



ANNUAL REPORT 2010 – 2011



Highlights of 2010-2011

- April** Our newly created “Tiny Paws” room began operating to house the rodents and small pocket-pets in our care.
- May** We held our first Travelling Tails fundraising event and raised \$8,000 to buy two “new to us” vehicles to replace the ageing vans used by our Animal Protection Officers.
- June** We created and recruited a contract (or temporary) Adoption Counsellor position to improve our clients’ experience when adopting or surrendering animals. This decision was an instant success and we made the position permanent in April 2011.
- We saw incoming stray animal numbers peak, with 40 to 50 animals arriving each week. This strained our resources and accommodations but thanks to our devoted staff, volunteers and foster families, we were able to cope.
- July** We held our first Red Tag adoption event for cats and kittens. In five days, 78 cats and kittens found their new homes.
- August** This month saw the completion of the renovation work on our Reception Area. This area was re-organized, and re-decorated. The result has been the creation of an open, welcoming area with plenty of space and light.
- September** Several very hot days early in the month put a strain on our building’s poor ventilation. Staff and animals suffered so much that we had to close the Shelter on several occasions. Improving the ventilation system has become a priority for 2011-2012.
- We held our annual Dog Jog in Victoria Park and raised \$7,000.
- October** Online animal retailer Bud Wheatley pleads guilty to 7 charges of cruelty to animals and is sentenced to 5 months incarceration, and to pay \$68,200 fines and expenses. Less than 2 weeks following his incarceration, history repeats itself, and on Thanksgiving weekend 2010 the PEIHS is involved in another dog seizure at the York, PEI property. This time 17 dogs are taken into our care, all needing to be assessed and treated. Once again, our devoted staff and volunteers rose to the occasion assisting these needy animals.
- November** A small market research study was completed to determine Islanders’ perception of the PEIHS. Results revealed that Islanders feel positive about the Society, however, a strong misconception remains that we receive operational funding from government. We will work toward clearing that misconception through public education, until such funding is provided by government.
- Dec/Jan** Our annual fundraising campaign “Lend a Paw” raised \$51,000 for the Shelter.
- February** New 3-year fee-for-service contract is negotiated with the City of Charlottetown.
- March** Society selects new key veterinary service provider, Southport Animal Hospital, following a review of proposals.



President's Foreword

Leanne Cail

The PEI Humane Society, located in Charlottetown, remains the only companion animal shelter

on Prince Edward Island. Although some people think that the Shelter receives operational funding from government, the fact is that the PEI Humane Society is a not-for-profit organization that relies on financial donations to maintain its operations.

Each year sees further pressures placed on our limited resources. For example, we were forced to close the Shelter during the heat wave of 2010 because of inadequate ventilation. And there is always the issue of unexpected repairs and maintenance to our ageing Shelter facility. These are problems which cannot remain unaddressed, but require funding for us to resolve.

The staff and board members of the PEI Humane Society are extremely proud of the work we do every day and of the many aspects of our Shelter that make us unique in the area of companion animal shelters in Atlantic Canada. We have:

- our own Shelter Veterinarian
- a Shelter Manager who is a registered veterinary technician
- the only Shelter servicing the entire Island
- 3 Animal Protection Officers who not only respond to calls regarding stray animals but also investigate animal cruelty cases and

provide emergency animal protection for the entire Province

- a 24 hour off-leash Dog Park facility open to all registered dog owners.

It is the goal of our Board of Directors to see the Shelter play a more active role in the Island Community, not only through finding homes for the many companion animals that come into the Shelter but by influencing our community through education programs, training sessions, animal care clinics, behavioural training, pet expos, etc. But to do more for our Island's needy companion animals, we need more funding.

"The Society is a not-for-profit organization that relies on financial donations."

To those who have opened their hearts and wallets through financial donations; to those who have opened their hearts and homes to

foster or adopt Shelter animals; and to those who open their hearts and lives by giving their time and attention to the animals and the Shelter as volunteers; on behalf of the Board of Directors and the staff of the PEI Humane Society we extend a heartfelt Thank You.

If you would like to learn more about how you can help support the work of the PEI Humane Society, please visit us at www.peihumanesociety.com.

Executive Director's Report

Kelly Mullaly

Operating the only Shelter for lost, abandoned and homeless companion animals on Prince Edward

Island is a huge responsibility which everyone associated with the PEI Humane Society takes very seriously. By choice, we have taken on the task of providing this essential community service, and each day we work towards improving that experience for the animals and for all members of our Island community.

Our many visitors have commented on how the small-scale interior renovations which we undertook between 2010 and 2011 have created a friendlier and more welcoming space for both people and animals. The creation of additional parking spaces in the rear of the building has also been appreciated by visitors to the Shelter and Dog Park alike.

The Shelter building is almost 20 years old and we must now concentrate on creating a healthier space in terms of air circulation, ventilation and cooling. Our focused fundraising efforts will concentrate on making this project a priority in the 2011-2012 fiscal year.

We have also reached a point where repairs to the exterior of the building have now become essential. We will be pursuing funding through provincial programs for this large-scale project as

the Society simply cannot realistically afford to take on this expense without external assistance.

We are all encouraged by the trends we are seeing in our Shelter statistics which are detailed in our Shelter Manager's report. There are ways to easily and accurately measure our success and each month we work toward analysing and improving our results, whether that means increasing adoptions, or decreasing the total number of days an animal is in our care before heading to its new home. And although there is no way to make

**"If we are to continue,
we will need greater financial
commitment from our provincial
and municipal governments..."**

a direct connection, we know that the hard work of other companion animal welfare organizations such as SpayAidPEI and Cat Action Team (CAT) are definitely contributing to our ongoing success.

Shelter medicine and Shelter management are very specialized and constantly changing segments of the companion animal welfare profession. We know we have much to share with and to learn from our counterparts in Canada and the United States. That is why we have members of our staff attend professional conferences and seminars on wide-ranging subjects from Shelter Design and Management to Animal Behaviour and Enrichment.

Dr. Danielle Dunn, our Shelter Veterinarian, has represented the PEI Humane Society as a professional presenter at the Atlantic Veterinary College. We hope to have further opportunities to share our knowledge and expertise with others

– particularly with members of the general public where more education about animal welfare is needed.

And while we often enjoy the isolation that the Island’s geography provides, this also means that resources available to animal welfare organizations in other jurisdictions are not readily available to us. That is why we were delighted to join in collaboration with other shelters in the Atlantic Region to form the unofficial “East Coast Network”. This Network provides shelter staff in New Brunswick, Nova Scotia, PEI and Newfoundland an opportunity to meet (both online and in person) on a semi-regular basis to share information, resources and sometimes just a laugh or two.

I am very proud of the level of professionalism each of our staff brings to the job but never more so than when, last Thanksgiving, almost exactly to the day, our staff was called to assist the Department of Agriculture with the seizure of animals from a property in York for the second time in as many years. Our outstanding team ignored the fact it was a holiday weekend, and dedicated themselves to the safe removal, transportation and care of these abandoned animals. This is just one example of the “above and beyond” approach we believe our work is all about.

But we don’t do it alone. Our volunteer program continues to provide over 8500 hours of generously donated assistance to the Shelter each year. We are hoping to secure external funding to

support a paid full-time Volunteer Coordinator, a role that is designated as essential in almost all successful non-profit organizations.

The individual reports contained in this Annual Report make it clear that there are many facets to our operation, each with its own distinct demands and challenges. It is my hope that readers will be encouraged by our successes and motivated by our future goals to make a contribution to our efforts, whether that be through a financial commitment or a commitment of time or services – all of which are necessary to our continued success.

The work of the PEI Humane Society makes PEI a safer, happier, place for companion animals and for Islanders. Individual and corporate support has always been the lifeblood of our organization but it is not, and should not, be enough. Our role is essential and if we are to continue to grow as a professional and responsible organization we will need greater financial commitment from our provincial and municipal governments to support the essential programs and services we provide. I look forward to achieving that reality in this coming fiscal year and beyond.



Shelter Manager's Report

Beckie MacLean

As I write this report, I'm watching a kitten sleeping soundly beside me,

while wrapped in a blanket and recovering from a neuter operation. With luck, someone will come to the Shelter within the next few days, fall in love with this little kitten and welcome him into their family. We at the PEI Humane Society hope to be a small chapter in the long and happy life-story of this kitten and any other companion animal that comes into our care. Last year we wrote a chapter in 1663 such stories. (That's how many animals came into our care.) We also helped hundreds of other companion animals last year through humane investigations, behaviour counselling, lost and found services, and much more.

Statistical Trends at the PEI Humane Society

The positive trends of previous years saw even greater gains last year. We admitted fewer animals to the Shelter, and more of those animals were adopted or returned to their owners. One of the statistics we are most pleased with is the percentage of cats that were adopted from the Shelter, or claimed by their owners after being lost. That number has doubled compared to four years ago!

Programs and Services within the Shelter

Our staff and volunteers have worked hard to make important changes to the Shelter to achieve these positive results. We were thrilled to learn

that a generous faculty member at the Atlantic Veterinary College agreed to continue the AVC Humane Student Dog Training Program. This grant has been renewed for another two years and the student participants have again proven to be invaluable to the care and wellbeing of the dogs in the Shelter, as well as being a resource for families who just need some guidance in providing their new dog with a happy life.

The first part of the year saw much-needed renovations to our Reception area, our Dog Receiving area, and the creation of smaller, and quieter rooms for cats and smaller animals like rabbits and guinea pigs. This was the beginning of our focus on enrichment and overall mental wellbeing of the animals in our care. We have also introduced a Read & Relax program for all of the animals and we encourage our volunteers to spend more time interacting with individual and small groups of animals at the Shelter. We have found that all of these small things combined lead to animals feeling more enriched during their stay with us. We see a reduction in stress levels of both the animals and the staff, as well as a reduction in illness. We have only just started this very large and time-consuming project of enriching the lives of the animals in our care and we will continue to introduce more programs with the help of our many volunteers in the coming year.

One of the greatest additions to the organization this year was the creation of an Adoption Counsellor position at the Shelter. We welcomed long-time staff member Erin Mullen into this new role. Erin has been an incredible asset to the

animals in our care and looking back now, we have no idea how we managed without her!

The Adoption Counsellor position has added another level of professionalism and customer service to the PEIHS. Our main priority is providing for the animals in the Shelter and striving to meet their needs while they are with us, as well as when they leave our care and are placed in their adoptive home. Erin works hard to gather all relevant information from a pet's previous family and potential adopters so we can make the best match possible for the animal. She then continues to provide support to new adopters through the initial stages of inviting a new pet into their home. We are so pleased to have added such a vital service to the PEIHS.

While we saw many structural and functional improvements this year, there are still some crucial pieces of the puzzle yet to be introduced. The focus this coming year will be to build a ventilation system at the Shelter. It is absolutely critical to maintain adequate air quality, temperature and humidity levels throughout the year in order to achieve animal health and reduce the incidence of disease. We struggle every Spring with the introduction of warmer weather and an increase in animals admitted to the Shelter. This coming year will be no exception. The Board has placed a Shelter ventilation system among its top priorities this coming year. I know we will be successful in continuing to improve the quality of care the animals receive while they are with the PEI Humane Society.

"The percentage of cats adopted or claimed by their owners has doubled compared to four years ago!"

Animal Protection

Through many fundraising efforts and the generosity of Islanders, the PEIHS was able to replace both of our increasingly ageing Animal Protection vehicles and replace them with new-to-us vans that serve as our Animal Protection Vehicles. Our officers cover the entire Province, from tip-to-tip, investigating a variety of incidents, and responding to companion animal emergencies 24 hours a day, 365 days of the year. These new-to-us vans have been a welcome addition to the Animal Protection Service as our officers can continue to perform their job reliably and safely.

Our Officers investigated more cases last year than the previous year. They regularly meet new challenges. They helped save the lives of many companion animals and provided many communities with enforcement of their animal control bylaws. Animal Protection is at times an emotionally and physically challenging service and one that we are very proud to provide. We are encouraged by the increasing number of responsible pet owners and community members who we meet each and every day. We hope to continue to play a vital role in our community in promoting responsible pet ownership and the protection of companion animals on PEI.

Volunteers & Staff

None of the many accomplishments discussed in this report could have been achieved without the incredible dedication, support and generosity of the staff, volunteers, supporters, and friends of the PEI Humane Society. I am humbled by the community support we receive from businesses and individuals alike. I would like to extend a huge Thank You to everyone who has made a place in their minds and hearts for the companion animals of Prince Edward Island.

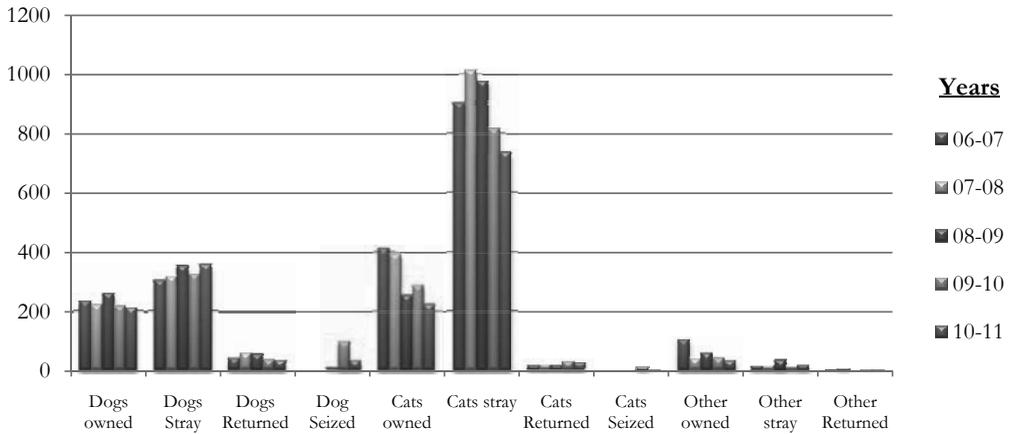
Statistics:

Animal Protection Investigations

Animal Protection Services Investigations 2010-2011		
Jurisdiction	Authority	Number of Investigations
Provincial Jurisdictions	Provincial Dog Act/Dangerous Dogs	103
Provincewide	Companion Animal Protection Act (Humane)	356
Charlottetown	Dog Control Bylaw	222
Cornwall	Dog Control Bylaw	41
Stratford	Dog Control Bylaw	58
Murray River	Dog Control Bylaw	0
Summerside Police	Stray dogs and cats transferred to the Shelter	73
Other	For the record, Health & Soc. Services, Non-Contract Areas	30
Total Investigations		883

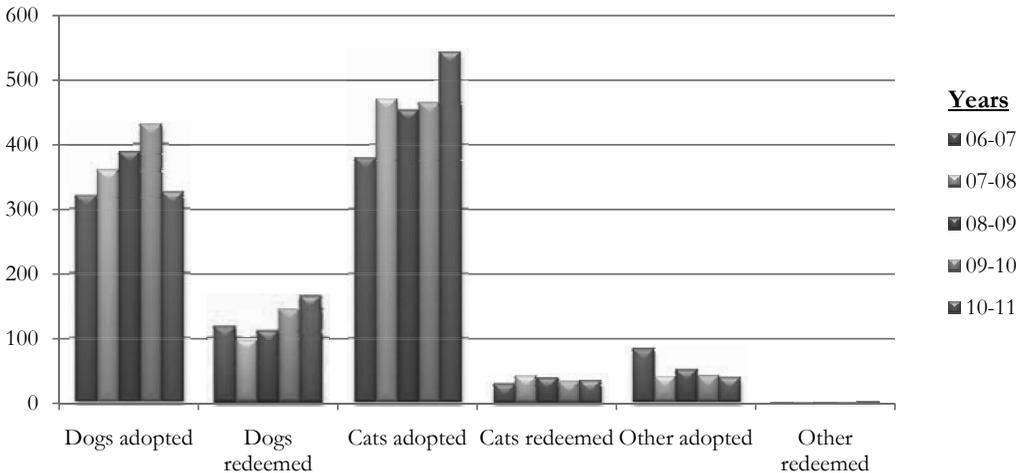
This chart shows the number of Animal Protection Investigations carried out during 2010 – 2011 by our three part time Animal Protection Officers.

Incoming Animals 2006-2011



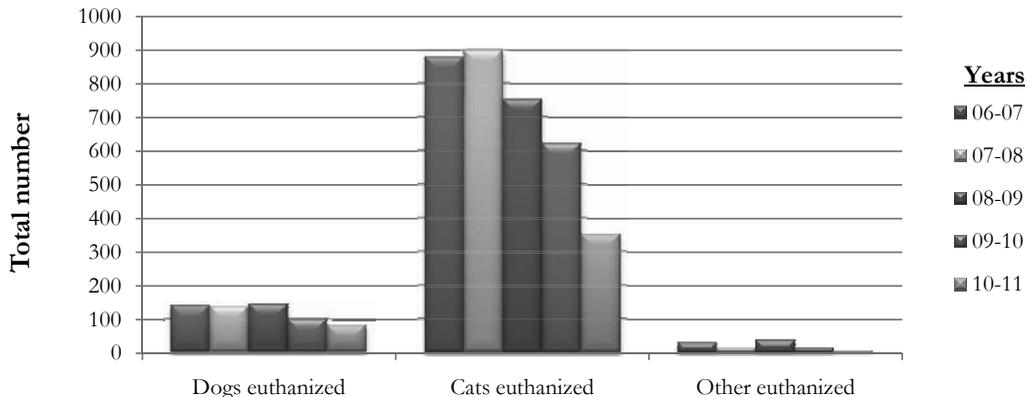
Year to year comparison of the number of animals admitted to the shelter over the past five years, categorized by species and reason for admittance. (Other species includes rabbits, rodents, and birds)

Animals Adopted/Redeemed 2006 - 2011



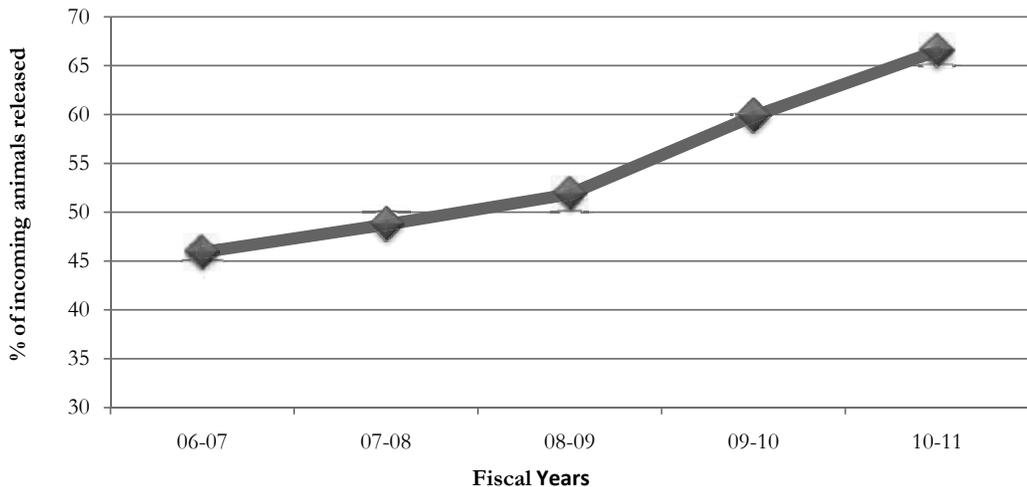
Year to year comparison of the number of animals adopted to new homes or claimed by their owner after being admitted to the shelter as a stray, over the past five years, and categorized by species. (Other species includes rabbits, rodents, and birds)

Euthanasia Numbers 2006 - 2011



Year to year comparison of the number of animals humanely euthanized at the PEIHS shelter over the past five years, categorized by species. (Other species includes rabbits, rodents, and birds)

Live Release Rate 2006 - 2011



Live Release Rate is the percentage of the total number of animals admitted to the shelter, who were adopted or claimed by their owner. This is a year to year comparison of the Live Release Rate, over the past five years.



Shelter Veterinarian's Report

Danielle Dunn-MacLean, DVM

My role as Shelter Veterinarian has so many aspects. For me, it is a rewarding, challenging and ever-changing career. This year has

brought many exciting changes for the animals, staff, visitors and volunteers at our Shelter. The creation of a full-time Adoption Counsellor has improved the service we provide and the care of our animals on so many levels. Necessary renovations have allowed us to move healthy cats to a new adoption room, immediately lowering the disease level among the cats in our care.

Review of Veterinary Service Providers

All cats, dogs and rabbits adopted from the PEI Humane Society are spayed or neutered before they head to their new homes. Currently, cat and dog spays (female animals) and dog neuters (male animals) are performed offsite at local veterinary hospitals. Rabbit spays and neuters are also performed offsite. As part of the overall review of services, in 2010/2011 the PEIHS Board and management undertook a review of our veterinary service providers to make sure we get value for money and consistently provide the highest quality care available. Two of the five local veterinary hospitals responded to our invitation to tender for this work. After reviewing the surgical and anesthesia protocols, equipment, pain management plan, staffing ratios and fee quote, we selected our primary provider – Southport Animal Hospital in Stratford, PEI. We are also very pleased with our ongoing relationship with the Atlantic Veterinary College (AVC) Teaching Hospital which provides opportunities twice a year

for us to have Shelter dogs and cats neutered and spayed by third-year students at no cost through the Junior Surgery Program.

One of our long-term goals is to build a surgery suite on Shelter property, enabling us to reduce costs by providing essential services in-house, reducing stress on animals and providing greater efficiency of our labour resources. Gas anesthesia, equipment to sterilize surgical instruments and a soundproof operating room are just a few of the items on my “wish list” each year.

Our role with the PEI Department of Health

Many Islanders may not know that we are sometimes contracted by the Department of Health to provide a ten day quarantine of a dog or cat that has bitten someone. Under the direction of the Shelter Manager and myself, our staff observe each animal for signs and symptoms of rabies. Thanks to the construction of our isolation kennels, we do not have to handle the animal directly. However, the kennels must still be cleaned and the animal fed and watered daily. Needless to say, these events can cause tremendous stress and heightened emotion for the animal's owner but our Shelter Manager handles the communication with both the animal's owner and Department of Health officials with the utmost professionalism and compassion.

Public awareness and education of dog and cat bite prevention is a subject that needs our attention and, with increased funding, should be one of the



PEI Humane Society's future goals. The warning signs of a pet's behaviour escalating to biting one of its own family members is often ignored due to lack of public education. I feel that this education should start with children at school and extend to adult owners (in community centers, for example).

Animal Health Care Issues

In the hot summer of 2010, many of our Shelter cats were stricken with calicivirus (pronounced "cal-ee-see") virus, also known as FCV. This is a common viral disease that affects cats. It is characterized by upper respiratory symptoms, pneumonia, oral ulceration (sores in the mouth), and occasionally arthritis. It is a fairly mild flu-like condition and rarely causes serious complications. We vaccinate all cats on intake at the Shelter for this virus but it is a challenge to keep up when we are overcrowded. The calicivirus symptoms we saw last summer were very severe. The virus is transmitted very easily in humid air, and the lack of ventilation and air conditioning caused a high-risk combination in our Shelter. We have plans in place to prevent another outbreak of calicivirus in the summer of 2011.

Animal Protection Investigations

On occasion, the need arises for me to accompany one of our Animal Protection Officers to investigate animal neglect and abuse cases in the community. Many human social problems such as mental illness, poverty, unemployment, domestic abuse and addictions transcend from owner to pet. Our investigative role is essential and could, with additional funding, be expanded to help even more Islanders and their companion animals.

In summary

I could not ask to work for a finer group of people than the management, staff and volunteers at the PEI Humane Society. I want the public to know about the selfless acts of kindness that they humbly perform every day. I lean on the shoulders of my coworkers when tough decisions need to be made but "ordinary miracles" happen often and make our mission worthwhile.

Development Coordinator's Report

Lisa Hashie

I'm pleased to report that the PEI Humane Society received \$221,364 in general and in-memoriam donations in the 2010-2011 fiscal year, an increase of 5% from 2009-2010.

Our 2010-2011 "Lend a Paw" Annual Campaign focused on how our supporters' donations help the Society care for companion animals in need. In addition, the campaign included a list of the Society's programs and services and Happy Tail (adoption) quotes. As with our previous annual campaigns, donors were invited to make a one-time donation or to join our PAW (Pre-Authorized Withdrawals) program.

Popular annual events this year included: Microchip Clinics, Dog Wash, Family Pet Portraits, and Santa Pix. New in 2010 was our first annual Travelling Tails Dinner and Auction which raised \$8,500 to purchase two "new-to-us" Shelter vehicles. September 2010 brought back the fun-for-the-entire family Dog Jog which raised \$7,000.

To boost animal adoption numbers (especially our cats) we held five adoption incentives during 2010/2011. The most successful was the 5-day Red Tag event which offered cat adoption fees "by donation". As a result, 78 needy cats found new, loving homes.

We gave our annual donor and volunteer recognition event a new format from a formal dinner to a mixer which meant we could invite more Donors and Volunteers to attend. The event, which was sponsored by Kwik Kopy and Vogue Optical, was held at the Holland College Culinary Institute of Canada.

During the event, we announced the recipient of the second annual Dr. Els Animal Champion Award. We established this award in 2009 to honour the work and dedication of former Shelter Manager and Veterinarian Dr. Els Cawthorn

during her five-years with the Society. The purpose of the award is to recognize people and pets that help pets and people. The 2010 award recipient was Glenda Carver

in recognition of her extensive work on behalf of stray and feral cats on PEI.

An important way for us to reach out to our supporters is by using social media. The Shelter's website (www.peihumanesociety.com) continues to be very popular, receiving hundreds of hits per day. In addition to the Society's website, we have over 790 electronic database subscribers, 1,033 "likes" on our Facebook page and 1029 followers on Twitter.

In 2011-2012, PEIHS donors and supporters will see marketing and branding initiatives created with the help of the Society's Marketing and

"Our general and in-memoriam donations increased 5% this fiscal year."



Public Relations Committee. These initiatives include finalizing the PEIHS logo, creating a set of corporate guidelines, and developing a community outreach program. In addition, PEIHS donors and supporters will be able to enjoy our modern new PEIHS website that will include adorable adoptables, news and events, information about how to support the Society's work and educational articles and information on companion animal care and welfare.

Many dogs and their owners continue to enjoy the PEIHS off-leash Dog Park, situated behind the Shelter on Sherwood Road. This fenced-in area is available to registered users all year long, 24 hours a day with the exception of 4-6 weeks at the beginning of spring for annual maintenance.

The Society's Tree of Life mural inside the main hallway of the Shelter grows each year with names of business and individuals that have shown their extraordinary support. We thank them all.

Special Acknowledgements

The following organizations, corporations and individuals gave donations, sponsorship or gifts-in-kind of \$1,000 or more during 2010-2011:

Estate of Eleanor Rayner
Estate of Joan Rogers
Estate of Margaret Ruth Hillman Peake
Estate of Verna Belle Currie
In memory of Andrew Giddings
In memory of Donald Murdock MacLean
In memory of Elton MacDonald
In memory of Gloria Stevenson
In memory of Stanley Joe Russell Grant
Claude and Bernice Bell
Edna Reid
Edward Prebinski
Harry Smith and Jane Thomas
Ian Stewart
Jean Dixon
Jennifer MacArthur
June Upham
Linda Keane
Lisa MacLean

Maryanne E. Palmer
Neil and Patricia Robinson
Norma Beville
Roger Younker
Sandra and Brian Affleck
Sherri Ihle
Steven O'Neil
Thomas and Joan Love
Bergmark, Guimond, Hammarlund, Jones
Island Construction Limited
Kwik Kopy Design and Print Centre
MacLean Ready Mix
Metro Credit Union
Miltonvale Park Veterinary Clinic
RBC Foundation
Sherwood Drug Mart Ltd
Vogue Optical



Treasurer's Report

Britt Burns, CA

The financial statements for the **PEI Humane Society (PEIHS)** for the fiscal year 2010-2011 are

being presented in a manner consistent with previous years. The consolidated statement allows for the grouping of similar revenues and expenditures from the various functional groups.

Revenues

Total Operating Revenues for the 2010-2011 fiscal year for the PEIHS totaled \$700,181. This represents a decrease of 3.2% in overall revenue to that of the 2009-2010 revenue of \$723,780. The majority of the decrease came from the reduction in shelter receipts, which fell from \$168,857 in the previous year to \$131,149 in the current year. This decrease was directly attributable to \$33,000 received from the provincial government to help offset specific expenses incurred as a result of the seizure of 80 animals by the Department of Agriculture in October 2009. Donations revenue totaled \$221,364, an increase of 4.9% from that of the 2009-2010 fiscal year.

Another area where the PEIHS received unexpected funding during 2010/2011 was from bequests which totaled \$18,193, a substantial increase over the \$2,105 in the previous year.

Fundraising continues to be the key for the PEIHS if we are to achieve the long-term goals set out in the strategic plan. The Society has a full-time position dedicated to fundraising and raising

awareness of the Society's role in Island life. The Society has entered into a three-year municipal contract with the City of Charlottetown and will continue to negotiate annually with the remaining contract municipalities with the goal of entering into similar multi-year contracts with them. The Provincial contracts have not kept pace with the increased expenses incurred by the Society and there are current negotiations to make the necessary changes to help meet the operational costs of the PEIHS.

Expenditures

Expenditures overall have seen an increase of 10.3% to that of the 2009-2010, with total expenditures for the 2010-2011 fiscal year totaling \$759,861 as compared to previous year of \$688,785 and to the 2010-2011 budget of \$718,268. The majority of the expense increase was directly related to veterinary supplies and wages, which together represented a \$73,000 increase. The reasons for the wage increase were the creation of the Adoption Counsellor position, general wage raises, and a larger than anticipated rise in benefit premiums. A major factor contributing to the increase in veterinary supplies and services is the increase in companion animal adoptions

which results in more spay and neuter surgeries, 75% of which is carried out externally. We're also conducting more diagnostic tests on older animals to ensure they are adoptable which results in purchasing more supplies and services (UPEI

"Expense control will remain a priority for us."

Diagnostics) and medications to assess and treat minor ailments and conditions.

The PEIHS continues to manage and control expenses and to tighten discretionary spending areas wherever possible. We continue to receive supply donations from businesses and other organizations and these have helped reduce expenses in pet and other supply areas.

Financial Position

The PEI Humane Society has incurred an Operating Loss of \$59,680. This included amortization expense of \$18,027. Overall, the PEIHS had a Deficiency of Revenue over Expenditures of \$40,641 for the 2010-2011 fiscal year as compared to a budgeted deficit of \$46,672.

Total Expenditures for the 2010-2011 fiscal year amounted to \$759,861 compared to the budgeted figure of \$718,268 and to last year of \$688,785. Expense control has been a priority for the PEIHS this year. It will continue to be a priority so that we can maintain financial stability and help create some cash reserves in the long-term. The net assets of the Society for the 2010-2011 fiscal year is at \$491,719 compared to \$532,360 for the previous year. The bulk of this figure is comprised of our building and equipment.

In summary, the PEI Humane Society projects a budget deficit for the 2011-2012 fiscal year. The Society will strive to achieve a balanced budget and positive cash flow for future years. However, this will become even more of a challenge as the PEIHS will incur increased operating expenses as a result of necessary staff structural changes, provision of additional staffing to meet the ever increasing demands while continuing to provide a quality level of service to contractors and to the Island's public.

INDEPENDENT AUDITORS' REPORT

TO THE DIRECTORS

Report on the Financial Statements

We have audited the accompanying financial statements of Prince Edward Island Humane Society, which comprise the statement of financial position as at March 31, 2011, and the statements of revenue and expenditures, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Basis for Qualified Opinion

The Society derives part of its revenue from donations, fundraising, and shelter receipts, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amount recorded in the records of Prince Edward Island Humane Society and we were not able to determine whether any adjustments might be necessary to revenue, excess of revenue over expenditures and net assets.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, these financial statements present fairly, in all material respects, the financial position of the Society as at March 31, 2011 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

McRSB Chartered Accountants

CHARLOTTETOWN, P.E.I.

JUNE 15, 2011



**PRINCE EDWARD ISLAND HUMANE SOCIETY
STATEMENT OF FINANCIAL POSITION
MARCH 31, 2011**

ASSETS		2011	2010
Current			
Cash	\$	19,303	\$ 64,684
Accounts receivable - Note 3		14,738	22,352
Investments - Note 4		96,363	96,032
Inventory		10,174	12,394
Prepaid expenses		5,605	4,322
		146,183	199,784
Property and Equipment - Note 5		416,520	379,808
Other			
Restricted funds		-	10,000
		\$ 562,703	\$ 589,592
LIABILITIES			
Current			
Accounts payable and accrued liabilities	\$	24,960	\$ 13,385
Deferred revenue		46,024	33,847
		70,984	47,232
Lease Commitments - Note 6			
NET ASSETS			
Unrestricted Net Assets - Statement 2		491,719	532,360
Restricted Funds - Statement 2		-	10,000
		491,719	542,360
		\$ 562,703	\$ 589,592

(Notes 1 to 8 are an integral part of these financial statements)



**PRINCE EDWARD ISLAND HUMANE SOCIETY
STATEMENT OF CHANGES IN NET ASSETS
YEAR ENDED MARCH 31, 2011**

	2011	2010
Unrestricted Net Assets - Beginning of Year	\$ 532,360	\$ 494,378
<i>Excess (Deficiency) of Revenue over Expenditures - Statement 3</i>	<u>(40,641)</u>	<u>37,982</u>
Unrestricted Net Assets - End of Year	<u>\$ 491,719</u>	<u>\$ 532,360</u>
Restricted Funds - Beginning of Year	\$ 10,000	\$ -
<i>Contribution (expenditures)</i>	<u>(10,000)</u>	<u>10,000</u>
Restricted Funds - End of Year	<u>\$ -</u>	<u>\$ 10,000</u>

M|R|S|B

Chartered Accountants

**PRINCE EDWARD ISLAND HUMANE SOCIETY
STATEMENT OF REVENUE AND EXPENDITURES
YEAR ENDED MARCH 31, 2011**

	Budget 2011	Actual 2011	Actual 2010
Revenue			
Donations and memoriams	\$ 187,000	\$ 221,364	\$ 210,928
Provincial contract	162,200	163,200	160,200
Shelter receipts	125,638	131,149	168,857
Municipal contracts	120,268	126,689	124,451
Special events	34,000	29,958	33,022
Licenses and ID tags	31,690	15,993	11,543
Miscellaneous and memberships	10,000	11,828	14,779
	670,796	700,181	723,780
Expenditures			
Advertising	4,500	9,242	7,970
Amortization of property and equipment	18,000	18,027	17,415
Education material	1,092	359	180
Electricity	6,200	6,140	6,085
Fundraising	25,000	31,757	35,094
Heat	6,800	7,326	6,169
Insurance	6,500	7,059	6,444
Interest and bank charges	4,000	3,891	4,124
Licences and impounds	200	135	196
Loss on disposal of property and equipment	-	4,695	-
Miscellaneous	780	944	583
Office supplies	11,640	7,076	9,377
Professional fees and dues	11,050	26,737	28,150
Property tax	7,000	8,362	8,831
Rescue contracts	-	3,675	2,822
Shelters and kennels - maintenance	40,200	46,038	51,115
Shelter supplies	4,508	1,501	1,966
Staff training and travel	6,450	4,859	7,706
Telephone	6,940	9,148	6,921
Vehicle - gas and repairs	12,340	12,821	11,266
Veterinary supplies and services	104,544	123,220	94,657
Wages and wage levies	440,524	426,849	381,714
	718,268	759,861	688,785
Operating Income (Loss)	(47,472)	(59,680)	34,995
Other Revenue			
Bequests	-	18,193	2,105
Interest	800	846	882
	800	19,039	2,987
Excess (Deficiency) of Revenue over Expenditures	\$ (46,672)	\$ (40,641)	\$ 37,982

**PRINCE EDWARD ISLAND HUMANE SOCIETY
CASH FLOW STATEMENT
YEAR ENDED MARCH 31, 2011**

	2011	2010
Cash Flows From Operating Activities		
Excess (deficiency) of revenue over expenditures	\$ (40,641)	\$ 37,982
Amortization of property and equipment	18,027	17,415
Loss on disposal of property and equipment	4,695	-
(Increase) decrease in accounts receivable	7,614	(11,696)
(Increase) decrease in inventory	2,220	(7,383)
Increase in prepaid expenses	(1,283)	(121)
Increase (decrease) in accounts payable and accrued liabilities	11,573	(1,311)
Increase in deferred revenue	12,177	33,847
	14,382	68,733
Cash Flows From Investing Activities		
Purchase of property and equipment	(61,861)	(31,863)
Proceeds from disposal of property and equipment	2,429	-
	(59,432)	(31,863)
Increase (Decrease) in Cash	(45,050)	36,870
Cash Position - Beginning of Year	160,716	123,846
Cash Position - End of Year	\$ 115,666	\$ 160,716
 Cash Position Consists of:		
Cash	\$ 19,303	\$ 64,684
Investments	96,363	96,032
	\$ 115,666	\$ 160,716



**PRINCE EDWARD ISLAND HUMANE SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
MARCH 31, 2011**

1. Description of Business

Prince Edward Island Humane Society is a charitable organization and is a registered charity under the Income Tax Act on July 25, 1974. The Society provides shelter for animals and provides animal control services for various municipalities on Prince Edward Island.

2. Accounting Policies

Cash

Cash is comprised of cash on hand and cash in banks.

Accounts Receivable

Accounts receivable arise from municipal contracts, other receivables and Goods and Services Tax receivable. An allowance for bad debts has been calculated through discussions with management, assessment of the other circumstances influencing the collectibility of amounts, and using historical loss experience. Amounts deemed uncollectible are written off and deducted from the carrying value of the receivable. Amounts subsequently recovered from accounts previously written off are credited to the allowance account in the period of recovery.

Inventory

Inventories are stated at the lower of cost and net realizable value. Cost includes the costs to purchase, costs to convert, an applicable share of overhead costs, and other costs directly attributable to the inventories. Cost is determined using the first in, first out method. Net realizable value represents the amount that may be realized from the sale of an inventory item under normal business conditions. When inventories are sold, the carrying amount of those inventories are recognized as an expense in the period in which the related revenue is recognized. The amount of any writedown of inventories to net realizable value and all losses of inventories shall be recognized as an expense in the period the loss or writedown occurs. The amount of reversal of any writedowns, arising from an increase in net realizable value, shall be recognized as a reduction in the amount of inventories recognized as an expense in the period in which the reversal occurs.

Property and Equipment

Property and equipment are stated at cost, net of government assistance, and amortized using the declining balance method at the following rates:

<i>Building</i>	<i>10%</i>
<i>New building</i>	<i>4%</i>
<i>Computer equipment</i>	<i>45%</i>
<i>Equipment</i>	<i>20%</i>
<i>Paving</i>	<i>8%</i>
<i>Fencing</i>	<i>10%</i>
<i>Vehicles</i>	<i>30%</i>
<i>Website</i>	<i>100%</i>
<i>Computer software</i>	<i>100%</i>

One-half of the annual rate is recorded in the year of acquisition; no amortization is recorded in the year of disposal.

**PRINCE EDWARD ISLAND HUMANE SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
MARCH 31, 2011**

2. Accounting Policies (cont'd)

Property and equipment acquired during the year but not placed into use are not amortized until they are placed into use.

Government Assistance

Government assistance related to the acquisition of property and equipment is deducted from the cost of the asset. Government assistance related to operations is recorded as other income.

Revenue Recognition

The organization follows the deferral method of accounting for revenues. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Interest revenue is recognized on a time proportionate basis.

Volunteers and Donated Goods

Prince Edward Island Humane Society benefited from approximately 8,500 volunteer hours during the year ended March 31, 2011. These volunteer hours are not recognized in wages or in net assets. Donated goods are recorded at their fair market value.

Management Estimates

The presentation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the reported period. Actual results could differ from those reported. The following are areas in which management makes significant accounting estimates:

- The amounts recorded for amortization of property and equipment on the income statement is subject to management's assessment of the estimated useful life of the company's property and equipment.

Financial Instrument

Financial assets may be classified into four categories: held for trading, held to maturity, available for sale, or loans and receivables. Financial liabilities are classified as held for trading or other financial liabilities. All financial instruments are subsequently measured on the balance sheet at fair value except for loans and receivables, held to maturity financial assets, and other financial liabilities, which are measured at amortized cost.

The Society has classified its financial instruments and liabilities as follows:

Financial Instrument	Classification	Measurement Basis
Cash	Loans and receivables	Amortized cost
Accounts receivable	Loans and receivables	Amortized cost
Investments	Held for trading	Fair market value
Accounts payable and accrued liabilities	Other financial liabilities	Amortized cost



**PRINCE EDWARD ISLAND HUMANE SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
MARCH 31, 2011**

2. Accounting Policies (cont'd)

The fair values of these financial instruments approximate their carrying values, unless otherwise stated. It is management's opinion that the Society is not exposed to significant interest rate, currency or credit risks arising from these financial instruments.

Prince Edward Island Humane Society utilizes settlement date accounting for all purchases and sales of financial assets in its investment portfolio. Transaction costs for all financial assets and liabilities are recognized as an expense as these costs are incurred. Changes in fair values of financial assets and financial liabilities classified as held for trading are recognized in income for the year as they occur.

3. Accounts Receivable

	2011	2010
G.S.T. receivable	\$ 7,295	\$ 12,779
Other	6,577	368
Municipal contracts	866	9,205
	\$ 14,738	\$ 22,352

4. Investments

Metro Credit Union Limited - Deposit receipt; 1% per annum	\$ 47,190	\$ 46,784
Metro Credit Union Limited - Deposit receipt; 1% per annum	44,015	43,635
Metro Credit Union Limited - Deposit receipt; 1% per annum	4,128	4,092
Metro Credit Union Limited - Deposit receipt; 1% per annum	1,030	1,021
Metro Credit Union Limited - Term deposit; 0.75% per annum	-	500
	\$ 96,363	\$ 96,032



**PRINCE EDWARD ISLAND HUMANE SOCIETY
NOTES TO THE FINANCIAL STATEMENTS
MARCH 31, 2011**

5. Property and Equipment

	Cost	Government Assistance	Accumulated Amortization	Net Book Value 2011	Net Book Value 2010
Land	\$ 97,249	\$ -	\$ -	\$ 97,249	\$ 97,249
Building	3,093	-	2,947	146	162
New building	438,066	13,068	157,169	267,829	248,693
Computer equipment	8,230	-	6,169	2,061	1,592
Equipment	78,143	-	66,909	11,234	10,641
Paving	22,840	-	7,302	15,538	7,109
Fencing	14,269	-	7,755	6,514	7,238
Vehicles	15,406	-	2,311	13,095	7,124
Website	2,854	-	-	2,854	-
Computer software	13,804	-	13,804	-	-
	\$ 693,954	\$ 13,068	\$ 264,366	\$ 416,520	\$ 379,808

6. Line of Credit Availability

The Society has an approved line of credit with Metro Credit Union Limited of \$40,000 which is due for renewal on January 5, 2012 and was not utilized at the year end.

7. Lease Commitments

The Society has entered into a long term agreement for lease of equipment with payments due over the next year as follows:

2012 \$ 540

8. Budget Figures

Budget figures are presented for comparative purposes and are, by their nature, unaudited.



About the PEI Humane Society

Board of Directors

April 1, 2010 to March 31, 2011

Executive:

Leanne Cail
President & Chair

Britt Burns
Treasurer

Roger Younker
Past President

Ross White
Interim Treasurer

Lucie Morin
Vice-President

Margaret Gladstone
Secretary

Directors:

Harry McLellan

David Rogers

Janice Petley

Our Mission

The PEI Humane Society will provide programs and services to the community which assist in:

- humanely housing and caring for companion animals
- protecting companion animals from abuse and neglect
- protecting and promoting public health and safety; and
- educating the community about responsible pet ownership

Our Corporate Objectives

The PEI Humane Society Board agreed on these objectives for 2010-2011

- By the end of 2011 our facilities will provide a safer, healthier and more secure environment for the animals and our staff.
- We will obtain sufficient funding to achieve a zero budget by the end of the 2010-2011 financial year.
- We will influence legislation and policies by initiating a series of meetings with senior provincial government and City of Charlottetown officials.
- We will increase knowledge and awareness of our role and responsibilities in improving the lot of companion animals across the Island by implementing a planned communications program, supported by a suite of on-brand communications materials.



PEI Humane Society Memberships and Affiliations

Animal Care Committee – UPEI
Association of Shelter Veterinarians
Canadian Federation of Humane Societies
Cat Action Team (CAT)
East Coast Animal Welfare Network
Eastern Veterinary Technicians Association

Humane Society of the US
- Shelter Partners Program
PEI Veterinary Medical Association
Sir James Dunn Animal Welfare Centre – UPEI
SpayAid PEI
Summerside Tax Center Social Committee

Fee for Service Contracts

City of Charlottetown
City of Summerside
Community of Murray River
Parks Canada

Province of PEI – Department of Agriculture
Province of PEI
– Office of the Chief Health Officer
Town of Cornwall
Town of Stratford

Community Partners

Canada Summer Jobs (Service Canada)
Charlottetown Rural High School
Co-Op Program
Colonel Grey High School Co-Op Program
Community Service Bursary Program
DBL Dream Machines
Greentec International Toner Recycling
Holland College Photography Department
Katimavik

McGrand Trust
Province of PEI – Energy & Forestry (Wildlife
Division)
Sherwood Drug Mart Ltd
Summerside Tax Centre Social Commitment
The PEI Rocket
YMCA Summer Work Exchange Program
Winmar Property Restoration Specialists PEI

Our Sponsors and Supporters

We are fortunate to have received donations and support from individuals, groups and businesses. Without their generosity, we would struggle to provide the level of care we give to the Island's needy companion animals. They all deserve a very special thank you.

Top-quality pet food producer **Royal Canin** continues to supply all dry cat food and dog food to the Society at no cost all. This means a huge saving for us. Royal Canin also generously sponsor our Dog Jog and Pet Expo events.

Jane Thomas and **Harry Smith** provide us with postage stamps for mailing donor receipts. Since 2008, they have also been the sole donors for our Fancy Feline program which helps our long-term cat residents find new, loving homes.

The assistance of the media is crucial in reaching out to members of the public regarding the Society's news and events. A big thank you goes out to **MSB** radio stations **Magic 93** and **CFCY** for donating airtime for events and for the Monday to Friday radio feature called Adopt-a-Pet. This feature allows us to showcase an adorable adoptable to a wide-ranging audience of listeners across the Island. Station Manager **Gary Barker** never fails to help when we have a special request. And thanks also to Magic 93's morning presenter, **Paul Alan**, who is always so willing to help our cause.

We would also like to thank our other media supporters: **CBC TV** and **Radio, The Guardian, Newcap** radio stations **Ocean 100** and **KRock, Spud FM, ATV, The Eastern Graphic, Journal Pioneer** and **The Buzz**.

Volunteer webmasters **Paul** and **Emily Landry** have spent many hours maintaining our web site and after 11 years of tireless volunteer work on behalf of the Society, this year they decided move on to new adventures. We would like to thank them both for their dedication to PEI's companion animals in need. And thanks, too, to **Len Currie** who has maintained our website since Paul and Emily Landry retired from performing this volunteer work on our behalf.

Professional photographer **Ella Hutt** of Ellagant Photography continues to lend her talents, taking photos of the animals at the Society as well as being the official photographer at our pet photo events. Amateur photographers **Darlene Bakker** and **Wayne Larkin** also take photos and video of our beautiful adoptables.

Other PEIHS on-going supporters include, **Blue Ribbon Pet Supplies, Global Pet Foods, Sunnybrook Farms Pet Supplies, Charlottetown Parks and Recreation, FastnFURious Flyball, Co-op Food Market, Atlantic Veterinary College**, and the **Prince Edward Island Veterinary Medical Association, Home Hardware** stores in **North Rustico** and **Souris**.



Help Us Help Them

This year more than 1600 companion animals came into our care, It's our goal to make sure that each animal receives safe, healthy and loving care during their stay with us, while also recognizing our very real financial constraints.

The PEI Humane Society is a registered, non-profit organization. We are the only Humane Society or SPCA working in Prince Edward Island for Island companion animals. We do not receive operational funding from any level of government, nor do we receive funds from Humane Society of Canada or the Canadian SPCA (Montreal). Donations raised by these organizations do not help Island animals.

Here's what you can do to help

- Become a monthly PAW (Pre-Authorized Withdrawal) donor
- Adopt your new furry family member from us
- Open your home by becoming a foster family
- Join our team of volunteers
- Become a personal or corporate sponsor
- Designate a bequest to the PEIHS in your Will
- Name the PEI Humane Society as beneficiary of your RRSP, RRIF or life insurance policy
- Donate one or more items from our Wish List

These are just a few of the many ways you can make a big difference to the Island's needy companion animals. You can find out more by visiting our website www.peihumanesociety.com or by contacting our Development Coordinator, Lisa Hashie, at (902) 892-1190 Ext 24 or lhashie@peihumanesociety.com.

And did you know?

- The cost of caring for one dog or one cat in the Shelter is \$15 each day
- We spend \$11,000 on cat litter alone every year
- Our volunteers give over 8500 hours of their time to us every year
- In 2010 -2011, our three part time Animal Protection Officers carried out 883 investigations across the Island.



PEI Humane Society
309 Sherwood Road
PO Box 20022
Charlottetown, PE C1A 9E3
(902) 892-1190

www.peihumanesociety.com