President’s Report
2018-2019
Regina Cat Rescue
2018 Year in Review

Cats rescued

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>401</td>
<td>403</td>
<td>473</td>
<td>380</td>
<td></td>
</tr>
</tbody>
</table>

Cats adopted

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>391</td>
<td>433</td>
<td>407</td>
<td>362</td>
<td></td>
</tr>
</tbody>
</table>

Average # of foster homes

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>67</td>
<td>83</td>
<td>57</td>
<td>55</td>
<td></td>
</tr>
</tbody>
</table>

Cats TNR’ed*

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>36</td>
<td>19</td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>

Community cat colonies managed by RCR

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>31</td>
<td>32</td>
<td>33</td>
<td></td>
</tr>
</tbody>
</table>

Independently managed cat colonies supported by RCR

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>49</td>
<td>42</td>
<td>42</td>
<td></td>
</tr>
</tbody>
</table>

*Trapped, neutered or spayed & returned to managed colonies

Current Situation On January 1, 2019

- 150 cats in foster care
- 124 cats available for adoption
- 10 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 $100,000 in fundraising
- Successful appeal for funds in spring
- Received $10,000 PetSmart Charities Grant for TNR
- Met our goal of rescuing 400 cats
- Regina Cat Coalition continues
- Excalipurr Cat Café partnership – total adoptions at 167 on April 18
- Creation of Volunteer Team Co-ordinators
- Creation of Grant Coordinator/Writer position

Challenges
- Escalating veterinary costs
- Encouraging volunteers to purchase memberships
- Volunteers needed:
  - Bingo workers
  - Calendar Co-ordinator
  - Foster Home Liaison volunteers

Board Highlights
- Operated in a solid financial position for the full year. Limiting intake at 400 cats is key to this.
- Regina Cat Coalition partnership – PetSmart Charities grant application was unsuccessful, but communications initiatives are underway.
- Creation of Volunteer Team to help orient volunteers and help them feel more welcome as part of the organization
- Very successful campaign for donations to improve our financial situation in the spring. Estimate more than $20,000 additional funds received due to this campaign.
- Implementation of Tiller software to improve tracking and Board visibility into fundraising cash flows.

Challenges
- Cash flow challenges early in year
- Escalating vet costs
  - Average "cat care" cost per cat (cats rescued + TNR'd) was $473 in 2018 versus $429 in 2017 and $392 in 2016.
- How to inspire volunteers to purchase memberships?
- Co-chairs stretched beyond capacity

Goals
- Working with partners on a community cat strategy
• Grant applications – new Grant Coordinator/Writer volunteer
• Succession planning – training potential new Treasurer

Committee Highlights

Membership
• Lifetime Members: 35
• 2019 Annual Members: 39

Volunteer
• Mandate of the Volunteer Team is: Actively recruit, retain and engage all volunteers in a fun, informative and respectful way for Regina Cat Rescue
• Organize volunteers for Mosaic Stadium events, Excalipurr Cat Café, PetSmart, fundraising events and administrative tasks

Accomplishments
• Better coordination in all areas, volunteers feel more welcome and come back
• Strong channels of communication between volunteers and RCR
• Since October 2018, there have been 55 potential volunteers who completed the volunteer forms and been contacted by the Volunteer Team
  o There are 11 Excalipurr regular volunteers
  o 241 members on the volunteering Facebook group
  o 115 volunteers on the Mosaic Stadium event list

Challenges
• Volunteer reliability
• Finding new volunteers
• Bingos
• Matching volunteers
• Young volunteers

Goals
• Have new Excalipurr and Mosaic Stadium volunteers shadow more experienced ones to learn how to do the job so they can continue unsupervised and feel confident in their role
• Increase pool of volunteers so the same people aren’t doing all the work
• Strategies to encourage volunteers to purchase memberships in RCR
Fundraising

- $90,671 for fundraising events and $9,168 for bingos, for a total of $99,840 in fundraising ($18,340 more than 2017-18)
- Mosaic Stadium events have been a huge fundraising opportunity – made almost $28,000 in revenue for the 2018 season vs. more than $18,000 in 2017 season
- In attendance at RCR fundraising events: 840 (280 more than last year)

Accomplishments

- Summer 50/50 sold out and raised $10,000 ($20,000 pot)
- Supporters enjoying new and diverse events such as brunchraiser, kitty yoga, poutine & pint night, wooden sign nights, axe throwing nights
- RBC Day of Service Grants – $5,000

Challenges

- Winter raffle sales decreased each year – challenges in finding prizes that appeal broadly
- Bingos decreasing significantly year over year ($9,169 in 2018-19 vs. $15,848 in 2017-18); however, increase in Mosaic opportunities have helped offset losses
- Attracting and maintaining reliable volunteers for bingos, Mosaic Stadium events, weddings and raffle ticket sales

Goals

- Online silent auction taking place right now.
- Exploring online options for annual summer and winter raffles
- RBC Day of Service Grants
- Continuing to offer new and diverse events
Communications

<table>
<thead>
<tr>
<th></th>
<th>April 2018</th>
<th>March 2019</th>
<th>Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>2,911</td>
<td>3,970</td>
<td>1,059</td>
<td>+36%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,015</td>
<td>1,070</td>
<td>55</td>
<td>+5%</td>
</tr>
<tr>
<td>Ebulletin</td>
<td>643</td>
<td>737</td>
<td>94</td>
<td>+15%</td>
</tr>
<tr>
<td>Facebook</td>
<td>6,872</td>
<td>7,814</td>
<td>942</td>
<td>+14%</td>
</tr>
</tbody>
</table>

Website

<table>
<thead>
<tr>
<th></th>
<th>April 2018</th>
<th>March 2019</th>
<th>Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views</td>
<td>22,941</td>
<td>34,725</td>
<td>11,784</td>
<td>+51%</td>
</tr>
<tr>
<td>Returning visits</td>
<td>1,277</td>
<td>2,097</td>
<td>820</td>
<td>+64%</td>
</tr>
<tr>
<td>Audience size</td>
<td>11,411</td>
<td>18,899</td>
<td>7,488</td>
<td>+66%</td>
</tr>
<tr>
<td>(unique visits)</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

- Daily website averages for January-March 2019 are 1,200 page views, 625 unique visits, 70 return visits.

Accomplishments

- RCR appeared in three media stories
- Published 12 monthly e-bulletins
- 2019 RCR calendar was another success. Profits on par with 2018 calendar. ($2,932 vs $2,798).
- RCR-branded clothing still in demand. New offerings this year include new design for different coloured t-shirts and tanks. Now in second printing.

Challenges

- Lack of resources to carry out 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.)
- Need a volunteer to take on calendar coordination

Goals

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

Rescue stories

- Eden and Zoe
• Frysta
**Statistics**

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cats rescued</td>
<td>403</td>
<td>367</td>
</tr>
<tr>
<td>Cats adopted</td>
<td>342</td>
<td>372</td>
</tr>
<tr>
<td>Sterilizations</td>
<td>375</td>
<td>409</td>
</tr>
<tr>
<td>Euthanizations (due to major health issues)</td>
<td>19</td>
<td>12</td>
</tr>
<tr>
<td>Foster homes</td>
<td>73</td>
<td>68</td>
</tr>
</tbody>
</table>

**Accomplishments**

- Met rescue cap of 400 cats
- New rescue management software has improved tracking and reporting capabilities, assisting us on reporting sterilization grant to PetSmart Charities grant
- Approved for PetSmart Event Grant for adoption events ($750) and Sterilization Grant ($10,000)
- Partnership with Prezoomably Cats to use boarding condos for emergency and overflow rescues, providing RCR with a small emergency shelter
- Excalipurr Cat Café celebrated its one-year anniversary and 100th adoption in December 2018

**Challenges**

- Ongoing high volume: requests for help are increasing, including requests for help from outside Regina.
- Rising vet care costs
- Never enough foster homes for cats in need – recruit new foster homes but also lose foster homes to moves, changes of circumstance or reaching their limit due to adopting fosters.

**Goals**

- Need at least two new Foster Home Liaison volunteers
- Response templates for admin volunteers to reduce amount of correspondence that Pet Rescue handles
Community Cat Team

- 27 RCR colonies
- 42 private citizen colonies

Statistics

<table>
<thead>
<tr>
<th>RCR Colonies</th>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>TNR</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Litters of kittens</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Non-tame kittens into foster care</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Tame cats into foster care</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Deceased cats</td>
<td>5</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Locations</th>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>TNR</td>
<td>15</td>
<td>17</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>30</td>
</tr>
</tbody>
</table>
Rescue stories

- Duke
• Farewell to Long-Time Community Cats

Accomplishments
• Trapping so many kittens!! We trapped and rescued five litters for a total of 34 kittens, which kept us extremely busy.
• Helping out a lot of people who contacted RCR for help with cat situations

Challenges
• Theft and vandalism to feeding stations and shelters and trying to find structures to replace them with
• Getting funds to build some new feeding stations

Goals
• Replace and repair existing feeding stations and make new ones to replace worn out or stolen stations and shelters
• Recruit some new dedicated feeders to fill all of the days on the three feeding routes