



# 2023

# ANNUAL REPORT

Peterborough  
Humane Society

[peterboroughhumanesociety.ca](http://peterboroughhumanesociety.ca)

Shawn Morey, Executive Director  
& Jelly, shelter dog



**"We strive  
to be the  
voice for  
animals in  
all that  
we do..."**

# MESSAGE FROM THE EXECUTIVE DIRECTOR

It was truly a compelling experience to have seen all that 2023 held for Peterborough Humane Society. It's an honour to work alongside a tremendously talented and passionate group of individuals who make an enormous difference in the lives of animals in our region.

First and foremost, **2023 brought the thrill of the completion and move to the new Peterborough Animal Care Centre.** A 24,000 square foot facility that provides state-of-the-art amenities that allow us to do infinitely more for animals in our region than ever before.

Our innovative Centre hosts three vital programs under one roof. A high-volume, **Spay and Neuter Clinic**, a cutting-edge **Dog Rehabilitation Centre** and an **Education and Adoption Centre.** January 17th, 2024 marked the one-year anniversary since we transferred close to one hundred animals into the new Peterborough Animal Care Centre, and we haven't looked back since.

Now we have the added ability to openly welcome the public to view and tour, rent space in our Humane Education Room, utilize a new public off-leash dog park, participate in PAWesome Kids Camp and so many more community central experiences. We've reinstated an upgraded foster program and also implemented a volunteer program that now involves over one hundred and twenty amazing members of our community. We couldn't be more grateful!



Our community accessible spay / neuter clinic as well as our rabies / microchip clinics, provide the community with much needed help. We are currently performing approximately 100+ surgeries a week and completed nearly 4,000 surgeries since our inception.

**Our goal is to make the community proud** and to provide them with great programs that benefit every person and animal involved. We look toward 2024 with enthusiasm as we have begun to plan expansion which will include outdoor walking trail systems, additional wellness services, increased humane education programming and so much more.

Providing these much-needed programs and services to our community members is critical in our efforts to reduce the number of stray, abandoned and neglected animals in our region, grow access to care resources for those who need them, and to provide loving families with a new companion. We strive to be the voice for animals in all that we do, and with your support, we look to do so much more in 2024 and beyond.

I invite everyone to come out and visit our facility, adopt, be a volunteer or donate. You never know where that will lead you. Our staff and furry friends look forward to meeting you, and truly **appreciate your support in the past, present and in the future.**

*Sincerely,  
Shawn Morey*

# MISSION, VISION & VALUES

We have recently updated our **mission** to better reflect the strength and resilience that defines us as an organization (what we do and why we do it).

Our **vision** has transitioned from the anticipation of establishing our new center to envisioning the ideal conditions for our community now that we are here.

Our **values** serve as the compass that directs our actions and decisions.

## MISSION

Our mission is to be the voice for animals through community outreach, humane education, and adoption; to keep animals and humans together through enhanced care and support; and to reduce pet overpopulation through accessible services.

## VISION

Peterborough Humane Society envisions a world where compassion for animals and their well-being is ingrained in the fabric of society.

## VALUES

We **C-A-R-E**. Our values reflect PHS's commitment to community, animal well-being, respect, and excellence in care and service. They guide our actions and decisions towards creating a better world for animals:

**C**ommunity **A**nimal Well-being **R**espect **E**xcellence in Care and Service

Celeste & Fortune



Otto



# MESSAGE FROM THE BOARD OF DIRECTORS

Friends & Colleagues,

What a year it has been at Peterborough Humane Society! "Change" and "Growth" seemed to have been constant terms in our vocabulary throughout 2023.

Over a decade ago, our Board of Directors determined the roadmap to successfully accomplish and operate efficiently within our mission was through building a new state-of-the-art facility. As we navigated through the challenges of the pandemic and economic cycles, we adapted our tactics in order to progress toward our goal. And, ten years later, here we are!

By achieving this ambitious plan, PHS has seen the number of adoptions increase tremendously while also seeing a reduction in the average length of time an animal is housed in the shelter. Our staff and volunteers have taken further steps on the journey to being recognized as the **leaders of innovation in animal wellness throughout our region.**

Our values guided us through this adventure while keeping our eyes on **our core mission - to be the voice for animals** through community outreach, humane education and adoption; to keep animals and humans together through enhanced care and support; and to reduce pet overpopulation through accessible services.

By getting everyone involved and instilling focus, discipline, and accountability throughout the organization, we have gained traction toward reaching our goals and enriching the lives of more animals. We could not do it without our many friends and neighbours who continue to support us through thick and thin.

*Thank you for always being there with us,  
PHS Board of Directors*

**"... reaching our goals & enriching the lives of more animals."**

# PHS BY THE NUMBERS

Over the past year at our new state-of-the-art Peterborough Animal Care Centre, we have seen record numbers and exceeded many goals for the year - and we're just getting started.

## The incredible numbers of 2023:

**606**

**Adopted Animals:** Dog adoptions have doubled at our new Adoption Centre.

**103**

**Fostered Animals:** Thanks to our revamped foster program and dedicated volunteers and staff more animals were given a temporary home.

**209**

**Returned to Owner:** Pets reunited from licensing, microchipping and our 'Found Pets' website postings.

**12**

**Transferred:** Partnerships with other Humane Society's and Rescues ensured homes were found for all.

**34**

**SNooPy Pets:** Our Safe Nights for Pets Program gives pets a safe haven while owners are faced with an emergency or fleeing domestic violence.

**13**

**Milo Cases:** Thanks to donors, over a dozen animals receive life-changing surgery through the Milo Fund.

M.A.S.H. Kittens: Hawkeye, Hot Lips & Klinger

### DID YOU KNOW...

PHS fed over 7,000 lbs. of dry dog food & 2,900 lbs. of dry cat food last year?



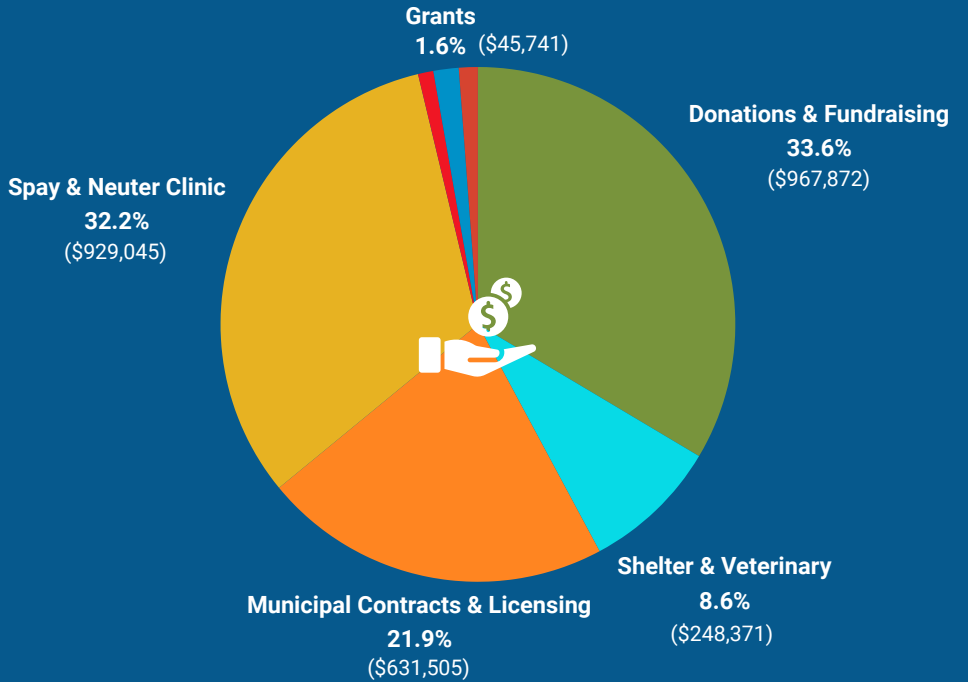
Peggy



# RESOURCE BREAKDOWN

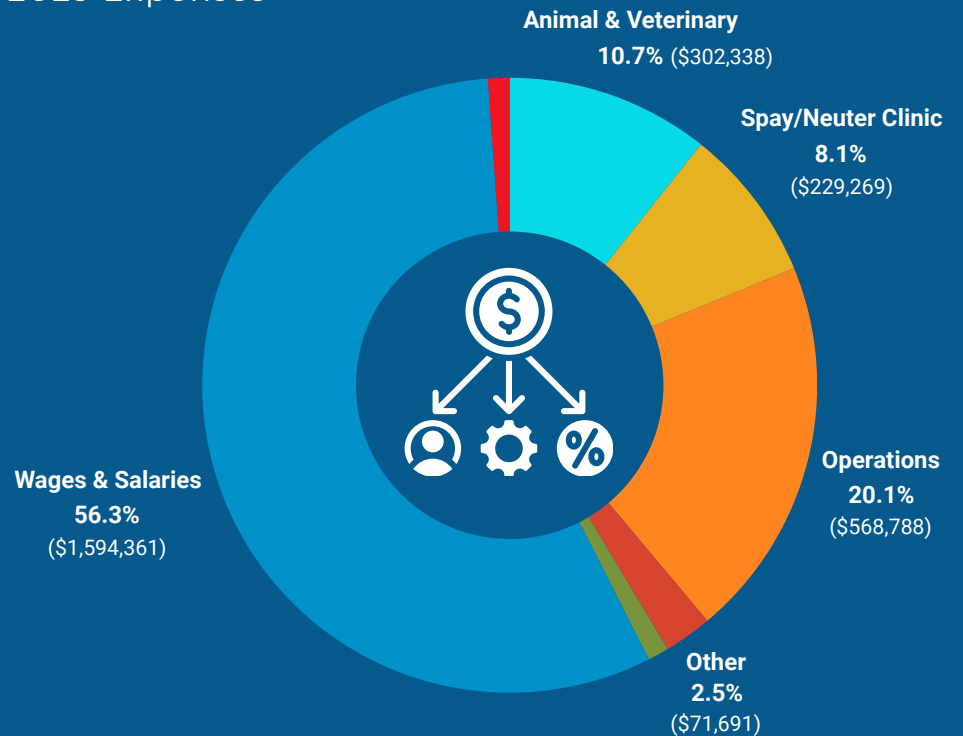
## HOW YOU SUPPORT ANIMALS

2023 Revenue



## YOUR DOLLARS AT WORK

2023 Expenses



### Ways to Donate & Funds:

- Monthly Donations
- Legacy Giving
- Capital Campaign
- Milo Fund
- SNooPy Program & More!

*Thank you for your support!*



## THE HUMANS OF PHS

We could not care for the thousands of animals that come into our shelter each year without the incredible humans behind the scenes. From animal care, to finance, communications, animal services and more; there are so many roles that are essential to the work we do here at PHS.

### Expanding Our Team

**8 new employees** were hired in 2023 (+ internal promotion/hire rate of 38%). As of December 31, 2023, we had **32 employees** at PHS.

### Fostering Teamwork

Over the past year, we have increased our internal events to promote teamwork and positivity in the workplace. Events have included...

**Staff walk** with PHS pets down the Lang Hastings Trail for some fresh air and exercise.

**Earth Day Clean Up** collaboration with staff and our neighbours at Siemen's cleaning up the grounds around our properties.

**BBQ Lunch** cooked up by Board Directors, enjoyed on our new patio!

**Yoga session** hosted by Kate Ward from KeepFit Women Peterborough, focusing on mental and physical wellness for our team.

**Potluck** lunch and backyard games where staff demonstrated teamwork (and competitiveness) and cooked up some of their favourite foods to share.

**We look forward to growing and building our amazing team.**



# VOLUNTEERS OF PHS

Volunteers do so much for PHS, and make it possible to provide even more services for the animals and our community. A huge thank you to those who give their time to help the animals.

**We couldn't do it without you!**

## 150 VOLUNTEERS

### **Total # of Volunteers Recruited in 2023:**

**125 volunteers** completed the required training in 2023!

PLUS, volunteers who are supporting us through sewing project requests (Critic Knitters) and Bingo, which is offsite several times each month. There are an **additional 25 volunteers** supporting in these capacities.

### **Total # of Hours Contributed in 2023:**

Each week, there are 30 support shifts, 21 Dog Enrichment shifts and 12 Cat Socialization shifts totaling approximately **105 hours each week**.

### **Testimonial:**

*"As soon as the opportunity to walk the dogs came up, I knew that's where I wanted to be.*

*Dogs from all walks of life may spend time here due to less than ideal circumstances, or unplanned events. Being a small part of their stay at PHS has enriched my life in so many ways. Volunteering has given me the opportunity to help animals I would have not been able to before. It's also given me confidence, new skills, and a place of belonging where I can make a difference in these animals' life.*

*Every week I'm proud to be apart of the team at PHS, and I'm endlessly grateful to be a part of an animals' story."* -Ryan, PHS Volunteer Dog Walker

Elana, Volunteer Dog Walker & Rue



## Roles at PHS

**Dishes/Laundry**

**Greeters**

**Dog Walkers**

**Cat Socializers**

**Shelter Maintenance**

**Event Support**

**Gardening**

**Tree Planting**

**Donation Sorting**

*& more roles as we continue to grow!*



## HOSTING OUR COMMUNITY

In our new Centre we are fortunate to have two rooms available for our community to rent and for PHS to expand programming. The **Gord & Judy Atkins Humane Education Room** and the **Miskin Law Boardroom** allow groups up to 40 to experience our Centre and host events of all kinds! From fitness classes, to all-staff meetings, birthday parties and first aid courses; we are grateful to have this incredible space.

### Room Rentals in 2023

In 2023, some of the organizations we hosted in our space include:

- **Big Brothers Big Sisters** for 3 visits

- **Girl Guide/Ember groups** had their meetings with us, with participants earning their Animal Care badges for attending
- **Whitby Wildcats** boys hockey team visited PHS between tournament games and had lunch and a Humane Education session
- **Autism Ontario** held their Christmas party in the Humane Education room, inviting families and children to enjoy the space
- Tours from **Retirement facilities** have included: Fairhaven, Empress Gardens, Princess Gardens, Royal Gardens and more.

# PROGRAMMING

## PAWesome Kids Camp

In 2023, we hosted 2 week long sessions of camp and 1 full day PA Day camp. Each camp had 18-20 participants and 8 youth volunteers supporting summer programming. The children get to experience and learn a lot at PHS including; humane education sessions, tours of the shelter, visits with furry friends AND they are treated to an incredible pizza lunch donated by local restaurants!

## 2023 Events

- Grand Opening celebration saw **600+ people** through the doors of the new shelter with support from over 30 volunteers
- Peterborough & Kawartha Chamber TBX Networking Event in May 2023 had **over 80 business professionals** in attendance
- Howlin' for Home Stretch brought in **over \$30K and 125 guests** to celebrate the next stage of the capital campaign.

"Howlin' for Home Stretch" Event



PAWesome Kids Camp



# PETERBOROUGH REGIONAL SPAY/NEUTER CLINIC

In February 2023, the Peterborough Regional Spay/Neuter Clinic opened at the Peterborough Animal Care Centre. In our new high-volume, publicly accessible Clinic, people from all over Eastern, Central and Northern Ontario have had their pets spayed or neutered to keep their animals healthy, safe and help prevent pet overpopulation.

**In the first 11 months of operation our team completed...**

## 3,804 SPAY & NEUTER SURGERIES

---

### 1,334

---

**Dog Surgeries:** 776 neuters & 558 spays

### 2,468

---

**Cat Surgeries:** 1,163 neuters & 1,305 spays

**+2 RABBIT NEUTERS!**

Our Peterborough Regional Spay/Neuter team plans to complete even more surgeries next year. Helping prevent pet overpopulation in our region and beyond!

Spay & Neuter Team Celebrate 3K Surgeries



Ozzy, Post Neuter Surgery



# PREVENTING PET OVER-POPULATION

A female cat can have three litters a year, with an average of four kittens per litter.

This means, we prevented approximately

**15,660 KITTENS**

from unplanned pregnancies in a single year.

A female dog can have two litters a year, with an average of four puppies per litter.

This means, we prevented approximately

**4,704 PUPPIES**

from unplanned pregnancies in a single year.

## **Promoting Healthy Pets**

Our Clinic also offers microchipping, rabies vaccination, flea treatment, FVRCP vaccination (Feline Viral Rhinotracheitis, Calicivirus, Panleukopenia), and DAPP vaccination (Canine Distemper Virus, Adenovirus, Parvovirus and Parainfluenza) in conjunction with a surgical appointments.

## **Fulfilling Community Need**

*"I just wanted to say thank you. My nine-month-old Jack Russell pup came in to be neutered. The whole process was smooth – the staff are great, and Ozzy has recovered perfectly.*

*Thank you for offering this much needed service in our area, and thank you for taking such great care of my boy while he was there." - Jess & Ozzy, Spay/Neuter Clinic Customer*

**"Thank you for offering this much needed service in our area..."**



## MAKING AN IMPACT

### Excellence Awards

At the Peterborough & Kawarthas Chamber of Commerce Business Excellence Awards on October 18, 2023, Peterborough Humane Society was honoured with the prestigious **Not-For-Profit Award**. It is truly a privilege to be acknowledged alongside our community's incredible organizations and businesses. Our new Peterborough Animal Care Centre was also honoured with the **Commercial Development or Renovation Award** for our Canadian-first build.

Taking these two awards home, after our Marketing & Promotion award win in 2022, is truly a testament to the incredible work we do here at PHS.

### Our Pet Pilsner

'Our Pet Pilsner' the German-style pilsner beer created in partnership with Publican House Brewery in support of the Peterborough Animal Care Centre, has seen tremendous success since its launch in 2022. Funds from the sale of the pilsner **raised another \$3,590 in 2023** for the Peterborough Humane Society and our new building. This brings the total in the first 20 months of the partnership to over \$7,500! The pilsner, that is now available in Beer Stores and LCBO Stores, is also now an **Ontario Brewing Awards Gold Medal winner!** We are so grateful for this incredible partnership and look forward to more exciting times ahead!

# CONTRIBUTING TO THE COMMUNITY

## Environmental Excellence

PHS was honoured with the **Environmental Excellence Award - Environmental Stewardship** by Otonabee Conservation. This award recognizes a volunteer-based community group or non-profit organization that has successfully undertaken projects that contribute to a healthier watershed.

In total over the past three years, 4 planting events have been held at the new Animal Care Centre, engaging **412 volunteers who have planted 868 native trees and shrubs on site**. PHS has demonstrated commitment to the planning and permitting process and to supporting a healthy environment by including native species and working with Otonabee Conservation to plant trees and shrubs surrounding the facility; offering opportunities to engage students and community groups in its implementation.

## Teaching the Next Generation of Animal Ambassadors

Kiwanis Club of Peterborough has supported PHS with **gifts of \$7,500** over the past two years. Their mission is “dedicated to improving the lives of youth in our community” and they have chosen to support PHS specifically with our youth programming and camps. Kiwanis sees value in teaching youth about care and compassion for animals in an attempt to **foster growth with our next generation of animal ambassadors**. Their support also allows us to subsidize fees to our kids camps for underserved or marginalized youth in our community who might not otherwise be able to attend.

Tree Planting Event at PACC, May 2023



'Costco Kittens' the Instagram sensations



**Now on  
TikTok!**

@ptbohumanesociety

**Follow PHS**



# CONNECTING WITH THE COMMUNITY

At PHS we strive to connect with our community. One of our favourite ways to do that is through sharing our stories. From recovery journeys, to adoptions, donations, events and more – we want everyone to see the 'why' behind what we do here every. single. day.

## **19.5K FOLLOWERS**

on Facebook as of 12/31/23. Increase of 1.6K followers.

## **10.9K FOLLOWERS**

on Instagram as of 12/31/23. Increase of 1.5K followers.

### **Capturing Hearts**

Our supporters love to follow along with the stories of our animals! Some of our top stories included the Costco Kittens, Scorpio's Happy Tail, Z Puppies, and the Home for the Holidays Christmas photos!

'**Never too late to fall in love again**' video created by UnManned AV featuring a senior gentleman adopting a dog was designed to promote adoptions. The video set records for PHS with:

**134.6K Reach on Facebook**

**12.3K Reach on Instagram**

**4.9K Reactions on Facebook**

Our '**Costco Kittens**' introductory post about the rescued kittens who came into our care saw **1.3K Reactions on Instagram**

And our community celebrated with us when '**Scorpio's Happy Tail**' was shared with **66.8K Reach on Facebook**

### **Newsletters**

Our 'Fur the Record' Newsletter, 'Volunteer Connection' and more e-blasts allow us to connect with our donors, adopters, volunteers and more with:

**7.8K Contacts**

**42% Open Rate**



# PART OF OUR FAMILY

Peterborough Humane Society would not be where it is today, without our incredible donors. **Each and every donor brings a story and a connection to our home**, and they become part of our PHS family. One of these incredible family members, is Nick Nicoloff of Can-Pet Inc. Our partnership formed in Fall 2022 when Nick and his team toured our new Centre, at the time it was bricks and beams, but they saw our vision and joined Our Pet Project Capital Campaign.

As one of the most established distributors and marketers of pet specialty foods for over 40 years, Nick saw the potential for our retail space, and so he opened Jade's Pet Boutique in April 2023. The boutique is named after Jade, Nick's late dog, the 'President & CEO' and Can-Pet ambassador who came into work every day for 17 years. Nick and the Can-Pet team **honour Jade and all the amazing animals in our lives at this boutique.**

Nick's contributions don't stop there, he continues to give back to PHS in many different ways. From surprising staff with pizza lunch, hosting a Christmas photoshoot for our volunteer's and staff's pets, supporting events like our Grand Opening with ice-cream for humans and dogs, to even donating 500 'Thank You' bags filled with pet goodies and samples for our Spay/Neuter Clinic clients. He is a generous supporter of our Capital Campaign, donating back proceeds from the Boutique and making further financial injections towards our mortgage. Nick goes above and beyond for PHS and our team.

*"I love being a part of the Peterborough Animal Care Centre, and there is still so much to come. It is amazing to see the lives changed every day at the Centre. **I encourage everyone to give whatever they can, be it funds, goods or even time.** Your impact, no matter how small, makes a huge difference in these animals lives."* Nick Nicoloff, Can-Pet Inc.

Nick, with Francis the shelter cat



**"Your impact,  
no matter  
how small,  
makes a huge  
difference..."**



# PHS

# PETERBOROUGH HUMANE SOCIETY

1999 Technology Drive  
Peterborough, ON K9J 6X7



[peterboroughhumanesociety.ca](https://peterboroughhumanesociety.ca)