

pei Humane Society

EXPANDING OUR

PAWPRINT

CAPITAL CAMPAIGN



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

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

For more than a decade, the PEI Humane Society has been longing to construct a new animal shelter. In April 2023, we broke ground on our new shelter, and the building is now taking shape.

When the planning for this project began, we wanted to renovate and expand our existing shelter. But unfortunately, we could not locate a suitable temporary facility to accommodate us during construction. Since having staff and animals on the site during construction would pose a significant safety hazard, we determined that we needed to pivot and build new.

Our new facility is being built at the back of our 2-acre property in Charlottetown. This eliminates the need to relocate to a temporary facility during construction and will allow us to keep our existing shelter building after construction. This brand-new facility will provide over 17,000 square feet of Fear Free animal sheltering space, offering a wide range of expanded services to homeless animals on PEI. It will use a geothermal heating system and will be constructed for sustainability using green energy technologies.

As we all know, constructing an entirely new facility means increased costs and with the rising costs of fuel and other necessities, we have decided to re-approach our fundraising efforts to ensure that we can meet our project requirements in an efficient manner. We need our community's support more than ever right now as we work to fundraise to make this new shelter a reality.

**The PEI Humane Society needs your help
to build our new animal shelter.**








Backing Up Our Work

Putting Capacity4Care Into Action


In 2018, Humane Canada published a case study about the Capacity4Care 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 Capacity4Care model discusses necessary disease control measures, scheduling intakes around the shelter's capacity, and provides guidance on how many animals should be kept in care at any given time to maintain a healthy population.

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 continue to
help Island pets for
generations to come.

Critical Improvements



Treatment Room Today

Nearly ever animals 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 shares two doorways into our dog kennel spaces. 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 medical exams and assessments difficult for our team, but it also adds undue stress for animals.

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

Because the system cannot 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.



Treatment Room Today

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

In the last two years, the PEI Humane Society spent almost \$200,000 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 spay and neuter surgeries. In our new shelter, we will bring these procedures in-house, greatly lessening the burden on PEI veterinarians, thereby freeing up space in local clinics for other animals in need.



New Dog Adoption Space

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 will get us there.

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 rising higher 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.

Consider helping PEI's only animal shelter
by donating today.



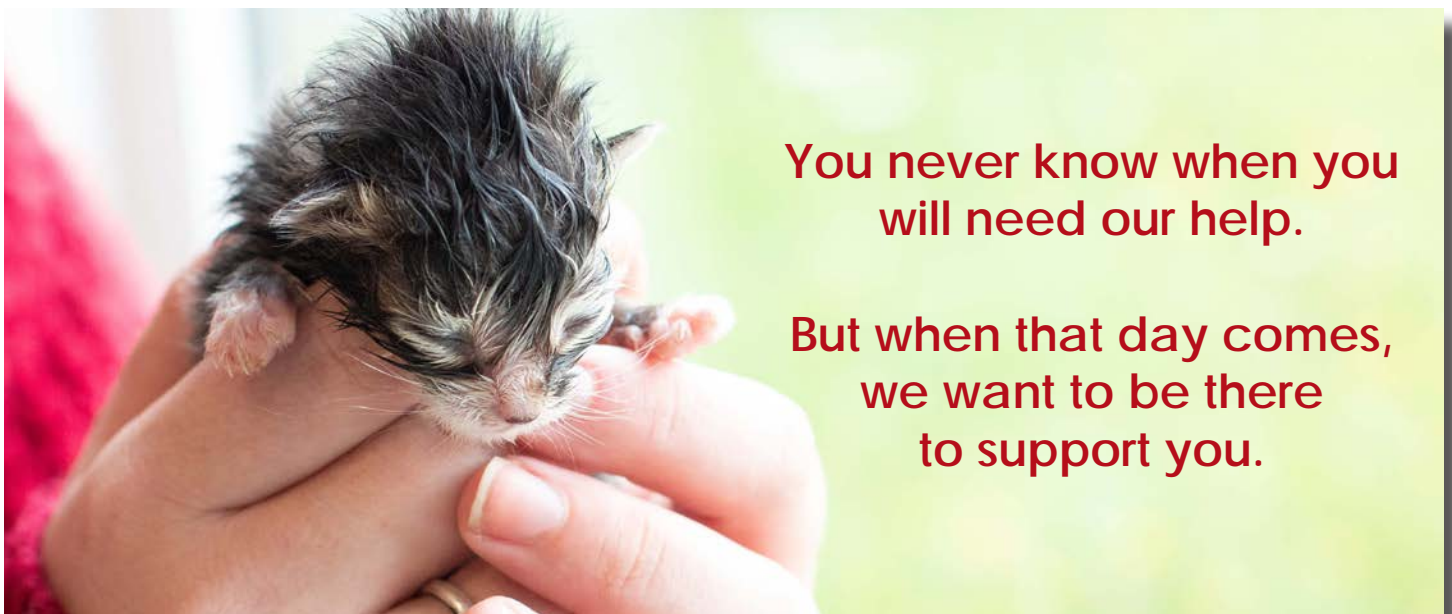


In 2022, PEIHS saw a 82.8% increase in surrenders over the previous year.

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.

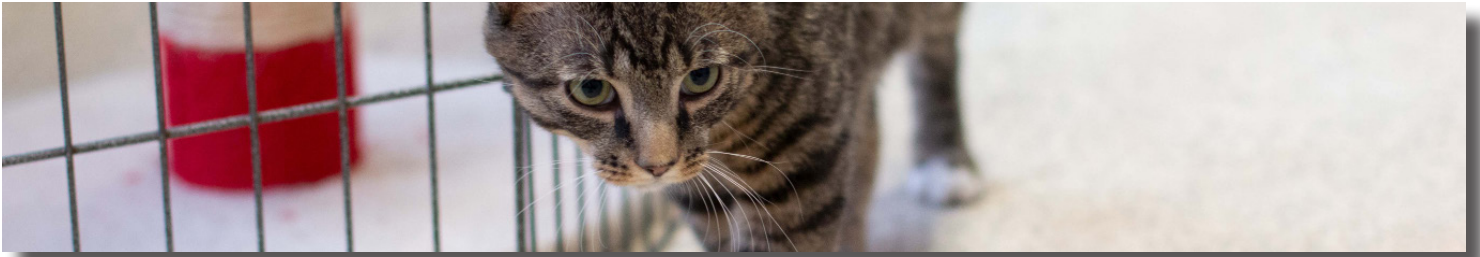


**You never know when you
will need our help.**

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

How to Give

For more information on anything below, contact Ashley Travis at 902-892-1190 ext. 32.



Donating Securities

Quickly becoming the fastest growing way to give to charities in Canada, donations of securities are both beneficial for your annual income tax filings, and can make a huge difference for your community. Ask your financial advisor about donating securities and learn how you can make a difference for animals right here on PEI.

Find the form for donating securities on our website: www.peihumanesociety.com/donate



Pledge a Gift

Do you regularly donate to the PEI Humane Society? Do you make an annual gift to the shelter each year? Consider directing your gift to our capital project. For gifts \$5,000 and up, Namings and other acknowledgements may be suitable (subject to availability).

Donations of funds can be made on our website: www.peihumanesociety.com/donate

For more information on giving, contact Ashley Travis at 902-892-1190 ext. 32.



Sponsorship

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

In-Kind Giving

Donations of new furniture, products, and supplies are greatly needed. Consider contributing by purchasing or donating new items such as desks, chairs, and other items.



Sustainability

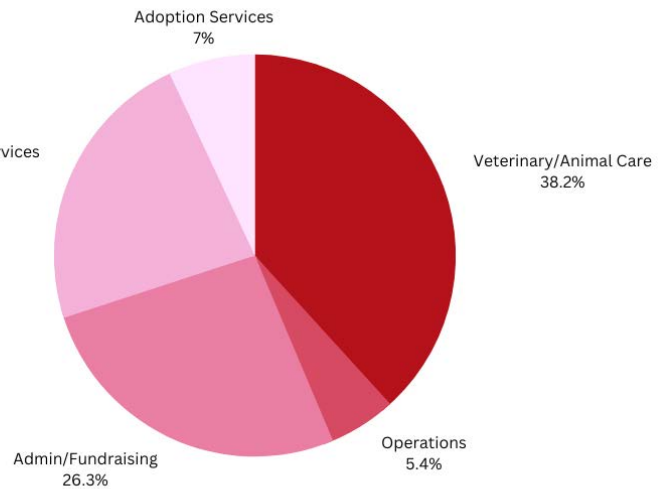
PEI Humane Society Operating Costs (2022): **\$1,095,495**

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.