President’s Report
2016-2017
Regina Cat Rescue
2016
Year in Review

Cats rescued
Cats adopted
Average # of foster homes

Cats TNR’ed*
Community cat colonies managed by RCR

Plus!
Provided support to
Approx.

22 fundraisers held
175 active volunteers

Current situation
On January 1, 2017

147 cats in foster care
105 cats available for adoption
29 cats awaiting spay/neuter

Thanks for your support!
Regina Cat Rescue is a non-profit, volunteer-run organization and a registered charity.
Highlights

Accomplishments

• Almost $59,000 in fundraising in total
• All known female cats at feeding stations trapped and spayed
• Committee co-chairs nominated for YWCA Women of Distinction Award
• New collaboration with Regina Humane Society
• Paw’p Up Cat Café at Regina Public Library
• Made it through a challenging and difficult year

Challenges

• Record year for cat rescue – not just us, but Regina Humane Society, too
• Capacity in all areas is stretched as demand for service increases—funds and volunteers
• Volunteers needed:
  o Bingo workers
  o Foster homes
  o Pet Rescue co-chair
  o Fundraising and Membership co-chair
Board Highlights

• First budget created
• New partnership with Regina Humane Society
• Successful PetSmart grant
• Nominated committee co-chairs for YWCA Women of Distinction Award – Circle of Friends
• Vice-president vacancy filled
• Policy review

Challenges

• Funds to pay for increased vet bills – had to use endowment from 2015-16
• Co-chairs stretched beyond capacity
• United Way rental policy change

Goals

• Board planning
• More face-to-face meetings with committee co-chairs
• Be more financially prepared to meet a budget (Limit number of cats rescued for 2017 to 400; Increase adoption fee to $140/cat; $100/senior or health problems; $200 for bonded pairs as of May 1)
• Working with Regina Humane Society and other partners on a community cat strategy
• Grant applications
• Policy review
• Succession planning
• Volunteer appreciation BBQ in summer 2017
Committee Highlights

Membership
• Lifetime Members: 35
• 2017 Annual Members: 32
• Active volunteers: approximately 175

Fundraising
• Almost $59,000 raised in fundraising (about the same as 2016-17):
  o Events: $43,141
  o Bingos: $15,658
• In attendance at events: 500 (up from 350 in 2016-17)

Accomplishments
• Smaller events, such as the pop-up pint fundraiser and paint nites, have been very successful ($5,000 raised in seven events in one year)

Challenges
• Lost Fundraising and Membership Co-Chair
• Coordinating volunteers for Riders Games
• Ongoing need for bingo volunteers
• Lower uptake in winter raffle

Goals
• Recruit new co-chair
• Take advantage of RBC Day of Service Grants (up to $5,000)
• Expand volunteer pool
• Explore online options for raffle ticket sales and poll supporters for more desirable prizes
### Communications

<table>
<thead>
<tr>
<th></th>
<th>April 2016</th>
<th>April 2017</th>
<th>Increase</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Instagram</td>
<td>1,604</td>
<td>2,382</td>
<td>778</td>
<td>49%</td>
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<tr>
<td>Twitter</td>
<td>724</td>
<td>907</td>
<td>183</td>
<td>25%</td>
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<tr>
<td>Ebulletin</td>
<td>450</td>
<td>519</td>
<td>69</td>
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<tr>
<td>Facebook</td>
<td>4,759</td>
<td>5,955</td>
<td>1,196</td>
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### Website

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<tr>
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<th>March 2016</th>
<th>April 2017</th>
<th>Increase</th>
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<tbody>
<tr>
<td>Page views</td>
<td>23,068</td>
<td>21,656</td>
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<tr>
<td>Visits</td>
<td>4,239</td>
<td>5,005</td>
<td>-766</td>
<td>39%</td>
</tr>
<tr>
<td>Audience size (unique visits)</td>
<td>2,519</td>
<td>2,689</td>
<td>170</td>
<td>5%</td>
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</tbody>
</table>

- Daily website averages for January-March 2017 are 911 page views, 420 unique visits, 60 return visits.
- Appeared in 12 media stories, compared to 14 the previous year

### Accomplishments
- RCR and the RPL presented the Paw‘p Up Cat Café
- Most successful calendar to date – total sales were $5,165—up from $4,860 in 2016
- RCR-branded clothing still in demand
- Exclusive content to the e-bulletin – Meet our Volunteers, Photo of the Month, News Bites, etc.

### Challenges
- Having enough resources for day-to-day operations and new initiatives
- Finding and retaining volunteers who are skilled and committed
- Raising awareness about what services RCR is able to provide (we are not equipped for emergency situations)

### Goals
- Partnership with Excalipurr Cat Café
- Taking advantage of education opportunities for the public, such as with the Regina Public Library Film Theatre
- Transition to new adoption fee structure
- Updating outdated content on the website including broken links, inaccurate information, old PFA name, etc.
- Responding to inquiries from the public within 24 hours
Pet Rescue

Rescue stories
- Extreme weather takes its toll
- Geoffrey the nursing home cat

Statistics

<table>
<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2016-17</th>
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<tbody>
<tr>
<td>Cats rescued</td>
<td>389</td>
<td>455</td>
</tr>
<tr>
<td>Cats adopted</td>
<td>370</td>
<td>422</td>
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<tr>
<td>Sterilizations</td>
<td>279</td>
<td>366</td>
</tr>
<tr>
<td>Euthanizations (due to major health issues)</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>Foster homes</td>
<td>55</td>
<td>57</td>
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</table>
Accomplishments

- Were able to help 66 more cats than previous year
- New vet partners: Albert North Veterinary Clinic—pro-bono sterilizations; Regent Park Animal Hospital—low-cost
- New adoption partnerships: Pet Valu East, Prezoomably Cats—satellite adoption partner and pro-bono groomer

Challenges

- 66 more cats to help than previous year
- Lost Pet Rescue co-chair
- Finding enough foster homes and other committed volunteers. We always need more foster homes.

Goals

- Recruit new co-chair
- Divide up work to avoid volunteer burnout
- Limit number of cats rescued for 2017 to 400; Increase adoption fee to $140/cat; $100/senior or health problems; $200 for bonded pairs as of May 1
Community Cat Team

- 32 RCR colonies
- 43 private citizen colonies

<table>
<thead>
<tr>
<th></th>
<th>2015-16</th>
<th>2016-17</th>
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<tr>
<td>RCR Colonies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TNR</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Non-tame kittens into foster care</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Tame cats into foster care</td>
<td>16</td>
<td>14</td>
</tr>
<tr>
<td>Deceased cats</td>
<td>9</td>
<td>14</td>
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<tr>
<td>Other Locations</td>
<td>2015-16</td>
<td>2016-17</td>
</tr>
<tr>
<td>TNR</td>
<td>13</td>
<td>31</td>
</tr>
<tr>
<td>Non-tame kittens into foster care</td>
<td>32</td>
<td>--</td>
</tr>
<tr>
<td>Tame cats/kittens into foster care</td>
<td>19</td>
<td>41</td>
</tr>
</tbody>
</table>

- Rescue stories
  - Acreage kittens
  - Good-byes to long-time community cats

Accomplishments

- Cat population at existing colonies is kept stable (other than deaths) by trapping any new cats to the colony.
- All known female cats at feeding stations were trapped and spayed. We found five tame kittens at our RCR colonies, but we did not have any litters of feral kittens.
- Attending a volunteer information session for the Moose Jaw cat rescue group, SCRAPS and provided information to them on trapping and the types of traps we use.

Challenges

- Feeding stations on properties where renters moving, houses sold or burnt down – must find a new location that is close by to transition the cats to.
- Educating private citizens on the reasons to keep the cats in a neighborhood once they are spayed and neutered and RCR’s role in helping keep the community cat over population down.
- Not being able to help surrounding communities as our hands are full caring for the community cats of Regina when you know that they are also having cat overpopulation problems in their communities.

Goals

- New shelters and feeding stations built to replace older ones that are damaged
- More volunteers to help trap on a regular basis (though we know trapping isn’t for everyone)