

**PETSMART**  
**Charities**  
of Canada

**2016**

ANNUAL REPORT



## A Message From Our President

**Over 237,000 pets saved and nearly \$12 million granted.**

That's the strong foundation I've been fortunate to build upon as the new president of PetSmart Charities of Canada — and 2016 was just the beginning. Moving the organization forward as a strategic grant-maker means developing strong and lasting relationships with animal welfare organizations and registered Canadian charities who share our mission—to find lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together.

We're working hard to support pets, people and programs from coast to coast across Canada with every expectation of continuing to be one of the nation's leading funders of animal welfare.

With our recently expanded mission, PetSmart Charities of Canada is also committed to supporting organizations and initiatives that bring people and pets together. We look forward to making an even greater difference the lives of pets and the people who love them in the years ahead. In the meantime, I invite you to read on and learn about just a few of the grants, partnerships and accomplishments from the 2016 fiscal year.

Thank you for your interest in and support of PetSmart Charities of Canada.

Sincerely,

**David Haworth DVM, Ph.D.**

President, PetSmart Charities of Canada

## 2016 PetSmart Charities of Canada Board of Directors

David Haworth – President

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Jeremiah Beitzel – Secretary

Susan Gulig – Treasurer

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Dr. Jason Coe – Director

Todd Cooney – Director

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Martin Sims – Director

Robert Smith – Director

## Our Mission

We're committed to finding lifelong, loving homes for all pets by supporting programs and thought leadership that bring people and pets together.



# Four Pillars of Support

In November 2016, PetSmart Charities of Canada announced a new focus on strategic grant-making and unveiled an expanded mission allowing us to reach beyond solving pet homelessness by supporting programs that enhance the human-animal bond. Below are our four key pillars of philanthropic support.



## Preventing Pet Homelessness

To help decrease the number of pets entering shelters, PetSmart Charities of Canada now offers three grant categories to support programs and initiatives that proactively prevent pet homelessness and mitigate shelter intake, even during challenging situations or times of transition.

- Spay/Neuter
- Intake Diversion
- Keeping Pets & Families Together



## Helping Shelter Pets Thrive

In North America, an estimated 6.7 million pets enter shelters every year and nearly 3 million healthy, adoptable pets may never find homes. By supporting programs that build a stronger foundation for pets in need, we're helping enhance pets' lives during their time in shelters while building capacity in the animal welfare space.

- Shelter Operations
- Pet Transport
- Conferences & Training



## Supporting the Bond Between People & Pets

As strong believers in the healing power of pets, we've expanded our mission to support organizations that bring people and pets together. By doing so, PetSmart Charities of Canada aims to drive awareness of the emotional, physical and mental benefits of pet parenthood.

- Adoption Events & Programs
- Capital Grants
- Enhancing Quality of Life Through Pets



## Providing Emergency Relief

During times of natural disaster like hurricanes, wildfires and other unforeseen events, temporary shelter, pet supplies and medical care are just some of the immediate needs of displaced or abandoned pets. In 2016, PetSmart Charities of Canada granted nearly \$400,000 in emergency relief funding to help rescue 5,300 pets in need and reunite them with their families.

# We're Making a Difference

As firm supporters of the human-animal bond, in 2016, we helped to connect more people and pets than ever before. More than 27,000 pets found forever homes through PetSmart Charities of Canada's in-store adoption program. The program wouldn't be possible without the support of our partners at PetSmart and more than 250 animal welfare agencies from coast to coast. Together, we help adorable adoptable shelter pets to find loving families. Four-year-old,



Daisy (cat) is pictured with four-year-old Corrie.

Corrie and her mom Alexandra took a very pretty adult cat named Daisy home during a November National Adoption Weekend Event in North York, Ontario.

But not all pets are as lucky as Daisy. Some have to wait for weeks or months in a shelter before they're adopted. That's why PetSmart Charities of Canada is also committed to helping shelter pets to thrive. In September 2016, PetSmart and PetSmart Charities of Canada worked with Rocky Kanaka and the team at DOG for DOG® DOGSFOOD to donate one million meals to pets in need across North America. In Canada, 3,200 pounds of pet food was donated to the Upper Credit Humane Society in Erin, Ontario while another 24,000 pounds was



One of the happy fed dogs that has benefited from the millions of meals donated.

delivered to Charlie's Food Bank—a pet food bank operated by the British Columbia SPCA. Not only will the pet food donation help pets in shelters to enjoy a consistent, nutritious diet, it will also ensure pet parents who may need a little help feeding their four-legged friends have a place to turn.

Pet food isn't the only expense that pet parents face. Veterinary care can also be cost-prohibitive at times. That's what the Ottawa Humane Society discovered by examining stray cat populations and shelter surrender rates in the city. The data showed that several income-challenged neighbourhoods needed more affordable and accessible spay/neuter services for their pets. The solution? Ottawa's first mobile Spay and Neuter Truck. It's a custom-built, state of the art mobile clinic supported by just over \$300,000 in grants from PetSmart



PetSmart Charities of Canada reps with Ottawa's new mobile spay/neuter truck.

Charities of Canada. The mobile clinic can be driven to areas in need to provide subsidized pet sterilizations for just \$20 to pet parents who may not otherwise be able to afford to spay or neuter their pet.

It's hard to predict when natural disasters may strike, so PetSmart Charities of Canada is committed to having funds available to support people and pets when they need us the most. In May 2016, wildfires burned across nearly 600,000



Wildfires near Fort McMurray, AB, left thousands of people and pets homeless.

hectares of land in northern Alberta near the town of Fort McMurray. PetSmart Charities of Canada came to the aid of countless pets and pet parents who were left homeless by the fires that forced 88,000 people to evacuate the area. \$176,000 in emergency relief grants were issued to animal welfare agencies across Alberta who worked tirelessly to rescue, care for and reunite pets with their families. PetSmart Canada and its community of animal-loving shoppers and associates hosted pet food and supply drives that generated more than 12,000 donated items like pet food, crates, beds, toys, collars and leashes that were donated to shelters who were over-capacity due to the influx of pets in need of care, first aid and nourishment.

# Our Vision for 2017

## BUY A BAG, GIVE A MEAL

In celebration of its 30th anniversary, our partners at PetSmart came up with a little idea that can make a big difference for pets in need. Up to 6.7 million pets enter shelters each year, but not all pets in need live in shelters — some live with pet parents who rely on food banks. That's why, for every bag of dog or cat food purchased between March 1 and December 31 — all brands, all sizes, in a PetSmart store or online — PetSmart will donate a meal to PetSmart Charities of Canada for a pet in need.

PetSmart Charities of Canada will team up with animal welfare agencies and food banks across Canada to distribute the meals to pets in need. PetSmart Canada expects to donate more than 3.6 million meals in 2017.

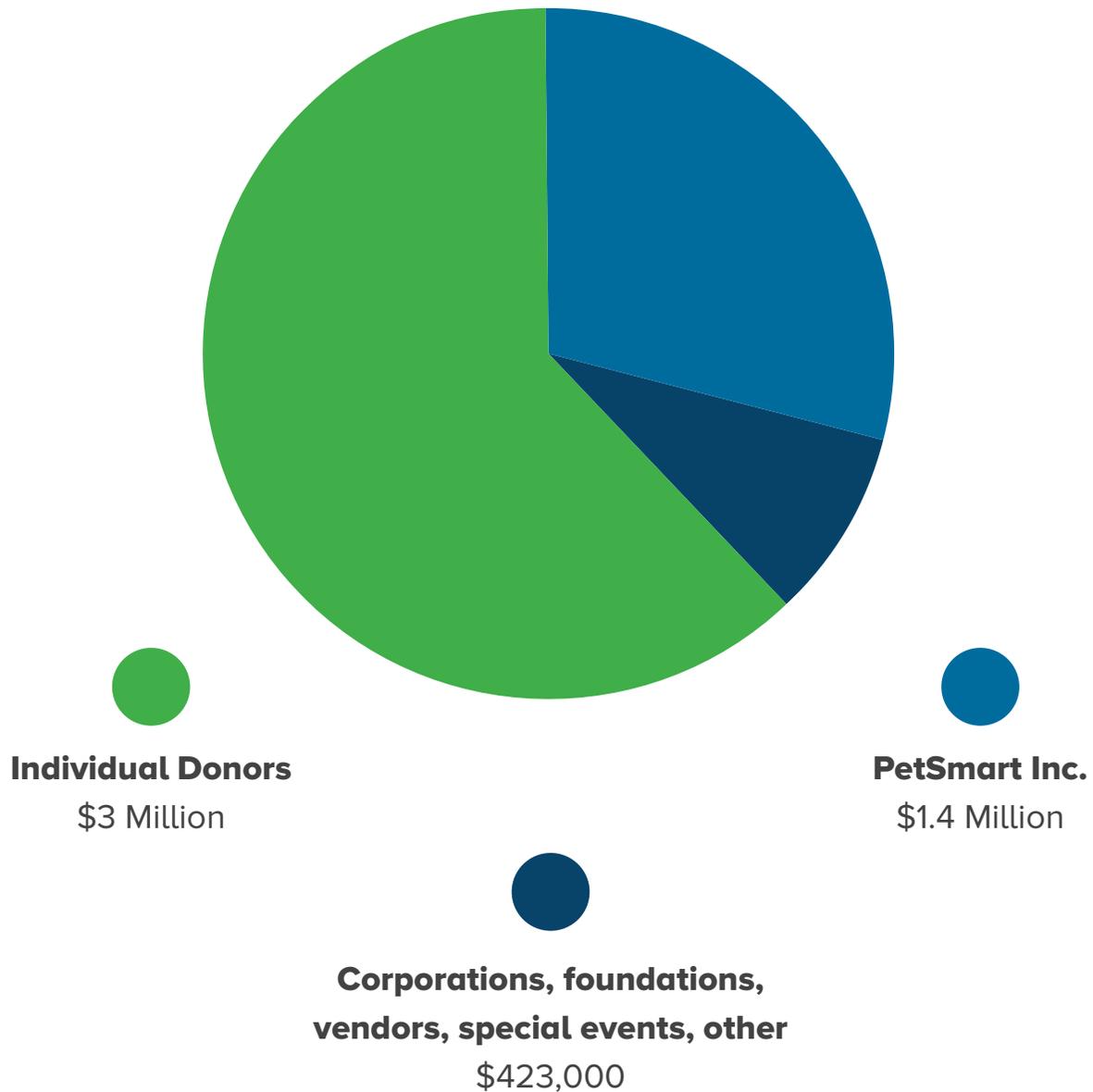


**CANADA 150**

## THE CANADA 150 COMMEMORATIVE GRANTS

In celebration of Canada's 150th anniversary of Confederation, PetSmart Charities of Canada plans to allocate an additional \$150,000 in new grant support for registered Canadian charities and animal welfare organizations. Ten grants of \$15,000 each will be available and PetSmart Charities of Canada aims to distribute the funding equally across all ten provinces so that in 2017 we can have a tremendous impact on the lives of people and pets from coast to coast.

# Funding Sources



## For Every Dollar Spent

Over ninety three cents goes directly to help pets in need — one of the highest ratios among national animal welfare.

# The Impact of Your Dollars



Thanks to generous contributions from pet lovers like you, we're saving lives by connecting more people and pets than ever before. As one of Canada's leading funders of animal welfare, we're careful with how we spend your donations. See how your contributions helped save homeless pets in 2016.

## Total Income

\$4.8 Million

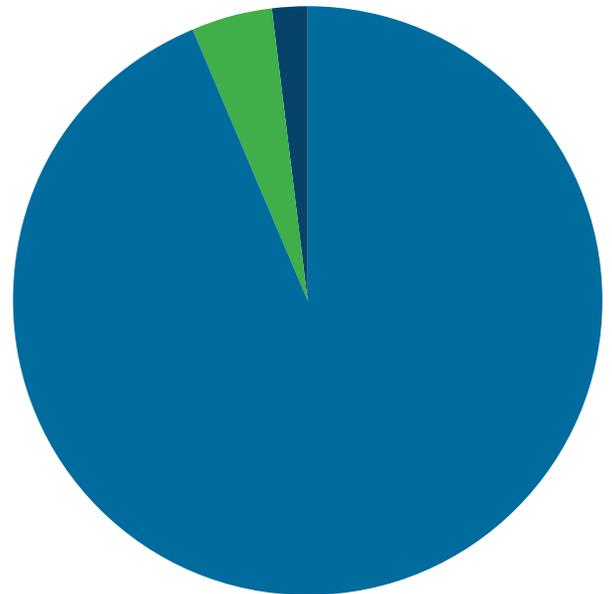
- **Fundraising**  
\$214,000
- **Administrative**  
\$85,000
- **Program Expenses**  
\$4.4 Million

## Total Expenses

\$4.7 Million

## Ending Net Assets

\$2.6 Million



# Thank You



for helping us make an impact in 2016. Your generosity helps save the lives of homeless pets and brings the healing power of the human-animal bond to those who need it the most. Together, we can make an even greater difference for pets in need in 2017 and beyond.



## 2016 Annual Report

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