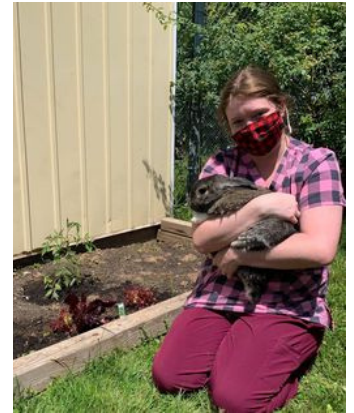
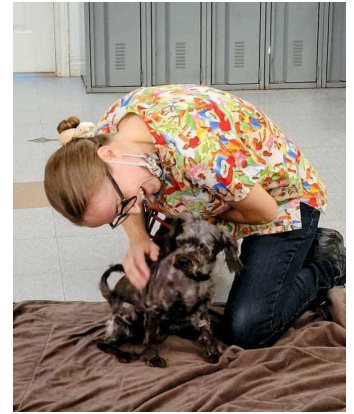


Community Engagement Report 2022



Greater Moncton
SPCA SPA
du Grand Moncton

Contents

- 2** Contents
- 3** Introduction
- 4** Strategic Vision
- 5** Board of Directors
- 6** FAQs
- 9** Key Initiatives in 2020 and 2021
- 18** Impact 2020 and 2021
- 19** More Information - Intake
- 22** More Information - Adoptions
- 25** More Information - Euthanasia
- 26** Future Initiatives

Introduction

Mission: To provide and promote high quality animal care through our commitment to continuous improvement of our services, education, and community programs.

Vision: To be the leading example of animal care through education and advocacy; setting a standard that inspires our community to consistently demonstrate compassion for all animals.

Since 2020, the Greater Moncton SPCA (GMSPCA) collects feedback through our bilingual Community Engagement Survey. This Report on the 2021 Community Engagement Survey is part of our commitment to better serving the community. It will address some of the findings in the Survey and some persistent misunderstandings.

Name:	Greater Moncton SPCA (French: SPA du Grand Moncton)
Founded:	1955
Incorporated:	1956
Charitable status since:	1967
Charity number:	119159259RR0001
T3010 Registered Returns (Canada Revenue Agency)	https://www.canada.ca/en/services/taxes/charities.htm l
Mailing address:	116 Greenock Street, Moncton NB E1H 2J7
Primary contact:	info@monctonspca.ca or 506-857-8698
Make cheques payable to:	S.P.C.A (Moncton) Inc.

Strategic Vision

VALUES



Compassion

Ensuring care and compassion is provided to all animals and their human caretakers, including after they leave our care.



Community

Driven to develop meaningful relationships with our staff, volunteers, donors and the greater community.



Integrity

We are committed to always value respect and honesty, while communicating our continuous innovation in support of our core mission and vision.



Leadership

To encourage animal care through education and awareness.

STRATEGIC PILLARS



Sustainability

Evolve the business model to strengthen financial stability.



Community

Increase awareness and agreement that we are driving continuous learning, services and programs that positively impact animal care in our community.



Animal Care

Lead, inspire and standardize animal care across our region.

Board of Directors

Governance boards are a best practice for nonprofit organizations. They provide strategic direction and financial oversight to the GMSPCA and delegate day-to-day management to its Executive Director. Community members volunteer to provide their knowledge and experience in focused professional area while animal care professional working at the GMSPCA provide day-to-day operations.

Board Members

Christian Moger, Chair
Nicolette Belliveau, Vice-Chair
Brian Tulle, Treasurer
Karen Rawlines
Karen Aucoin
Claire Jenner
Tina Othberg
Marie-Pier Clavet
Kimberleigh Swift
Andrea Kalafut
Mona LeBlanc
Ian Payn

How to Join the Board:

- The board's Committee identifies and recruits qualified candidates for positions in accordance with a Skills Matrix of desired competencies and the Diversity Policy.
- Interested candidates can reach out to the Nominations Committee. The email is:
nominations@monctonspca.ca
- New board members are added at the June Annual General Meeting every year.

Management: Dan Fryer MBA has been the GMSPCA's Executive Director, since early 2020. He has over 20 years' experience in animal shelters, animal protection, animal control, zoos, and pet stores. The GMSPCA has around 30 staff members who work in animal care, animal protection, and administrative roles.



FAQs

What is your intake policy?

When the shelter is full or close to full, we schedule surrenders of animals carefully. Animals that are with their owners or from outside Greater Moncton can wait longer if they are safe and not suffering. We always take strays from Moncton, Riverview, Dieppe, Dorchester, Hillsborough, and Petitcodiac.

Why do you have surrender fees?

Animals have value and care is expensive.

- It often costs us more than \$30 per day per animal.
- In addition, last year, we comfortably spent over \$150 000 in medical expenses.

Surrender fees are there for those who can afford them. As noted in our intake policy, we never turn away animals in need.

What is your adoption policy?

Adopters schedule appointments with an adoption counsellor and are matched with animals that fit their lifestyles. If the Adoption counsellors feel the timing or animal chosen isn't quite right, they can turn down an adoption.

Where do you house all the animals?

Dogs spend the night in the shelter but are brought out to larger outdoor kennels during the day, weather permitting. Cats are housed internally. We are currently looking to upgrade the cages and environment they are in.



FAQs

Why don't you always answer the phone?

We understand some people had problems getting in touch with us in the past. It shouldn't be an issue anymore as we made changes to improve our services. Calls are logged to evaluate our responsiveness. We always do our best to answer, but if we don't, just make sure to leave a message and we will be more than happy to return your call.



Why are there so few animals on your website?

Our website is automatically updated every hour. Many animals are quickly adopted and automatically removed. Not all animals that are in our care are up for adoption at that time. Animals that are not up for adoption may be receiving medical care, behavior tests, or are already on their way home. The full intake process is in the Intake section of this document.

What is your euthanasia policy?

The Greater Moncton SPCA does not euthanize animals for being in the shelter too long, to make room, or to save money. A committee makes euthanasia decisions based on individual evaluations. We only euthanize when we believe it is in the best interest of public safety or the animal.

FAQs

When will you have a dog trainer?

We have had an open Behaviour and Enrichment Lead position since last June. So far, we have not received any qualified applications.



When will you have subsidized spay and neuter?

We have been working on a clinic since 2019. The New Brunswick Veterinary Medical Association has opposed this for three years. We have hired a lawyer and will keep trying.

How much of your annual funding comes from the government?

The GMSPCA does not receive any operational funding from the provincial government. We have a contract with the City of Moncton, but it does not cover all animal costs. We do not generate any profit from it.

What is your relationship with the NBSPCA?

The NBSPCA is a provincially funded organization that enforces animal protection laws. It is legally, functionally, and operationally separate from us. Donations to the NBSPCA are not transferred to us and do not support our work.

We are currently working on rebranding and one of main reasons behind this is to help the community better understand the differences between the 2 organizations. A high percentage of respondents to our survey did not know the difference.

Key Initiatives 2020 & 2021

Managed Intake

We implemented a managed intake policy in 2020. This has very significantly decreased our euthanasia rate. For more information, see both the Intake and Euthanasia sections.



Adopters Welcome

After booking an appointment, potential adopters are greeted by one of our Adoption Counselors to start the process. We take the time to show the adoptable animals and ask questions to have a better idea of the person's expectations and preferences. Potential adopters can spend time with the animal in a dedicated visitation room and we take this moment to share any information we might have about the animal. If a match is made and we go ahead with the adoption.

Adopt-a-thon

The GMSPCA has changed its approach to PetSmart Adopt-a-Thons. We have increased marketing, now send adoption counselors, and make far more animals available. Almost 10x as many animals than before are adopted out per Adopt-a-Thon.

Adopt-a-Thons have been very popular in the community and the grants we receive from PetSmart Charities helps support our work.

Follow Up Call

All adopters now receive a follow-up call from the GMSPCA to check in on how things are going with their new pet and to review their adoption experience. We offer help and advice as required.

Key Initiatives 2020 & 2021

Growth of the Foster Program

The foster program has grown so much in the last two years. We offer more training, track foster homes in our database, and lean on the system more than ever at the GMSPCA. Some of the animals that come to the GMSPCA need a little extra love before they are ready for adoption and the foster program, through foster homes, makes that possible.



Healthy Moms Happy Litters

This new program is aimed at helping families who have unexpected litters of kittens, puppies, or rabbits by accepting and adopting the offspring, spaying mom, and keeping her in her family.

Accidental and unwanted litters happen. Through this program we can provide education to the owner, prevent future litters by spaying the mother, provide support for the litter, and ensure the litter is placed responsibly.

Spaying the mother increases the likelihood of her remaining with her family and prevents any future litters. Owners may not be able to spay the mother for financial reasons, lack of awareness, or may feel overwhelmed by the responsibility of raising and placing this offspring. Underage animals are the most vulnerable animals in shelter care. By enrolling in the program, we provide support in caring for litters in a home environment. We can reduce the cost to the shelter and reduce stress on the litter.



Key Initiatives 2020 & 2021

Another Chance Food Bank

Our food bank started in 2020. The GMSPCA's Another Chance Foodbank supports the community and animal welfare by providing pet food free of charge. Low-income community members and those experiencing financial hardship can dedicate scarce funds to other essentials, while benefiting from the companionship of their pets. Pets remain fed and in their homes. In 2021 alone, the GMSPCA donated more than 4250 kg of food.

During periods of mandatory self-isolation due to COVID, we also offered food deliveries from pet stores to pet owners who could not leave their homes.



Store

We opened a new retail pet store at the GMSPCA in 2020. Adopters can pick up pet essentials and we are pleased to partner with Royal Canin to offer their products. All sales help support our work. Everything is available online too through our new Shopify website. Shopify is used to manage all inventory and sales in one place.

Pet Safekeeping

The GMSPCA works with other organizations to help victims of intimate partner violence by temporarily holding their pets. Concern for the wellbeing of pets can prevent victims from leaving abusive situations and we believe we have a responsibility to help. To protect victims' privacy, the GMSPCA will never confirm to other third parties whether it is holding pets as part of this program.

Key Initiatives 2020 & 2021

Dog Behavioral Evaluations

The GMSPCA implemented a new behavioural test for dogs - Match-Up II by Animal Rescue League of Boston. This test provides objective and consistent evaluations of dog behaviour that are not breed-biased or human-biased. This multi-part evaluation considers a dog's behavioural history, in-shelter observations, and a behavioural test.

Cat Behaviour Evaluations

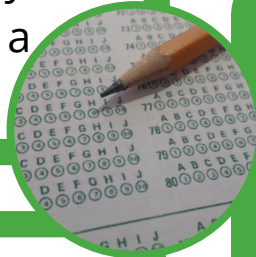
The new Feline Evaluation for Adoption also operates under objective principles. It uses a scoring system to assess suitability for adoption and speed up the process that cats move through the shelter.

Transfer Partners

The GMSPCA partners with other shelters and rescue organizations to transfer animals to meet capacity requirements or when animals need specialized care. We have formalized this process for transparency and accountability - transfer partners must now apply. We are also working to build networks within the community. As the largest, most resourced animal shelter in the province, we help when we can.

Official Languages

The GMSPCA has made a lot of progress on bilingual services and communications. We have significantly increased bilingualism levels in positions that are public-facing and post in both official languages on our social media platforms now. We believe this is an important part of serving our community and it has helped us sign a new animal control contract with the City of Dieppe.



Key Initiatives 2020 & 2021

Assessment Committee

The most important and difficult decision that sometimes must be made is the one to euthanize an animal. These decisions are referred to the new Assessment Committee. The Committee has three members – the third seat is based on a rotation of all full-time employees. The sharing of this third seat ensures that everyone has a voice, awareness as to how and why these decisions are made, and that the weight of these decisions is shared by all.

For more information on euthanasia policy and procedure, please see the Euthanasia section.

Crematorium

The GMSPCA built a new crematorium in 2021. We are pleased to partner with many local veterinarians and have expanded our offering of urns, jewelry, and other commemorations with all proceeds supporting our work.



Animal Control

The Greater Moncton SPCA has added animal control contracts with Dieppe, Riverview, Dorchester, and Hillsborough.

We are an ideal vendor for these services due to our behavioural knowledge, facilities to house and care for animals, and access to medical services. All profits support our work.

Animals that are not claimed can be processed for adoption without being transferred.

Licensing

We manage dog licensing for Moncton, Dieppe, and Dorchester. We offer a selection of premium dog tags - all proceeds raised from the sale of premium dog tags support our work.

Key Initiatives 2020 & 2021

Performance Evaluations

Since 2020, we do personal performance evaluations twice per year. These provide feedback and direction to all levels of employees and are an opportunity to foster growth, encourage strengths, and develop performance shortfalls. Respectful and constructive feedback about performance ensures that growth is the focus, avoiding disciplinary action where possible. The evaluations cover critical thinking, communication/leadership, teamwork, professionalism, career management, goals, and general areas for growth.

SMART Goals

Since 2020, all full-time employees must establish at least two SMART goals. These goals are specific, measurable, attainable, relevant, and time bound.

Staff Training

We now offer a full day of training per week every April. This helps keep everyone's knowledge current and give them the confidence they need to do their job right.

Board Manual

The Board of Directors has a new board manual. The manual contains policies for the management of the GMSPCA, board oversight, and conflict of interest, among others to make sure that the Board and GMSPCA are run according to best practices and are worthy of our communities' trust.



Key Initiatives 2020 & 2021

Operations Manual

We wrote over 150 policies, procedures, and guides covering all aspects of the GMSPCA's management. These cover finance and accounting, human resources, communications, health and safety, property, job descriptions, animal intake, animal care, cleaning, animal outcomes, and our social enterprise, development, and community programs. This was a huge undertaking. We consulted with other animal shelters to adopt best practices. Our new policies help us train staff, communicate expectations, and work consistently – all to a high standard.

Yearly Budgeting

Pre 2020, the budget was organizationally driven instead of departmentally driven. In early 2021, we took the past 5 years of budgets and split them into departments to predict future expenditures. COVID had a massive implication on operations and budgetary impact. We estimated based on the information that we had. Each year, our budget has become progressively firm and focused. Each year, our estimates are more and more precise



Key Initiatives 2020 & 2021

Philanthropy Development

This initiative was created to help enrich our relationship with the community. We have extended our reach on social media to stay connected with the public by sharing updates and stories. We use our online presence to educate the community. We also communicate with donors to let them know about the impact they have in the lives of the animals we care for.

Slack

Slack was implemented as an instant messenger used by all employees. It has significantly improved collaboration, boosted productivity and facilitated stronger communication between employees.

Trello

Trello was implemented as a project management software for the administrative team. It has improved project collaboration. It uses different methods of creating, sharing, using and managing the knowledge and information of the organization. It helps us achieve our organizational objectives by making the best use of that knowledge. We have also used Trello to record and organize policies, processes, reports, and lessons learned.



Key Initiatives 2020 & 2021

Keela

Keela is a donor and volunteer relationship management database. Over 25 000 donations from 5 different sources were combined in Keela and most future donations will be processed directly through it. Tax receipting is greatly simplified. The GMSPCA keeps track of all donor and volunteer relationships in one place now and this allows us to build much better relationships with you.



Renovations

The GMSPCA has undergone significant renovations since 2020.

2020

- Reception has been moved from the front entrance to the side entrance to comply with COVID distancing requirements. The GMSPCA now uses separate entrances for intake (surrenders and animal control) and adoptions.

2021

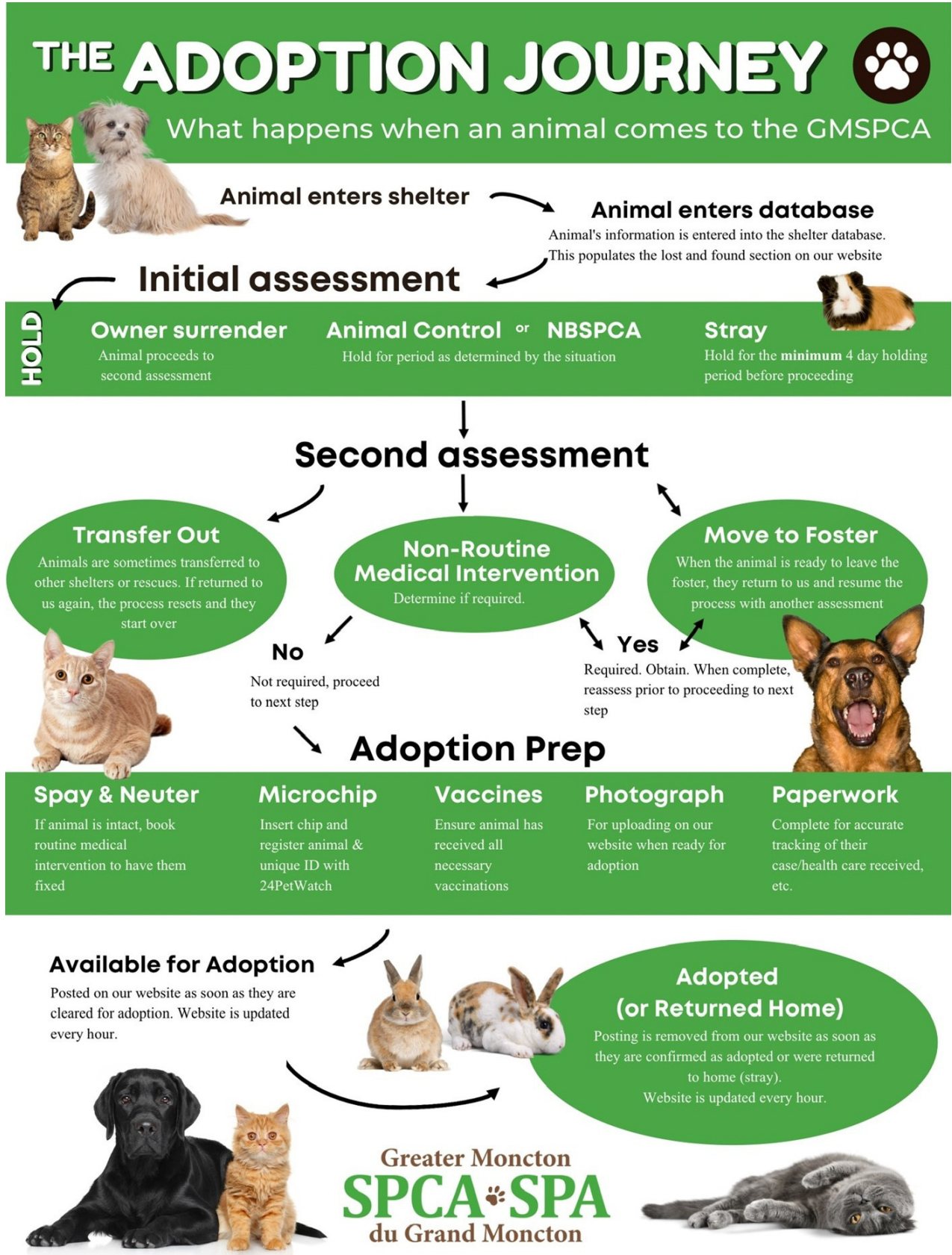
- We added a shed for donations next to the side entrance.
- We modernized the caging in one of our pound rooms. This doubled its capacity.
- We build a wheelchair-accessible adoption room on the ground floor to make adoptions accessible.
- We build a new staff parking lot to free up room in our front parking lot.

Impact 2020 & 2021

- 2 218 animals found a new home.
- 486 animals received care through our fostering program.
- We stay connected to the community through social media. We have more than 32 000 followers on Facebook, 4 500 followers on Instagram and 1 800 followers on Twitter.
- 1 270 animals were spayed or neutered.
- We built a wheelchair-accessible adoption room on the ground floor to make adoptions accessible.
- With more bilingual employees on board, GMSPCA is proud to offer services in French and English.
- We offer opportunities for students looking to become veterinary technicians to interact with animals for training purposes.
- With our new program Keela, it gives us a chance to recognize and reach out to our donors, helping is build stronger relationships with the community.



Intake



Intake

The GMSPCA has implemented a policy of managed intake to ensure that we are able to provide the best standard of care to the animals in our shelter. The Greater Moncton SPCA does not take in more animals than we have the capacity to provide care for.

Animals relinquished by their owners, and animals located outside the jurisdiction of the GMSPCA are accepted by appointment. This allows us to manage the flow of animals entering the system and to smooth out fluctuations. Immediate entry occurs for pets in emergency situations and animals the GMSPCA must accept as part of our animal control contracts. Managed intake means that we try to schedule non-urgent intake to limit overcrowding. This allows staff to be more efficient and provide more individualized attention to the animals and the people surrendering them. With managed intake, the GMSPCA can plan for appropriate staffing to match capacity to provide humane care.

Intake and adoption trends are closely monitored to determine how many owned animals and animals outside our contract areas we can accept. Specifically, we look at how many strays we have historically accepted that time of year, how many adoptions we expect, and how many kennels we have available. We look ahead and increase or decrease scheduled wait times depending on whether we are below, on, or above-trend.



Intake

<u>Area</u>	<u>2020</u>	<u>2021</u>	<u>Total</u>
Albert County	38	67	105
Dieppe	102	44	146
Elsipogtog	100	188	288
Fredericton	15	44	59
Gloucester County	0	5	5
Hillsborough	0	30	30
Kent County	117	65	182
Kings County	19	7	26
Moncton	961	804	1765
Northumberland County	28	25	53
Nova Scotia	2	7	9
Petitcodiac	11	4	15
Quebec	0	4	4
Quispamsis	4	0	4
Riverview	102	162	264
Sackville	21	12	33
Saint-John	30	9	39
Shediac	32	97	129
Sussex	63	12	75
Westmorland County	121	90	211
Total	1768	1674	3442

Adoptions

HOW TO ADOPT

www.monctonspca.ca



Decide to adopt



Visit our website to see available animals



Call to make an appointment with our adoption counselor



857-8698



Meet with our adoption counselor



Visit with available animals



Found the right match?

- Complete paperwork
- Pay adoption fee
- Take your forever friend home



Didn't find the right match? Simply try again, your forever friend will be waiting for you!

Greater Moncton
SPCA SPA
 du Grand Moncton

Adoptions

What is included in the adoption fee?

- Spay/neuter
- first vaccination
- first deworming
- nail clipping
- ear cleaning
- microchip identification
- rabies vaccine (dogs only)
- treatment against fleas (cats, dogs and rabbits)
- 6 Weeks PetSecure Insurance
- 30 days 24Hr Petwatch
- 1 Week GoodPup (Dogs only)
- 1 month worth of Royal Canin Wet Food (Cats only)
- 1 month worth of Royal Canin Dry food

FEES

- Dog \$355
- Puppy (6 months & under) \$445
- Cat \$210
- Kitten (6 months & under) \$285
- Rabbit \$100
- Other please contact the shelter at (506) 857-8698 for information on rodent and exotic species adoption fees.



Adoptions

<u>Animal</u>	<u>2020</u>	<u>2021</u>	<u>Total</u>
Cat	866	843	1709
Dog	109	146	255
Bird	5	17	22
Chicken	0	2	2
Guinea Pig	36	18	54
Hamster	2	1	3
Ferret	0	1	1
Rabbit	27	55	82
Rat	23	54	77
Reptile	3	8	11
Fish	2	0	2
Total	1073	1145	2218



Euthanasia

When it is a humane option, adoption is far and away the preferred outcome for all animals in the GMSPCA's care. The GMSPCA strives to minimize euthanasia to only those cases where it is deemed to be the most humane option or where public safety is compromised.

In order to ensure that animals are given a fair and consistent evaluation, we have implemented assessments that are objective and not breed or human biased. Animals that rate well in these evaluations are healthy, happy and adoptable. Those animals that don't reach the same levels may display behaviour patterns or have physical conditions that would make them difficult to care for at the shelter or in a home environment (these physical conditions may be permanent or treatable).

For animals that don't quite make the "adoptable" category, we now have an assessment committee. The committee is comprised of 3 staff members (with one as a rotating position). This committee assesses whether any concerns raised that limit an animals potential to be adopted are treatable and what the best course of action may be. Typically, options available include time in foster homes, medical intervention, transfer to another organisation or euthanasia.

It is really important to note that at no point is the length of time an animal has been at the shelter, or how many animals we have in care, ever considered as part of the decision making process. We know this is a shift from how we used to make decisions previously, but it is why we implemented our managed intake system – the future of animals in our care should never be dependant on the intake of animals currently under somebody else's care.

The changes are clearly making a difference too. Prior to implementing managed intake, our euthanasia numbers were frequently in excess of 30% of animals taken in. However, in 2020 this number had dropped to 26% and then again in 2021 this number dropped to 16%.

While we will continue to strive for ever decreasing euthanasia rates, we know that in order to provide support to all the different areas (some 16 areas outside the Greater Moncton Area) and people with nowhere else to go with dangerous animals, that we will never quite reach 0%.

Future Initiatives

Volunteer Program

Now that COVID restrictions are easing, we plan to update our volunteer program. We will be using our new database, Keela, to better manage volunteer relationships. We hope to develop more training, have more and different volunteer opportunities, and have more volunteer support.

Community Outreach Position

We are hiring for a Community Outreach Coordinator as part of our Animal Control team. The Coordinator will work with the community, including other rescues, to help promote animal welfare.



Donor Engagement

With the implementation of Keela (see Key Initiatives in 2020 and 2021), we will be building a donor engagement program with more follow-ups, information on the impact of your donations, and opportunities to give to specific projects.

Campaign for New Cat Room

We are preparing a fundraising campaign for upgrades to our cat room. This will triple its capacity. See appendix on campaign.

Clinic

We are currently working on a subsidized spay and neuter clinic. See the FAQs in this document.

Animal Welfare Committee

We are establishing an Animal Welfare committee of veterinarians who will evaluate our policies and procedures.

Lottery

The GMSPCA will be launching a cash prize lottery with profits supporting our work.

Future Initiatives

Fundraising Events

With COVID restrictions easing, we are significantly increasing our fundraising events and community outreach. Traditional events, like the Paws Walk and Comedy Night are returning in-person.



Rebrand

Our 2020 survey and strategic planning exercises have made clear that there is confusion about the difference between the NBSPCA and GMSPCA. The 2021 survey again confirmed this.

The NBSPCA is a provincially-funded organization that enforces animal protection laws. It is legally, functionally, and operationally separate from us. Donations to the NBSPCA are not transferred to us and do not support our work.

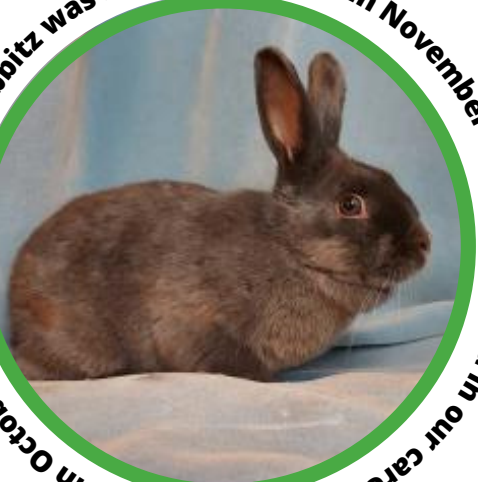
We believe the community often donates to the NBSPCA intending to support us. We also believe that by sharing a name with the NBSPCA, an expectation is created that we can enforce animal protection laws – the Province of New Brunswick does not give us that power.

After consultation with marketing agencies, to avoid confusion and to better represent the work we do in the community, not just with the shelter, but through our other programs and social enterprises too, we have decided to rebrand our image and change our name. Through the rebrand, the website will also be revamped. We expect to announce more details later at our AGM in June.

● Izzy, a 14-year-old cocker spaniel with cancer, was adopted out for free to a family who provided her with end-of-life care.



● Lenny Rabbitz was born at the SPCA in November 2020 and stayed in our care till he was adopted in October 2021.



● We comfortably spent over \$150 000 in medical expenses.



● 328 Animals were placed in foster care or transferred to specialized rescues in 2021.

