

# 2016-17 ANNUAL REPORT





Our vision is a compassionate society where animals are valued and treated with respect.



**Mission**  
**Vision**  
**Values**

**The Mission**

The mission is to promote quality of life for companion animals through responsible ownership, successful adoptions, education and enforcement of companion animal welfare legislation in Prince Edward Island.



**Our Values**

- Humanely housing and caring for companion animals
- Protecting companion animals from abuse and neglect;
- Educating the community about responsible pet ownership;

# PRESIDENT'S MESSAGE

I am extremely pleased to report on behalf of the Board of Directors that 2016-2017 has been a successful year for the PEI Humane Society, despite ongoing challenges to the sustainability of the PEI Humane Society's facilities and operations. In this regard, I want to first thank all of the PEI Humane Society staff, volunteers and donors who have contributed immeasurably to the mission of the PEI Humane Society over the past year. In addition, I would particularly like to thank our Executive Director, Marla Somersall, who has worked tirelessly to take the necessary steps to ensure that the PEI Humane Society remains able to fulfill its mandate, and to ensure that the PEI Humane Society is in a position to update and modernize its facilities, and to continue to provide excellent care.

In this regard, I would like to highlight the recent proclamation of the *Animal Welfare Act* by the Government of Prince Edward Island, which represents a wholesale renewal of Prince Edward Island's commitment to ensuring that all animals in this province receive proper care and treatment. This is a significant strengthening of animal welfare legislation in Prince Edward Island, and provides the PEI Humane Society's animal protection officers and others with the authority needed to step in immediately when a companion animal is believed to be in distress.

There is no question that further challenges will be faced by the PEI Humane Society in 2018 as the provisions of the *Animal Welfare Act* begin to be applied and enforced, and as steps are taken to build upon our strategic review and to modernize and improve our facilities. Our challenge as a board will be to ensure that the mission and values of the PEI Humane Society are strengthened and supported by these opportunities. I am confident that we can make this happen in partnership with staff, donors, and volunteers, each of whom are critical to our mission.

Tom Keeler,  
President

## The Five Freedoms of Animal Welfare



Photo source: Indo Pet Expo | [indopetexpo.com](http://indopetexpo.com)

## 2016 – 17 BOARD OF DIRECTORS

Board President	Tom Keeler
Past President	Graham Robinson
Vice President	Debbie Miller
Secretary	Jenny Mason
Treasurer	Melissa Jones
Member	Doug Shackell
Member	Karen Chin
Member	Carey Arsenault
Member	Michael Zimmerman
Member	Penny Walsh McGuire
Member	Todd Gregory



**Thank you all for your generous contributions of time and expertise**

# EXECUTIVE DIRECTOR'S REPORT

*Some highly stressed dogs are able to escape out of these kennels without a second thought. This can put them, other animals and our staff at risk.*

*Staff and volunteers are very creative in their efforts to keep the dogs safe and contained, and to provide enough enrichment for their wellness as we look at today's best practices for redesigning the kennel space for future safety.*



As the Humane Society wraps up another very busy year, we are looking for innovative care ideas for the changing population of animals in need. The staff team works tirelessly to respond to highly reactive dogs and stressed cats, managing illness and creating an enriching environment.

The trends toward rescued dogs and 'rehoming' difficult animals through social networking contribute to the increase in highly reactive animals needing considerably more work to be considered for adoption.

Shelter stays can be stressful to any animal. Minimizing the stress for successful outcomes is our responsibility, be it lighting, noise, air quality or the surroundings. Our team is working hard with the help of the volunteers to improve our facilities and create the best possible environment for success in light of the increase in high needs animals.

Parallel to this is the importance of working island wide on preventive strategies, education for owners, awareness about rehoming, animal behaviour, and owner and community responsibilities. Animals make wonderful companions. As with any friendship it takes work.

As we look to our plan for the next few years, the Humane Society will be assessing how best to provide care for the changing populations in house and to strengthen our preventive services for a healthier community of companion animals.

None of the work would be possible without the support of the wonderful volunteers who give so generously of their time and talents. Our entire team is so grateful for your help everyday. Special thanks to our Board of Directors, for supporting our work by sharing your expertise and commitment, notably this year's President, Tom Keeler who is always available for our many, many questions.

**Thank you to everyone who has contributed to a wonderful year**

*Marla Somersall*



## STAFF TEAM

Executive Director	Marla Somersall
Development Coordinator	Jennifer Harkness
Shelter Manager	Cathy Kenny
Veterinarian	Dr. Rhonda MacDonald
Adoption/Intake Coordinator	Reese Perreault
Client Services	Lesa Donnelly
Animal Protection Officers	Doug Burkholder Donna Marie Lorinda McCarthy Kim MacMillan - relief
Shelter Attendants	Tammy Bevan Jossie Ehler Breanna McCloskey Chayleigh Arsenault
Relief Shelter Attendants	Melissa Kim Stone Hanna Molyneaux Jane Northrup Jillian Rose

## THE VOLUNTEER CONTRIBUTION

There are over 100 active volunteers with many new applicants each month. We are fortunate to have so many people wanting to help with our work.

Volunteers are key to the care of the animals in shelter. We rely on our Volunteer Trainers to help train new volunteers in how the shelter works with the animals in our care. We rely on their volunteer help to spend time with the animals, providing enrichment, reducing stress by just being present, and helping with feeding, walking and care each day. What many people don't see is that volunteers provide staff with key information regarding changes or concerns with the animals in care.

Every animal has different stressors and staff do not always see these indicators as quickly as volunteers who can take more time with each animal. Having volunteers in, helping and interacting with animals on a daily basis can alert staff to potential health and behaviour issues. Intervening before there is a problem allows us to keep animals healthy and get animals adopted faster. We could not do this job without them.

*No one is more cherished in this world than someone who lightens the burden of another. Anonymous*



# ANIMAL PROTECTION SERVICES

## UNDERSTANDING OUR ROLE

We are most grateful to the Province of PEI for the collaborative effort to establish new animal welfare legislation on the Island. The Animal Welfare Act means above all else, that Animal Protection Officers may intervene to ensure that animals receive the appropriate standard of care according to the relevant Canadian Codes of Practice. Under the previous legislation, a companion animal had to be in distress (hurt or suffering) before Animal Protection could step in.

The current situation on PEI requires this kind of legislative change, as we see increased numbers of private breeding operations, humane cases being reported and high numbers of reports of aggression and bites from dogs.

It is a difficult balance for a small Animal Protection team to provide preventive services and education to avoid these unnecessary situations, while responding to increasing numbers of bites and concerns about aggressive dogs island wide. We have had to add staff to the Animal Protection team during the busier season to keep up with the calls.

The chart shows what services the PEIHS is contracted to provide across the island. It can be confusing to see APO respond to calls down the road where they are permitted to intervene, while in some areas they can not attend unless a dog is at risk or poses a risk to others.

Location Type Type of Enforcement	Provincial Territory	Municipality with official plan	Municipality without official plan
Dog Act	Part I - Dog Licensing Part II – Dogs at Large	Part II	Part II
Animal Welfare Act	Contracted service for the entire province regarding companion animals		
Municipal By-Law	n/a	Contracted services only: Currently Charlottetown, Stratford and Cornwall,	No authority
Criminal Code	No authority	No authority	No authority

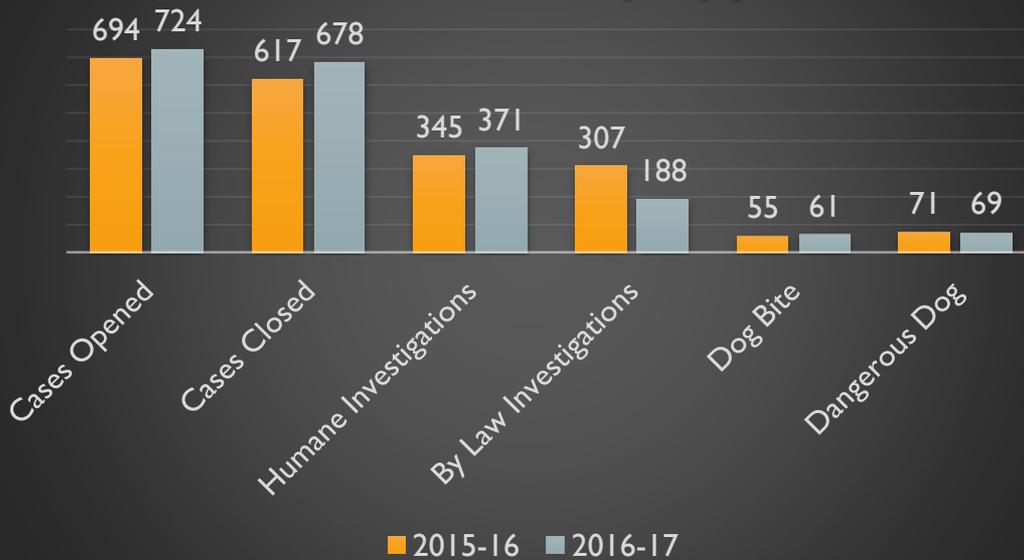
**2016-2017**

**Cases opened 724**  
**Cases closed 678**

**Dogs Seized: 40**  
**Cats Seized: 17**  
**Other Seized: 4**

# ANIMAL PROTECTION SERVICES

## APO cases by type



The number of **humane cases** increased by over **7%** in the past year. These cases require significant staff time and resources.

In order to keep up and ensure the safety of the animals involved and to maintain our patrols and prevention activities, additional staff were hired to help the Animal Protection caseload for 6 months this year.

The number of **seized animals** increased from **30 to 61** compared to the previous year and this trend appears to be continuing.

With the new Animal Welfare Act, APO are no longer required to wait for an animal to be in distress. While the goal is to provide education and have owners comply with an order to meet the necessary standards of care, an animal may be seized to provide the care needed.

## PROVIDING CARE IN SHELTER

The animal numbers have remained consistent this year. The difference we see is in the behavioural needs of these animals. Shelter staff have placed dogs and cats in different rooms and offices for the day, reinforced kennels, created toys, kongs and unique ways to challenge dogs with their food, so that they are kept busy and entertained. No Bark Zone rewards dogs for not barking in their kennels and volunteers spend time reading and relaxing with the dogs to help reduce their stress. Play time and one on one attention helps manage stress in cats.

Many animals are placed in foster care, 328 in total this past year. Cats and kittens that may be more susceptible to disease, puppies needing extra care and socialization, stressed dogs that need a calmer space and the overflow of bunnies who need more space than we sometimes have, all receive loving attention from our many volunteers who open their homes to help meet the need. In house, we use safe and creative ways to respond to animals individually while providing for the health of 'the herd' of animals in our care. With little to no knowledge of the history of many animals, and clear signs of illness in many others, we must do a careful assessment of the health of each animal and take care daily to control disease. Shelters are a unique animal care environment and staff must be aware of far more than the basics of care for personal pets.

It is not uncommon to see staff foster animals after a full day at work to help prepare them for adoption, The care and attention that each animal receives and the dedication of the staff team has made the difference for many animals. The adopters who share their success stories are always a special gift for staff and volunteers, knowing that the extra effort they put in has been rewarded.

### Animal Intake 1311 & average length of stay (LOS)



Dogs 317  
LOS 11.4 days



936 Cats  
LOS 20.2 days



20 Critters  
LOS 10.1 days



30 Rabbits  
LOS 55.8 days



8 Birds  
LOS 20.6 days

## MAKING THE DIFFERENCE

The PEI Humane Society continues to use alternative solutions to find the best possible outcomes for all the animals in our care. Some of our programs for special needs animals include

- **Seniors for Seniors** – when senior dogs arrive at the shelter, they are assessed for their health and may be placed with senior people at no cost.
- **Capacity for care** - Managed intake – by managing the number of animals in house and avoiding overcrowding and moving cats through the assessment and adoption process efficiently, we reduce stress, disease transmission and get cats rehomed sooner. Feral cat management and low cost spay and neuter services in the community are critical to reducing the number of unwanted animals and are a key partner in the success of this program.
- **Working cat program** – cats not well suited to homes are adopted to barns or similar environments. They have a home, are spayed/neutered and vaccinated and can live the life that suits them well.
- **Fancy Felines and Dandy Dogs** – animals with special needs are sponsored by generous donors so that we can reduce their adoption fees and get them into homes sooner.

Programs like these have resulted in consistent population management, a profound reduction in health issues such as upper respiratory problems and better outcomes overall.

## Animals in Shelter



## OPEN ADMISSION SHELTERS AND EUTHANASIA

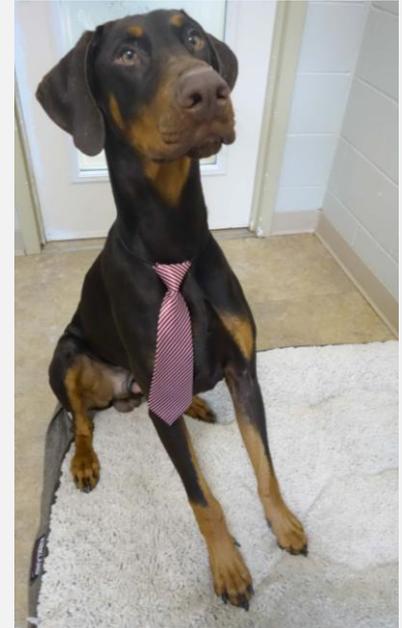
The PEI Humane Society Shelter is a **partially limited admission shelter**. Each situation is unique, and we must assess the reason for surrender, the likelihood that we can rehome an animal, humane conditions, family circumstances and the risk of harm or injury to the animal or to other animals or people. We also have limited treatment facilities which limits our in-house care and increases our cost.

Our mandate precludes our providing care to owned animals, except in humane situations or where the animal is lost and requires immediate care. Ideally, end of life care needs to be addressed throughout the relationship with an animal's veterinarian, particularly for owners who struggle financially with regular vet care.

The PEI Humane Society works to find every option for every animal. We have created multiple adoption streams, and foster animals that simply need more time. **We do not have a date or maximum time in shelter for any animal.**

Animals are not euthanized unless there are serious behavioural or medical issues that can't be treated, or that would put the public at risk. Animals that are seriously ill or injured are assessed by the Veterinarian and a collective decision is made about the possibility of adoption or rehabilitation. If there are no options and the animal is suffering, humane euthanasia may be required.

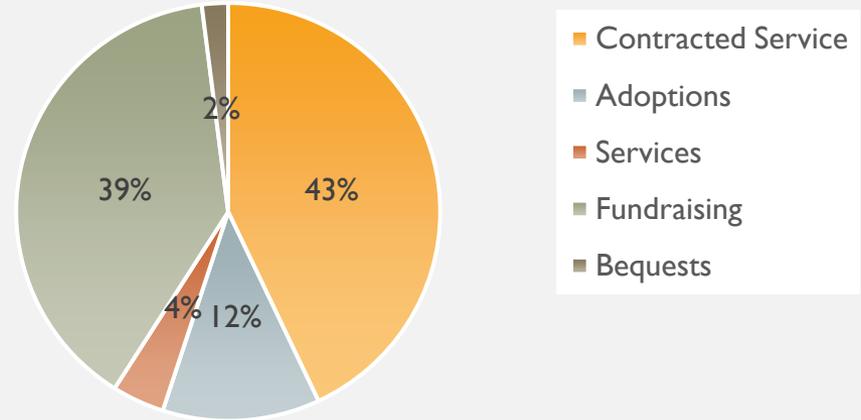
We strongly believe that no animal should be allowed to suffer.



***The PEI Humane Society does not euthanize animals for space and is committed to this policy.***

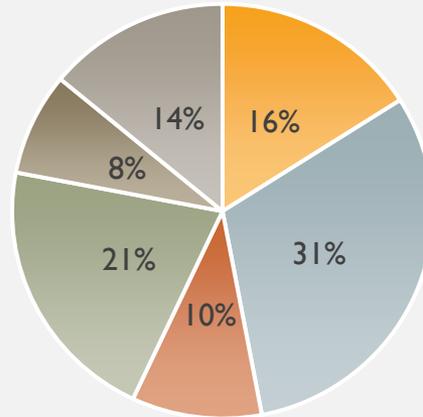
# THE COST OF PROVIDING GOOD CARE

## Income



## Expenses

- Veterinary Care
- Daily Care and Feeding
- Adoption and Client Services
- Animal Protection
- Facility Operations
- Administration and Fundraising



The PEI Humane Society relies heavily on donor support and fundraising to keep the doors open. The operating budget provides only for the continued functioning of the Shelter and to keep our Animal Protection Team in the field. The generous support of Islanders has made the difference to our ability to ensure the best outcomes for each animal.

**THANK YOU**  
**TO THE FOLLOWING DONORS AND CORPORATE SPONSORS**  
**WHO'S CONTRIBUTIONS WERE OVER \$1000**



Anne Barbour  
Anne MacDonald  
Bill Martin  
Bonnie LeClair  
Colour Blind  
Craig Bradley  
David Gauthier  
Diane Walmsley  
Donald Ridley  
East Coast Art Party  
Estate of Catherine Buell  
Estate of Catherine Elaine Sharp  
Estate of Kevin J Dowling  
Estate of Mary E. Hawbolt  
Estate of Margaret Patricia  
MacKinnon  
Estate of Margaret Ruth Hillman  
Peake  
Estate of Norma June Pate  
Global Pet Food PEI  
Harry Smith & Jane Thomas  
Helen Mallard  
Investors Group  
Krista Matheson

Linda Keane  
Mary Ellen Gaudet  
McInnes & Cooper  
Michael Poczynek  
Mullally Family Group  
Parkland Industries Ltd.  
Pat & Neil Robinson  
Peake & McInnis  
Provincial Credit Union  
Randy Ford  
RBC Dominion Securities  
Sports Centre Physiotherapy  
STC Social Committee  
Steven O'Neil  
Stewart McKelvey  
Stonepark Intermediate School  
Stretch Fitness  
Tamara Zagustin  
The Benevity Community Impact  
Fund  
United Way of PEI  
UPEI New Student Organization  
Vector Aerospace

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Krista Matheson  
Linda Keane  
Vessey Studio



Mary Ellen Gaudet  
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Newcap Radio  
NutriSource Pets Foods  
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# THE ISLAND COMMUNITY GIVES BACK

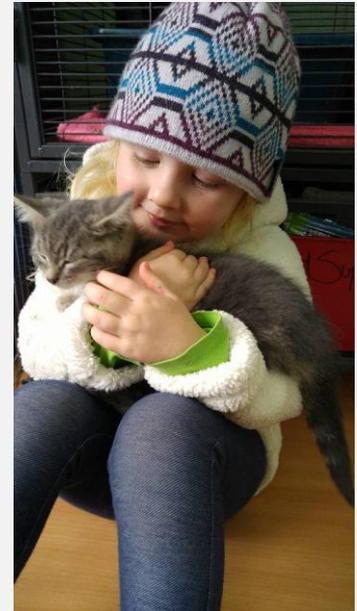
More children are giving back  
to the animals at the  
PEI Humane Society.

Kids are giving up their birthday presents in lieu of gifts for the animals. From birthday parties alone we have received **\$2600** plus thousands of dollars in product donations for the shelter residents like food, toys, blankets and other much needed goods.

Many kind people sew and knit beautiful blankets and curtains for our kennels providing enrichment and comfort to the dogs, cats and tiny paws.

Community Events & Third Party  
Fundraisers  
have raised **\$28,074!**

Children & School Fundraisers  
have raised **\$12,683**  
in cash donations plus animal  
products!



**TOP FUNDRAISING  
EVENTS & CAMPAIGNS**

**We Are Your Shelter Campaign  
\$85,953**

PEIHS Golf Tournament, presented by Investors Group **\$22,000**

National Cupcake Day **\$17,725**

Facebook Auctions **\$5074**

Microchip Clinics **\$3236**

Santa Pix **\$2543**

Funny Fundraiser **\$1800**

Cat Litter Drive **\$1567**

Bucks for Bunnies **\$1018**



**COMMUNITY OUTREACH  
& HUMANE EDUCATION**

**Tailwag Tuesdays on Hot 105.5**

Stratford Expo

Eastern Kings Exhibition

Bark for Life

Prince County Exhibition

Crapaud Exhibition

UPEI New Student Orientation

AVC Kids Camps

Town of Cornwall Kids Camps

Confederation Centre Public Library

Kids at Indigo

Daycare groups

Abegweit First Nation

PEIHS Dog Park BBQ

Pride Parade

Summerside, Charlottetown & Souris

Christmas Parades



## THANK YOU FOR LEAVING A GIFT FOR THE ANIMALS

This past fiscal year the PEI Humane Society has seen a record year for In Memory gifts as well as significant Bequests. Our facility was built in 1993, thanks to a generous gift that financed much of its construction. It was a tremendous improvement over the previous building, but animal health professionals have since gained a deeper understanding of the critical relationship between environment and health. Now, once again receiving a generous gift we are able to plan for the future of animal care. With every gift we receive through *a planned will* or donations *in memory* of a loved one, we take steps forward to providing the best possible care and outcomes for homeless companion animals.

**\$51,419 In Memory gifts**  
**\$519,004 Bequests**

**GIVING IS NOT JUST ABOUT MAKING A DONATION.  
IT IS ABOUT MAKING A DIFFERENCE.**

