



VANCOUVER HUMANE SOCIETY

HELPING PEOPLE HELP ANIMALS



*Approved by the Board of Directors
March 23, 2026*

2025 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

2025 was a year of meaningful progress and powerful advocacy. The McVitie Fund continued to meet an extraordinary level of need, helping more than a thousand pets access urgent and life-saving veterinary care.

We amplified our efforts to protect animals used in entertainment, achieving stronger regulations on exotic animal displays and documenting ongoing welfare concerns in rodeo events across British Columbia.

This year also brought a major turning point for horses in B.C., as the provincial government announced an end to public funding for the horse racing industry, followed by the closure of racing at Hastings Racecourse.

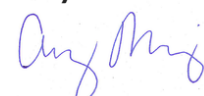
Thanks to your compassion and support, we remain committed to building a more humane future for animals in our communities, in food systems, and beyond.

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

- 1,372 animals assisted

02

PLANTUNIVERSITY.CA

- Program expanded to reach postsecondary students on Lower Mainland campuses
- 2 campuses supported through direct peer-to-peer outreach and events

03

ADVOCACY FOR FARMED ANIMALS

- 1,689 messages to decision-makers calling to protect farmed animals
- More than 17,800 signatures on federal e-petitions to end fur farming that were supported by the VHS

04

ADVOCACY FOR WILD AND EXOTIC ANIMALS

- 4,673 messages to decision-makers calling to better protect exotic animals
- Port Moody banned mobile petting zoos
- Resolution on mobile live animal programs was endorsed by the Union of BC Municipalities

05

ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

- 11,769 actions to end the suffering of animals used in entertainment
- 5,332 actions calling to end inhumane rodeo events
- 3,374 messages to decision-makers supporting an end to horse racing in 2025
- 3,063 petition signatures calling to end horse-drawn carriages on busy city streets



MCVITIE PROGRAM



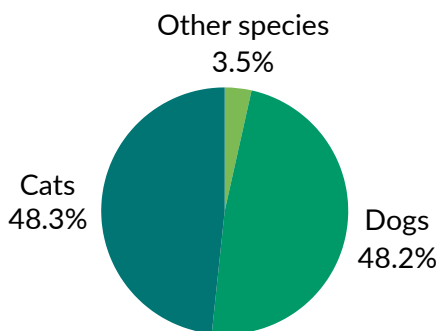
The McVitie Fund had such a significant year in 2025. The VHS partnered with 329 different veterinary clinics and helped pets from 53 different communities in British Columbia. \$628,000 was spent on veterinary care this year!

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 26 each week in 2025.



ANIMALS ASSISTED

1,372



ANIMALS WITH INJURIES

188

ANIMALS WITH SUDDEN ILLNESSES

1,121

ANIMALS WITH CHRONIC ILLNESSES

68

BECAUSE THEY MATTER

On July 20th, I spent the afternoon in the Downtown Eastside alongside our community partners for the Vancouver Humane Society's annual Because They Matter event. Once again, the sidewalk became a gathering place of care and connection, with tables filled with pet supplies, food, and resources for guardians who are doing everything they can to keep their animals safe and healthy.

I watched as someone carefully chose a new leash for their dog, running their hands over the sturdy fabric as though it were something precious. A small dog in a bright harness trotted proudly beside her guardian, tail wagging as if she knew she was being celebrated. Another person bent down to offer their cat a soft blanket, smiling as the cat leaned into their arms.

Throughout the day, I was reminded that love is not measured in wealth, but in devotion. The Downtown Eastside remains one of Canada's most placed-at-risk communities, where many residents are living on extremely limited incomes and facing daily uncertainty. And yet, again and again, people show up for their animals with extraordinary tenderness.

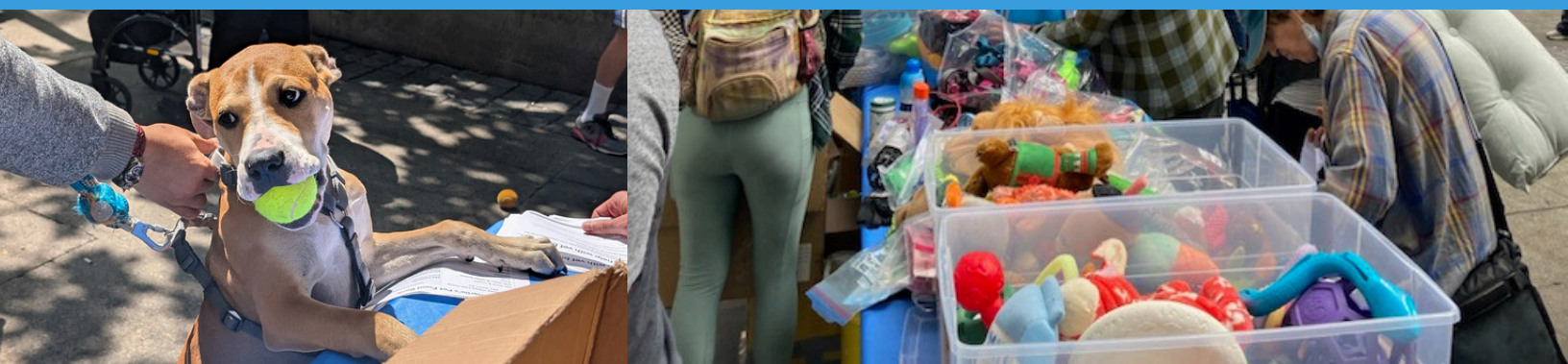
I spoke with a guardian who told me their dog was the reason they get up each morning. Another shared that when everything else in life feels unstable, their pet is the one constant source of comfort. I met people who had taken in animals from friends, neighbours, or family members who could no longer provide care, stepping in with generosity even when they themselves had very little.

These stories of mutual aid are everywhere in this community. They are quiet acts of resilience, rooted in compassion. At a time when financial hardship remains one of the leading reasons animals are surrendered to shelters, and when shelters across Canada are stretched beyond capacity, keeping people and pets together has never been more important.

Because They Matter is about more than supplies or services. It is about dignity, support, and the belief that everyone deserves to stay with the animals they love.

By meeting guardians with empathy and care, we can ensure these human-animal families remain together, because they matter.

Chantelle Archambault, Communications Director



PLANTUNIVERSITY.CA



In 2025, the Vancouver Humane Society continued to grow PlantUniversity as a key program for advancing compassionate, sustainable food choices. Through interactive campus events at UBC and SFU, food sampling partnerships, and educational materials connecting plant-based eating with health and environmental impacts, we reached students in meaningful ways and laid the groundwork for deeper conversations about farmed animal welfare.

- Campus outreach expanded: PlantUniversity hosted outreach at 2 Metro Vancouver campuses, with additional remote support provided to another B.C. campus outside the region.
- Student engagement grew: The program contracted 9 student staff in total, including 6 at UBC and 3 at SFU, helping build a strong peer-to-peer outreach foundation.
- Major partnership growth: PlantUniversity collaborated with 20+ brands to provide free food samples at VegFest and other outreach events, far exceeding the original goal of five.
- New educational materials developed: The team created a suite of outreach tools, including an online resource kit, 4 brochures, 10 lawn signs, a roll-up banner, table signs, and business cards.
- Faculty outreach launched: PlantUniversity reached out to 150 professors, building early relationships for integrating plant-based learning into academic spaces.



PLANTUNIVERSITY.CA IN STATS

UNIQUE USERS

19,882

UNIQUE PAGEVIEWS

75,289

RECIPE EMAIL SUBSCRIBERS

3,812

FARMED ANIMAL ADVOCACY

In 2025, the Vancouver Humane Society continued working to strengthen protections for animals raised and killed for food through public education, government outreach, and collaboration with national partners. The VHS participated in key welfare consultation processes, including providing feedback to the National Farm Animal Care Council's "top of mind" welfare survey for the Pig Code of Practice, while supporting advocates in raising urgent welfare priorities for Canada's farmed animals.

The VHS also urged the B.C. government to act on recommendations from its own farmed animal welfare framework review, following a disturbing undercover investigation at Chilliwack-based Johnston's Meats slaughterhouse that resulted in minimal consequences. We wrote to the Premier and Minister of Agriculture calling for stronger oversight, transparency, and meaningful enforcement to prevent further cruelty.

Nationally, the VHS continued to advocate for an end to Canada's live horse export for slaughter, signing onto coalition letters and mobilizing supporters around the government's unfulfilled promise to ban this practice. We amplified a national day of action and promoted public outreach urging federal decision-makers to finally implement a ban.

The VHS also supported federal efforts to end force-feeding of ducks and geese for foie gras production, promoting a national e-petition that reached thousands of signatures.

Through public education, coordinated advocacy, and collaboration with partner organizations, the VHS continues working toward stronger oversight, meaningful legislative change, and a future where farmed animals are no longer subjected to systemic cruelty.



ADVOCACY FOR ANIMALS USED IN ENTERTAINMENT

Rodeo:

In 2025, the Vancouver Humane Society continued its work to challenge cruelty in rodeo events across British Columbia and at Canada's largest rodeo, the Calgary Stampede. In B.C., the VHS submitted cruelty complaints regarding the Coombs rodeo and followed up on ongoing concerns from previous seasons, including documented incidents of electric prod use and inhumane handling of stressed animals. When these complaints were closed without further enforcement action, we began pursuing next steps with senior BC SPCA leadership to address gaps in accountability and animal protection laws. Nationally, we urged Calgary's newly elected Mayor and Council to take action to remove high-risk rodeo and chuckwagon events from the Stampede, reinforcing that public pressure to end these practices will continue.



Horse racing:

In 2025, the VHS intensified its efforts to end horse racing in B.C., following ongoing animal deaths and mounting evidence of industry decline. Early in the season, we responded to the preventable death of a young horse at Vancouver's Hastings Racecourse, who collapsed and died after racing during a heat warning. We issued media releases sharing the confirmed racing-related fatality rate at Hastings, which is markedly higher than the industry average.

The VHS also released a report urging Vancouver City Council to end horse racing at Hastings racecourse when the lease expires in 2026, citing persistent welfare concerns, public funding issues, and long-term financial decline in the industry. Supporters mobilized in response, signing petitions and contacting local leaders.

Momentum grew later in the year when the City of Surrey announced the immediate closure of Fraser Downs racecourse. The VHS publicly supported the decision and encouraged Hastings Racecourse to follow suit. Shortly thereafter, the provincial government announced it would end casino slot machine revenue funding for horse racing as of January 31, 2026. Soon after, Hastings Racecourse confirmed it would be ending horse racing operations. The VHS also urged the B.C. government to support a safe and secure retirement plan for horses. After years of sustained advocacy, 2025 marked a significant turning point in the movement to end horse racing in British Columbia.

ADVOCACY FOR WILD AND EXOTIC ANIMALS



In 2025, the Vancouver Humane Society continued advocating for stronger protections for wild and exotic animals used in captivity and the exotic pet trade. A major focus of the year was advancing policy change to regulate mobile live animal programs, such as mobile petting zoos, and strengthen provincial exotic animal rules. Building on Port Moody's unanimous decision to prohibit mobile live animal programs, the VHS launched a province-wide campaign urging municipal councils to support a Union of BC Municipalities resolution calling for stronger provincial oversight. Thousands of supporters took action, and the VHS collaborated with national partners to submit joint letters and expert-informed recommendations.

The VHS also engaged directly with reptile expo organizers and veterinarians to push for improved welfare standards, contributing to the end of public animal handling at one major expo.

In addition, we supported the provincial government's proposed ban on exotic cat ownership and mobilized public participation in the consultation process.

Through sustained advocacy and public engagement, the VHS continues working toward a future where wild animals are no longer exploited for display, trade, or entertainment.

COMMUNICATION AND ENGAGEMENT



EMAIL COMMUNITY

17,383



VOLUNTEER COMMUNITY

26: 210HRS



FINANCIAL SUPPORTERS

1,548



VHS WEBSITE VISITORS

119,825



PLANTUNIVERSITY VISITORS

19,882



RODEO TRUTH VISITORS

19,693



FACEBOOK FOLLOWERS

23,180



INSTAGRAM FOLLOWERS

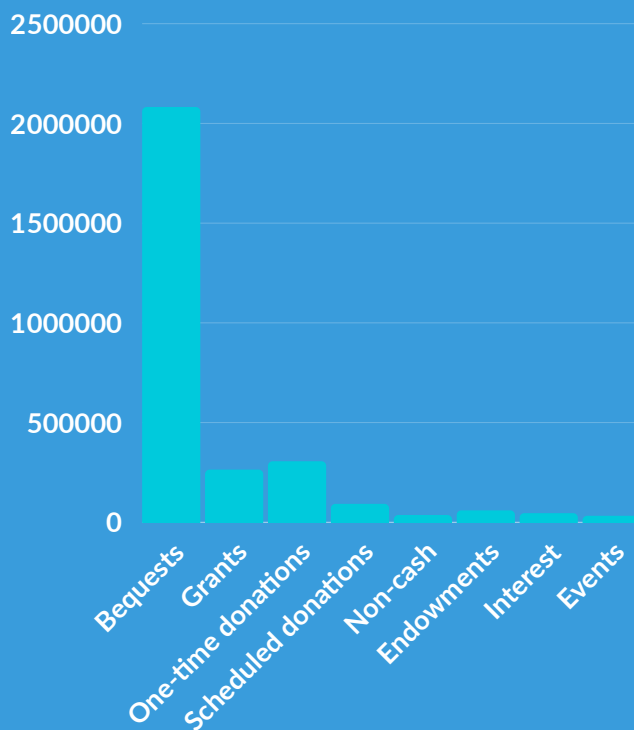
3,782



FUNDRAISING AND SUPPORT



Total support received in 2025: **\$2,920,117**

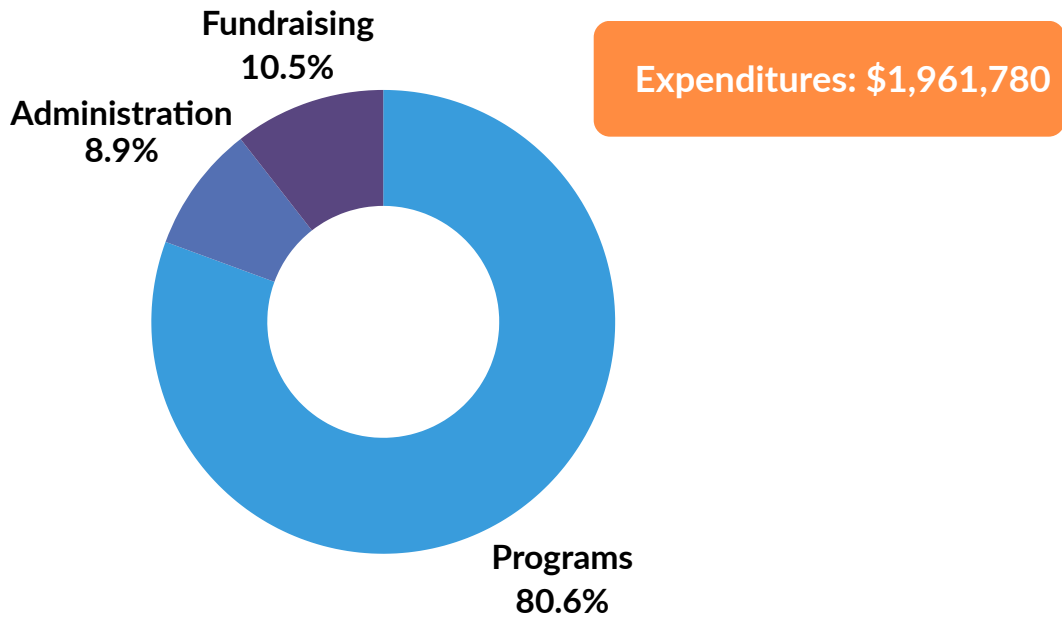


We are grateful to the donors who give generously to improve the well-being of animals every month. This provides a stable source of income that we know we can rely on throughout the year.

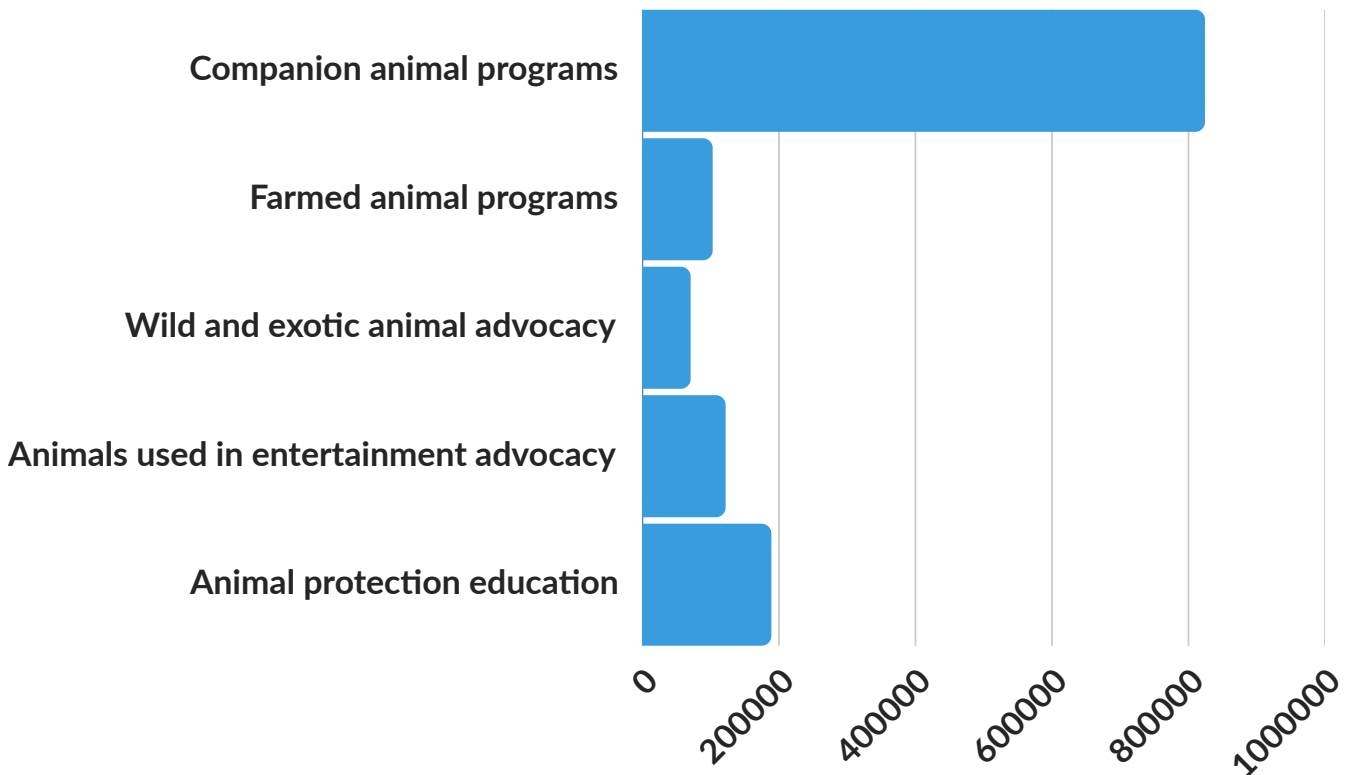
We are so grateful to the granting agencies that provide support to embark on new and innovative projects.

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



Staff

- **Amy Morris**, Executive Director
- **Chantelle Archambault**, Communications Director
- **Emily Pickett**, Campaign Director
- **Ishtmeet Bhoey**, Companion Animal Services Director
- **Claire Yarnold**, Development Director
- **Katrina Leppanen**, Development Manager
- **Dawn Campbell**, Veterinary Social Worker
- **Nadia Xanakis**, Campaign Manager
- **Teri Westerby**, Campaign Manager
- **Matthew Wattier**, PlantUniversity Coordinator
- **Isabelle Hebert**, On-call McVitie Program Coordinator
- On leave: Sareeta Lopez, Brooklyn Fowler

CONTACT US

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Email: info@vancouverhumanesociety.bc.ca

Listening, learning, and unlearning on unceded x̱m̱əθḵʷəy̱əm (Musqueam), sḵw̱x̱w̱ú7mesh (Squamish) & seḻílwitulh (Tsleil-Waututh) territories.

**Charitable registration BN #8897
13178 RR 0001**

Directors

- **Ryan McCracken**, President
- **Michelle Chisholm**, Co-Vice President
- **Liv French**, Co-Vice President
- **Laura Hutson**, Treasurer
- **Chris Morcom**, Director
- **Angela Yadav**, Director
- **Danielle Lewis**, Director
- **Tessa Vanderkop**, Director
- **Shannon Wong**, Director
- **Kristi Kral**, Director
- **Andrew Coultard**, Director