

pei Humane Society

EXPANDING OUR

PAWPRINT

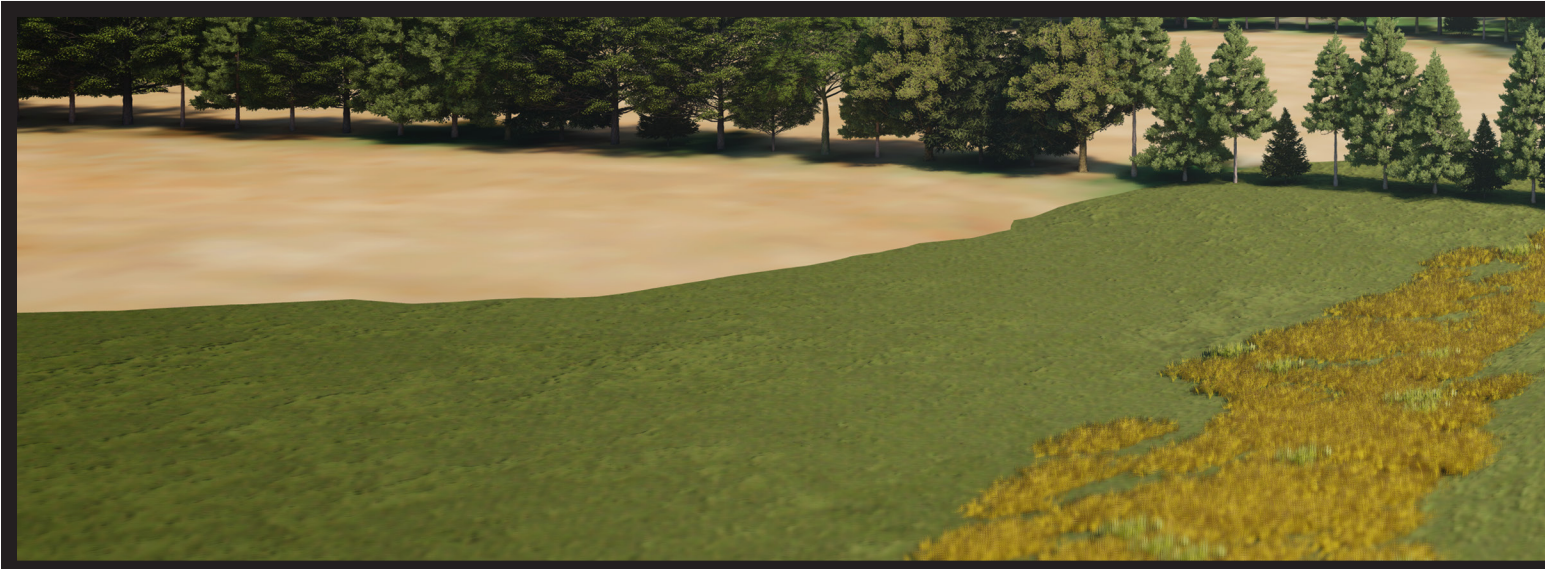
CAPITAL CAMPAIGN



PEI
Humane
Society

**HELP PEI'S ONLY ANIMAL
SHELTER SAVE LIVES
FOR GENERATIONS TO COME**

Our Four Pillars for



Health

Our new shelter design makes use of modern disease control measures to ensure our animals stay healthy throughout their stay at the shelter.

As part of this, we will fully implement the Capacity4Care management model, which highlights the importance of disease control measures and explains the benefit of ventilation and sanitization in overall population health.

Seamless surfaces, high-sided flooring, and stainless steel work surfaces will help ensure sustainable disease control measures are implemented in the long-term. With a new ventilation system, we will see a reduction in respiratory illness in our animals.



Wellness

Over-crowded kennel areas can cause issues beyond just running out of space.

Over-crowding severely impacts the mental wellness of animals in care. Loud, smelly, busy environments can cause stress for animals living in the shelter.

Often, animals that are housed in stressful environments are more difficult to adopt due to behavioural challenges that can arise as a result of shelter-living; these animals often spend longer in-care as a result.

By increasing kennel sizes, and spacing kennels more effectively, we will see a reduction in these stressors for pets in our care. This means we will see faster adoptions, less stress, and less anxiety-induced behavioural issues.

a Successful Shelter



Community

We want to increase the human-animal connection in our new shelter by providing spaces where the public can interact and engage with shelter animals during their visit.

Publicly accessible cat condos, adoption rooms, meet and greet spaces, catio, and a multi-purpose community room will allow for those coming into our facility to meet one-on-one with animals in safe indoor spaces.

There is a noted benefit to animals when they're allowed the opportunity to interact with humans on their own terms. The above-listed spaces are designed with the animals' needs in mind while also allowing humans into the space to engage and play with available adoptable animals.



Veterinary Medicine

The addition of a surgical suite, intensive care room, recovery room, and treatment room will impact not only animals in our care but those across the province.

The PEI Humane Society saw over 1,600 animal intakes in 2022. A large percentage of these animals required surgical procedures like spay or neuter.

As our current shelter does not have a surgical suite, we seek help from local veterinary clinics to provide surgeries. This is exceptionally costly, can greatly extend an animal's stay in the shelter, and often delays adoption.

In the new shelter, we will be able to provide surgical services in-house, lessening the burden on veterinary clinics and opening up space for other animals.

A project 10 years in the making

The PEI Humane Society has wanted to build a new animal shelter for well over a decade. Thankfully, our dream is now on the cusp of becoming a reality.

Though this project has weathered many twists and turns over the years, we are pleased to say we are finally breaking ground in 2023.

Initially, our plan was to expand our current shelter, but we were unable to find a suitable temporary facility to house us during construction. It was deemed a significant safety risk to have staff and animals on-site during construction, so after over a year of searching for a temporary home, we decided that we needed to pivot.

We are now building a new facility at the back of our 2-acre property in Charlottetown, eliminating the need to move to a temporary facility during construction. This brand new facility will be over 17,000 square feet of Fear Free animal sheltering space that will provide a wide range of expanded services to homeless animals on PEI. It will make use of a geothermal heating system and nearly every aspect of this building will be constructed for sustainability using green energy technologies.

Thanks to this new plan, we will be able to keep the existing shelter building for new business opportunities, we will see no interruption to our operations during the construction, and we will be able to keep the public more up-to-date on the project as it moves along.

With a change in plan comes a change in budget and therefore, we're looking to our community to help support this project. New construction comes with increased costs and we have decided to re-approach our fundraising for this project to ensure that we're able to meet our project timelines.

**We need to fundraise
\$3,000,000 to see this project completed.**





Putting Capacity for Care Into Action


In 2018, Humane Canada published a case study about the Capacity For Care management model. This model, piloted by the PEI Humane Society and several other shelters across Canada, looked into what procedural changes could be made in existing shelters to better cater to the needs of animals.

The model outlines what it refers to as the 5 Essential Freedoms:

- 🐾 Freedom from hunger and thirst
- 🐾 Freedom from discomfort
- 🐾 Freedom from fear and distress
- 🐾 Freedom from pain, injury, or disease
- 🐾 Freedom to express normal behaviour

The Capacity For Care model discusses necessary disease control measures, how intakes should be scheduled around capacity, and provides guidance on how many animals should be kept in care at any given time (referred to as a shelter's "capacity for care").

Our new shelter will be able to fully implement the standard we helped to pilot by providing increased kennel space, more opportunity to schedule intakes, and new tools to help manage sick animals as they come into care. All of this will help reinforce the 5 Essential Freedoms we believe in providing for all of our animals for now and for generations to come.



**With your help,
we can make our
dreams a reality and
continue to help
Island pets for
generations to come.**

Critical Improvements



Nearly all animals coming into care at PEIHS see the inside of the Treatment Room. This is the space where our animals are assessed and set on their path to adoption. We are able to perform some small procedures here, but we cannot perform all our surgeries in this space as it is not a surgical suite. This means that most of our surgeries are taken out of the building and performed at clinics across the Island – a necessity that costs PEIHS over \$100,000 each year.

The Treatment Room is adjacent to our dog kennels. With no soundproofing between spaces, and concrete walls, animals in the Treatment Room are subject to loud, echoing barks throughout their exam. Not only does this make examinations and assessments difficult for our medical team, but it also adds undue stress for animals during medical procedures and exams.

The heating and ventilation system in the Treatment Room is inadequate and outdated.

Due to the inability to properly control the temperature in the space, management has had to wrap the ventilation system in reflective duct wrap to help moderate the heat (see photo, right).

In past years, the heat in the Treatment Room has been nearly unbearable for staff during the summer months.



We believe that our animals deserve the highest level of veterinary care possible. With the construction of a modern Treatment Room in our new shelter, we will also have a surgical suite, an intensive care room, and a recovery room for our animals. This space will be one of the largest contributors to cutting operational spending in our shelter, as well as providing faster care, ensuring quicker adoptions, and supporting animal welfare.



New Treatment Room

Sable/ARC
sustainable architecture + design

In 2022, the PEI Humane Society spent over \$100,000 on veterinary care (including surgeries, diagnostics, testing and other needs).

With more animals coming into care than ever before, we are seeing more need for surgical procedures beyond just spay and neuter surgeries. If we bring these procedures in-house, we will greatly lessen the burden on PEI veterinarians, thereby freeing up space in local clinics for other animals in need.



New Dog Adoption Space

Sable/ARC
sustainable architecture + design

In addition to improvements in animal treatment, the new shelter will have significant improvements in housing for all animals. As seen in the above photo, sound-dampening panels will be added in dog kennel spaces to reduce echoing and stress caused by excessive noise.

Every part of our new shelter is designed to meet the needs of our animals, save on cost, and ensure sustainable practices will continue for years to come.



Understanding the Need

Though the PEI Humane Society is thankful to have such a supportive community, we know there are some things that are beyond our means at this time.

Because of the size of our current shelter, large transports of animals from other provinces are not always possible.

Because we do not have a surgical suite, animals often have to wait longer than they should for life-saving surgeries.

Because of limited funds, we cannot always meet the needs of our community.

Our new shelter aims to meet those needs.

With increased kennel space, we intend to bring in more animals, supporting partner shelters across the maritimes in reducing strain on resources.

With our own surgical suite, we will be able to help our animals faster than ever before, ensuring they're able to recover from surgery in their forever homes rather than in a kennel at the shelter.

And with more community-centred spaces and more efficient operations, we will be able to provide supportive educational training for our community, including in-person learning sessions taught by our team and community partners.

Since 2020, the PEI Humane Society has seen record numbers of animals coming into care and the demand for a new shelter is more visible than ever. We feel the time is right to invest in our growth and we need our community's support to make it happen.

Nearly 2,000 animals will walk through our doors this year and we do not currently have the capacity to look after them in the way they deserve. Our new shelter will provide capacity for growth and allow us to maintain a sustainable practice for now and for generations to come.

**The need is growing.
Help us grow with it.**



The PEI Humane Society spent over \$100,000 on veterinary care in 2022.



In 2022, PEIHS saw a 82.8% increase in surrenders over the previous year.

Demand for all our services is increasing. Without a new shelter, we fear that our organization will not be able to handle our community's needs in the coming years.

As an example, Safe Haven, our emergency housing program, saw a 300% increase in demand in 2022. This program offers temporary animal housing to pet owners in crisis. The program is offered in partnership with crisis organizations and healthcare teams across the province and is offered at no cost. For this reason, Safe Haven does not earn PEIHS any funds but it is a central part of our work as a community-centred organization.

We support families on some of the best and worst days of their lives. We provide support and education for pet owners who cannot afford to go anywhere else. We need help to ensure that our service doesn't disappear and that we can continue to grow to meet the needs of our community.



You never know when you will need our help.

But when that day comes, we want to be there to support you.

The Dollars & Cents

Fundraising Goal: \$5,800,000

Raised to date: \$2,800,000

For more information on any of the options below, contact Ashley Travis, Development & Communications Coordinator for the PEI Humane Society: atravis@peihumanesociety.com

Ways to Give:



Purchase a Naming

Choose from a list of spaces within the new shelter where a plaque will be placed commemorating a beloved family member, pet or business of your choosing.

Directed Donations

For those interested in making an impact at our shelter, consider directed donations to ensure your contribution goes toward the program or service that means the most to you.

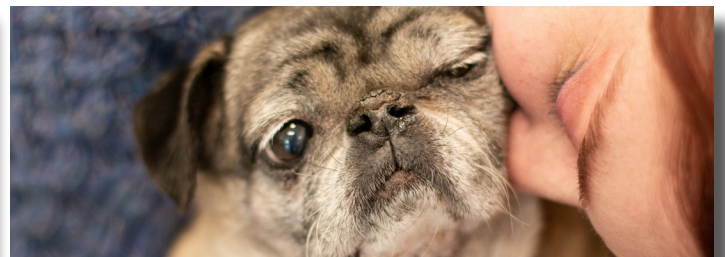


Sponsorship

There are many ways to sponsor our shelter. From sponsoring kennels, to sponsoring surgeries, to purchasing needed equipment for our shelter, our sponsors have a huge impact on our animals every day.

Leave a Legacy

Leaving a gift in your Will is a special way to ensure your legacy lives on in the lives on companion animals on PEI. Contact us to ensure your Legacy Gift is dedicated to our capital campaign.



The Walk of Paws

Remember a lost pet or loved one by purchasing a plaque in our Walk of Paws. This garden and monument will stand the test of time, memorializing pets and loved ones who have passed.

In-Kind Giving

Donations of new furniture, products, and supplies are critical to how we run our shelter. Consider contributing by purchasing or donating new items such as desks, chairs, and other items.



Sustainability

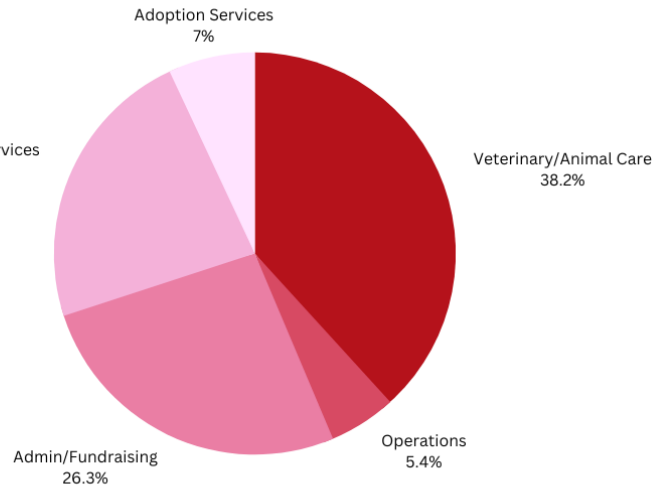
PEI Humane Society Operating Costs (2022): **\$1,095,495**

Expenses:

- Veterinary/Animal Care: **\$418,750**
- Operations: **\$59,306**
- Administration & Fundraising: **\$288,457**
- Animal Protection & Emergency Services: **\$252,559**
- Adoption Services: **\$76,423**



Animal Protection/Emergency Services
23.1%



Our plan to enforce sustainability includes:

- ♥ Purchasing equipment with affordable maintenance/operating costs
- ♥ Installing a closed-loop geothermal heating system to keep heating costs low
- ♥ Reducing overall annual operating costs
- ♥ Looking for new business opportunities for our old shelter building
- ♥ Increasing publicly accessible programming





For now, and for generations to come.