

GEORGIAN TRIANGLE HUMANE SOCIETY

Impact Report Q2, 2023

July 26th, 2023

Reporting on the period of January 1st to June 30th, 2023

Q2 Successes and Challenges

Successes

- ❖ **1,937 pets served** through programs and services.
- ❖ A very successful Walk for Pets event, supporting day-to-day operations at the Animal Centre.
- ❖ Attracted three new members to our Board of Directors.
- ❖ Treasure Tails continues to raise thousands of dollars due to generous donations and dedicated volunteers.
- ❖ Hosted Annual General Meeting with 70 attendees at the Collingwood Library



Challenges

- ❖ Difficulty finding homes for dogs, especially those that need a consistent training program.
- ❖ Increased need for foster homes for puppies and large breed dogs.

Mission Work

Animal Care

Impact	2023 Jan-June	2022 Jan -June	Difference
Animals sheltered	655	632	+23
Total stray cats	109	169	-60
Total stray dogs	39	26	+13
Total surrendered dogs	35	31	+4
Total surrendered cats	230	140	+90
Adoptions	492	479	+13
Euthanasia rate	1.6%	3.3%	-1.7%

- ❖ **The GTHS sheltered 655 animals** in the first half of 2023, which is 23 more pets than 2022.
- ❖ Length of stay in the shelter increased by an average of 3 days for dogs (to an average length of stay of 19.4 days) and decreased by an average of 6 days for cats (to an average length of stay of 22.6 days).
- ❖ 176 pets have been fostered by dedicated volunteers so far this year.

- ❖ **492 pets have been adopted in 2023**, with the adoption return rate increasing (4 more cats returns and 5 more dogs returns over 2022). Observations around the return rate center around more challenging medical and behavioural cases entering the shelter system.
- ❖ **HOT OFF THE PRESS!** The Town of Blue Mountains council approved the GTHS as a pound provider for the municipality. This means once a contract is signed, the GTHS will accept stray dogs from the Town of Blue Mountains.
- ❖ Lost & Found services moved to a [platform on the website](#), which highlights found and stray pets in 'real time'. Stray pets entering the GTHS are also shared on the main Facebook and Instagram platforms to harness the power of the community to help us reunite families.
- ❖ Animal Care team began their Fear Free certification with the goal of all team members obtaining the designation by the end of 2023.

Featured Adoption

Steve (pictured to the right) is a longtime cat care volunteer and lover of cats. In early July he adopted Miya, his SIXTH black cat adoption from the GTHS! Why does Steve adopt black cats? Because they are the most likely to be overlooked in a shelter environment. **Way to go Steve!!!**



Mission Moment

Keeping pets together with their loved ones is an integral part of the GTHS mission.

In June, Marlene arrived at the Animal Centre with her senior companion dog. He needed regular ear drops, and as Marlene had recently suffered a stroke and lost the use of her arm, giving the drops was next to impossible. Getting her dog treated at her veterinary clinic would require a physical exam fee, plus a medication administration fee every week and on a fixed income, Marlene was devastated. She came to the GTHS for help, asking if we could help to hold her 16-year-old dog while she gave the drops, and of course, our team rose to the challenge. We now have a standing appointment every Tuesday in our medical intake room.



News from our Hospital

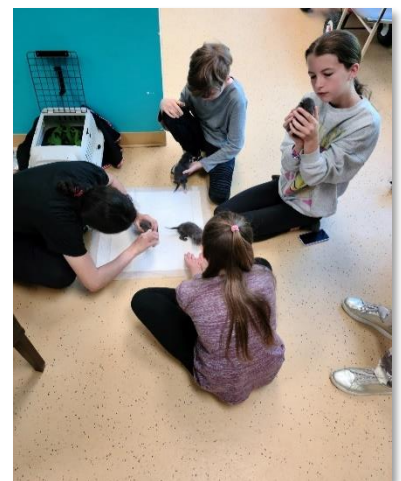
	2023 Jan-June	2022 Jan -June	Difference
Total spay/neuter surgeries	1,150	1,345	-195
Total public spay/neuter surgeries	767	846	-79
Total rabies vaccinations *through clients*	154	77	+77
Total dentals	34	36	-2
Total microchips	71	36	+35
Total End of Life services	8	0	+8
Community Cats	22	20	+2

- ❖ The GTHS animal hospital conducted **1,150 spay/neuter surgeries**, which is 195 less than 2022, due to staffing shortages and operating at a 4 day per week model. We anticipate moving to a 5 day a week model in the Fall.
- ❖ End of Life services became available to the public during the second quarter of 2023, as a humane and dignified service for financially limited pet parents to offer a peaceful goodbye to their beloved pet.
- ❖ Registered veterinary student completed a 3-month practicum at the GTHS animal hospital and was subsequently hired as a casual vacation and sick time coverage employee.
- ❖ **Twice the number of rabies vaccinations and microchips** have been given due to an increased number of rabies and vaccination clinics. Stay tuned for a ‘mega’ event in the Fall!

In the Community

	2023 Jan-June	2022 Jan -June	Difference
Youth Impacted by Learning Programs	1,517	1,233	+284
Emergency Medical clients	48	46	+2
Emergency Boarding clients	4	17	-13
Pet Pantry pets served	441	357	+84

- ❖ Saugeen Shores Access to Care project, funded by PetSmart Charities of Canada, is well underway (don't miss the [press release](#)). The purpose of the PetSmart Charities Grant is to increase access to veterinary care for a community that has been historically excluded. With an estimated population of 1,400 residents, and a minimum of 100 dogs, the desire and need for access to spay/neuter surgeries is great.
- ❖ **GTHS Pet Pantry now has 6 depots** for pet parents to access food in the community. They can be found at the Collingwood Library, Collingwood Ontario Works building,



Junior Volunteers bottle feeding 2-week-old kittens!

Collingwood Salvation Army, Collingwood Youth Centre, Wasaga Beach Food Bank, and the Wasaga Beach Library.

- ❖ The need for GTHS Pet Pantry is notable, with the service trending +23% over 2022, **delivering 12,772 meals to pets** in the community and 1,332 lbs. of litter.
- ❖ Humane Education Coordinator Molly, and her therapy dog Sasha, continue to impact youth in the community through story time visits at local libraries.
- ❖ **85 dogs received training** through Dog School programs.
- ❖ **\$11,400 was spent** to cover the cost of veterinary bills in emergency situations, with the goal of keeping pets with their loving families.
- ❖ A new partnership with Hope Haven in Markdale has developed, delivering programming to youth with special needs. Topics include how to ask for consent before handling animals, how to handle kittens and how important the human-animal bond is to everyone.
- ❖ Online courses continue to be accessed by hundreds of youths in our community. So far this year, **370 youths have received their Junior Animal Welfare certification, and 434 youth have completed the Responsible Pet Ownership course.**

Marketing & Communications

	January - June 2023
Total Facebook Likes	17,743
New Facebook Likes	484
Total Instagram Followers	6,958
New Instagram Followers	535
Total Mailing List	8,990
New Mailing List subscribers	323
Website views	106,000

Highlights for the quarter include:

- ❖ 234 new sign-ups to the mailing list. The “Pop up” on the website has proven to be effective at acquisition. The 2022 Impact Report was developed and published, with the [video](#) bringing our 2022 impact to life.
- ❖ Walk for Pets Communication Plan successfully executed which contributed to exceeding fundraising goal.



WFP Registration Post
 2.8K FB Post Engagements
 64.5K FB Accounts Reached / 840 IG Accounts Reached



Karma Video
 2K FB Post Engagements
 38K FB Accounts Reached / 920 IG Accounts Reached

Stories that resonated with our audience:

Long-term residents Scooby and Bane found forever homes after a combined 256 days in GTHS care. These stories resonated enthusiastically with our social media community, with both posts receiving extremely strong engagement scores:



Want to support the GTHS animals and look great? Purchase your GTHS Merchandise [online!!](#)

The GTHS continues to maintain a 4.7/5-star review from Google. Last week our client said:

“We are very thankful to them for the neuter surgery of my two male cats. They have been really helpful and busy all through the time. Very nice services and my cats are healthy and happy more playful then before 🐾”

Recent media coverage:

CTV News provided media support in Q2 for the following:

- ❖ April Press Release regarding GTHS reaching capacity and needing foster volunteers; news highlight: <https://barrie.ctvnews.ca/collingwood-ont-animal-adoption-centre-in-urgent-need-of-foster-homes-1.6357693>
- ❖ Walk for Pets; online article: <https://barrie.ctvnews.ca/animal-lovers-uniting-to-walk-for-pets-in-collingwood-1.6425959>

Rogers TV is currently working on a docuseries about the GTHS which is set to be published later this year.

Donations and Fundraising

Highlights include:

- ❖ Treasure Tails continues to perform strongly, due to exceptional dedication from donors and volunteers.
- ❖ The Smile Cookie campaign raised a record setting amount at over \$22,000.



- ❖ Walk for Pets reached our \$120,000 target due to outstanding community involvement.
- ❖ Our donors continue to make a difference and their stories are shared in our [Donor Newsletter](#) (April) and our just released [Campaign Newsletter](#) (June) full of exciting updates to loyal supporters.

Key highlights from Walk for Pets

- ❖ Day-of event was exciting, well attended and incredibly positive.
- ❖ A 15% participant increase rate was achieved, with 35 more participants in 2023 vs. 2022.
- ❖ 379 new donors were attracted, with 134 donors replicating their support from 2022.

“We are honoured to be a Pet Partner with the Georgian Triangle Humane Society. This partnership provided an excellent opportunity to build our team spirit and embody our values around wellness and positive work culture. We thoroughly enjoyed our ‘give back’ day at the Animal Centre, feeling pride in working as a team while supporting an incredibly important cause.”

- Steven Owen, President Owen & Associates and proud GTHS Pet Partner



Areas of focus in fundraising:

- ❖ Attracting **20 new PAW donors** as part of a matching campaign that is running from July to August. All Board members are encouraged to [sign up as monthly donors](#), as your donation will be matched!
- ❖ Furball Soirée event is taking place on September 9th, with 83 more tickets to sell. Don’t miss out on what promises to be a fantastic evening. Tickets can be purchased [here](#).

Our Team

	January - June 2023
Total number of volunteers	343
Total new volunteers	89
Total volunteer resignations	33
Total volunteer vacancies	59
Total volunteer hours	13,525



It was a pleasure to recognize volunteers that had reached Milestone Anniversaries of 5, 10 and 15 years with the GTHS. Of special recognition, was Board Chair [David Garner](#), who has reached his 10-year anniversary as a volunteer with the organization.

- ❖ In the first half of the year, 343 volunteers have dedicated **13,525 hours of services, which is the equivalent of 13 full-time employees.**
- ❖ The **total value of volunteer hours in Q1 and Q2 was \$243,500.**
- ❖ 89 new volunteers were recruited and received their training and onboarding.
- ❖ Multiple training sessions and department meetings were held by staff for volunteers.



“I have volunteered in multiple areas of the Humane Society, and I have enjoyed witnessing the organization grow and evolve. I love working with this team, everyone pitches in and shares a deep passion for the mission. I cannot wait for our new Regional Centre for Pets and People – we desperately need the space. I am truly proud of our work at the Georgian Triangle Humane Society. It is nothing short of transformational.”

– Cynthia H. 6-year GTHS volunteer

On June 12th, the GTHS staff team participated in a full-day value-based session to make commitments relating to the new organization values of [Compassion for Pets and People](#), [Lifelong Learning](#), [Wellbeing](#), [Inclusion and Perseverance](#). Commitments will be shared out in the Fall 2023 and will be an integral step towards sustaining our culture and team spirit!



Submitted by Sonya Reichel, Executive Director