



VANCOUVER HUMANE SOCIETY
HELPING PEOPLE HELP ANIMALS



Approved by the Board of Directors
March 28, 2023

2022 Annual report

OUR MISSION AND VISION

We are dedicated to exposing animal abuse and assisting individuals, businesses and governments to end animal suffering, cruelty and exploitation.

We envision a future in which humanity recognizes and respects the inherent rights and needs of all animals - a society in which all animal cruelty is unacceptable and animal protection is valued and acted upon by the public and its policy makers.

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

2022 was an incredible year of growth and taking on new challenges. The demand for the McVitie program continues to grow and we are deeply grateful for the donations that have allowed for so many more animals to be assisted in 2022.

The farmed animal program work continues to make a big impact, with ever increasing views on the website PlantUniversity.ca and new commitments from municipalities.

We were successful in launching a podcast this year to increase our outreach efforts. We are excited to continue working towards achieving our mission with excitement about the continued opportunities to expose and end animal suffering.

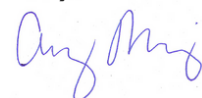
The VHS would like to thank its donors and grantors who were instrumental in helping us achieve our mission in 2022.

Ryan McCracken



Board President

Amy Morris



Executive Director



OUR PROGRAMS: 2022 SNAPSHOT

01

MCVITIE PROGRAM

- 629 animals assisted
- 34 flood affected animals assisted

02

HELPING WOMEN AND PETS IN CRISIS

- 96 animals assisted with 80 guardians who were able to access secure housing

03

BECAUSE THEY MATTER

- 1000s of pet supplies distributed
- 300 fliers distributed

04

TRAUMA-INFORMED TRAINING

- 789 individuals participated in training across 8 different provinces

05

ADVOCACY FOR FARMED ANIMALS

- 6,448 signatures on advocacy petitions for farmed animals

06

PLANTUNIVERSITY.CA

- 73,074 unique visitors
- 300 emails sent to institutions

07

ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

- 8,493 signatures on campaigns to end their suffering

08

ADVOCACY FOR WILD AND EXOTIC ANIMALS

- 6,673 signatures on campaigns to protect wild and exotic animals



COMPANION ANIMAL PROGRAMS



01

MCVITIE PROGRAM

With 663 pets helped in 2022, we were breaking records every month of the program. From lumpectomies, to dentals, to obstructions, there was no end to the need expressed for the program.

Generous one-time, matching, monthly donations and grants enabled VHS to keep pace with demand. Animals were able to stay with their loving guardians, despite their own state of financial hardship.

This program continues to be the only one like it in British Columbia, and is often the last resort for the pet and their guardian. The program serves guardians and their companions across British Columbia.

Some days, the phone never stops ringing as people reach out in a state of crisis. The relief in their voices when they find out they will be receiving help for their best friend is so heartwarming.

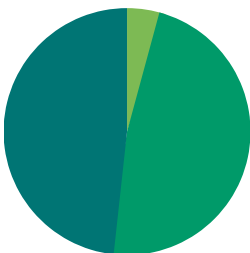
As the demand for the program grows with awareness of it, we will continue to seek new funding sources to ensure animals get the help they need.

ANIMALS ASSISTED

663

Other species
4.2%

Cats
48.3%



Dogs
47.5%

ANIMALS WITH
INJURIES

21

ANIMALS WITH
CHRONIC ILLNESS

81

ANIMALS WITH
SUDDEN ILLNESS

548

COMPANION ANIMAL PROGRAMS



02

HELPING WOMEN AND PETS IN CRISIS

The second full year of this program demonstrated how great the need for it was! The more word got around to social service agencies, the faster VHS was receiving calls.

Touched by the stories of people who managed to find housing after being homeless, only to have it be at risk over vaccinations or spay/neuter status; The VHS has continued to be the safety net for women and pets in crisis, including those fleeing abuse and violence.

Providing spay and neuter surgeries, vaccines, and deflea/dewormer medication ensures that pets are able to stay healthy and housing providers like BC Housing are willing to let more pets in to their buildings, keeping people with pets from living on the street.

Right now there is a gap in the availability of spay/neuter surgeries for people living on a low-income. This program serves the important purpose of closing this gap, ensuring a decrease in the number of accidental litters.

ANIMALS ASSISTED

96

GUARDIANS ASSISTED

80

03

BECAUSE THEY MATTER



pictured: Senior dog Kash with his loving guardian

On July 24th, the VHS's staff and event participants met in the Downtown Eastside to share pet supplies and veterinary support information with animals and their guardians who spend their days on the streets. The moment we arrived to set up tables and supplies in Pigeon Park, there was a palpable change in the atmosphere. Residents of the Downtown Eastside showed eagerness to access safe and high-quality supplies for their pets. People immediately came up to the table and began picking up items for their well-cared for pets.

One person who spoke with the VHS team was Carolyn (name changed for privacy) who approached with her companion dog, Kash. Kash is a sweet chihuahua who has lost his eyesight with age. His frame is no match for chilly Vancouver winters and he was in need of some fitted clothing. Carolyn, a senior with limited resources, stopped by the VHS's table to chat about how she could help him stay warm this year.

She was just one of many people who picked up supplies for their beloved companion animals that day.

Each person we spoke with was giving their companion animals every bit of nurture and care that they needed. Their stories spoke of resourcefulness to make the most of what they had, compassion to take in animals who would otherwise have nowhere else to go, and above all, unconditional love for their animal family members.

In all, we handed out more than 1000 pet supplies, valued at more than \$10,000, and around 300 pamphlets about the VHS's veterinary assistance programs. The connections made through this event, along with kind donations from animal lovers like you, will enable the VHS to support animals and their guardians in the Downtown Eastside community throughout the year.

TRAUMA-INFORMED AND CULTURALLY SAFE ANIMAL CARE

The Trauma-Informed Training Program, which is based on the findings of the VHS' report called *Helping People and Animals Together: Taking a Trauma-Informed, Culturally Safe Approach Towards Assisting Placed-At Risk People With Addressing Animal Neglect*, has seen a tremendous increase in the number of registrations. This program encourages animal shelters and rescues to train their staff in trauma-informed service delivery, leadership, and compassion fatigue and burnout.

The VHS held its first in person training with the Edmonton Humane Society in November, and delivered the program online for five organizations. In October, the VHS hosted a webinar called *Let's Talk: Building Resilience in the Animal Services Sector* in collaboration with the Guelph Humane Society, with 137 registrants attending across Canada and the United States. Through this community engagement, the VHS learned that animal service organizations are looking for longer-term support in making changes towards trauma-informed and culturally safe practices. An organizational audit and program evaluation process will be developed in 2023 to meet this need.

The program has been vetted by the BC Vet Technologists Association, making it eligible as a continuing education program for vet technologists to receive two credits for each completed online course. The program will be reviewed by the BC College of Veterinarians in 2023. As of January 2023, 789 individuals across 8 different provinces have engaged with the program, a major increase from 60 across 4 provinces at the beginning of 2022.

Pictured: VHS staff Heather with Caramella

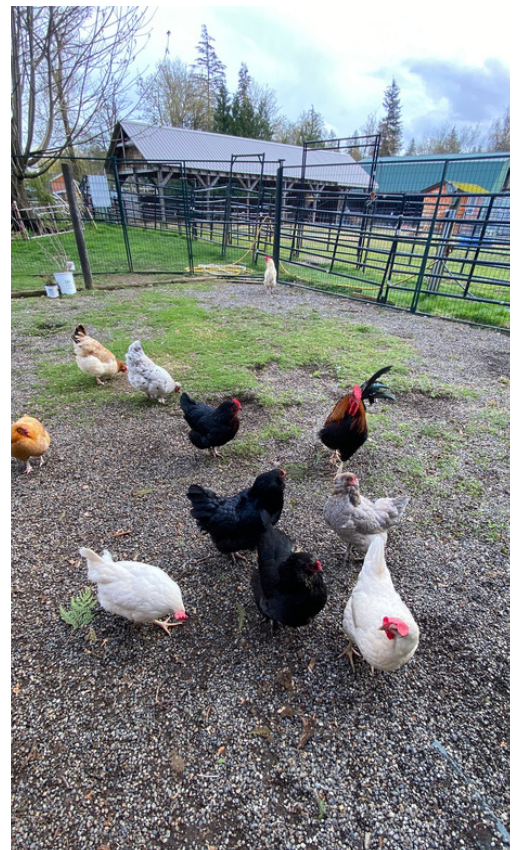


FARMED ANIMAL ADVOCACY

05

Further delays prevented the enforcement of farmed animal transport rules: Transport is an inherently stressful process for farmed animals, who typically undergo lengthy journeys without food, water or rest. 2022 started with a focus on ensuring Canada's farmed animal transport regulations, updated back in 2020, were being enforced. The Canadian Food Inspection Agency (CFIA) had delayed enforcement of the new rules for two years, citing the need to give industry time to adjust. The VHS, other animal protection organizations and more than 2,500 concerned animal advocates called on the federal government to prevent further delays on enforcement. In January, the CFIA announced enforcement of the new regulations would begin in February 2022.

The VHS also wrote an open letter to the Minister of Agriculture, in response to news of a planned provincial review of the farmed animal welfare framework. The letter spoke to the dire state of farmed animal welfare in B.C. and that the Ministry "has the unique ability to significantly reduce the suffering of millions of animals each year by introducing measures that ensure true public transparency." The VHS requested to be included as a stakeholder in the review process and urged the Ministry to "conduct a thorough review which considers the importance of transparency, specifically, one that recognizes the importance of conducting consistent farm audits and making publicly available the findings of the audits." To date, more than 2,400 animal allies have also signed the VHS's petition in support of these recommendations.



FARMED ANIMAL PROGRAMS



06

PLANTUNIVERSITY.CA



PlantUniversity is the go-to website for those transitioning to a more plant-based diet. New content included 7 recipes, a plant-based pledge page for institutions, 11 blog posts, and 5 video blog posts. The themed “Chat with a vegan” blog entries on PlantUniversity interviewed Lower Mainland-based plant-based influencers. They shared about their unique careers and hobbies, highlighting how and why they bring veganism into their life and community.

The VHS reached out to over 300 institutions such as schools, hospitals, and long-term care homes, which resulted in 27 meetings. 19 plant-based recipes were developed for a psychiatric hospital in the Lower Mainland.

PLANTUNIVERSITY.CA IN STATS

UNIQUE USERS

73,074

SOCIAL MEDIA REACH

1,714,958

PUBLIC OUTREACH



VHS attended 6 local events in 2022 to raise awareness about PlantUniversity.ca and the benefits of plant-based eating.

A bus ad was distributed with the slogan “Friend, not food. When we were children, we knew.” The ad was posted on trolley buses in major routes in Vancouver such as Granville, Cambie, Broadway, Hastings, and downtown and had a reach of 1,040,000 impressions over 4 weeks.

UNIQUE PAGEVIEWS

143,556

RECIPE EMAIL SUBSCRIBERS

2,992

ADVOCACY AND EDUCATION

07

Animals used in entertainment

Sled dogs: The VHS continued to call on the provincial government to update B.C.'s outdated sled dog regulations. A B.C. MLA engagement campaign included a step-by-step guide to support B.C. residents in meeting and speaking with their elected representative about the need for better protections for dogs used in commercial sled dog operations.

Rodeo: Curtailing inhumane rodeo events included collaborating with supporters to oppose a new professional rodeo in Langley Township and the annual Chilliwack Fair rodeo. The VHS reached out to Mayor and Council in both communities, encouraging that they follow the lead of the District of North Vancouver and Vancouver by prohibiting inhumane rodeo events. Nearly 3,000 members of the public signed the petition in opposition to the rodeo. The VHS released footage taken from both rodeos, showing stressed and frightened animals being roughly handled and deliberately agitated into fleeing and bucking.

FACEBOOK FOLLOWERS:



22,562

INSTAGRAM FOLLOWERS:



2,719

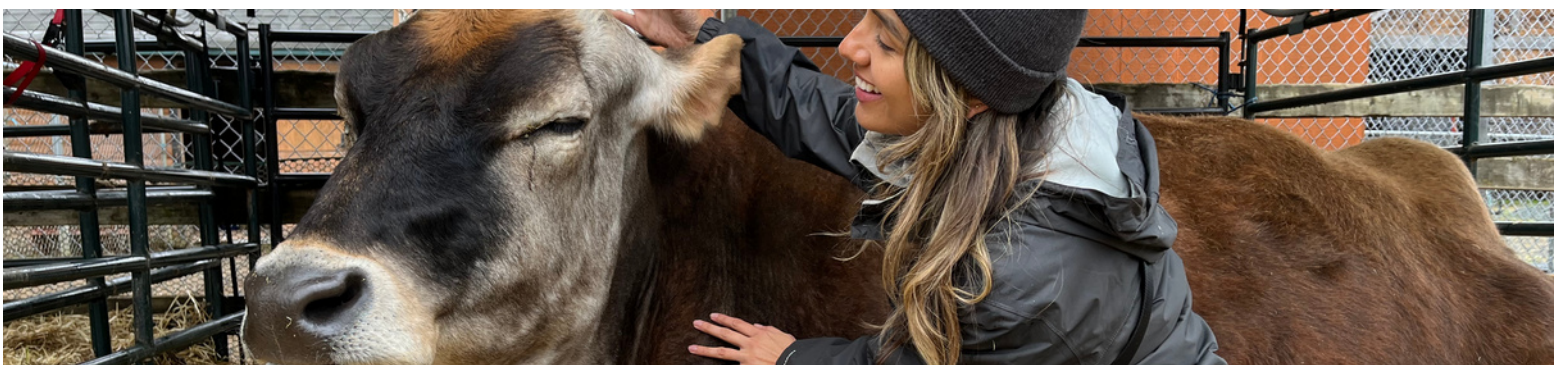
TWITTER FOLLOWERS:



2,043

Rodeotruth website: 9,631 visitors

The VHS also worked with concerned Calgarians to create rodeotruth.com in an effort to raise public awareness around animal welfare issues at the Calgary Stampede rodeo and chuckwagon races. The website features engaging content about specific rodeo events, including videos and a quiz, and a #SayNoToRodeo pledge, which more than 2,900 people have signed to date. The VHS reported two incidents at the Stampede rodeo to the Calgary Humane Society. The VHS also commissioned a poll that found removing the rodeo and chuckwagon events from the Calgary Stampede program would have virtually no impact on attendance rates as they would bring in new crowds.



ADVOCACY AND EDUCATION

08

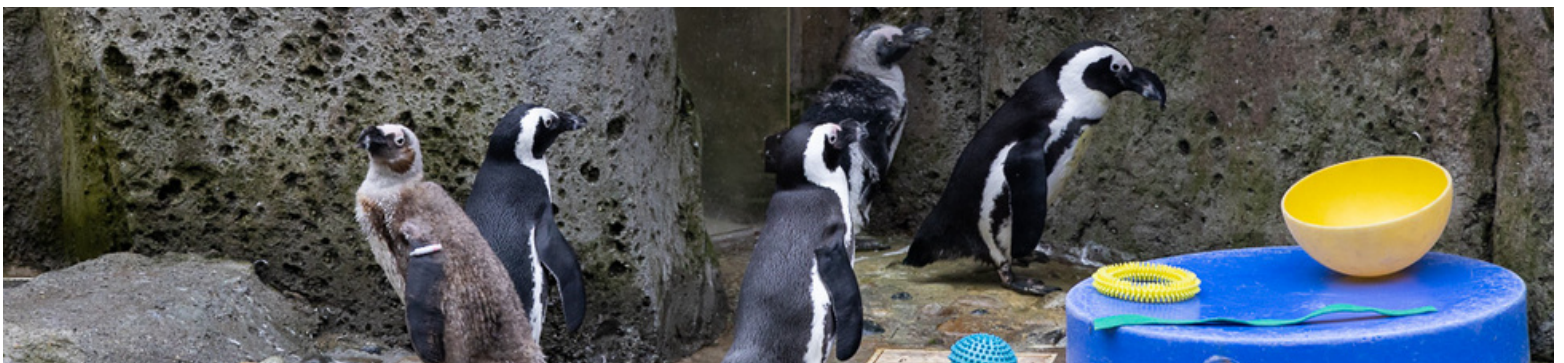
WILD & EXOTIC ANIMALS

Rodenticides: Throughout the year, the VHS highlighted opportunities to help protect wild animals, including sharing the B.C. government's public comment period around proposed changes to hunting and trapping regulations and advocating for a provincial ban on inhumane rodent poisons. The VHS ran a rodenticide tracking project; submitted a report to the B.C. government in favour of a comprehensive rodenticide ban; and participated in and shared the government's public consultation on proposed changes to rodenticide regulations. More than 2,500 British Columbians signed the VHS's petition in support of a comprehensive ban. The province announced permanent restrictions around the use of one of the most dangerous categories of rodenticides, second-generation anticoagulants. This is an important first step in protecting wildlife and pets from deadly poisons.

Exotic animals in captivity: The VHS also continued to advocate for wild and exotic animals kept in captivity. A campaign was launched in the spring, calling on the B.C. government to update the rules around the keeping, breeding and transport of wild and exotic animals for permanent captivity. The campaign highlighted recent and ongoing issues at captive facilities such as the Greater Vancouver Zoo, including public safety incidents and long-standing animal welfare issues. Footage of captive animals at the Greater Vancouver Zoo and the Vancouver Aquarium was released and reported to the BC SPCA, showing animals in small, barren enclosures and animals exhibiting abnormal behaviours. An in-depth report was submitted to the B.C. government, outlining recommendations for updating the province's regulations to better protect wild and exotic animals. B.C. residents were also provided resources to assist with engaging their MLA about the issue.

MUNICIPAL ELECTIONS

Making animal welfare an election issue: Municipal elections were held across B.C. this year, presenting an opportunity to advocate for better protections for animals. The VHS engaged with 295 Mayor and Council candidates across nine key municipalities. Supporters asked Mayor and Council candidates to consider key animal protection issues in their municipality as an election campaign priority.



COMMUNICATION AND ENGAGEMENT



EMAIL COMMUNITY

19,614



VOLUNTEER COMMUNITY

353



FINANCIAL SUPPORTERS

1,579



VHS WEBSITE VISITORS

128,578



PLANTUNIVERSITY VISITORS

73,074

PODCAST

In 2022, the VHS launched a monthly podcast, The Informed Animal Ally. This podcast delves into topics such as cruelty, legislation, and advocacy here in B.C. and across Canada. The introductory series on animal cruelty offered an opportunity for animal allies to learn more about current laws, practices, and advocacy opportunities from VHS staff and expert guests.

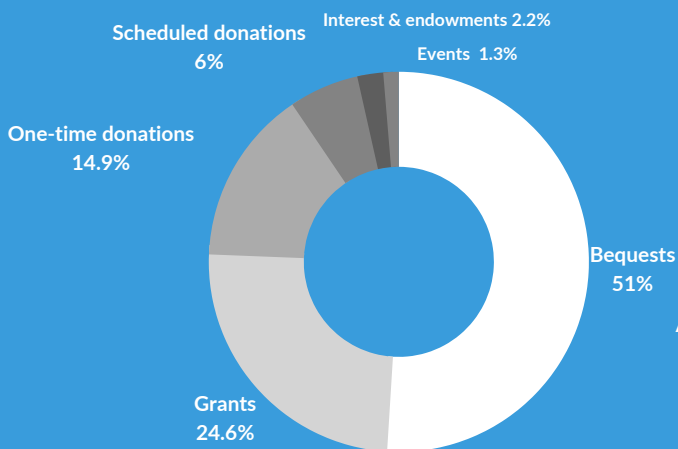


FUNDRAISING AND SUPPORT

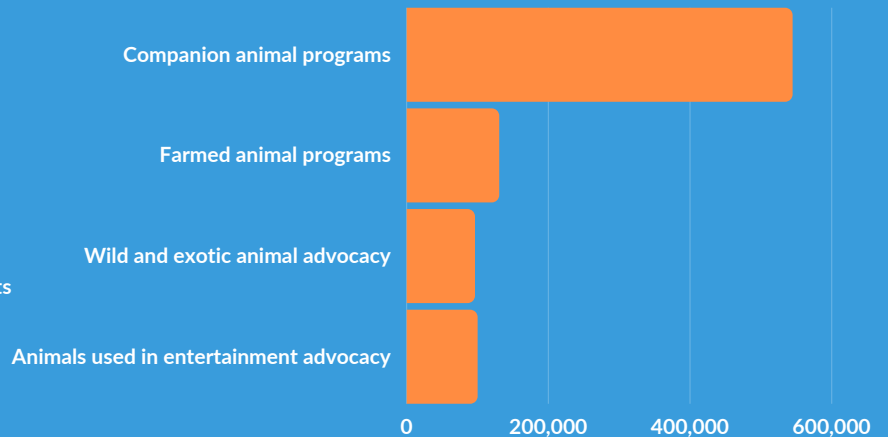
We are grateful to the donors who give generously to improve the well-being of animals every month. This provides a stable source of income that we know we can rely on throughout the year.



Total support received in 2022:
\$1,620,906



Expenditures: \$1,094,944



Donors make a significant difference for animals through their consistent contributions each year. We want to recognize and share our appreciation for your commitment to ending animal suffering.

We are grateful to the support from foundations, which allows us to embark on new and innovative projects.

We were able to make it through the pandemic because of those incredible donors who leave a gift to the VHS in their will. Estate gifts ensure that our programming can continue long into the future. In some cases, we receive interest from endowments that will last into perpetuity, an investment into the future of animal protection.

WHO WE ARE



Staff

- **Amy Morris**, Executive Director
- **Emily Pickett**, Campaign Director
- **Claire Yarnold**, Development Director
- **Chantelle Archambault**, Communications Director
- **Brooklyn Fowler**, Program Manager, Companion animals
- **Heather Whitehead**, Program Coordinator, Farmed animals
- **Sareeta Lopez**, Program Manager, Trauma-informed training
- **Ishtmeet Bhoey**, Program Assistant, Companion animals
- **Katrina Leppanen**, Program Assistant

Directors

- **Ryan McCracken**, President
- **Dean Yano**, Vice President
- **Rob Monteverde**, Treasurer
- **Chris Morcom**, Director
- **Angela Yadav**, Director
- **Danielle George**, Director
- **Shannon Wong**, Director
- **Dan Fine**, Director
- **Kristi Kral**, Director
- **Tessa Vanderkop**, Director

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Listening, learning, and unlearning on unceded xʷməθkʷəy̓əm (Musqueam),
sk̓wx̓wú7mesh (Squamish) & sel̓íl̓wítulh (Tseil-Waututh) territories.

Charitable registration BN #8897 13178 RR 0001