

MANITOBA MUTTS DOG RESCUE INC

2014 ANNUAL REPORT





Manitoba Mutts Dog Rescue Inc.

2014 Annual Report

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From the Management Team:

Another year has come and gone, and with it our organization has grown, changed and adapted, but always remembering that we have joined together to help the animals abandoned by others, that we strive as a team to find these animals the homes they deserve, and the families they always dreamed of.



This year we focused on our brand. We thought we needed a little facelift and from that discussion our new logo and website emerged (see [page 3](#)). We are so very proud of how they both turned out.

We've also hired a board of directors (see [pages 10-11](#)) to assist our team in growing Manitoba Mutts to achieve our goals and in turn have submitted our application for charitable status. Charitable status will allow for more corporate donations and the ability to give tax receipts to all donations over \$20.



New merchandise was also introduced such as coffee mugs, to-go mugs and a clothing line of hoodies and sweatpants garnishing our brand new logo. They were a hit! We are currently looking into launching more merchandise and clothing items in 2015.



2014 also brought the launch of our Get Fixed Program with our first successful run in Norway House of spaying and neutering 37 animals in 2 days. (See [page 7](#))

We graciously thank all of our supporters, volunteers, fosters, and staff members for another great year of saving animals. We could not be where we are today without your time, donations and support. We really cannot say enough to thank you for your dedication to this wonderful cause.

THANK YOU!!

Sincerely,

The Management Team
Rebecca Norman
Mallory Fleming
Jenn Taplin

Did you know?

As of December 31, 2014
our Facebook page had
over 20,000 likes!!!

AND our Instagram page
had over 3,200 likes!!!

Intake and Adoptions

2014 showed a continued development in our Intake and Adoption methods.

We have accepted dogs and cats from areas all across Manitoba, such as Thompson, Peguis, Black River, Grand Rapids, Nelson House and Gillam.

We have also helped outside of Manitoba from places such as Cumberland House SK, Keewaywin ON and as far as Coral Harbour Nunavut!

We continue to work with animal control officers, other rescues, and animal organizations to bring in and house animals in need of a better future.

This led to 396 dogs and 81 cats admitted to our care in 2014.

We adopted out 395 dogs and 77 cats.

Although the dog adoption number is down from 2013 (453 adoptions), we saw less adoption returns than last year (63 in 2013, and 41 in 2014), showing that our adoptions team is working tirelessly to ensure the right families are choosing the right furry family members.

We once again held our Annual Black Friday Adoption Sale on some of our black dogs and our cats, and we also ran a Cat Sale in the spring of 2014.



Nice Job!

In 2014, Manitoba Mutts can claim responsibility for spaying 133 dogs and 37 cats and neutering 131 dogs and 20 cats.

In just one year, this has prevented an estimated 2,380 additional puppies and kittens and has saved countless lives in the process!

Our New Logo!

2014 was a great year to focus on our brand and what better way to celebrate almost 4 years of rescues than a new logo!

We kept our signature “bone” but geared the focus on the word Mutts to promote the fact that we are a multi-breed rescue.

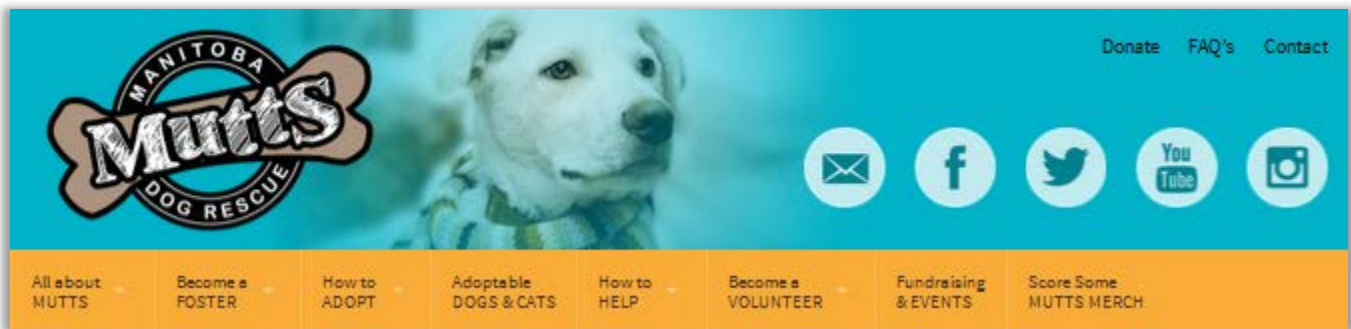


January 2011- October 2014



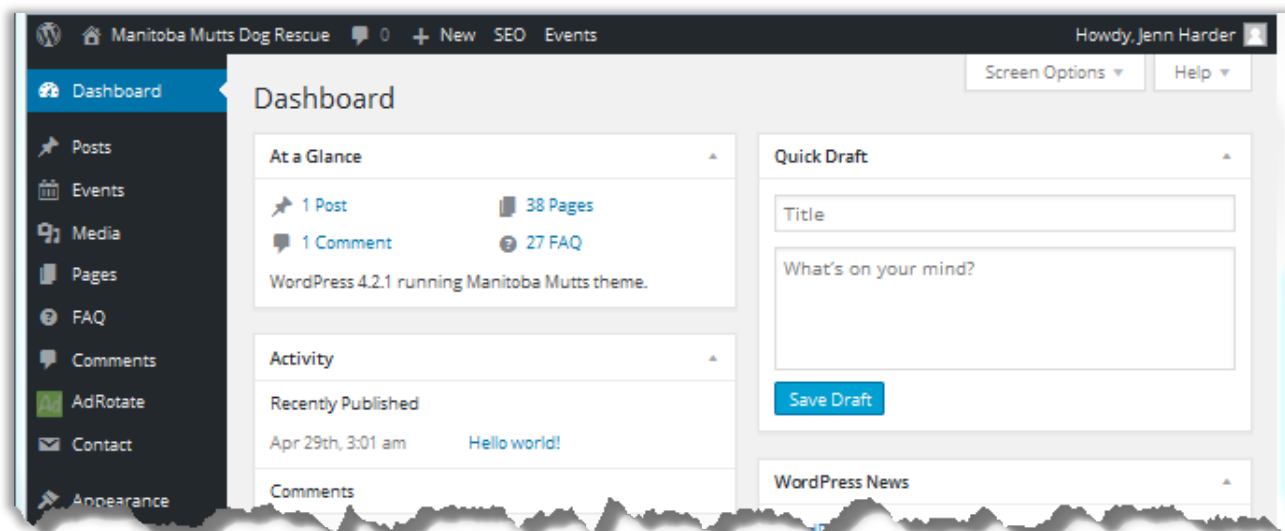
November 2014 and beyond!

Our New Website!



The Manitoba Mutts Dog Rescue Inc website needed a little pick me up visually and functionally. Previously our platform was an FTP site which involves a lot of code writing and experienced expertise to add changes and additions.

Our new site was developed on a program called Wordpress. Wordpress has a user friendly interface that is simple to use, even for those without programming experience.





2014 Hidden Treasures Raffle

The 2014 Hidden Treasures Raffle was a great success! With amazing prizes, including a Trip for 2 to Churchill, a fishing trip, a 2 night stay at a swanky resort, and a day spa package.

This became one of our most successful events to date!

The numbers:

3,000 tickets printed

2,150 tickets sold

Total profit made (after expenses)

\$8,350

Amazing job everyone!



PEARL
ANGELINI
PHOTOGRAPHY

Events of 2014

Manitoba Mutts had 49 days of events this past year!

31 Adoption Fairs, with over \$12,000 raised and 11 dogs adopted/taken to their forever homes.

We forged new partnerships with some great organizations, including: Downtown Biz, Wolseley Farmer's Market, Rona on Sargent Avenue, Pet Valu Madison Square, Best West on Henderson, and Shelmerdine's Garden Centre.

Some other great events;

Holiday pet photos with Shelmerdine's Garden Centre raised \$700 and created the opportunity for future fundraising possibilities.

Gimli Icelandic Festival was three days of fun with dog adoptions and merchandise sales which raised approximately \$1,200.

Rona's one-day adoption fair, BBQ, and bake sale totaled approximately \$1,300. Their donations for the month long popcorn program brought in approximately \$1,200.



PEARL
ANGELINI
PHOTOGRAPHY

Winter Holiday Fundraiser

A winter holiday fundraiser was held on Sunday December 4, 2014 at Canvasback Pet Supplies.

We invited families to join us for a day of food, drinks, crafts and baked goods as well as our updated merchandise. We also hosted Holiday Pet Photos with a winter scene. This event was enjoyed by many and raised approximately \$1,100.



Winnipeg Sun Newspaper Boxes

From July 2014 until February 2015, the Winnipeg Sun featured MMDR on select newspaper vending boxes and donated a portion of the profits to Mutts. In total, we received \$1,400 from the Winnipeg Sun!

Summer Carnival Fundraiser

Held on July 27, 2014 in St. Vital Park, the Summer Carnival gave Manitoba Mutts an excellent chance to invite the public to enjoy the beautiful weather and promote our organization within the community.

With inflatable bouncers, slides, carnival games and volunteers providing entertainment, it was certainly a new-style event for Manitoba Mutts.



Run Your Heart Out was a 5K run that took place in St. Vital Park on April 19, 2014

There were 126 participants bringing in \$5,269 in registration and pledges. There was \$1,250 in sponsorship funds, \$336 in merchandise sales and \$151 in donations. Administration costs were \$383 which brought the total profit to around \$6,622.

Fit For Fido was an 8 week fitness challenge fundraiser that ran from January to March.

We had 15 participants who paid a participation fee of \$87 each. Administration costs were around \$130 which brought the total profit to around \$1,175.

Garage Sales and Something New

We had two garage sales this year, run by two amazing volunteers!

On May 9th and 10th the first garage sale took place on Alberhill Crescent.

Blessed with amazing weather and a great turn out, the event raised around \$5,700!



On September 27th and 28th our second garage sale took place on Simpson Avenue.

Despite the rainy weather and lack of available volunteers, it still raised an amazing estimated \$2,500!

It also gave way to something that continues to be an excellent source of revenue for MMDR, the Flea(less) Market!

Manitoba Mutts Dog Rescue Flea(less) Market

The Manitoba Mutts Dog Rescue Flea(less) Market is an auction site that was started on Facebook on October 12, 2014. There are currently 418 members. It features several different items that have been donated to Mutts which are sold via web auction over the course of 48 hours. Each item is photographed, catalogued and offered to the public.

In 2014 the Flea(less) Auction raised:
 \$597 in October
 \$1,311 in November
 \$1,650 in December

*The numbers represent the total profit as the site does not require any operating costs.

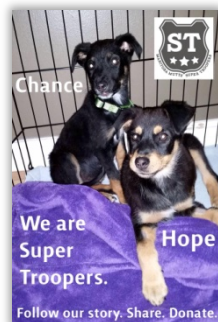
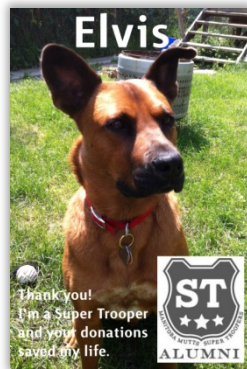


Super Trooper Program

There are extreme cases of care and support at Manitoba Mutts for ailments such as amputations, parvo virus, mange, heartworm disease etc. They are selected to feature as super heroes. Their will to live and our generous community of volunteers and donors save their lives. And along the way these dogs touch all the lives of those involved. We call them our Super Troopers.

2013 Super Troopers carried over

Name	Arrival	Ailment	Costs	Raised in 2013	Raised in 2014
Dawn	Nov-13	Lyme	\$600	\$200	100%
Honor	Nov-13	Anaplasmosis	\$600	\$200	100%
Selma	Oct-13	Lyme	\$600	\$300	100%
Razzle	Sep-13	Pneumonia	\$1,200	\$800	100%
Addie	Sep-13	Anaplasmosis	\$600	\$300	100%



2014 Super Troopers

Name	Arrival	Ailment	Costs	Funds Raised
Akira*	Dec-14	Distemper	\$850	\$750
Habanero	Nov-14	Amputation	\$939	\$700
Valour	Nov-14	Amputation	\$1,675	\$450
Miss Beazley*	Oct-14	Broken Hip & Parvovirus	\$700	\$460
Ace*	Sep-14	Pneumonia	\$1,750	\$960
Bella	Sep-14	2 Entropy Surgeries	\$1,250	\$720
Apple	Feb-14	Deep Burn	\$1,000	\$500
Trigger	Oct-14	Parvovirus	\$550	100%
Titan	Oct-14	Parvovirus	\$500	100%
Hope & Chance	Oct-14	Parvovirus	\$1,015	100%
Archer	Sep-14	Behaviour	\$2,700	100%
Ice	Aug-14	Glaucoma	\$700	100%
Loopsy	Aug-14	Kidney Worms	\$1,400	100%
Kanada	Jun-14	Heartworm	\$1,500	100%
Arendelle	May-14	Heartworm	\$1,500	100%
Elvis	Apr-14	Heartworm & Lyme	\$1,900	100%
Café	Apr-14	Amputation	\$1,000	100%
Gilda	Apr-14	Demodex Mange	\$650	100%
Siddie	Apr-14	Demodex Mange	\$650	100%
Alfie	Apr-14	Demodex Mange	\$450	100%
Fiona	Jan-14	Demodex Mange	\$600	100%
Zak	Mar-14	Pneumonia	\$900	100%

*Deceased as a result of their ailment(s).

Get Fixed

Get Fixed Manitoba is a remote spay and neuter program that sets up temporary, mobile spay and neuter clinics. The program is made up of 100% volunteers, including MMDR staff, veterinarians, animal health technologists, veterinarian assistants and local community volunteers. The program is the first of its kind in Manitoba, but it's not uncommon in other parts of Canada and North America.

The clinic is established by coordinating with the local officials of the hosting community, who help us secure appropriate infrastructure, lodging and help coordinate travel plans. The clinic is locally advertised well in advance, and usually works on a first come first served basis. The MMDR staff work with veterinarian clinics in Winnipeg who voluntarily order all necessary supplies, and help pre-assemble some of the equipment and surgery items before travelling to the community.

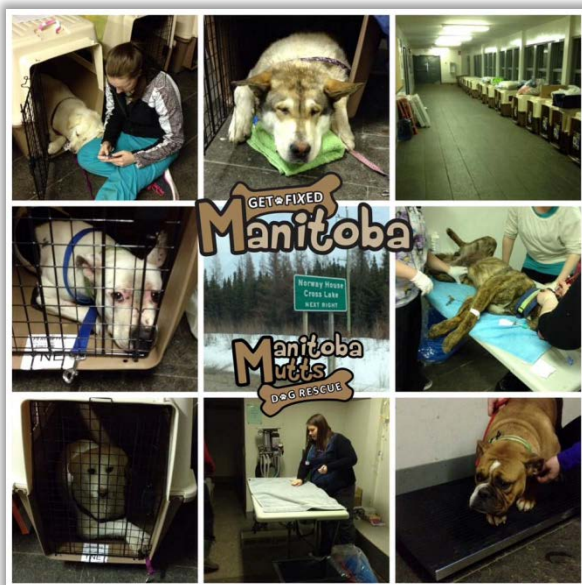
Along with the spay or neuter surgery, all dogs receive a rabies vaccine, permanent ear tattoo, nail trim, ear cleaning and reflective collar. MMDR provides dog owners with a subsidized rate so it's more affordable.

This program exists for two reasons – to help reduce the dog overpopulation problem in Manitoba, and to help greater the community residents' safety. Each year, MMDR takes in approximately 450 unwanted, surrendered or un-owned pets all across Manitoba and re-homes them to forever families. MMDR, along with over 50 other rescues and animal shelters throughout Manitoba do this to reduce the dog population in Manitoba so hopefully one day, an optimum population is reached.

Since 1983, there have been over 35 deaths caused by dogs in Canada, with over 85% of them being children under the age of 12. In 2012-2013, 2 children were attacked on First Nations by stray dog packs which resulted in death. A large number of the bites in northern communities are not reported, which can result in unsound statistics.

The first clinic was held in Norway House, a community 800 kilometers north of Winnipeg. It was a 2 day clinic, with 37 surgeries being completed.

The next clinic was planned for the spring of 2015 in Gillam Manitoba, which is approximately 1,100 kilometers north of Winnipeg, but has now been pushed back to the summer/fall due to unforeseen circumstances.



Honorable Mentions

Bark Box

BarkBoxes are a monthly box of dog goodies. When one is ordered using our Manitoba Mutts code, we receive \$10 per box and the user receives 10% off their subscription. In 2014 we received around \$919 in donations.



ResQwalk

ResQwalk is an independent program that utilizes an app on a participant's cell phone and pays out to a rescue based on the choice made by the app user and the kilometers logged during the user's walk. In 2014 we received around \$91 in donations.



Calendar

This year our calendar showcased our Super Troopers. We printed 2,000 copies and raised approximately \$5,634 in 2014. Our expenses for the calendar were around \$2,441, where \$1,750 was sponsored.

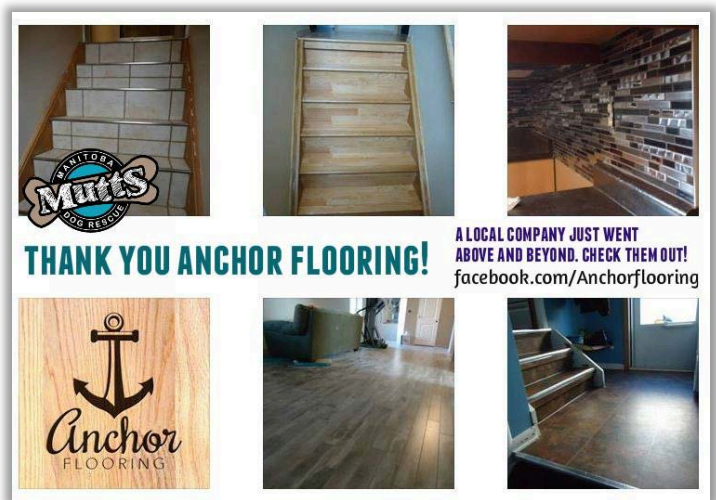


Anchor Flooring

On July 22, 2014 Manitoba Mutts put out a call for anyone who would be able to help out one of our foster homes. After fostering an unexpected parvo case, Annette Blacks home was no longer viable as a litter home- a type of foster home that is very coveted in rescue. Annette graciously took in other parvo cases since she could no longer foster unvaccinated puppies for fear of them contracting the disease.

We were all, for lack of a better word, FLOORED when Corey Giesbrecht from Anchor Flooring replied, not just offering a reduced rate, but along with Johner's Windsor Plywood, he offered to completely renovate Annette's floors for FREE!

Since the renovations, Annette has fostered 35 moms and puppies for Manitoba Mutts, an amazing feat that could not have happened without Corey coming to our rescue.



Partnerships

We are extremely privileged to be partnered with some very talented people and businesses that help with our everyday rescue needs.

Pearl Angelini Photography

Pearl is an amazing photographer whose photo taking talent has enhanced our ability to showcase our adoptables. Pearl donates her time and expertise for photo shoots once or twice a month and she never disappoints.



The Noble Hound Dog Training & Obedience

Lisa Rasmussen Campbell is our go to behaviourist for our adoptables in foster homes. She offers her services at no charge to help our foster homes deal with issues such as separation anxiety, possession aggression, kennel training and basic training.

We are very appreciative of Lisa and her time and expertise. Our foster homes rely heavily on her advice which helps adoptables get on the right path on their way to their adoptive homes.



S.M.A.R.T Dogs



Sammy Mar is our go to behaviourist for our extreme cases such as dog aggression, human aggression or severe separation anxiety. Sammy runs a boarding kennel and training centre in Teulon that houses our special needs cases that would not do well in a regular foster home setting. Sammy offers her boarding and training services at a lowered rate to help keep down our costs.

Veterinarians

We work with four main Veterinarian offices: Southglen Veterinary Hospital, Dakota Veterinary Hospital, Fort Garry Veterinary Hospital, and Stonewall Veterinary Clinic.

Southglen Vet works well for our intake appointments as their hours are the most flexible.



They help with heartworm cases, hip surgeries, kidney worm removals and other major surgeries that other vets cannot perform. They often come in after hours and on holidays for intake and emergency situations.

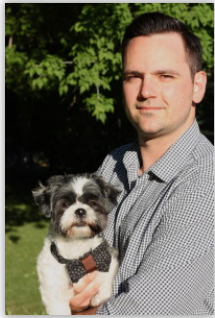
Dakota Vet is fantastic for our long term illness cases such as skin conditions, or severe burns.

Fort Garry Vet is used for spay/neuter surgeries.

Stonewall Vet has helped amazingly with our parvo and behavior cases.

We also work with St Pierre Veterinary Hospital/Graydon Veterinary Services, Selkirk Veterinary Services, Hudson Reykdal Veterinary Services Inc in Ashern, Morden Veterinary Clinic, Gimli Veterinary Services, Uptown Pet Clinic in Dauphin, Grand Valley Animal Clinic in Brandon, Woodlands Veterinary Clinic and Dr. Murray R Moffat at Transcona Veterinary.

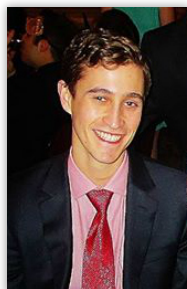
Meet our Board



Dan Carevic

Being a lifelong dog lover, Dan could not be more excited to work with Manitoba Mutts and contribute to a great cause. A few years ago Dan successfully convinced his wife Kelli to bring their first pup into the family, Sir Charles “Charlie” Barkley. They haven’t looked back since! Dan

has spent the past 10+ years in the business banking & financing industry where he enjoys working with entrepreneurs and building relationships throughout the local business community. He spends his free time enjoying the company of family & friends, golfing, and heading out for family runs with Kelli & Charlie along the river and parks of Fraser’s Grove.



Liam Black

Liam completed his law degree at the University of Manitoba and is now articling for Manitoba Hydro. He has three pets — one dog and two cats. His dog, Blu, was adopted from Manitoba Mutts and is the motivating factor in Liam’s involvement with Manitoba Mutts; Liam wanted to give back to the

organization that brought such a wonderful dog into his life. Liam loves reading, television and movies. Liam also loves learning foreign languages, including German, French, Spanish and Italian.



Michael Taylor

Michael graduated with a commerce degree from the University of Manitoba and is a Chartered Accountant currently employed as Director, Finance with Assiniboine Credit Union. Michael has worked within the

Credit Union system for the past 10+ years and is looking forward to bringing his experience to Manitoba Mutts Dog Rescue (MMDR). Through his wife Marla, who also volunteers for MMDR, Michael has

witnessed the dedication and compassion of MMDR and their mission. Michael has benefited directly from the organizations efforts, being the proud owner of an MMDR rescue (Sibley). Michael lives in Winnipeg and in his spare time enjoys sports, camping, fishing and spending time with his wife and Sibley.



Jill Robinson

Jill was born in Winnipeg and has lived almost her entire life here. She is a Certified Management Accountant employed at Manitoba Hydro in the Major Capital Projects Business Unit where she provides financial support to

the New Generation Project teams. She became involved with Manitoba Mutts through her daughter Sara Robinson who along with Rebecca Norman founded Mutts. She saw how quickly the rescue was growing and volunteered her services to help them track their finances. Besides her daughter Sara she also has a grown son, David. At home she has one Mutt; Shelby who is the love of their lives. Jill and her husband Jim are looking forward to retirement, becoming first time grandparents and snowbirds soon.



Jan Christianson-Wood

Jan is a social worker in child welfare whose volunteer activities include community and social work boards. For the past forty years, Jan and

her husband, Jim, have shared their home with a succession of poodles, the majority of which were rescues. Currently they live with Buffy, a Standard Poodle, Pepper, a rescue Poodle mix and Bogie, a senior rescue Poodle/Schnauzer mix. Jan was introduced to Manitoba Mutts through the mother of an MMDR volunteer and is grateful to MMDR for taking in a pregnant cat that crashed a family wedding in 2013. Frida (the cat) went on to have eight kittens; she and her family were successfully adopted out by Manitoba Mutts. Jan lives and works in Winnipeg.



Seth Nerman

Seth Nerman is a proud Winnipegger, born and raised, and has participated in the Winnipeg community through Folklorama and other non-profit organizations. Seth graduated with a Law degree from the University of Manitoba, Robson

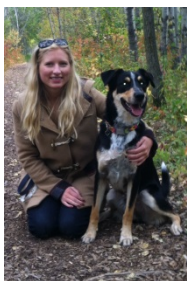
Hall, in 2010 and has worked at Pitblado Law as a tax lawyer since graduation. Seth has one puppy, Quinn, which he and his wife adopted from Manitoba Mutts. Adopting Quinn was an amazing experience and it was that experience which led Seth to volunteer with Manitoba Mutts.



Amanda Senkowski

Amanda is an articling chartered accountant with Craig & Ross Chartered Accountants. She graduated from the University of Manitoba with a bachelor of commerce degree in 2012 and has recently successfully completed the CA School of Business program.

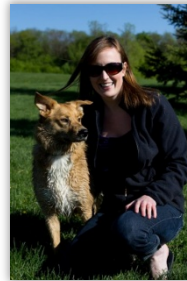
Amanda was introduced to Manitoba Mutts when she adopted her mutt Peach (formerly Spaghetti-o) and has been active in the dog rescue community through fostering for other organizations. In her spare time, Amanda enjoys spending time with her “zoo”- including her daughter, husband, two cats, one fish and Peach. Amanda has been looking for a way to use her accounting and business background to give back to the community and feels honored to get the opportunity to help Manitoba Mutts reach their goals.



Virginia Dueck

Virginia is a chartered accountant with Deloitte LLP where she primarily focuses on the financial services industry. She graduated from the University of Manitoba with a Bachelor of Commerce (Honours) in 2011. In her spare time she enjoys activities focused around her mutt

(Wilson) and her horse (Carter), as well as going to the lake, reading, and volunteering for great organizations such as Manitoba Mutts.



Sara Robinson

Sara is a lifetime animal lover and one of the founders of Manitoba Mutts. She was born and raised in Winnipeg and is committed to the development of her community both through her career with the Boys and Girls Clubs of Winnipeg and through her volunteer

involvement. Sara was involved in volunteering with various animal rescue organizations before branching out and forming Manitoba Mutts in 2011 along with Rebecca Norman. She is looking forward to her new role as a board member and watching Manitoba Mutts continue to thrive and grow. Sara has 3 rescue animals, two large dogs Duke and Ellie, found as strays prior to founding Manitoba Mutts and her honorary Manitoba Mutt, Archie the cat adopted in 2013. She enjoys spending time with friends and her growing family and is excited to welcome her first non-furry baby in June of 2015.



Ali Matias – Secretary of the Board

Ali is a Red River College graduate and currently works at The Winnipeg Foundation. Some of her favourite pastimes include reading, enjoying the

outdoors and spending time with friends and family. Ali loves animals and has always grown up with dogs in the family. Dogs are terrific companions and she believes that Manitoba Mutts is doing an amazing thing by providing help to those who need loving homes – she couldn't be more thrilled to be a part of it.



Manitoba Mutts Dog Rescue Inc

2014 Financial Statements (unaudited)

Balance Sheet

As at December 31, 2014 and 2013

	2014	2013	Inc/(Dec)
Assets			
Cash and cash equivalents	42,481	27,418	15,063
Accounts Receivable (A/R)	8,323	-	8,323
Inventory Asset	2,217	4,084	(1,867)
Fair Equipment	2,542	-	2,542
Total Assets	\$ 55,563	\$ 31,502	\$ 24,061
Liabilities and Equity			
Spay/Neuter Liability	7,800	7,400	400
Accounts Payable (A/P)	4,915	1,555	3,361
Total Liabilities	\$ 12,715	\$ 8,955	\$ 3,761
Equity			
Retained Earnings	22,547	7,729	14,819
Profit for the year	20,300	14,819	5,482
Total Equity	\$ 42,848	\$ 22,547	\$ 20,300
Total Liabilities and Equity	\$ 55,563	\$ 31,502	\$ 24,061

Notes:

1 - Fair equipment is amortized straight line over estimated useful life of 5 years. Amount reported is net of amortization.



Manitoba Mutts Dog Rescue Inc

2014 Financial Statements (unaudited)

Statement of Profit and Loss

For the years ended December 31, 2014 and 2013

	2014	2013	Inc/(Dec)
Income			
Adoption	136,340	139,863	(3,523)
Fundraising	55,270	53,625	1,646
Donations	45,195	61,792	(16,597)
Get Fixed Program	4,240	-	4,240
Merchandise	11,178	10,515	664
Miscellaneous Income	1,440	628	812
Sponsorship	-	2,500	(2,500)
Total Income	253,664	268,922	(15,259)
Cost of Goods Sold	3,854	1,817	2,037
Gross Profit	\$ 249,810	\$ 267,105	\$ (17,295)
Expenses			
Advertising	1,760	260	1,500
Amortization	635	-	635
Bank Charges & Interest	2,563	2,466	97
Dues & Subscriptions	500	-	500
Get Fixed	7,289	-	7,289
Insurance	463	-	463
Legal and Professional Fees	-	791	(791)
Meetings & Travel	820	143	677
Mileage & Delivery	1,600	2,628	(1,028)
Miscellaneous	1,958	991	967
Office Expense	9,874	8,044	1,830
Pet Services & Supplies	14,290	2,949	11,342
Professional Training	2,888	-	2,888
Promotion & Fundraising Expense	13,916	11,897	2,019
Telephone	6,482	3,095	3,387
Training	5,375	-	5,375
Veterinary & Medicine Expenses	159,096	219,023	(59,927)
Total Expenses	\$ 229,510	\$ 252,287	\$ (22,777)
Profit / (Loss)	\$ 20,300	\$ 14,819	\$ 5,482



Manitoba Mutts Dog Rescue Inc

2014 Financial Statements (unaudited)

Statement of Cash Flows

January - December 2014

	<u>2014</u>
Operating Activities	
Net Income	20,300
Adjustments to determine net cash from operating activities:	
Accounts Receivable (A/R)	(8,323)
Amortization	635
Inventory	1,867
Accounts Payable (A/P)	3,311
Clothing Liability	50
Spay/Neuter Liability	400
Net cash provided by operating activities	\$ 18,241
Investing Activities	
Fair Equipment	(3,178)
Net cash provided by investing activities	\$ (3,178)
Net cash increase for period	\$ 15,063
Cash at beginning of period	27,418
Cash at end of period	\$ 42,481



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