



**VANCOUVER HUMANE SOCIETY**

**HELPING PEOPLE HELP ANIMALS**



*Approved by the Board of Directors  
March 25, 2025*

**2024 Annual Report**

## OUR MISSION AND VISION

We are dedicated to exposing and ending animal suffering, cruelty, and exploitation, including supporting individuals, organizations, and governments in caring for the wellbeing of animals.

We envision a future in which humanity recognizes and respects the inherent rights and needs of all animals. In this society, all inhumane treatment of animals is unacceptable, while animal care and protection is valued, upheld, and actively pursued by the public and policymakers.

## MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

2024 was a year of impactful advocacy at the Vancouver Humane Society. The McVitie Fund provided life-saving support to more animals than ever before, ensuring pets in need received urgent care.

We brought attention to the tragic deaths of horses at Hastings Racecourse, sharing critical information with the media to shed light on the risks animals face in entertainment.

Rodeo animals endured another difficult season, with our team documenting injuries and mistreatment while raising awareness about the hundreds of thousands of dollars in government funding keeping these events alive.

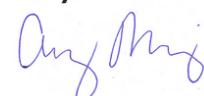
Thanks to your support, we remain dedicated to advocating for animals used in entertainment, food production, and captivity.

**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

- 721 animals assisted
- 9 Downtown Eastside community service workers trained in pet first aid

02

## TRAUMA-INFORMED TRAINING

- 1,128 online training course enrollments
- 6 organizations receiving workshop trainings
- 2 organizations received microgrants to participate

03

## PLANTUNIVERSITY.CA

- Health-focused bus ads seen 1,050,000 times
- Health-focused billboards seen 2,080,000 times
- Roger's Arena campaign seen 720,000 times
- Survey conducted on removing plant-based milk surcharges
- "Future Proof your Menu" toolkit launched for restaurants
- 1,532 new email subscribers

04

## ADVOCACY FOR FARMED ANIMALS

- 5,729 signatures on advocacy petitions for farmed animals

05

## ADVOCACY FOR WILD AND EXOTIC ANIMALS

- 2,162 signatures on campaigns to protect wild and exotic animals

06

## ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

- 10,757 signatures on campaigns to end their suffering



# MCVITIE PROGRAM



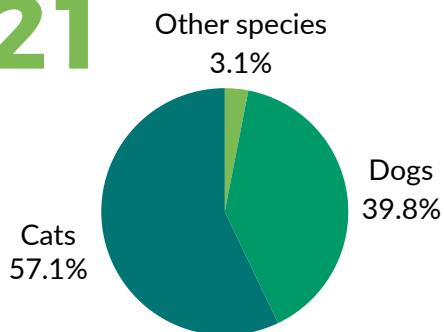
**With 720 pets helped in 2024,** we were breaking records every month of the program. From pyometra surgeries, to urine crystals, to obstructions, there was no end to the need.

The Vancouver Humane Society's McVitie Fund program aims to address financial barriers. The program provides life-saving veterinary support to pet guardians living on a low income, saving them from the heart-wrenching decision of watching their pet suffer or giving them up to get the help they need to survive. Demand for the program has skyrocketed over the past five years, rising from about one animal helped each week in 2019 to an average of 14 each week in 2024.



## ANIMALS ASSISTED

**721**



## ANIMALS WITH INJURIES

**77**

## ANIMALS WITH SUDDEN ILLNESSES

**631**

## ANIMALS WITH CHRONIC ILLNESSES

**13**

# BECAUSE THEY MATTER

On July 24th, I was in the Downtown Eastside sharing emergency veterinary resources and handing out pet supplies as part of the annual Because They Matter event. The tables were laden with bright new leashes, harnesses, and toys, tempting treats, and sturdy carriers and litter boxes.

I spoke with a man who carefully fitted new shoes onto his dog's feet, telling me how she would now be safer walking around on the sidewalks. As one person switched her dog's collar for a well-fitting harness, she turned to me and said, "You folks are angels." A sweet pup walked over carrying a new toy in his mouth and rested his paws on my knee when I bent down to greet him. His tail wagged until he and his smiling guardian rounded the corner out of sight.

The Downtown Eastside is one of Canada's most placed-at risk communities, where many residents spend their days on the streets. Many people are living on extremely limited incomes, like disability assistance or pensions, and can't afford the ever-rising cost of living in our city. There's a remarkable testament to love and resilience in the form of pet guardians. Each year, I hear stories of connection, family, sacrifice, and unconditional love from people with pets. I have heard people say they didn't know how they would afford groceries that week, but they had bought a new bag of pet food with their last \$30.

One couple I spoke with had taken in a dog and her litter of puppies twelve years earlier from a friend who could no longer care for them.

They spent long nights caring for the newborns and ensuring they were all receiving enough food. Eventually, they rehomed all but one of the dogs. The runt of the litter, Remy-Roo, became like their own baby. When she was afflicted with a life-threatening pyometra infection before they had a chance to have her spayed, they scraped together funds for her emergency surgery. As I saw the three of them together, Remy-Roo snuggled into them, licked their faces, and looked at them like they were her whole world. Her bright eyes and slightly greying fur spoke of a lifetime of happy memories.

Their story – taking in a pet from someone who didn't have the capacity to keep their animal at home anymore – was echoed by nearly everyone I spoke with at Because They Matter. A man had taken in a cat from his ailing mother. A woman was regularly watching and walking a dog whose senior guardian had limited mobility. A man cared for his neighbour's dog each time she had to work.

This mutual aid within the community is sorely needed. Financial struggles continue to be one of the top reasons people surrender their pets to shelters. And with animal shelters across Canada still struggling to meet the surge in demand, there is often nowhere for animals to go.

By embracing empathy and support, we can ensure that these human-animal families stay together, because they matter.

Chantelle Archambault  
Communications Director



## TRAUMA-INFORMED AND CULTURALLY SAFE ANIMAL CARE

The VHS has continued to offer free online courses and workshops to help animal service organizations keep more animals in loving homes through trauma-informed, outreach-focused practices. To date, there have been 2,272 total enrollments, with 45% based in Canada. In Canada, most participants are based in British Columbia and Ontario.

The training program has reached many national and local animal welfare organizations. These include Paws for Hope, the BC SPCA, Whistler WAG, Langley Animal Protection Society, and Little Mittens Animal Rescue Society. Participants say they experienced positive changes in communication skills and attitudes after taking the training and found that it has helped enhance their empathy in approaches to difficult situations. All resources are hosted on our website, including webinars, recorded workshops, and PDF cheat sheets.

<https://vancouverhumanesociety.bc.ca/trauma-informed-training/trauma-informed-resources/>



## FARMED ANIMAL ADVOCACY

The National Farm Animal Care Council's Codes of Practice provide guidance for the care and handling of farmed animals across Canada. Three codes came up for review in 2024: for horses on farms, for cattle used for meat, and for chickens and turkeys used for meat. The VHS participated in the consultations and supported advocates in sharing crucial feedback, using the VHS's tips sheets to ensure animal well-being is considered in the review process.

The VHS supported plant-based food initiatives, including a successful motion in the District of North Vancouver to prioritize plant-based options at municipal events, meetings and other gatherings. The VHS also advocated for plant-based foods in the updated Metro Vancouver Regional Food Strategy, marking its first review since 2011.

**The VHS and supporters also urged the B.C. government to support and act on recommendations of a farmed animal welfare framework review that called for significant changes to the province's framework in order to improve oversight, transparency and higher welfare standards.**

The VHS continued to work closely with other animal protection groups, experts and advocates in calling for an end to Canada's cruel live horse export industry through sharing shocking exposes, timely actions, and group letters to decision-makers.



# PLANTUNIVERSITY.CA

Plant University.ca made a big impact in 2024. Projects included:

- The Dairy Free for No Fee campaign resonated with the public. A survey of 813 BC residents revealed that 25% would order plant-based milk more often if surcharges were removed.
- Reached millions of individuals through an advertising campaign, including:
  - ads on social media
  - bus advertisements
  - billboards
  - advertisements in Roger’s Arena
- Launched a “Future Proof Your Menu” campaign; Conducted targeted outreach to 37 Vancouver restaurants to encourage adoption of plant-based dishes and shared the toolkit we developed to support these restaurants.
- Audited our website to make it more user friendly and accessible, including for screen readers.
- Added 12 new recipes, 3 blog posts, and 3 “Chat with a vegan” interviews to the PlantUniversity website, including Ebenezer Odeniyi, a UK-based cook who shares plant-based versions of Nigerian food and other meals from around the world.
- Distributed 1000 translated brochures about plant-based eating to local libraries and community centres.
- Conducted in-person presentations and participated in events promoting plant-based eating.



## PLANTUNIVERSITY.CA IN STATS

UNIQUE USERS

UNIQUE PAGEVIEWS

RECIPE EMAIL SUBSCRIBERS

**109,838**

**415,535**

**2,540**



## ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

### Rodeo:

In 2024, the VHS ramped up efforts to end inhumane rodeo practices across B.C. and at Canada's largest rodeo, the Calgary Stampede. In B.C., the VHS documented multiple rodeos, shared animal welfare issues that occurred at these events with the public and decision-makers, called for stronger protections for animals used in rodeo, and called for an end to government funding of rodeos. A powerful billboard campaign in Calgary raised awareness of inhumane rodeo events during the Stampede, where the VHS monitored events and highlighted the four animal deaths that occurred. Polling commissioned by the VHS showed a significant increase in public opposition to rodeos and related government funding.

### Horse racing:

The VHS continued to speak out about horse fatalities at Hastings Racecourse in Vancouver, where four animals tragically died in 2024.

**Zoo animals:** The VHS also raised awareness about animal welfare concerns at zoos and aquariums, including the death of Jenga the giraffe at the Greater Vancouver Zoo, following years in a small, barren enclosure.

**Exotic pet trade:** Additionally, the VHS launched a public education campaign about the suffering of animals in the exotic pet trade.



# COMMUNICATION AND ENGAGEMENT



EMAIL COMMUNITY

17,598



VOLUNTEER COMMUNITY

45



FINANCIAL SUPPORTERS

1,502



VHS WEBSITE VISITORS

111,702



PLANT UNIVERSITY VISITORS

109,838



RODEO TRUTH VISITORS

82,496



FACEBOOK FOLLOWERS

23,547



INSTAGRAM FOLLOWERS

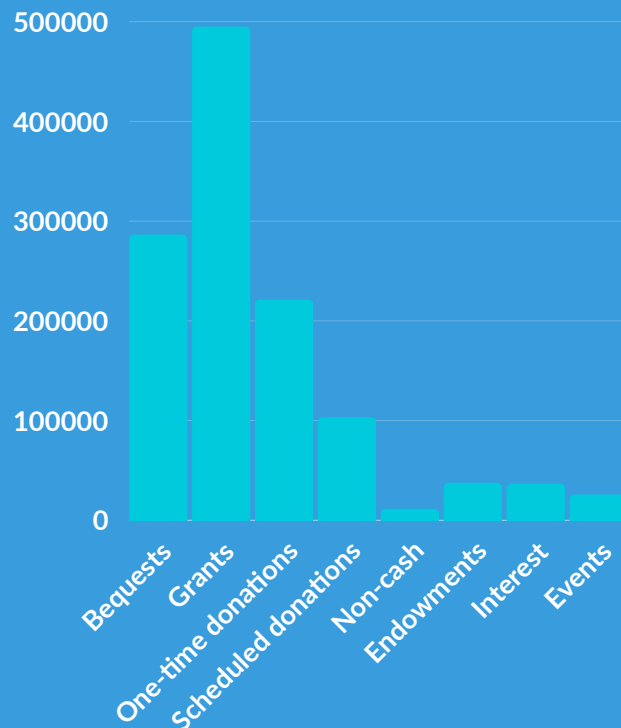
3,366



# FUNDRAISING AND SUPPORT



**Total support received in 2024: \$1,260,998**

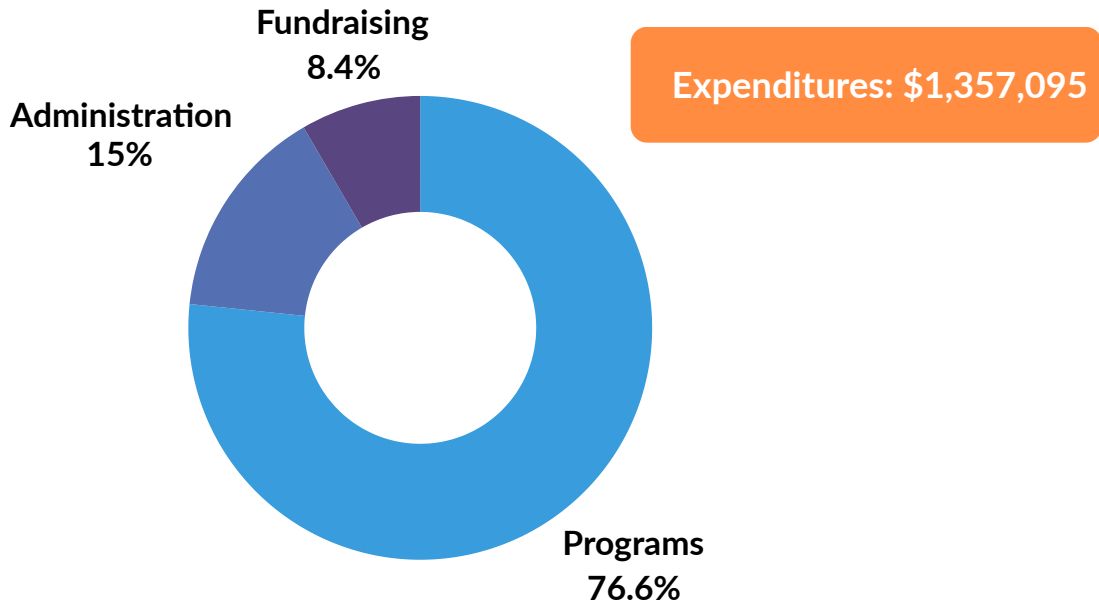


*We are grateful to the donors who give generously to improve the well-being of animals every month. This provides a stable source of income that we know we can rely on throughout the year.*

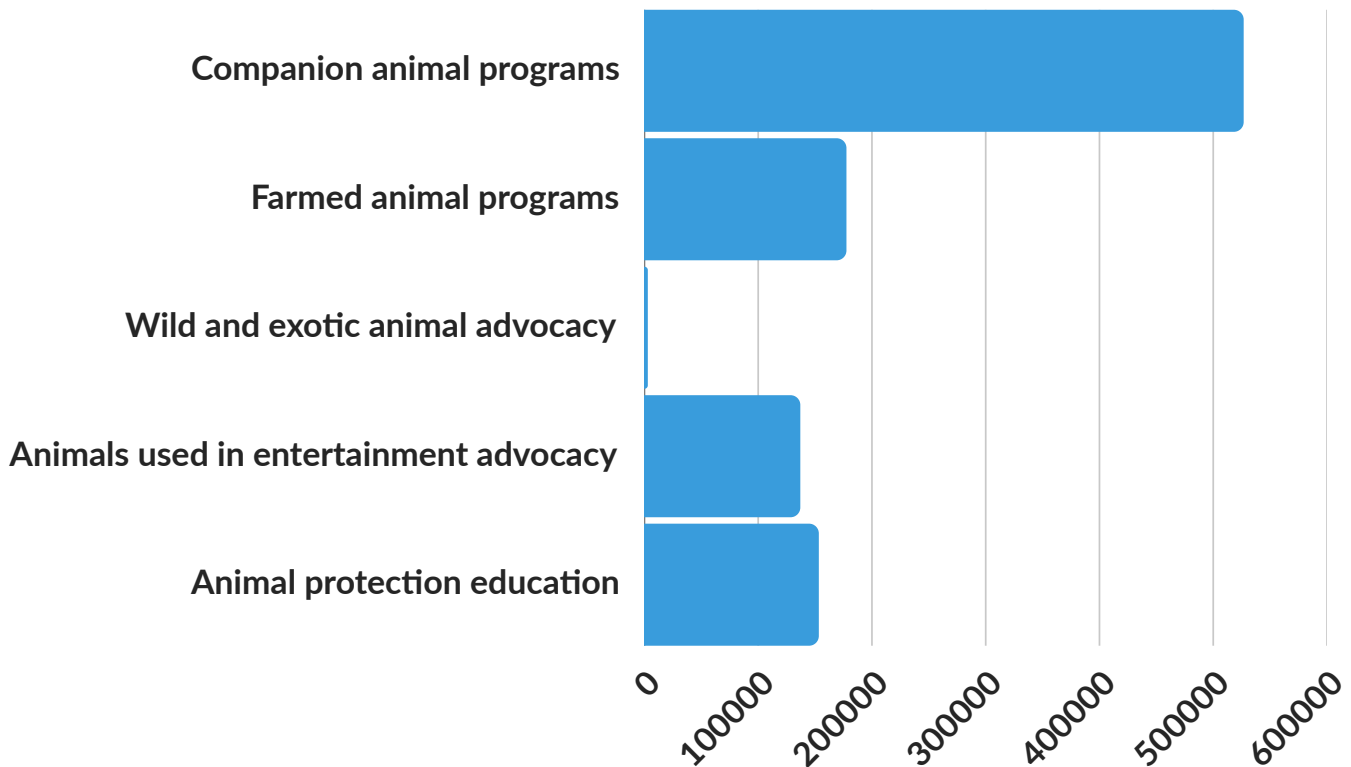
We are so grateful to the granting agencies that provide support to embark on new and innovative projects.

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



## CONTACT US

303-8623 Granville Street

Vancouver, BC V6P 5A2

Telephone: 604-266-9744

Email: [info@vancouverhumanesociety.bc.ca](mailto:info@vancouverhumanesociety.bc.ca)

Listening, learning, and unlearning on unceded x<sup>w</sup>məθk<sup>w</sup>əy̓əm (Musqueam), sk̓wxwú7mesh (Squamish) & sel̓ílwitulh (Tsleil-Waututh) territories.

Charitable registration BN #8897 13178 RR 0001

### Staff

- **Amy Morris**, Executive Director
- **Chantelle Archambault**, Communications Director
- **Emily Pickett**, Campaign Director
- **Heather Whitehead**, Campaign Coordinator
- **Claire Yarnold**, Development Director
- **Katrina Leppanen**, Development Manager
- **Brooklyn Fowler**, Program Manager, McVitie Program
- **Ishtmeet Bhoey**, Program Manager, McVitie Program
- **Sareeta Lopez**, Program Manager, PlantUniversity Program
- **Dawn Campbell**, Veterinary Social Worker

### Directors

- **Ryan McCracken**, President
- **Danielle George**, Vice President
- **Rob Monteverde**, Treasurer
- **Chris Morcom**, Director
- **Angela Yadav**, Director
- **Liv French**, Director
- **Tessa Vanderkop**, Director
- **Shannon Wong**, Director
- **Laura Hutson**, Director
- **Kristi Kral**, Director