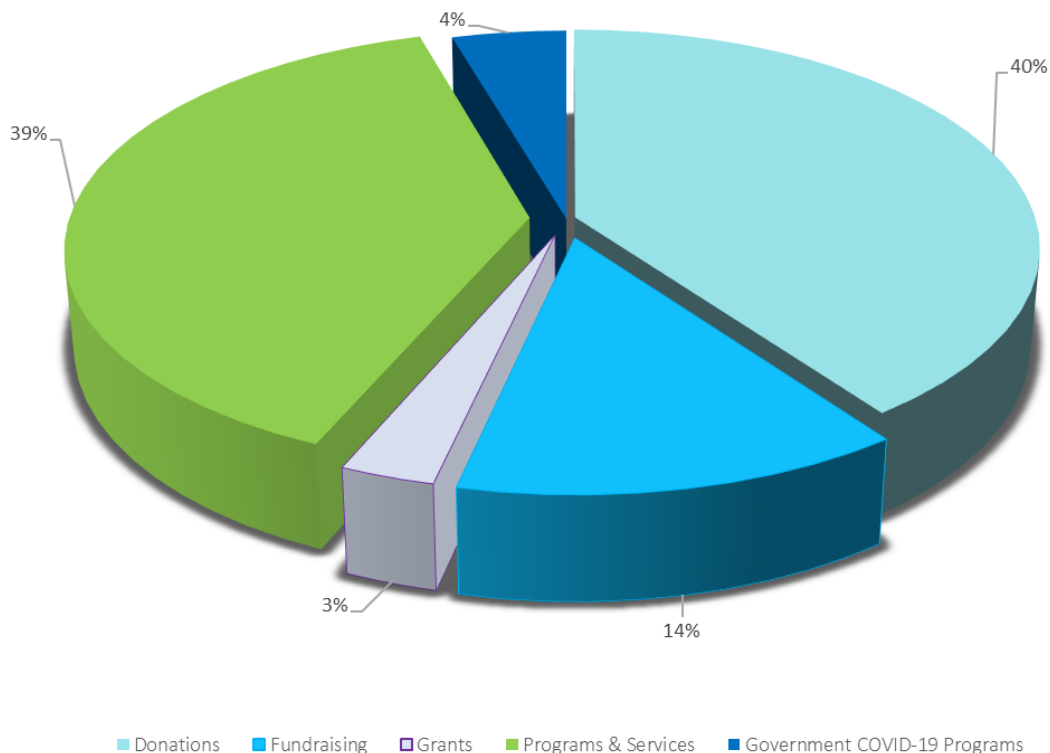
| Financial Highlights | 2020 | 2021 |
|----------------------------|--------------|--------------|
| Operations revenue | \$2,200,000* | \$2,000,000* |
| Operations expenses | \$1,600,000 | \$1,700,000 |
| Year-end cash balance | \$1,300,000 | \$1,700,000 |
| Year-end borrowing balance | \$40,000* | \$40,000* |
| Total assets | \$3,300,000 | \$3,500,000 |
| Net assets | \$2,500,000 | \$2,600,000 |

*Includes utilized government COVID-19 support programs

Revenue Sources

You may be surprised to learn that **most of our operational funding comes from non- government sources** – generally over 93%* of our revenues come from self-help and private donations. Only 3% comes from grants. Community support for the Cochrane & Area Humane Society has been clearly demonstrated in terms of individual, family, and business contributions. *In 2021, the CAHS utilized government COVID-19 support programs as pandemic restrictions affected our self-help initiatives.

2021 Revenue Sources



Current Funding Priorities and Looking to the Future

In order **to continue to grow and meet the needs of expanding communities**, the Cochrane & Area Humane Society **needs your help**. There are many ways you can make a difference for animals, people, and the community while at the same time accessing new customers and business connections. Talk to us about opportunities to help through:

- Major event sponsorships
- Goods in kind donations
- Capital and operational donations
- Opportunities for employee volunteering and matching donations
- Corporate Giving and tailor made programs to suit your corporate needs
- Legacy and Planned Giving
- Pre-Authorized Withdrawal (PAWS)

With your support we will continue to run an efficient, self-sustainable operation. **We invite you to become a partner in our success.**

For more information, please contact:

Janine Rossler, Executive Director
Cochrane & Area Humane Society

executive.director@cochranehumane.ca

403.932.2072 ext. 102

cochranehumane.ca



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