



VANCOUVER HUMANE SOCIETY

HELPING PEOPLE HELP ANIMALS



Approved by the Board of Directors
March 26, 2024

2023 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

2023 was a year of tremendous advocacy by the VHS. The McVitie Fund reached new volumes of people whose animals were in need of life-saving support.

A heart-breaking eight horses died at the Hastings Racecourse this year. The VHS gathered behind the scenes information and shared about each of the incidents with the media.

It was another devastating season for rodeo animals. The VHS documented video footage of horses animals getting injured from trying to flee, being hit, punched, and dragged, all while the provincial government released millions of dollars to keep the rodeos going.

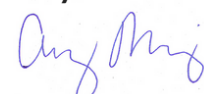
With your generous support, we continue to advocate for the well-being of animals being used in entertainment, kept for food, and wild animals held in captivity.

Ryan McCracken



Board President

Amy Morris



Executive Director



OUR PROGRAMS

Below is a quick snapshot of the metrics of our programs. The pages below share more details about the goals of the program and some of the animals that were assisted.

01

MCVITIE PROGRAM

- 581 animals assisted

02

HELPING PEOPLE AND PETS IN CRISIS

- 143 animals assisted with 114 guardians who were able to access secure housing

03

TRAUMA-INFORMED TRAINING

- 805 online training course attendees
- 9 organizations receiving workshop trainings
- 137 webinar attendees

04

PLANTUNIVERSITY.CA

- Toolkit for students to share about plant-based eating with peers
- 932,452 visitors
- Shared messages about plant-based eating on bus ads, billboards and radio

05

ADVOCACY FOR FARMED ANIMALS

- 18,283 signatures on advocacy petitions for farmed animals

06

ADVOCACY FOR WILD AND EXOTIC ANIMALS

- 1,465 signatures on campaigns to protect wild and exotic animals

07

ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

- 10,896 signatures on campaigns to end their suffering



COMPANION ANIMAL PROGRAMS

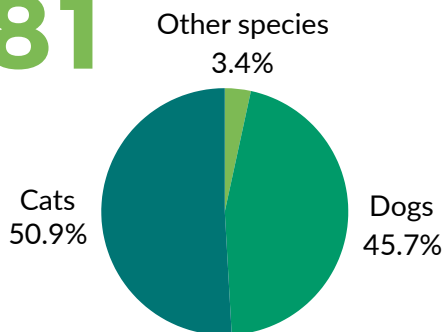


MCVITIE PROGRAM

With 580 pets helped in 2023, we were breaking records every month of the program. From pyometra surgeries, to urine crystals, to obstructions, there was no end to the need.

ANIMALS ASSISTED

581



ANIMALS WITH INJURIES

77



HELPING PEOPLE AND PETS IN CRISIS

Generous individual, matching, monthly donations and grants enabled VHS to keep pace with demand. Animals like Fluffy, Blue, Bella, Gus, Kitty, and Pheobe 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 relief in their voices when they know they will get help for their best friend is tangible.

This program served in 2023 to help people who have limited or no housing to access flea and tick medications, spay and neuter surgeries, and vaccines.

With a focus on helping people and their pets access and maintain access to housing, the program assisted 143 pets and 114 guardians with accessing much needed veterinary care.

ANIMALS WITH ILLNESSES

503

ANIMALS RECEIVING PREVENTATIVE CARE

143

BECAUSE THEY MATTER



At the VHS' annual Because They Matter event, volunteers handed out thousands of pet supplies and more than 400 pamphlets about the work of the McVitie program.

Several hundred residents of the Downtown Eastside community visited the Because They Matter table in Pigeon Park on Sunday, July 23, all eager to pick up high-quality supplies for their beloved pets.

This was the VHS's third year running the outreach event, which also acts as a fundraiser for VHS programs. In addition to giving away donated pet supplies, event participants and VHS staff members spoke with many pet guardians about accessing the VHS's free veterinary care assistance programs.

“Rhino is my best friend, I feel invincible with him by my side.”

Rhino (pictured) and his guardian visited the Because They Matter table and picked out a new collar, leash and jacket for the cold winter months. Rhino's guardian told the team that she had been going through a rough time after losing her 16-year-old chihuahua and then Rhino came into her life and turned things around. She explained that Rhino is her best friend and that she feels invincible with him by her side.

Participants in this year's event raised over \$15,000 to help animals in need!

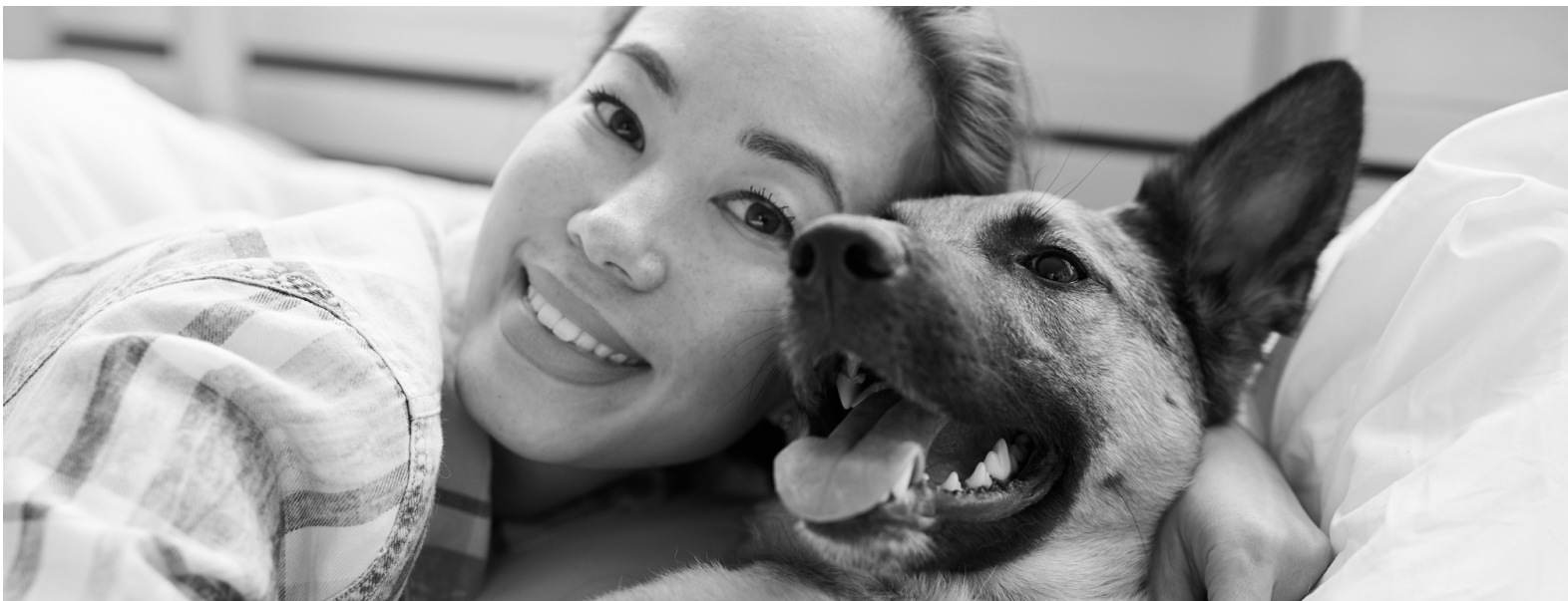


TRAUMA-INFORMED AND CULTURALLY SAFE ANIMAL CARE

VHS is expanding its educational initiatives and fostering collaborative partnerships. The Trauma-Informed Training program has now reached 1,943 online enrollments. The program offers invaluable guidance to animal service workers and organizational leaders on implementing trauma-informed and culturally safe approaches while addressing compassion fatigue and burnout. Strengthening its impact, VHS has partnered with 13 organizations for remote and in-person workshops, including collaborations with four BC-based organizations.

VHS also hosted two webinars in 2023, and both are available online for free. [Empowering change: Trauma-Informed Leadership in the Animal Services Sector](#) sheds light on the ways leaders can integrate trauma-informed care into their organizations to positively impact the animals they serve, the well-being of the people who care for them, and the staff who interact with both animals and guardians. [Exploring Veterinary Social Work in Animal Services](#) provides insights about the intersection of veterinary practice and social work and features expert panelists Natalie Cruz from Boundary Bay Veterinary Specialty Hospital, Erin Wasson from University of Saskatchewan's Western College of Veterinary Medicine, and Dillon Dodson from Toronto Humane Society.

Learn more about the Trauma-Informed Training Program at www.vancouverhumane.ca/training.



FARMED ANIMAL ADVOCACY

Undercover footage, allegedly filmed at the Excelsior Hog farm in 2023, was released by Animal Justice. The footage captured cruel handling practices, injured pigs and filthy conditions. This comes after a previous undercover investigation at the farm in 2019. Despite that, the farm's owners were never charged or held accountable. Instead, two advocates involved in a peaceful protest and sit-in that took place on the farm, have been convicted and face jail time. In light of the newest undercover investigation, the VHS published a blog post raising awareness of it and of an earlier investigation in 2023 at BC-based Meadow Valley Meats slaughterhouse. In light of the undercover investigation(s), the VHS launched a campaign to demand meaningful changes for farmed animals.

The VHS is partnering with the Plant-Based Cities Movement on a joint approach to seeking municipal plant-based policies and practices. This includes completing a toolkit to support residents, and providing a briefing note to a number of lower mainland municipalities.

The VHS launched an update highlighting two bills – one in the Senate and the other in the House of Commons - aiming to ban live horse export for slaughter. Supporters were encouraged to write decision-makers, urging them to support the two bills and prioritize a ban before the next federal election.

Other notable actions include:

- Group letter signed by 9 animal protection organizations across Canada urging ban on live horse export for slaughter.
- Signed on as a supporting organization to a federal e-petition opposing octopus farming.
- Opposed the 'ag-gag' bill and supported public in urging federal decision-makers to say no to Bill C-275.
- Advocated for stronger protections for farmed animals during the government's farm animal welfare framework review process.



PLANTUNIVERSITY.CA

Plant University.ca made a big impact in 2023. Projects included:

- A recipe in 4 languages for the food bank
- A digital Punjabi ad campaign
- A beginner's guide to plant-based eating, formatted digitally and in print
- Advertisement campaign, including:
 - ads on social media
 - bus advertisements
 - billboards
 - radio ads
- A student toolkit including:
 - Plant-based 101: What is plant-based, why plant-based, factsheets for animal welfare, the environment, health and well-being and cost-savings
 - School clubs: How to start a school club, tips for your school club, how to make change and inspirational school stories
- Cost-benefit analysis and polling, with data distributed through advertisements
- In-person presentations and participation in events promoting plant-based eating



PLANTUNIVERSITY.CA IN STATS

UNIQUE USERS

UNIQUE PAGEVIEWS

RECIPE EMAIL SUBSCRIBERS

218,843

932,452

2,809

ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

Rodeo:

The VHS shared with the Minister of Tourism the recent disturbing footage taken at B.C. rodeos, including several which received the government funding. The footage shows horses, cows and sheep being deliberately agitated, scared, and becoming injured. More than 4,500 supporters emailed the Minister to ask for an end to government funding of rodeo events. The VHS submitted a cruelty complaint to the BC SPCA, which is currently still being investigated.

The VHS continues to raise awareness across Canada about the welfare concerns surrounding the Calgary Stampede. The Rodeo Truth website was visited by 15,186 people and the #SayNoToRodeo pledge reached 4,712 signatures.

The VHS also celebrated a prohibition on inhumane rodeo events in Port Moody. The local council voted unanimously in May to “prohibit inhumane rodeo events and practices including bucking, roping, wrestling, and mutton busting within city limits”.

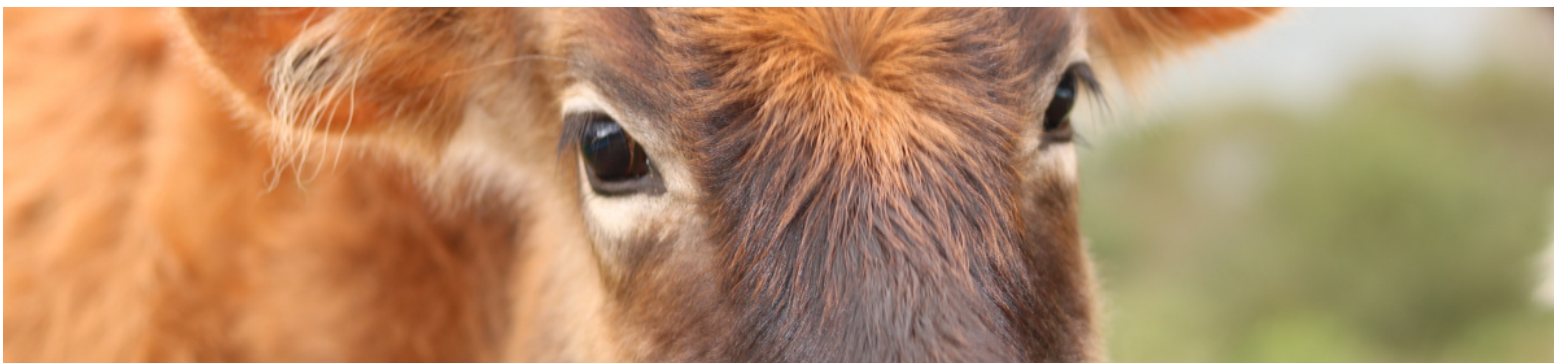
Horse racing:

In 2023, the Vancouver Humane Society sounded the alarm following a spate of horse deaths and incidents at B.C. race courses.

In just over one month last summer, five race horses died at Vancouver’s Hastings race course. By the end of 2023, a total of 11 deaths and two injuries were reported at Hastings race course and Surrey’s Fraser Downs race course.

B.C.’s Gaming Policy and Enforcement Branch, which oversees horse racing in the province, reported eight race horse deaths in 2022, prompting concern from the VHS and horse advocates about the safety and welfare of horses used in B.C.’s horse racing industry.

A majority of the incidents in 2023 occurred during races or training sessions, with several of the fatalities due to leg fractures. In addition to deaths and injuries, there are also welfare concerns around the stress race horses experience as a result of aversive training tools and practices, including whips and mouth bits that are meant to strictly control their movements.



COMMUNICATION AND ENGAGEMENT



EMAIL COMMUNITY

15,625



VOLUNTEER COMMUNITY

45



FINANCIAL SUPPORTERS

1,502



VHS WEBSITE VISITORS

162,360



PLANT UNIVERSITY VISITORS

218,843



RODEO TRUTH VISITORS

15,186



FACEBOOK FOLLOWERS

23,501



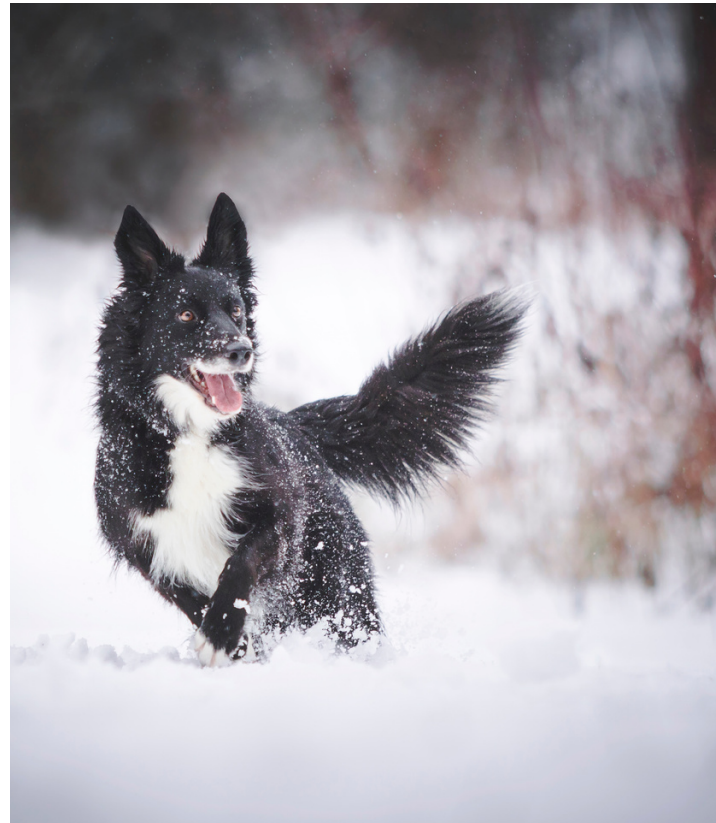
INSTAGRAM FOLLOWERS

2,987



TWITTER FOLLOWERS

2,073



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 2023: \$905,900

Scheduled donations 11.5%

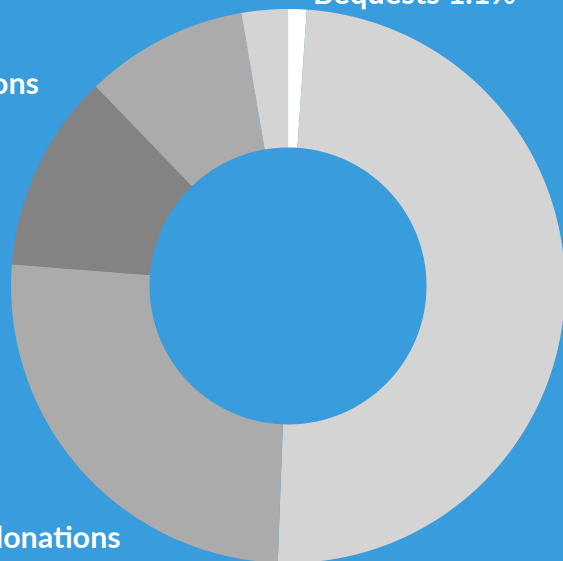
One-time donations 25.7%

Interest & endowments 9.5%

Merch and events 2.7%

Bequests 1.1%

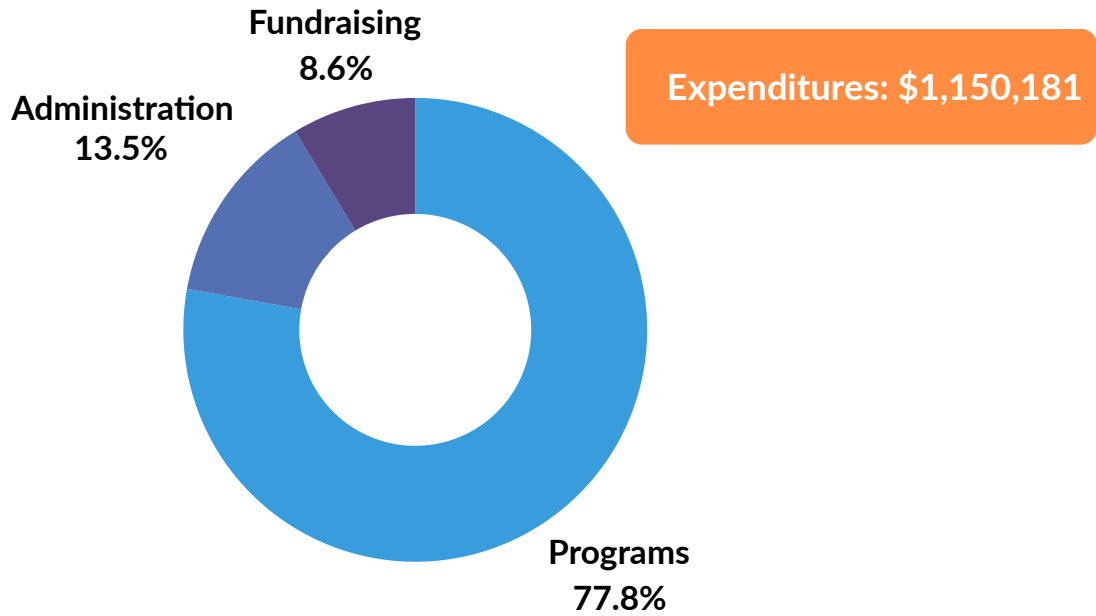
Grants 49.5%



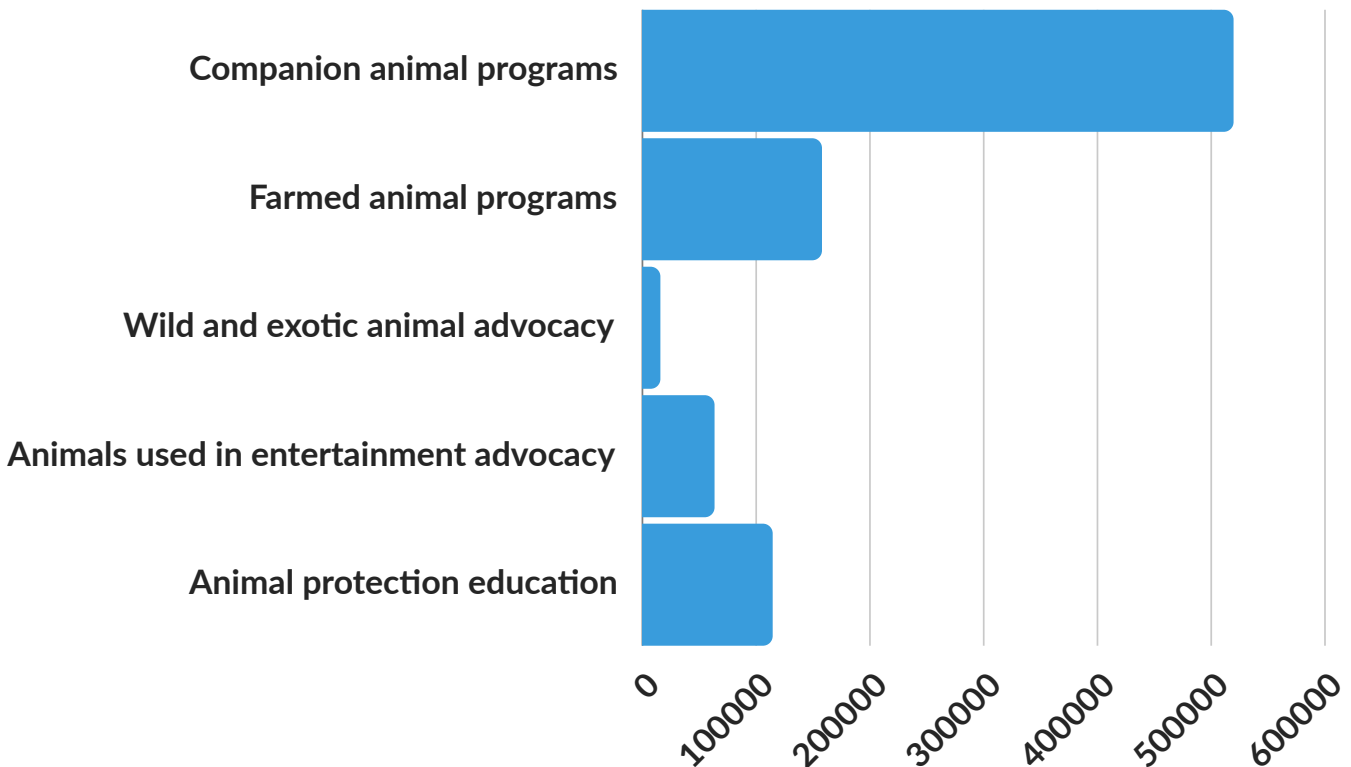
We are so grateful to the granting agencies that provide support to embark on new and innovative projects.

We are also grateful to those who leave a gift to the Vancouver Humane Society 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.

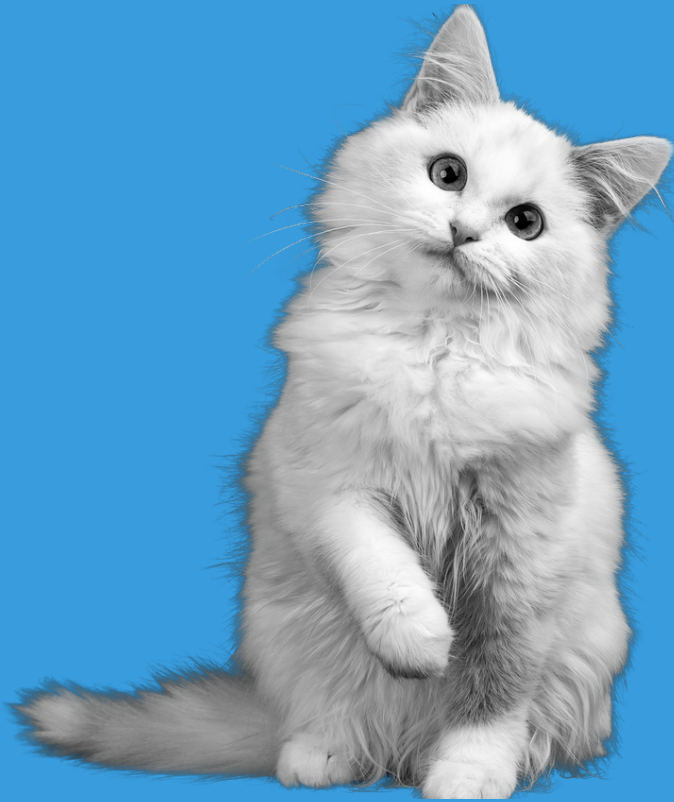
EXPENSES



PROGRAM-SPECIFIC BREAKDOWN



WHO WE ARE



Staff

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

Directors

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

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Listening, learning, and unlearning on unceded x^wməθk^wəy̓əm (Musqueam), sk̓wxwú7mesh (Squamish) & sel̓ílwitulh (Tsleil-Waututh) territories.

Charitable registration BN #8897 13178 RR 0001