

Timmy

2024

ANNUAL REPORT

MESSAGE FROM OUR CEO

Dear Friends and Supporters,

As we reflect on the past year, I feel immense pride and gratitude as I share the incredible achievements and milestones we reached together. Our journey was filled with challenges and triumphs, and through it all, **your unwavering support remained the cornerstone of our continued success.**

In 2024, we provided shelter, care, and love to countless animals in need. Our dedicated team of staff and volunteers worked tirelessly to ensure that every animal coming through our doors received the best possible care and found a loving forever home. **The heartwarming stories of transformation and resilience reminded us every day why our mission is so vital.**

We made significant strides in our community offerings and educational programs. Through partnerships with local organizations and businesses, we spread awareness about the importance of animal wellness and focused on providing more services to keep pets and people together. Our outreach initiatives extended to thousands of individuals, fostering a more compassionate community.

Our success is not just measured in numbers but in the lives we touched. The joy of seeing a once-abandoned pet find a family, the relief of providing medical care to a sick animal, and the smiles on the faces of those who adopted—these were the moments that defined our impact.

As we look ahead, we remain more committed than ever to our mission. We will continue to innovate, grow, and strive for excellence in everything we do. Together, we can create a brighter future for the animals in our care and for our community as a whole.

Thank you for being part of our journey. **Your generosity, kindness, and dedication are the driving forces behind everything we achieve.** Let us celebrate our successes and look forward to the continued positive change we can create together.

*With heartfelt gratitude,
Shawn*

Shawn Morey, CEO of PHS



“Together, we can create a brighter future for the animals in our care & for our community as a whole.”

MISSION, VISION & VALUES

MISSION

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

VISION

Peterborough Humane Society envisions a world where compassion for animals & 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 & excellence in care & service. They guide our actions & decisions towards creating a better world for animals:

Community **A**nimal Well-being **R**espect **E**xcellence in Care & Service

PHS's 2024-2026 Strategic Plan focuses on new strategic themes, or the '**Four Pillars**':

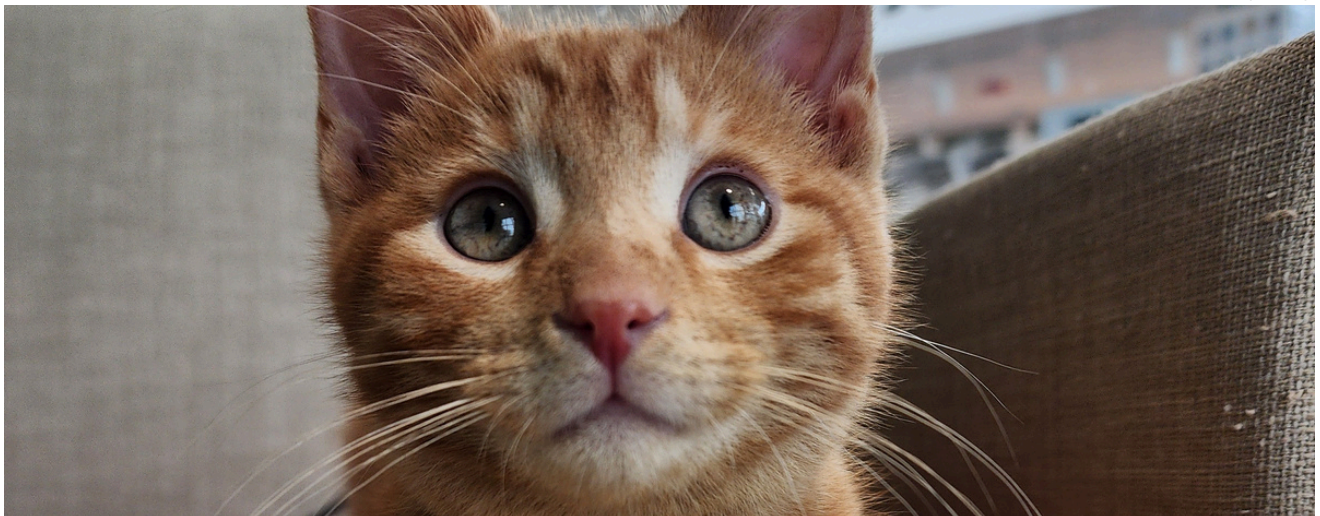
Our People & Our Animals: Focusing on **our people** allows us to continuously improve the well-being, enrichment, and safety of **animals** within our care and community.

Our Community: **Our community** is who we serve.

Access to Care: Increasing **access to care** and reducing barriers allows us to better serve our community.

Education: **Education** is a cornerstone of progress in the animal wellness industry.

Vanilla





"...your
support is
at the
heart of
our
success."

MESSAGE FROM THE BOARD OF DIRECTORS

Dear Supporters and Community Members,

Looking back on 2024, we are incredibly proud of the progress and achievements of the Peterborough Humane Society. **2024 was a year of growth, innovation, and meaningful impact**, made possible through the dedication of our staff, volunteers, donors, and community partners.

From expanding our Spay/Neuter Clinic to launching initiatives like 'Spay It Forward' and creating new roles such as the Animal Behaviour & Enrichment Coordinator, **PHS has continued to prioritize the well-being of animals and the people who care for them.** These efforts underscore our commitment to finding solutions for both immediate and long-term animal welfare needs.

We have also strengthened our ties with the community through impactful collaborations with human-service organizations and events, such as Pet Fest. These milestones highlight the remarkable outcomes that can be achieved when we come together for a shared purpose.

As a Board, we are inspired by the dedication and generosity of everyone who contributes to PHS's mission. **Whether by volunteering, donating, or sharing the stories of hope and resilience, your support is at the heart of our success.**

Looking ahead to 2025, we are excited for new opportunities to deepen our impact. With initiatives like the Can-Pet Mobile Care Unit, the expansion of our trail system, and the growth of training and social service programs, PHS is poised to make an even greater difference in the lives of animals and their families.

Thank you for your continued belief in our vision and mission. **Together, we are creating a brighter, more compassionate future for animals and the people who love them.**

*With heartfelt gratitude,
The Board of Directors*

PHS BY THE NUMBERS

It has been another incredible year at the Peterborough Animal Care Centre. Continuing to set records, with thousands of animals coming through our doors. Each one makes an impact, these are some of the big numbers:

717 ADOPTIONS

150 Dogs **516** Cats

28 Rabbits **7** Birds

3 Reptiles **12** Rodents

rats, guinea pigs, hamsters, a hedgehog & a chinchilla!

119 This year we expanded our Foster Program, with **119 animals fostered** by volunteers and staff.

220 Thanks to licensing, microchipping, reporting and research we were able to reunite families; with **220 animals returned to their owners.**

67 Through our Safe Nights for Pets Program (SNooPy) we were able to **temporarily shelter 67 animals.** Keeping families and pets together by offering pets a temporary safe haven while their owners were fleeing domestic violence or faced with an emergency situation.

63 Thanks to our shelter partners and growing collaboration to help find new adoption avenues, in 2024 we increased our transfers with **8 animals Transferred In** and **55 animals Transferred Out.**

Roman & Mystery



DID YOU KNOW...

PHS fed over **13,290 lbs of dog & cat food** in 2024, that's equivalent to a male African bush elephant!

Timmy, from shelter dog to family dog



**'...testament to
patience,
compassion, & the
magic of second
chances that the
Peterborough
Humane Society
specializes in'**

TIMMY'S STORY

Timmy's story is one of resilience, love, and the support of a community determined to find him a home. When he arrived at the shelter in April 2024, he was a familiar face—previously reclaimed by his owner after being found as a stray. This time, his owner never came, and Timmy was left behind. He often sat by the kennel door, his big brown eyes filled with hope, waiting for someone to come.

Although he had been left behind, Timmy's heart remained full of love. He was a favorite among staff and volunteers, his joyful spirit shining through every wag of his enormous tail. With a goofy grin, soulful eyes, and a body vibrating with excitement, he made it impossible not to smile. Whether bounding through the snow, flopping onto his back for belly rubs, or pressing his giant head into someone's lap for cuddles, Timmy exuded warmth and affection. But his size—over 100 lbs—made finding a home difficult. Potential adopters adored him but didn't have the space.

Days turned into months, and Timmy remained overlooked. Staff struggled to understand why such a lovable dog hadn't been adopted. He had become more than just a resident—he was family.

Then, after 268 days, everything changed. A family with a sprawling farm saw Timmy and knew instantly—he was meant to be theirs. Timmy's joy was overwhelming. It was love at first sight.

His adoption day was filled with happy tears. The entire team gathered for a heartfelt goodbye. Now, **Timmy runs freely, exploring his new home, surrounded by love.** His **journey from an abandoned farm dog to a cherished family member** has been a testament to patience, compassion, and the magic of second chances that the Peterborough Humane Society specializes in.



2024 ADOPTIONS

HAPPY TAILS



In our first two years of business at the PACC

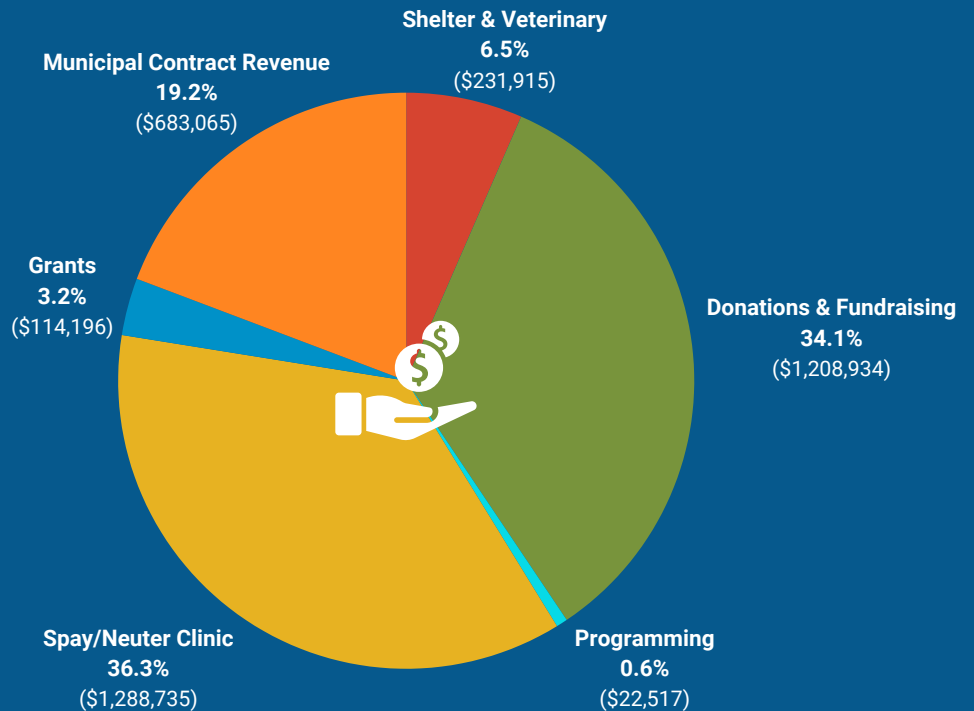
**OUR REVENUE
HAS GROWN BY**

57.6%

over our results at
385 Lansdowne in 2022.

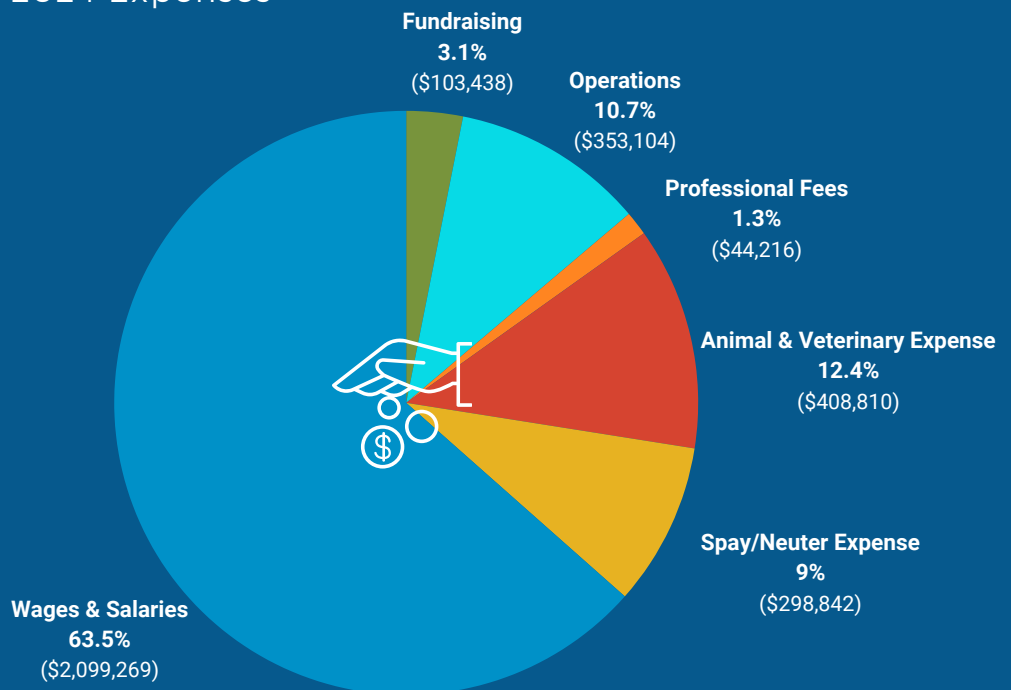
BEHIND OUR GROWTH HOW YOU SUPPORT ANIMALS

2024 Revenue



YOUR DOLLARS AT WORK

2024 Expenses



*Numbers unaudited. For up to date numbers please visit our website.

PREVENTING PET OVER-POPULATION

The **Peterborough Regional Spay/Neuter Clinic** had another incredibly successful year in 2024. Alongside increasing the number of surgeries, the Clinic introduced quarterly Rabies and Microchip Clinics to provide vital services to the community. Thanks to the dedication of Clinic staff, thousands of animals received essential care, with plans to support even more in 2025.

4,027 The Clinic performed **4,027 successful surgeries**, including:

1,121 Over a quarter of surgeries benefited **1,121 shelter animals**.

496 from Peterborough Humane Society

625 from partners like Lakefield Animal Welfare Society, Humane Society of Kawartha Lakes, Animal Welfare Services & more!

This also included:

114 Further helping patients with **114 wellness/recheck appointments**.

12 Our veterinary team also completed **12 pyometra surgeries**.

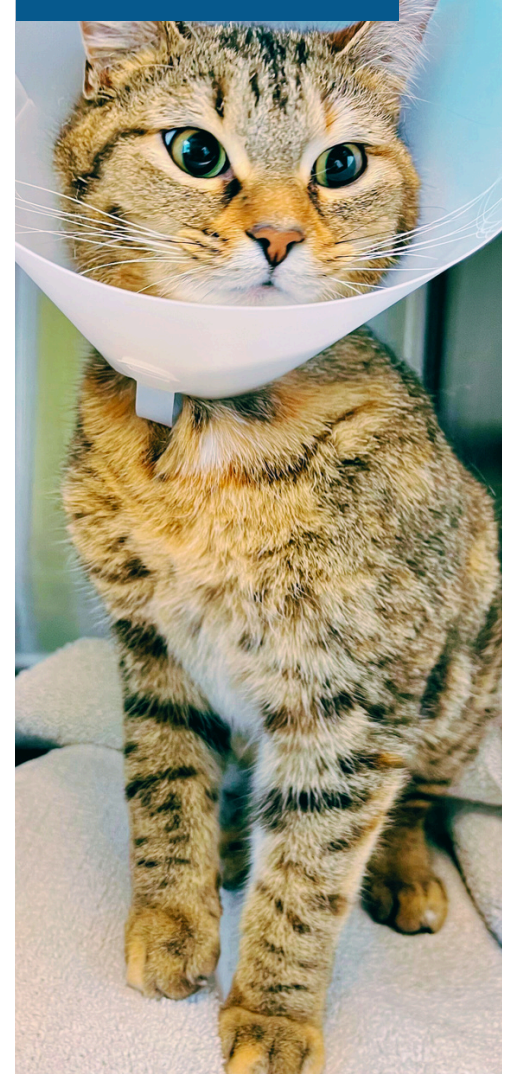
1,175 Reuniting lost animals will be even easier with **1,175 animals microchipped**.

Spay It Forward

In October 2024, PHS launched the 'Spay It Forward' subsidy program. This donation-based initiative offers discounted spay/neuter surgeries for clients on fixed incomes, covering up to 50% of the cost. This program ensures more families have access to these critical services.

Jennifer, Spay/Neuter Clinic patient

DID YOU KNOW...
434 surgery patients were between 50-100 lbs... & **30 patients** were over 100 lbs!



The Peterborough Regional Spay/Neuter Clinic also completed quarterly Rabies Vaccination & Microchip Clinics for the community.



HUMANS OF PHS

Growing the Team

2024 was another year of growth for PHS. As we expand our services, we have also expanded our team.

In 2024, we had **18 new hires**.

- 45% to Animal Care roles, 28% to Clinic roles, 16% to Customer Service roles and 11% to Management/Administrative roles.

The employee roster increased by 29%, with 9 internal promotions.

The organization has grown exponentially, with **40 employees** working at the Peterborough Animal Care Centre.

New Roles

With animal welfare at the forefront and our services expanding, PHS has added some exciting roles to our organization.

In 2024, we added the **Animal Behaviour & Enrichment Coordinator** position to our team. Not only enhancing our internal training and enrichment programs, but also starting the first-ever PHS Training Academy! PHS now offers Puppy Classes, Dog Training, Private Classes as well as Consultations to our community.

As we work to provide services to both ends of the leash, we have added a **Social Services Coordinator** to our team. Working to provide resources to our community, supporting our team and helping keep people and pets together.

To help us provide these services to our community and continue to help animals in need, we also added **Director of Fund Development** to our team. Further building our relationships with donors and finding new revenue opportunities.

As PHS continues to grow and change, our team continues to do the same.

GIVING YOUR TIME

The work done at PHS would not be possible without our incredible team of volunteers. Since relaunching our volunteer program in 2023, we have expanded our roster to include **195 volunteers**, with **70 new volunteers in 2024**.

This includes **20 Critter Knitters** who volunteer from home and continue to support needs for the Spay/Neuter Clinic by making heating pads, blankets and more.

Over 135 Hours Contributed Weekly!

7,000 HOURS IN 2024!

Our volunteers help with a wide variety of tasks; dog walking, cat enrichment and small animal feeding contributing **over 66 hours' worth of shifts each week**.

An astounding **69 hours' worth of shifts each week** are supported by volunteers doing work that contributes to the organization in different but crucial ways; from dishes and laundry, to front door greeters, event and admin support and more!

Without all this help behind-the-scenes; Peterborough Humane Society, our animals and community would not be where it is today.

Volunteer Testimonial:

"Volunteering at the Peterborough Humane Society has been an incredibly rewarding experience that came full circle when I adopted my beloved dog, Mochi, from the shelter. As someone who deeply values animal welfare, I've found that the time spent here has been both meaningful and inspiring. What stands out most is the dedication of the staff and fellow volunteers in providing compassionate care to every animal. The shelter's commitment to finding loving homes for each animal while providing them with the best possible care in the meantime is truly remarkable - something I experienced firsthand both as a volunteer and an adopter. I'm grateful to be part of such a caring community." – Ashleigh L

Volunteer Jamie & Keri Ferguson, Global



**"Even on the hardest days, seeing the positive impact we make in these animals' lives makes it all worthwhile."
Ashleigh L**



GATHERING AT THE PACC

Celebrating with the Community

It was another exciting year of events at the Peterborough Animal Care Centre (PACC), including the first ever '**Pet Fest**' event. This event is a way for the community to gather together at the PACC. Vendors, live music, food and pet activities for all to enjoy. It is estimated that over **800 people attended** Pet Fest 2024 with a **revenue of \$9,000**.

Another successful '**Howlin' for the PACC**' event was hosted in the fall. Featuring live music, auctions and dinner. Just **over 100 people attended** the 2024 event, with a **revenue of \$34,389**.

PAWesome Kids Camp

2024 marked the second year of our PAWesome Kids Camp, with **two PA Day camps** and **four week-long sessions**, including our first-ever March Break camp.

With **97 participants** in total, we are inspired by the promise of the next generation of animal ambassadors.

Children spent their time creating critter crafts, learning about animals, and understanding how to interact with them. Special visits from our Animal Control Officers, Police Facility Dog Pixie, and Otonabee Conservation's Pollinator program, among others, brought unique experiences to these camps. Through hands-on interactions with animals, the children learned compassion, responsibility, and empathy.

GROWING OUR COMMUNITY

In 2024, we expanded our outreach efforts by participating in **32 community events** both at the shelter and throughout the community. These included Girl Guide groups, sports teams, adoption events, and more—an **increase of 52%** compared to the previous year. We are eager to continue growing our community involvement.

Welcoming the Community In

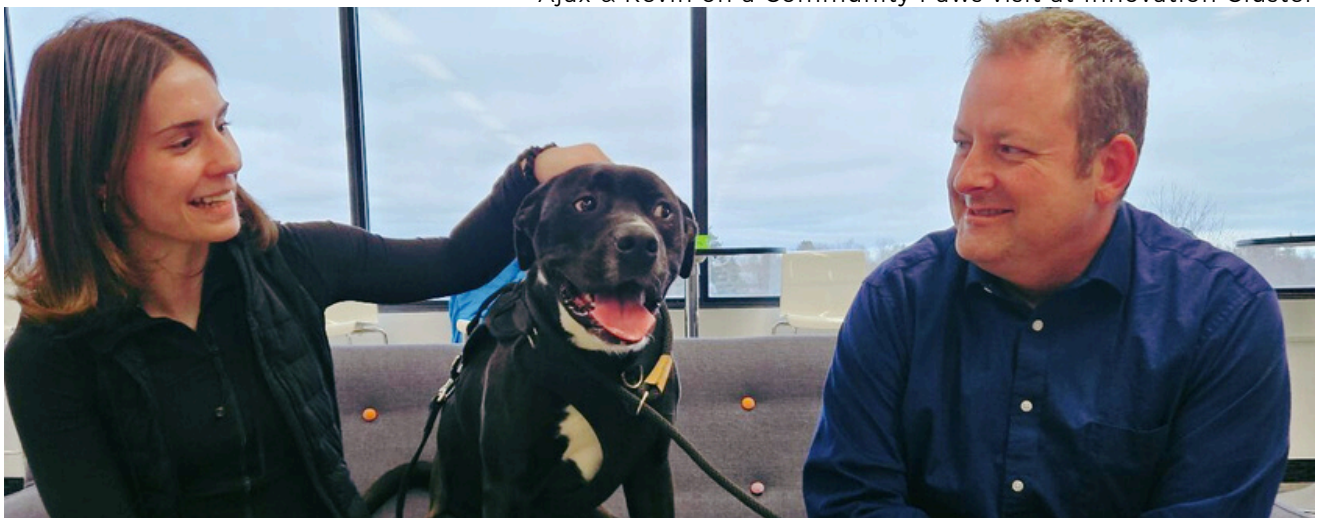
This year, we further developed our event space rental program, a newer revenue source for PHS. In 2024, we hosted **8 rentals of the Miskin Law Boardroom** and **21 rentals of the Gord & Judy Atkins Humane Education Room**.

Nearly **30 events** were held at the PACC, welcoming a variety of visitors, including partners like Peterborough County, the First Five Mom & Baby group, Heffernan First Aid, and Part-Time CFO, among others. Event space usage **increased by 32%** from the previous year, and we look forward to hosting even more in 2025!

Community Paws

Our '**Community Paws**' program flourished in 2024, expanding its reach and impact. This initiative allowed us to bring shelter animals into partner businesses and organizations, uplifting both the animals and the staff we visited. It also strengthened our connection with the community and showcased the exciting developments at PHS. This year, we made **8 visits** to locations such as the Peterborough Police Station, Kawartha Downs, Paul Davis Restoration, and more.

Ajax & Kevin on a Community Paws visit at Innovation Cluster





COMMUNITY INITIATIVES

In 2024, PHS emphasized that animal welfare goes beyond sheltering; it's about **building a compassionate, engaged community**.

Through our partnership with Unmanned AV, a donated video titled 'Never Too Late' became a finalist for the Hills Pet Nutrition & The Association for Animal Welfare Advancement 'Wagsies Awards' in New Orleans. As the only Canadian finalist we won the **Best PSA Video and the People's Choice Award, earning \$20,000 USD and 1,500 lbs of dog food**. This video is a true showcase of the exceptional work of Unmanned and PHS.

Our friends at Paul Davis Peterborough & Kawartha Lakes made an impactful contribution by **building 3 community gardens** on our property, filled with vegetables like carrots, cabbage, kale, and celery. These gardens provided **nutritious treats for our small animals**.

Our friends at Publican House Brewery & Pub also played a special role in helping our shelter pets find their forever homes. Each month, they featured an adoptable pet as the **Our Pet Pilsner Pet of the Month**, named after their award-winning beer. This initiative gave our animals much-needed exposure, increasing their chances of being adopted and **raising awareness about the incredible pets waiting for a second chance**.

COMMUNITY INITIATIVES

On April 22, 2024, our volunteers and staff rolled up their sleeves for the **Earth Day Clean-Up**, helping to make our community safer for people and animals alike. With a passion for protecting our planet, they **cleared litter from parks and green spaces**.

Thanks to the generous sponsorship of Pet Supply Warehouse, our **Off-Leash Dog Park** became a reality, providing a **safe and enriching space for pets and their families** to enjoy. This open space encourages exercise, socialization, and a stronger bond between people and their canine companions. The park has quickly become a beloved community resource, reinforcing our mission of keeping pets and people together.

2024 also marked the launch of our **PHS 50/50 Lottery**! Each lottery features both a 50/50 pot to be split between PHS and the winner, and secondary raffle we call the 'Ruff'le. In the Spring, we partnered with Owen the Griff's family at Stoney Lake Furniture Co. to raffle off two Loll Designs patio chairs. And in the fall, we partnered with Marlin Travel Peterborough to 'Ruff'le off a \$5,000 Travel voucher. In total, our community **raised over \$70,000 combined** to support animals in our care. These programs are set to grow even bigger in 2025!

Through innovative programs, meaningful partnerships, and extensive outreach, we have strengthened our commitment to creating a brighter future for animals and the people who care for them.

Fall 2024 PHS 50/50 & Marlin Travel 'Ruff'le Winners, Melissa & Elaine



Karma & adopter Laurie



Want to stay up-to-date
on upcoming events,
adoptable animals,
'Happy Tails',
fundraisers & more?

Follow PHS!



SHARING OUR STORIES

From animal spotlights, to adoptions, events, donations and more, we love to share the stories of PHS with our community. This ability connect through social channels, helps shine a light on the 'why' behind what we do here every. single. day.

20.5K Followers on Facebook
YOY increase of 5%

12.1K Followers on Instagram
YOY increase of 11%

Capturing Hearts

Our supporters love to follow along with the stories of our animals! Some of our top stories included:

Minnie, the 27-pound cat at PHS who went viral on TikTok and Instagram, with over **1.9K Reactions**. Her story was even **picked up by The Dodo and Newsweek!**

'**Never too late**' video created by UnManned AV featuring a senior gentleman adopting a dog, was a finalist for the 'Wagsies Awards', our plea for votes saw **high engagement – and led to the win!**

Our '**Home for the Holidays**' animal photoshoot tugged on the heartstrings as our shelter pets posed in hopes of finding adopters, the post saw over **1.2K Reactions and 22.1K Reach** on Facebook.

Other posts that saw high reach included; Cat Spay/Neuter Openings (38.7K), Karma's Story (19.5K) and Adopt A Less-Adoptable Pet Week (16.1K).

Newsletters

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

9.3K Contacts
40% Open Rate

NEXT STEPS FOR PHS

As PHS wraps up another incredible year, we look forward to the year ahead with many exciting initiatives and developments planned.

In 2025 the **Can-Pet Mobile Care Unit** will be ready to roll, providing affordable access to pet care across the region.

The first segment of the **Peterborough Humane Society Trail**, the Mitsubishi Mile, opened in 2024, thanks to our friends at Mitsubishi Peterborough. More trails are in development to offer additional outdoor opportunities for visitors and their pets.

Thanks to a generous donation from Lloyd and Elaine, PHS was able to purchase **dental equipment**. This will allow our Clinic to provide more dental care like cleanings and extractions, helping pets live longer, healthier lives.

In 2025, we will expand our **Training & Behavior Support** offerings to include more puppy and adult dog classes, private sessions, and behavior consultations.

With the launch of our **social services programming** in 2024, we began providing pet food through our pantry and partnerships with human-service agencies. Our expanded Safe Nights for Pets Program continues to offer shelter during unexpected emergencies. These programs and more will be expanded into 2025.

Ambitious plans for the year ahead would not be possible without our community's support. Together we will continue to blaze the trail for animal wellness and shape a better tomorrow.

Mikey, PHS Alumni & Training Graduate



**Together we will
continue to blaze the
trail for animal
wellness & shape a
better tomorrow.**

Milk



PHS

PETERBOROUGH HUMANE SOCIETY

1999 Technology Drive
Peterborough, ON K9J 6X7



peterboroughhumanesociety.ca