Regina Cat Rescue
2017 Year in Review

Cats rescued
- 403 (2017)
- 473 (2016)
- 380 (2015)
- 396 (2014)

Cats adopted
- 433 (2017)
- 407 (2016)
- 362 (2015)
- 372 (2014)

Average # of foster homes
- 83 (2017)
- 57 (2016)
- 55 (2015)
- 56 (2014)

Cats TNR’ed*
- 36 (2017)
- 19 (2016)
- 35 (2015)
- 39 (2014)

Community cat colonies managed by RCR
- 31 (2017)
- 32 (2016)
- 33 (2015)
- 33 (2014)

Plus!
- 34 fundraisers held
- Provided support to 49 independently managed cat colonies
- 183 active volunteers

Current Situation
On January 1, 2018

- 145 cats in foster care
- 101 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
- Celebrated 35th anniversary
- More than $81,500 in fundraising
- Met our goal of rescuing 400 cats
- Regina Cat Coalition created
- Excalipurr Cat Café partnership
- Mosaic Stadium fundraising events

Challenges
- Changes to Regina Humane Society policies
- Escalating veterinary costs
- Distemper outbreak
- Volunteers needed:
  - Bingo workers
  - Pet Rescue Co-chair
  - Mosaic Stadium Event Coordinator
  - Pet Rescue Event Coordinator

Board Highlights
- Operated in a solid financial position. Limiting intake to 400 cats and increasing adoption fees contributed to this.
- Our second PetSmart grant of $10,000 sterilized 97 cats in 2017. Thank you, PetSmart Charities!
- Regina Cat Coalition partnership
- Improved technological organization and storage with addition of Tech Admin, leading to improved communication and professionalism

Challenges
- Cash flow uncertainty
- Escalating vet costs
  - Average cost per cat rescued was $409 in 2017-18 and $337 in 2016-17
- Co-chairs stretched beyond capacity

Goals
- Strategic planning
- Working with partners on a community cat strategy
- Grant applications
- Improve process for fundraising cash flows
- Succession planning
- Volunteer appreciation BBQ on August 18, 2018
Committee Highlights

Membership
- Lifetime Members: 35
- 2018 Annual Members: 39
- Active volunteers: approximately 180

Fundraising
- Mosaic Stadium events have been a huge fundraising opportunity – made more than $18,000 in revenue for the 2017 season (five months), which is (around the same amount as an entire year of bingo revenues)
- More than $81,500 raised in fundraising (events and bingos; an additional $6,000 on events over 2017-18)
- In attendance at events: 560 (60 more than 2017-18)

Accomplishments
- New Fundraising and Membership Co-Chair
- Supporters enjoying new and diverse events such as kitty yoga, wooden sign nights, plant nights and brunchraisers

Challenges
- Coordinating and attracting reliable volunteers for Mosaic Stadium events
- Need coordinator for Mosaic events
- Ongoing need for bingo volunteers

Goals
- Attempting a large pot 50/50
- Exploring online options for annual winter raffle
- RBC Day of Service Grants
- Standardizing way to approach businesses for donations, tracking for future years and utilizing electronic means of communication
Communications

<table>
<thead>
<tr>
<th></th>
<th>March 2018</th>
<th>April 2017</th>
<th>Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>2,911</td>
<td>2,422</td>
<td>489</td>
<td>20%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,015</td>
<td>912</td>
<td>103</td>
<td>11%</td>
</tr>
<tr>
<td>Ebulletin</td>
<td>620</td>
<td>529</td>
<td>91</td>
<td>17%</td>
</tr>
<tr>
<td>Facebook</td>
<td>6,868</td>
<td>5,989</td>
<td>879</td>
<td>15%</td>
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<table>
<thead>
<tr>
<th></th>
<th>March 2018</th>
<th>April 2017</th>
<th>Increase</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Page views</td>
<td>25,111</td>
<td>21,938</td>
<td>3,173</td>
<td>15%</td>
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<tr>
<td>Returning visits</td>
<td>1,343</td>
<td>1,438</td>
<td>-95</td>
<td>-7%</td>
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<tr>
<td>Audience size (unique visits)</td>
<td>11,421</td>
<td>10,249</td>
<td>1,172</td>
<td>11%</td>
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</tbody>
</table>

- Daily website averages for January-March 2018 are 821 page views, 367 unique visits, 46 return visits.

Accomplishments
- RCR appeared in 12 media stories
- Published monthly e-bulletins
- 2018 RCR calendar was another success. Profits on par with 2017 calendar. ($2,864 vs $2,932).
- RCR-branded clothing still in demand. New offerings this year with tank tops, 35th anniversary tees and TNR sweatshirts.

Challenges
- Lack of resources to carry out 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, we do not take surrendered pets, etc.)

Goals
- To identify and take advantage of education opportunities for the public
- Finish work on refreshing outdated content on the website
- Respond to inquiries from the public within 24 hours
Pet Rescue

Rescue stories

- Maddie and Leo touched a lot of hearts

- Working with local businesses to help feral cats and save baby kittens from life on the street
Statistics

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2016-17</th>
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<tbody>
<tr>
<td>Cats rescued</td>
<td>403</td>
<td>455</td>
</tr>
<tr>
<td>Cats adopted</td>
<td>342</td>
<td>422</td>
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<tr>
<td>Sterilizations</td>
<td>375</td>
<td>366</td>
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<tr>
<td>Euthanizations (due to major health issues)</td>
<td>19</td>
<td>21</td>
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<tr>
<td>Foster homes</td>
<td>73</td>
<td>57</td>
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Accomplishments

- Met rescue cap of 400 cats (403 in 2017 included adopted cats that were returned)
- New rescue management software eases administrative load on volunteers
- New adoption partnership: Excalipurr Cat Café (close to 70 adoptions since summer 2017)
- Record of 92 foster homes during summer peak

Challenges

- Need Pet Rescue co-chair
- Distemper present in Regina area – 13 deaths (and took foster homes out of commission)
- Ongoing foster home recruitment challenges for adult cats
- Adoption partnerships have increased, leading to more requests for events than is currently manageable

Goals

- Recruit new co-chair
- Recruit dedicated event coordinator
- Divide up work to avoid volunteer burnout
- Looking into pet insurance partnership
Community Cat Team
- 31 RCR colonies
- 49 private citizen colonies

Statistics

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<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2016-17</th>
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<tbody>
<tr>
<td>RCR Colonies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TNR</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Litters of kittens</td>
<td>1</td>
<td>--</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>10</td>
<td>14</td>
</tr>
<tr>
<td>Deceased cats</td>
<td>5</td>
<td>14</td>
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<tr>
<th>Other Locations</th>
<th>2017-18</th>
<th>2016-17</th>
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<tbody>
<tr>
<td>TNR</td>
<td>15</td>
<td>31</td>
</tr>
<tr>
<td>Non-tame kittens into foster care</td>
<td>4</td>
<td>--</td>
</tr>
<tr>
<td>Tame cats/kittens into foster care</td>
<td>26</td>
<td>41</td>
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Rescue stories
- Marci, Lennyn and Aubrey
- Goodbye Juliette

Accomplishments
- Baby Grey, a nine-year-old community cat, was finally trapped after eight years of trying
- Jenny, a community cat with bad ear mites, was finally trapped (though it took over an hour to coax her out of the drop trap and into a transfer cage!)

Challenges
- Trapping equipment is old and needs to be replaced
- Difficult to trap community cats when they are ill or injured
- Foster homes to socialize feral kittens needed
- Extremely cold winter meant inability to trap

Goals
- Replace and repair existing feeding stations and make new ones to replace worn out or stolen stations and shelters
- Help private citizens who are caring for community cats by providing them with trapping and sterilization