

# GEORGIAN TRIANGLE HUMANE SOCIETY

## Impact Report Q3 2023

October 20<sup>th</sup>, 2023, for the period of January to September 30<sup>th</sup>, 2023

### Q3 Successes and Challenges

#### Successes

- ❖ **2,899 pets** served through programs and services.
- ❖ Held mega rabies and microchip clinic vaccinating **105 pets**.
- ❖ Six GTHS volunteers received recognition through Ontario Service Awards.
- ❖ Treasure Tails continues to perform strongly, anticipating raising \$268,000 by the end of the year (\$48,000 over budget). **Pictured right is Treasure Tails Manager Sue with two long term volunteers, Darlene, and Marie.**



#### Challenges

- ❖ Difficulty finding homes for dogs with behaviours that need modification.

## Mission Work

### Animal Care

Impact	2023 Jan-Sept	2022 Jan -Sept	Difference
Total Animals sheltered	1,113	986	+127
Total stray cats	224	422	-198
Total stray dogs	72	45	+37
Total surrendered dogs	45	48	-3
Total surrendered cats	406	231	+175
Adoptions	918	848	+70
Euthanasia rate	2.3%	2.6%	-0.3%

- ❖ The GTHS sheltered **1,113 animals by the third quarter of 2023**, which is 127 more pets than 2022.

- ❖ A significant challenge continues to be the length of stay for dogs. Solutions are continually being evaluated such as adoption events, offsite adoption ‘pup-ups’ and recently a \$10,000 grant has been secured by Program Coordinator Andrea Adam, through PEDIGREE Foundation to support adoption placement in 2024.
- ❖ 237 cats and 63 dogs have been fostered by dedicated volunteers so far, this year. The GTHS has a total of **130 foster homes**.
- ❖ Return rates are being monitored closely with a target rate being 10% or under. The return rate for cats is 3.9% and for dogs is 13.7% with the largest driver for returns of dogs surrounding behavioural challenges.
- ❖ Adoptapalooza took place on September 7<sup>th</sup> and 8<sup>th</sup> finding homes for **36 pets from the Animal Centre**.
- ❖ The Adoption Program welcomed a new Adoption Partner, PetSmart Barrie Mapleview!

### Mission Moment

In September of 2023, the Executive Director from the Timmins & Distinct Humane Society reached out to our GTHS Animal Centre Manager in need of support. Overwhelmed with dog intakes, the society in Northern Ontario was out of options. After numerous conversations to share information, five deserving dogs were transferred to the GTHS program. All five found loving homes within ten days of their transfer – a celebration that was collectively shared by both organizations!



“Success in saving animals cannot be realized without collaboration with like-minded partners. Positive and quantifiable change in animal lives can only be achieved by working with others who share the same vision - and who are not afraid to think outside the box to make that vision a reality. Fortunately for the Timmins and District Humane Society we have found a strong and dedicated partner with the Georgian Triangle Humane Society who shares the same values, commitment, and passion in saving animals!” – Lynn Michaud, executive director of the Timmins & Distinct Humane Society.

### Hospital

Impact	2023 Jan-Sept	2022 Jan -Sept	Difference
Total spay/neuter surgeries	1,933	1,896	+37
Total public spay/neuter surgeries	1,141	1,213	-72
Total rabies vaccinations	1,320	1,014	+306
Total dentals	42	48	-6
Total microchips	1,201	346	+855
Total End of Life services	21	0	+21
Community Cats	77	97	-20

- ❖ The GTHS animal hospital conducted **1,933 spay/neuter surgeries**, which is 37 more than 2022! Moved to a 5-day a week hospital model in August.
- ❖ Conducted a mega rabies and microchip clinic on September 30<sup>th</sup> in honour of World Rabies Day. Our team vaccinated 105 pets!
- ❖ A new partnership developed with Dr. Lynn Henderson and the Community Healthcare Partnership Program that provides opportunities for third- and fourth- year veterinary students to take their placements at the GTHS Animal Hospital under the tutelage of Dr. Dam. Another notable example of the power of collaboration!
- ❖ Our medical team attended the ASPCA Cornell Maddie’s Shelter Medicine Conference in Ithaca, New York.

## Programs and Access to Care

Impact	2023 Jan-Sept	2022 Jan -Sept	Difference
Youth Impacted	2,107	1,573	+534
Emergency Medical Assistance clients	72	63	+9
Emergency Boarding clients	7	19	-12
Pet Pantry pets served	648	615	+33
Number of meals distributed	20,152	14,888	+5,264

- ❖ Three spay/neuter surgery days were held for the community of Saugeen Shores (as part of the PetSmart Charities Access to Care Grant).
- ❖ **Pet Pantry now has nine depots** for pet parents to access food in the community. Please visit our new and improved [Pet Pantry website](#) for depot locations and other frequently asked questions.
- ❖ \$5,616 in financial assistance was provided to 24 families in July, August, and September of 2023. **96 requests for assistance** were received during the same time period.

## Mission Moment

A few months ago, a local business owner and steadfast GTHS donor called. Her employee, a new Canadian, needed help. On his own, supporting his family overseas, her employee had two dogs that were part of his family and his whole world. One was pregnant.

Connecting this pet owner to our outreach team ensured we could set up this brave pet 'Dad' with supplies, vaccinations, dewormer, access to spay/neuter surgeries, medication, and other resources. These 3 little bundles arrived early October to get ready for adoption.



## Marketing & Communications

Reach	2023 Jan-Sept	2022 Jan-Sept	Difference
Total Facebook Likes	17,953	17,050	+903
Total Instagram Followers	7,138	6,259	+879
Total Mailing List	9,223	9,185	+38
Open rate	40%	37.5%	+2.5%

### Highlights for the quarter include:

- ❖ Surpassed annual target for Instagram followers at 7,138 (goal was 7,000) and 47 likes away from Facebook annual target of 18,000 likes!
- ❖ Presented to south Georgian Bay Rotary Club – September 21<sup>st</sup>.
- ❖ Community engagement activities were strong in this quarter with the GTHS attending Collingwood Pride Festival and the Meaford Pet Expo in July, and Woofstock at the Collingwood Brewery in August.
- ❖ Our Pet of the Week continues to build presence for our adoptable animals in the community. Weekly we send our spotlight Pet of the Week candidate to 13 media partners to highlight in print, online, radio and social to help us spread the word of our adoptable pets.
- ❖ The community is encouraged to 'Share your Stories' through a new portal on our website; <https://gths.ca/share-your-story/>
- ❖ Early September the GTHS team welcomed United Way Simcoe Muskoka for their Giving Back Day.



“I spent the afternoon with several colleagues of mine from United Way Simcoe Muskoka volunteering at Georgian Triangle Humane Society today. It was a wonderful opportunity to give back while learning about the connection between animal welfare and mental health, social inclusion, and poverty reduction strategies. Thank you!”  
 – CEPO Simcoe Muskoka, Brian Shelley

In the News from the GTHS

In August, the GTHS invited the press to meet with Dr. Stephanie Dam for a day and learn about her work through the GTHS Animal Hospital. [Read about our incredible Director of Medicine](#)

The GTHS has the goal of finding loving homes for 200 animals in 2023 through our offsite satellite adoption partners– read about how this goal was set and is supported to become a reality: [GTHS receives grant from PetSmart Charities](#)

The GTHS expands access to community Pet Pantries through support from Humane Canada. [Read the recent press release.](#)



Looking Ahead:

- ❖ Community engagement and awareness will continue with presence at Blue Mountain Bark ‘N Blue, Morrison’s Fall Festival, Collingwood and Wasaga Beach Santa Claus Parades, Collingwood Christmas Market, and Holiday Open House at the Animal Centre.

**Donations and Fundraising (Annual Campaign)**

Impact	2023 Jan - Sept	2022 Jan-Sept	Difference
Total New Donors	1,112	1,379	-267
Total Monthly Donors	246	186	+60
Number of new monthly donors	76	47	+29

We have raised \$491,693 towards our \$556,800 fundraising target (88%) and \$587,000 towards our \$708,000 target (83%) including set aside bequests.

Highlights include:

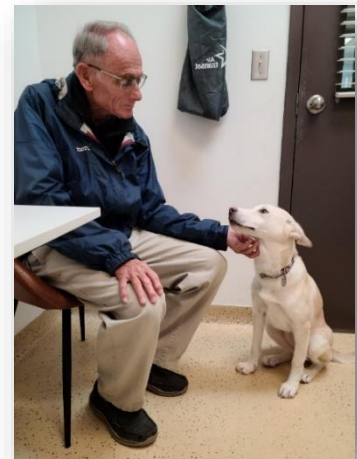
- ❖ Strong third-party performance this year having raised almost \$82,000 with a \$75,000 annual target. Of note was local residents, Chris Thompson and wife Gillian (pictured right), who hosted a fundraiser for the GTHS raising over \$15,000.
- ❖ PAW matching campaign in July attracted 32 new monthly donors to the GTHS (target was 20). The GTHS now has a total of **242 monthly donors!**
- ❖ Two successful fundraisers were held in Q3 supporting the mission work of the Georgian Triangle Humane Society. Read about their success; [Golf for Pets](#) and [Furball](#)



From the Executive Director;

*"Donors are the heart of our work at the GTHS – on average 3,000 individuals give annually ensuring that our work and mission can continue. Without our donors, we simply could not support the pets that come to us. In October, I had the pleasure of meeting a long time GTHS supporter, Terry. The week previously, he had made a large donation because he believed in supporting healthy communities and the integral part humane societies play in that role. We took time to visit Sally, a 6-month-old puppy that arrived at the GTHS with a broken pelvis. Sally was spending time in room 5 getting enrichment when we arrived, and she immediately snuggled in for affection with Terry."*

- Sonya



"Deciding to be the presenting sponsor for the 2024 Furball Gala was an easy choice for me. This commitment perfectly aligns with my personal values and business objectives. The seamless execution and attention to detail by the GTHS team allows me to remain focused on my schedule until the event day. As a dog owner myself, with two golden retrievers named Ruby and Charlotte, I understand the profound impact pets have on our lives. That's why I proudly sponsored the Georgian Triangle Humane Society's Spirit & Sparkle event in 2022 and was the presenting sponsor of the Furball Gala in 2023. This non-profit organization plays an essential role in our community, offering critical support not only to our beloved animals but also to individuals relying on them for mental health and overall well-being."



- Paul Chapman, RBC Wealth Management – Spirit and Sparkle 2022, Furball Soiree 2023, and Furball Gala 2024 - Presenting Sponsor.

## Our Team

Number	2023 Jan-Sept	2022 Jan - Sept	Difference
Total number of employees	26	22.5	Avg 2023 YTD is 25.7, +3.5 avg
Total number of volunteers	356	313	+43
Total new volunteers	120	72	+48
Total volunteer roles/shifts vacancies filled	214	145	+69

### Highlights for Q3

- ❖ Year to date for 2023, volunteers have dedicated **20,570 hours** to support the GTHS mission which is equivalent to 10 full time employees or \$425,000 in expenses.
- ❖ Six GTHS volunteers were awarded the Ontario Service Award. Please see their photo below and a testimonial from Daniela Schultz, Dog Care volunteer.
- ❖ The social committee had a Food Truck Team Appreciation event that was well attended and a great chance for some team spirit and connection amongst our volunteer and staff group, enhancing our values of wellbeing and life-long learning.
- ❖ Information sessions have been held at the Animal Centre during the evenings and weekends to encourage volunteer recruitment. Future sessions are listed at [gths.ca/volunteer-info-sessions/](https://gths.ca/volunteer-info-sessions/)
- ❖ Two of our Leadership team members have been selected to attend a senior leadership training course through CrestCom, utilizing a grant GTHS secured for \$10,825. After grant costs and expenditures, we will realize a cost of only \$3,853 for 2 individuals for a 12-month long leadership course with active follow-up sessions. This will aid in our goal of strengthening the leadership team and provide some opportunities for a transfer of training skills and knowledge to our broader team.
- ❖ Organizational value-based commitments were finalized in Q3 resulting from multiple staff engagement sessions. **Our 5 values at the GTHS are Compassion for Pets & People, Perseverance, Well-Being, Inclusive, Life-Long Learning.** These values have been shared with our staff team who have participated in sessions where they helped craft how each of the values link to our clients (donors, volunteers, adopters, community) and each other (staff and volunteer teams). Our leadership group has also participated in some engaging participatory sessions to develop leadership commitments which will be rolled out in 2024.



*“In 2017 we moved up to Collingwood as full-time residents. For the 20 years previous, I volunteered countless hours for numerous organizations in Peel Region. In October 2017, I walked through the doors of the GTHS, in the hopes that this organization accepted volunteers. I didn’t even know if the GTHS had dogs on-site until I pulled into the parking lot and I heard the choir of many dogs singing the song of their people! And here I am, 6 years later, being nominated for an award of service when there are so many deserving fellow volunteers. It is truly humbling. I do not know who put my name forward, but truly thank you for believing that I have made a difference to the delicious doggos that I get to work with every time I walk through the doors. I feel like the GTHS has given me way more to me, including my 2 beasts Axel and Daisy and numerous friendships, than I have given back. Thank you isn’t a big enough word to express how honored I feel for being a GTHS volunteer. I cannot wait to keep volunteering and making a difference.”*

~Daniela Schulze, one of 6 GTHS volunteers to receive an Ontario Service Award

Submitted by Sonya Reichel