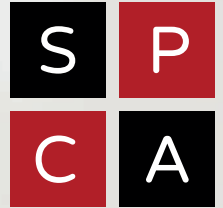


MONTREAL SPCA



MONTRÉAL

# ANNUAL REPORT 2018



# A WORD FROM THE DIRECTOR

The year 2018 was pivotal for the Montreal SPCA. Several battles we'd been involved with finally ended in victory, even while we doubled our efforts to assist 14,605 animals of all kinds.

First, Bill 128 was adopted, but it did not include breed specific legislation (BSL). After hearing the arguments from several groups and individual citizens at the parliamentary commission, including the SPCA, the province's Ministre de la Sécurité Publique recognized that there was a clear lack of consensus on the issue in the scientific community. In the following weeks, the City of Montreal adopted its new regulation on animals. The regulation protects both citizens and animals, without banning breeds, and implemented several measures backed by the Montreal SPCA. Animal sales through pet stores will be more restricted, adopting animals from shelters will be encouraged, and sterilizing dogs, cats and rabbits will be mandatory.

During summer 2018, the Montreal SPCA also raised public awareness about the plight of farm animals through its Animal Wrongs campaign, which called on the Quebec government to regulate the treatment of farm animals, who have no legal protection. Although the campaign was censored by the Société de transport de Montréal (STM), it was still shown by the main media outlets, leading many people to put pressure on their elected officials to bring the issue of legal protection for farm animals up for debate.

During this time, the Montreal SPCA was receiving a growing number of exotic animals and wildlife. The reality of shelters is evolving; adoption is no longer the only option. In 2018, more than 1,600 animals of various species were moved to sanctuaries, rescue groups and partner shelters, a record for our shelter. And for the first time in history, our euthanasia rate dropped below 10% for cats and 5% for dogs. Only the animals with the most serious behaviour or health problems were euthanized. This was quite a miracle that would never have been possible without the hard work of our employees and volunteers, and the generosity of our donors.

“Our efforts were successful! Now more than ever, animal welfare issues are front and centre in citizens’ minds, and the Montreal SPCA team is determined to continue the work that began 150 years ago.”



**Élise Desaulniers**  
*Executive Director*



# EVENTS

## WINE TASTING

On October 24th, the Montreal SPCA held its first evening of wine tasting and hors d'œuvres at the club Le Parloir. During the evening, guests sampled fine wines specially selected by Vins Balthazard accompanied by handcrafted vegan hors-d'œuvres. A sommelier guided guests as they tried different wines and learned about their taste profiles, histories and the ideal times to serve them. This select evening—which was sold out—raised \$17,000 to support the SPCA in continuing its mission to help animals.



## ADOPTION EVENT

During the summer months, the Montreal SPCA can receive two to three times more animals than during other times of the year. As the organization wants to find a loving adoptive home for each animal, its team makes every effort to give them a second chance. For instance, on July 6th, the SPCA participated in the “Free the Shelters” event initiated by PRAI Beauty. On this occasion, adoption fees were covered by PRAI Beauty and the SPCA. As usual, adoption counselors had the pleasure of guiding and informing many families about the commitment and responsibilities of bringing home an animal. Thanks to this beautiful partnership, 89 animals were adopted into loving homes.

## POP-UP SALE

On August 12th, the Montreal SPCA held its second pop-up sale: a mega garage sale. The event raised \$5,056 to support the SPCA's mission. During this unique activity, hundreds of people purchased accessories and food for their companion animals, all while savouring a vegan barbecue and sweets.

## ST. PATRICK DAY PARADE

On March 18th, the Montreal SPCA participated in the traditional St. Patrick's Day Parade in downtown Montreal. Many volunteers and their four-legged friends participated in the parade to celebrate the theme “The Year of the Dog”.

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A big thank you to  
our sponsors and partners  
for their ongoing support

Centre Vétérinaire Rive-Sud / Centre Vétérinaire Laval,  
I love Tyler Madison, i24 Call Management Solutions,  
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Petsecure Pet Health Insurance, Petsmart Charities of Canada,  
Prai Beauty, PWL Captial inc., Royal Canin Canada,  
Timbercreek Communities and Vins Balthazard.

# ANIMAL CARE

In 2018, the Montreal SPCA treated and cared for 14,605 animals, many of whom had been abused, neglected, lost or injured, or needed to be spayed or neutered.

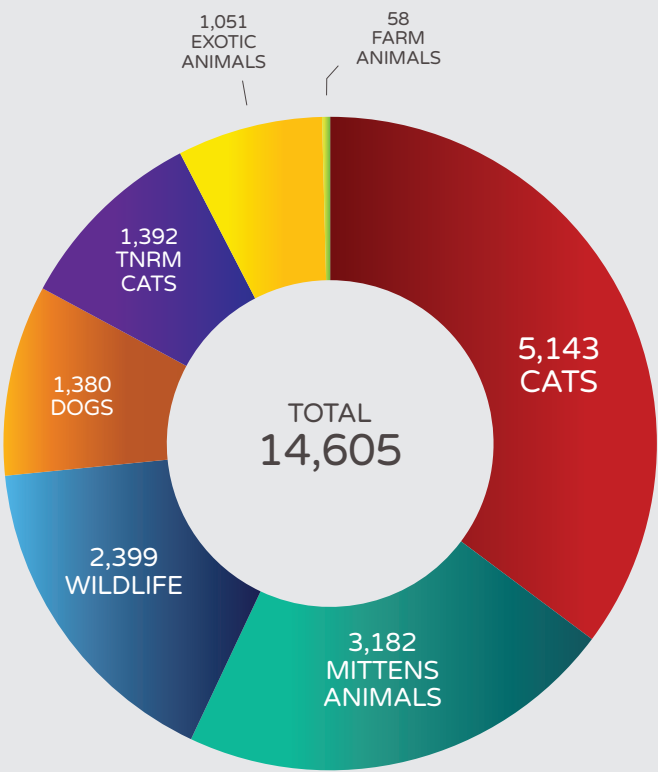
Day after day, our veterinary team continues to play an essential role in ensuring the well-being of animals, regardless of their species. The team’s main objective is to provide high-quality medical and emergency care to our animals. Whether it is an examination, basic vaccination, deworming, an emergency intervention or a spay or neuter operation, our veterinarians and veterinary technicians show compassion and kindness to every animal.



The Montreal SPCA also helps animals with special medical or behavioural needs, who unfortunately often have more difficulty finding adoptive homes than others.

With medical support, specialized care, partnerships with other shelters and educational programs, our team ensures the well-being of all animals.

In 2018, over 1,600 animals of various species were transferred to sanctuaries, rescue groups or other partner shelters, a record for our shelter. And for the first time in history, our euthanasia rate dropped below 10% for cats and 5% for dogs. Our organization is one of the most progressive in the country.



## CATS TREATED THROUGH OUR TNRM PROGRAM

Launched in 2010, the Trap-Neuter-Release-Maintain (TNRM) program is a humane, effective and low-cost way to reduce stray cat overpopulation. It is the result of a partnership between the Montreal SPCA and citizens of various cities and boroughs who have seen the positive effects of this method over the years. The proof: in 2018 alone, 1,392 street cats were sterilized through this program, which represents thousands fewer homeless kittens in urban areas.

## ANIMALS TREATED THROUGH OUR STERILIZATION CLINIC

The mission of the Mittens-Montreal SPCA Targeted Permanent Sterilization Clinic, supervised by head veterinarian Dr. Gabrielle Carrière, is to help counter the animal overpopulation in Quebec by offering discounted sterilization services to animal guardians with limited financial resources. Did you know that, thanks to this clinic, approximately 30 animals are spayed or neutered daily, six days a week?

### A first in Montreal

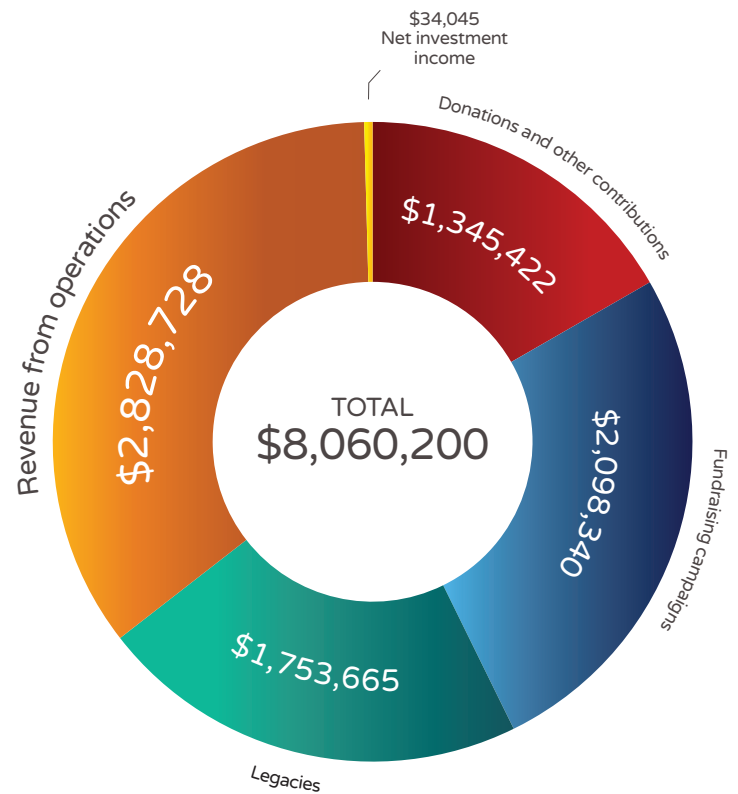
This year, in partnership with the Montreal SPCA, the City of Montreal has launched a sterilization program for animals in low-income households. Through this program, they can now obtain a free sterilization at the shelter for their animals.

# REVENUE

The Montreal SPCA is a registered charity that depends on donations from the public to carry out its mission.

In 2018, 29,627 individual donors and 304 charitable organizations and companies lent us a generous helping hand. Our monthly donation program continued its success, with 5,681 monthly donors. The Montreal SPCA is extremely grateful to all its generous donors.

> Consult the 2018 financial statements



MIA

## MIA'S STORY

After being hit by a car, Mia, a three-year-old dog, was brought to the Montreal SPCA by a Good Samaritan who found her in an injured state. The SPCA's new x-ray machine immediately revealed multiple pelvic fractures.

Fortunately, considering her clinical symptoms, surgery was not necessary and Mia's prognosis was good. Following forced rest with pain medication, physiotherapy and many veterinary follow-ups, the dog's pelvis healed. Today, Mia is part of a loving family that will continue caring for her.

## A SPECIAL THANK YOU

Thanks to the x-ray machine donated by a generous donor in memory of her cat Charlie, our veterinary team was able to quickly assess the extent of Mia's injuries and take regular follow-up x-rays to monitor her recovery. Because of donations like this, the Montreal SPCA can provide this level of care to animals that have been in serious accidents.



# INVESTIGATIONS DIVISION

Montreal SPCA animal protection officers are charged with enforcing animal welfare legislation. The territory covered by the animal protection officers includes the Island of Montreal, Laval and parts of Montérégie, Lanaudière and the Laurentians, which is nearly the entire territory within an hour-and-a-half drive from the Montreal SPCA. Every year, the Montreal SPCA's Investigations Division receives thousands of complaints and reports.

## IN 2018

- Over 8,500 animals of various species received a visit from our staff
- 1,500 new investigations were opened
- 449 animals were removed from their environments by our team
- The Division's investigations resulted in about 40 convictions



# TWO CASES WITH A HAPPY ENDING

## 55 ANIMALS RESCUED

On September 1, 2016, the Montreal SPCA seized 54 cats and one dog from an apartment in Montreal. The animals were seized due to the numerous observed infractions to the *Animal Welfare and Safety Act* relating to unsanitary and unsafe living conditions, as well as the obvious lack of veterinary care. The animals were safely removed from the premises and received the attention and veterinary care that they required. In February 2018, their owner, Marcel Couillard, was found guilty on eight counts in relation to this case. He was sentenced to \$12,500 in fines and to a 15-year prohibition order forbidding him from owning more than four animals.



KITTY

## ANIMAL CRUELTY CONVICTIONS

On April 5th, at the Montreal Municipal Court, Patricia Ball and Louis-Philippe Moquin were found guilty of animal cruelty. In August 2016, a motorist in the Sud-Ouest area witnessed a horrifying scene in the middle of the night: two individuals brutally beating their dogs. She quickly contacted the Montreal SPCA's Investigations Division, which issued a public notice based on the witness's description of the suspects and the dogs. A few days later, thanks to the public's help, the suspects were located. With the assistance of the *Service de police de la Ville de Montréal* (SPVM), they were promptly arrested and their dogs seized to be examined by the SPCA's veterinary team and placed in foster homes. Ball and Moquin were sentenced to 20 and 15 days of detention, respectively, and are prohibited from owning animals for three years.



## "SPCA EN ACTION"

A new program on Canal Vie as of May 3rd, "SPCA en Action" follows the daily work of the constables of the Montreal SPCA's Investigations Division, who fight animal cruelty and animal abuse day after day. The show goes behind the scenes of various investigations and showcases this team that is entirely dedicated to abused or neglected animals.

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## A FIRST IN CANADA

In June, Gaetan Bouchard, a building owner in the Plateau Mont-Royal, was sentenced for animal cruelty by Montreal's municipal court after being convicted of trapping a skunk and leaving the animal to suffer. To the Montreal SPCA's knowledge, this is the first criminal animal cruelty conviction in relation to the trapping of wildlife ever obtained in Canada.

Bouchard was sentenced to one year of probation, a \$500 fine and \$149 in restitution to the Montreal SPCA. Though the sentence obtained in this case was rather lenient, we are pleased to have finally obtained a criminal conviction in a case involving the trapping of urban wildlife.



# ANIMAL ADVOCACY

## ANIMAL WRONGS

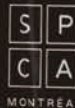
The suffering inflicted on farm animals goes far beyond violating animal rights—it violates basic human decency. And it's completely legal. For instance, confining animals in very small spaces, and systematic mutilation without any analgesia or anesthesia are practices that are banned elsewhere, but widespread in Quebec. A recent Léger Marketing survey revealed that 72% of Quebecers expect their future government to adopt legislative measures and policies to ensure the welfare of the province's animals. On August 6th, the Montreal SPCA launched its campaign *Animal Wrongs*, designed by Upperkut agency, to demand that the Government of Quebec regulate the treatment of farm animals.

The campaign was rolled out throughout the city using outdoor advertising displays, a marketing technique to freely place posters in a given territory. The campaign caught the attention of the media and it mobilized thousands of people.

# ANIMAL

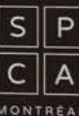
# ANIMAL

La souffrance infligée aux animaux de ferme est cruelle, inhumaine et intolérable. Pourtant, elle est complètement légale. Ensemble, exigeons que notre gouvernement réglemente le traitement des animaux de ferme pour mettre fin à la maltraitance.



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[spca.com/animal](http://spca.com/animal)



# ANIMAL



# ANIMAL ADVOCACY



On April 11th, law professor Alain Roy released a report prepared by Dr. Jean-Jacques Kona-Boun on the 2017 rodeo in Saint-Tite, along with video footage shot at the event. Following this release, the Montreal SPCA relaunched its *No to Rodeo* awareness campaign, which was supported by over 32,000 people and was closely followed by the media. In response, two sponsors of the event confirmed that they had withdrawn their support of the rodeo component of the festival. But the fight is far from over, as the SPCA continues working to put an end to rodeos province-wide.

## SAFER, KINDER COMMUNITIES

Since June 2016, the Montreal SPCA has been very proactive with its *Safer, Kinder Communities* campaign—supported by 86,562 people—to fight breed-specific legislation (BSL) at the municipal and provincial levels. In 2018, Montrealers were reassured by the adoption of a new municipal by-law that does not include a breed ban. However, Bill 128 still retained the proposed ban at the provincial level.

On June 6th, 2018, the Quebec government announced it would not be moving forward with such a ban. Following the testimonies at the Commission hearings from various groups, including lawyers from the Montreal SPCA, the government stated that breed bans are unenforceable and lack scientific basis. Bill 128 was amended to remove all elements regarding BSL. Also, the Liberal government stated that it would be looking into further measures to regulate dog breeding in Quebec. The three main political parties expressed satisfaction with the amended bill.

Today, the Montreal SPCA is recognized as a major actor on this issue. The organization is deeply grateful for the community’s support throughout this battle.

## CUT THE CHAIN

Once again this year, the SPCA continued its *Cut the Chain* campaign aimed at persuading the provincial government to prohibit the permanent chaining of dogs in Quebec. Unfortunately, thousands of dogs spend their entire lives chained outdoors, relentlessly exposed to gusts of snow and extreme cold—an entirely legal practice. Nearly 35,000 people have already participated in this campaign, which will continue until the situation improves.

## MAKE FUR HISTORY

*Make Fur History* is a seasonal campaign aimed at raising awareness of the plight of animals in the commercial fur trade and encouraging consumers to shop cruelty-free when purchasing winter coats and accessories.

## COEXISTING WITH COYOTES IN THE CITY

Coyote-human interaction is becoming more common in Montreal. In parallel with the City of Montreal, the SPCA continues to raise awareness by providing information to help promote the safe coexistence of humans and coyotes.

# THE BEGINNING OF A NEW ERA

## NEW MONTREAL ANIMAL BY-LAW

The Montreal SPCA welcomed the City of Montreal's new animal care and control by-law, which was adopted on August 21st. The new by-law includes several important measures that animal welfare experts, including those at the SPCA, have long been advocating for. These include the regulation of the sale of animals in pet stores and the mandatory sterilization of dogs, cats and rabbits.

## RETIREMENT FOR HORSE-DRAWN CARRIAGE HORSES

On August 21st, the City of Montreal officially adopted the by-law prohibiting the use of horse-drawn carriages on its territory. The by-law will come into effect on December 31, 2019. The Montreal SPCA has been fighting against the use of horses downtown for nearly 150 years. The end of this industry represents an important victory for our organization and demonstrates just how much our relationship with animals is evolving. In the months following the announcement of this ban, the SPCA worked with the City of Montreal in order to create a retirement program for the horses that will come into effect in 2019.





# WRAPPING UP THE YEAR OF THE RIGHT FOOT



BALOO

On December 7th, the Montreal SPCA received a call from Purolator: a cat had been found in Montreal inside a package originating in Nova Scotia.

Curious by nature, Baloo had sneaked unnoticed into a box full of tire rims that his family was about to ship 1,200 kilometers away. He ended up taking journey lasting nearly 20 hours!

Of course, our team welcomed him with open arms. We were relieved he made it through his ordeal safe and sound, as this story could have had a tragic ending. Baloo's family, who were desperately searching for him, couldn't contain their joy when they learned that he was at the Montreal SPCA.

During his stay with us, Baloo received all the cuddles and care he needed. He was even microchipped to make it easier to identify him if he ever decides to see the world again.

The SPCA contacted the organization Freedom Drivers, whose volunteers took the little adventurer home—a journey that was much safer this time! Baloo was reunited with his loving family in time for the holidays.

## VOLUNTEERS

Volunteers contribute significantly to the Montreal SPCA's operations. Their support and dedication are essential in accomplishing our mission. These valued allies allow us to offer a range of services that go far beyond the traditional role attributed to animal shelters. The SPCA is fortunate to be able to count on **400 volunteers** who assist the shelter staff seven days a week throughout the year.

The Montreal SPCA also wishes to thank our 2018 Board of Directors for their remarkable support and guidance:

Isabelle Brodeur;  
Louise Cantin;  
Dr. Kim Langlois;  
Pierre A. Lessard, trésorier;  
Lucy Modesti, secrétaire;  
Samira Sakhia, présidente;  
Marc-André Saucier-Nadeau;  
Marie-Claude St-Amant.

## YOUTH PROGRAM

The Montreal SPCA has been offering youth programs to the public since September 2017 through its partnership with *ENGAGE: Animal Welfare Education*. This non-profit organization is dedicated to broadening the next generation's perspective of animals. To learn more about this program, visit [engageanimal.org/en](http://engageanimal.org/en).

## THE MONTREAL SPCA ONLINE

Every year, the Montreal SPCA increased its social media presence. In 2018, the SPCA reached over 102,200 followers on Facebook and continues to connect with thousands of people on Instagram and Twitter. On average, the Montreal SPCA attracts nearly 70,000 visitors a month on [spca.com](http://spca.com).

At the end of July 2018, the Montreal SPCA proudly launched its new image featuring a sleek logo designed internally by Marie-Ève Fraser, our social media coordinator and graphic designer. A new, redesigned website was also launched in 2018 to facilitate navigation—whether to promote animal adoptions, raise awareness through advocacy campaigns, or raise funds.

Follow the Montreal SPCA | @SPCAMontreal

# 2018 ACHIEVEMENTS



ROCKET

## EVERY LIFE COUNTS

The Montreal SPCA is much more than just a shelter for cats and dogs. In 2018, for instance, the organization took in over 2,000 wild animals, including Rocket, a baby raccoon who arrived at the SPCA with a punctured eye. Fortunately, our veterinary team quickly took care of her and removed her injured eye. Rocket is doing better and is now recovering in a wildlife rehabilitation center.

1,500

New investigations were opened by the Investigations Division

400

Volunteers contributed significantly to the SPCA's operations

+ 100,000

Faithful allies supported the SPCA's work

7,900

Animals were spayed or neutered by the Mittens-Montreal SPCA Targeted Permanent Sterilization Clinic

+ 1,600

Animals were transferred to sanctuaries, rescue groups or partner shelters



## SERVING ANIMALS SINCE 1869

Founded in Montreal in 1869, the Montreal SPCA was the first animal-welfare organization in Canada. The SPCA has come a long way since its beginnings: today, it is the largest animal-protection organization in Quebec. Its mission consists of protecting animals from neglect, abuse and exploitation, representing their interests and ensuring their well-being and, last but not least, raising public awareness and helping citizens develop compassion for all sentient beings.