

THE MONTREAL SPCA ANNUAL REPORT

Proudly Serving the Animals of Quebec Since 1869

2014

The Montreal SPCA is the oldest animal welfare organization in all of Canada, founded right here in Montreal in 1869. At that time, our focus was horses. So many of these wonderful animals were being routinely abused, beaten, and over-loaded. Over time, the Montreal SPCA began focusing on the plight of dogs, cats, and animals used in agriculture and wildlife.

To this day our Mission is to protect all animals, of all kinds and of all species. While it is true that our two shelters focus on cats and dogs as the two species that most often come through our doors, our arms must also reach out to protect animals abused in fur farms, in agriculture and in the exotic pet trade.

Too often, animals suffer because of decisions made in the name of greed and indifference. However, the Montreal SPCA celebrates our capacity as caring citizens to recognize when and where suffering occurs and to rise up to help stop it. We feel strongly that our community will respond on behalf of animals when they are made aware of circumstances that cause pain and suffering among innocent animals.

Our "Make Fur History" campaign made people aware of the inhumane nature of the fur industry. Our continuing efforts to close down illegally-operating puppy mills has changed the attitudes of consumers who now choose, rightly, only to adopt animals from animal shelters and rescue organizations. Our Youth Ambassador Program brings youngsters into our shelters to learn about animals and how to better help them. In short, when people learn about the suffering of animals they respond as good people will; they will help us to stop it.

And, that is how the Montreal SPCA was started back in 1869 when there was no other voice speaking for animals. The Montreal SPCA was not started by a government or a corporation. It was started by the citizens of Montreal, citizens who cared deeply that animals have a voice.

The Montreal SPCA is proud to have been speaking for all animals for 146 years and counting.



Nicholas Gilman
Executive Director, Montreal SPCA

Giving Animals a Voice

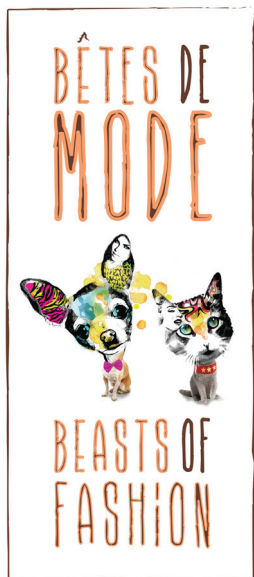
Every day, the Montreal SPCA works actively to:

- ▶ protect animals against negligence, abuse, and exploitation;
- ▶ represent their interests and ensure their well-being;
- ▶ raise public awareness and help develop compassion for all living beings.



Society for the Prevention
of Cruelty to Animals

EVENTS



2014 was a busy and successful year in terms of events! Here are the main ones:

Organized by a group of young volunteers, the **Paws 4 a Cause** nightclub evening was back for a third year in May and raised \$30,000.

In June, we announced a new partnership with the Anima-Plus Veterinary Hospitals Inc. ("Anima-Plus") and launched the 4th edition of the **Anima-Plus Walk on All 4s** for the benefit of the Montreal SPCA. Held on Mount Royal in September, we raised almost \$50,000.

The very first outdoor edition of the **GRIFF Just for Cats Video Festival** in August, organized in collaboration with the Canadian Federation of Humane Societies (CFHS), was a hit with close to 1,000 participants and over \$10,200 raised.

Our first **Beasts of Fashion** dog-meets-runway fundraising mega-gala took place in November at the Corona Theatre and was presented in collaboration with Elle Quebec. The evening, hosted by Quebec television star Maripier Morin, was upbeat, entertaining, and fabulous! The evening included models and dogs on the catwalk, a silent and live auction, and over 400 people celebrating the work of the Montreal SPCA. Thanks to everyone's generous contribution, we exceeded our goal of raising \$100,000!

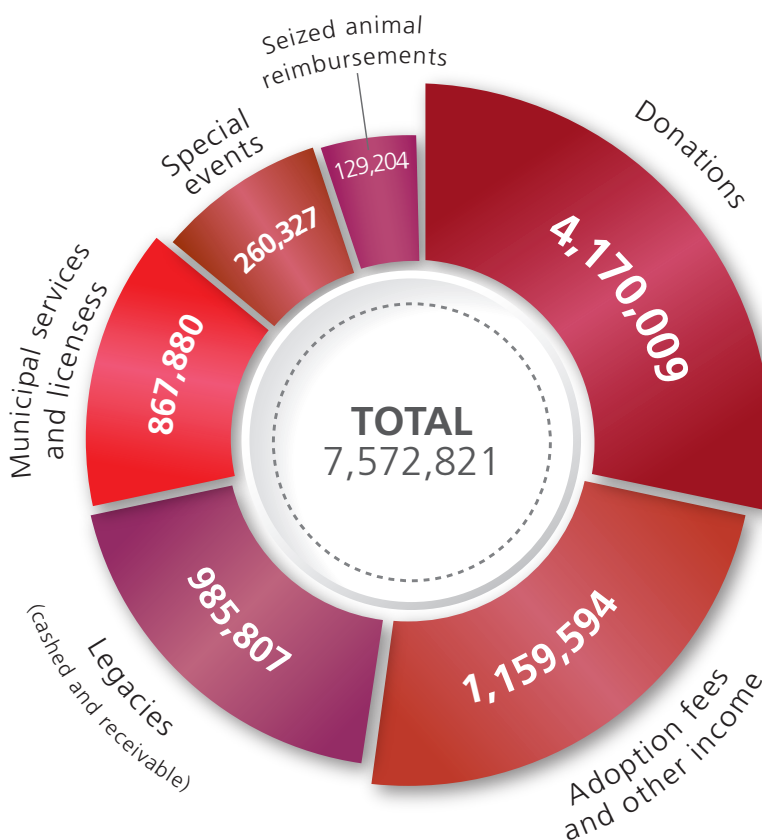
We also continued our tradition of seasonal cocktails, intimate opportunities for the Montreal SPCA staff and Board to meet our supporters. All of these events were made possible thanks to the participation of our dedicated volunteers who put in so much time and hard work.

2014 REVENUES

The Montreal SPCA is very grateful to all its generous supporters who help us fulfill our mission. In 2014, we counted on 42,965 individual donors and 274 organizations and companies. We also launched our new *Paw Partner* program so our members can now make regular monthly gifts - in 2014, we had 3,227 monthly donors.

Here are where our total revenues* came from in 2014:

*Internal approved numbers (before external audit firm)

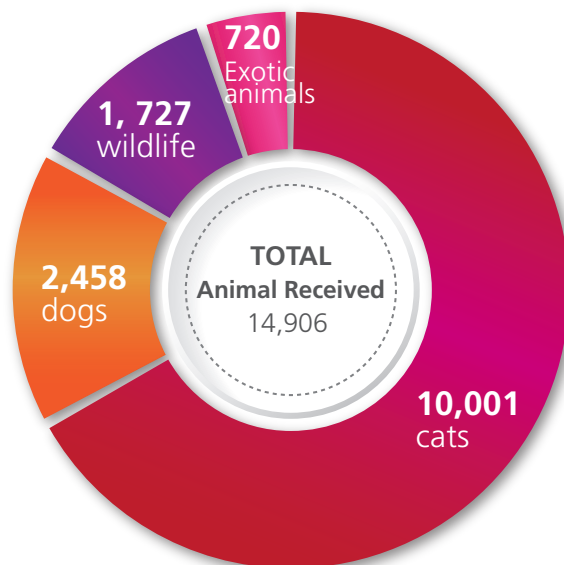




ANIMAL CARE

As the largest animal welfare organization in Quebec, the Montreal SPCA receives and cares for a wide variety of animals every year.

In 2014, we gave emergency medical care and sheltering to almost 15,000 abused, neglected, lost, homeless or injured animals. In order to keep our animals healthy and happy, our veterinary team provides high-quality care with complete physical exams and our animal care team makes certain that the needs of every animal in the shelter are being met. We also ensure that all animals adopted at our shelter are sterilized. We are open to receive animals 24 hours a day, seven days a week.



MONTREAL SPCA ONLINE



Photo Angela C.

The Montreal SPCA has now over 43,000 friends on Facebook (facebook.com/SPCAMontreal). We share with our followers all our upcoming events, stories of adopted animals who have found homes and many helpful information for your pets. We are also active on Twitter (@SPCAMontreal) and we invite everyone to visit our website (www.sPCA.com) where you will find our quarterly online newsletter, called EXPRESS.

VOLUNTEERS

The work of the Montreal SPCA would not be possible without the amazing commitment of over 400 volunteers. We are very privileged to be assisted by all these compassionate and caring people. They participate in a wide variety of activities, such as dog walking, small animal care, cat socializing, adoption counselling, shelter projects, statistical reports, events and fundraisers.

We also wish to thank our 2014 volunteer Board of Directors for their wonderful support and guidance.



In February 2014, we started our new life-enrichment program. The team is solely made up of volunteers and now has two fields of expertise: cats and dogs.

BOARD OF DIRECTORS

Wendy Adams • Jamie Allister • Jayne Arden • Nancy Breitman
Isabelle Brodeur • Leonard Freedman • Yves Gosselin
Pierre Lessard • Antonietta Melchiorre • Rick Sala

ANIMAL ADVOCACY

Advocacy is at the heart of our mission. Here are our major campaigns in 2014:

Since its launch in collaboration with the Montreal SPCA one year ago, over 51,000 individuals have signed the **Animals are not Things** manifesto. The manifesto calls for a reconsideration of the legal status of animals in the Civil Code of Quebec, which currently considers them to be moveable property, no different from a toaster or a chair. In response to such overwhelming public support, the provincial government has announced the introduction of a bill in order to redefine animals as sentient beings in the Civil Code.



photo: Chantal Levesque

Again this year, we took action to help stop pet abandonment during the moving day period. We asked the public to support our **Keeping Families Together** campaign which aims to abolish no-pet clauses in residential leases. We asked supporters to take a position on the issue by taking the **Keeping Families Together** pledge and sending a letter to the provincial government.

In September, we introduced the **Truth in Labelling** campaign targeting claims, such as 'free range', featured on certain food products. Using an online quiz, the goal of the campaign was to encourage consumers to think critically about these claims, as well as to put pressure on the Canadian Food Inspection Agency to regulate such information.

In November, in partnership with the Association for the Protection of Fur Bearing Animals and LUSH Cosmetics, we launched the **Make Fur History** campaign. Its aim is to raise awareness of the plight of animals in the commercial fur trade, in particular animals raised on fur farms, and to put an end to this inherently inhumane practice. The campaign was action-oriented: supporters were asked to take a fur-free pledge, send letters to retailers, and ditch their fur items at LUSH stores. This campaign went viral on social media and is still going strong in 2015!



INSPECTION

Our team of inspectors has the mandate and authority to respond to complaints of animal cruelty and neglect. They are responsible for enforcing provincial legislation regarding the Animal Health Protection Act (known as P-42) and the provisions of the Criminal Code of Canada regarding animal cruelty. Our inspectors spend a little more than half of their time on the road where they conduct inspections and investigations. They check places where animals are kept for sale, lease or to be exhibited. The rest of their time is spent writing reports, assembling legal files and testifying in court when required.

In 2014, our inspection service investigated 1,217 new complaints and conducted the inspection of 3,012 animals, of all species. A total of 101 animals were seized as a result of their investigations and several criminal prosecutions or charges have been brought. Almost all of our cruelty investigations expenses are paid through the generosity of our donors.