

MANITOBA UNDERDOGS RESCUE

2013 ANNUAL REPORT



Manitoba Underdogs Rescue
152 Goldstone Road
St. Andrews, Manitoba R1A 3E1
www.manitobaunderdogs.org

FINANCES

Statement of Financial Income and Expenses January through December 2013

		TOTAL
INCOME		
	Adoption fees	\$29,900.00
	Fund Raising	
	Donations (PayPal, cheques)	\$12,485.00
	Event Donations	\$1,078.00
	Events	\$3,010.00
	Total Fund Raising	\$16,573.00
	TOTAL INCOME	\$46,473.00
EXPENSES		
	Contract Services	
	PayPal Fees	\$273.00
	Bank Fees	\$273.00
	Outside Contract Services	\$315.00
	Total Contract Services	\$861.00
	Operations	
	Veterinary, Medical	\$35,925.00
	Postage, Mail Service	\$313.00
	Printing, Copying, Marketing	\$1,234.00
		<u>\$37,472.00</u>
	Supplies, Operations	
	Gas, travel	\$3,304.00
	Food	\$306.00
	Office supplies	\$380.00
	Miscellaneous	\$255.00
	Total Supplies Operations	\$4,245.00
	Dog Supplies	
	Dog Food, Treats	\$1,458.00
	Miscellaneous	\$711.00
	Dog Equipment	\$74.00
	Dog supplies -other	\$227.00
	Total Dog Supplies	\$2,470.00
	Total Operations	\$44,187.00
	TOTAL EXPENSES	\$45,048.00
	NET INCOME	\$1,425.00

INTAKE & ADOPTIONS

In 2013, Manitoba Underdogs brought 83 dogs into our adoption program. Most of these animals were rescued from remote communities across Manitoba, with many dogs also coming Winnipeg Animal Services. We successfully adopted out 104 dogs (35 adults and 69 puppies). The average stay in foster care was 113 days for adults, 30 days day for puppies.



Occasionally we run adoption sales to help promote certain adoptables. In 2013, we ran the following promos: **Mommy & Me**, offering \$50 off mama dogs; **Husky Dog Night** offering \$75 off Husky mixes; and our **New Year's Sale**, offering \$25 off all adoptions up until New Year's Day.

This year we participated in two group rescue missions. In January, we accepted four dogs into care from a mission to Easterville, Manitoba. In the spring, our team made two trips to Sioux Valley and Birdtail Sioux for a spay/neuter initiative, [Beat the Heat](#). In the first trip, eight dogs were fixed, of which two joined our adoption program. In the second trip, five dogs were fixed, of which three joined our adoption program.

ADOPTION EVENTS

Manitoba Underdogs hosted nine adoption fairs at various pet stores throughout Winnipeg. We also attended two multi-rescue events, Niverville Dog Adoption Fair and DREAM's Home for the Holidays event.

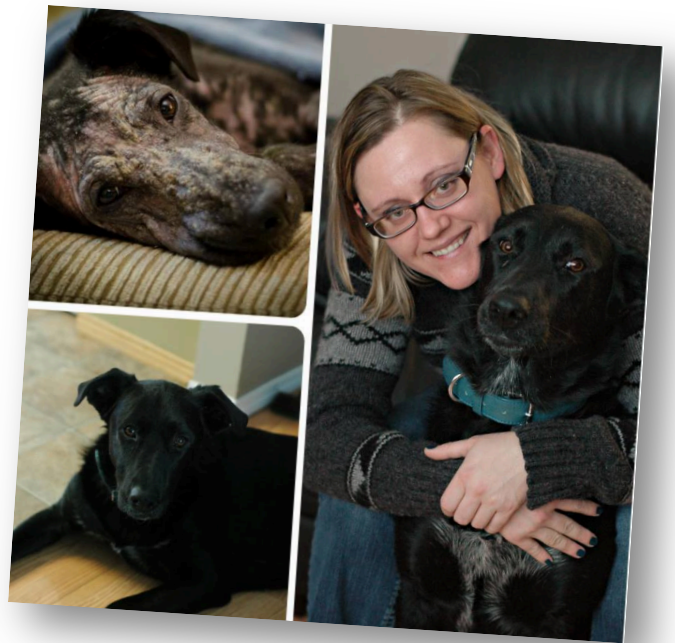


MEMORABLE ADOPTABLES



Sasha and Shadow came into our care as two bonded senior dogs, surrendered by their owner, only to later find out that they had bounced around to many homes throughout their lives. We had our work cut out for us finding a home for two large breed senior dogs. One month shy of a year in foster care, we happened upon Erin and her family. It was love at first sniff for Sasha and Shadow, who are now the loved to the fullest with this happy family.

Joey was brought to Underdogs from Norway House with the most severe case of Demodex Mange we've dealt with. After months of medical care, this puppy blossomed to the beautiful black lab we knew she could be. Being a large black dog though, she was victim to "black dog syndrome" and waited ten long months to find her perfect happy tail. Joey is now the center of attention and travels the province with her mom.



Penni came into care with her mom, Dixie and eight siblings from Sagkeeng. The entire litter fell ill, which we quickly realized was parvovirus. We acted fast and luckily did not lose any of the puppies. Penni was the last of her litter to be adopted, having waited five months in foster care and sadly as bounced around a few foster homes. It was well worth the wait for her wonderful mom and dad from Ontario fell in love instantly with her, and spoil her rotten.

DONATIONS & FUNDRAISING

Our biggest news of the year was receiving our **charitable status** in May 2013. Being registered means we can issue tax receipts on all donations over \$20.00. We saw general donations **increase 300%** from 2012, with \$12,485.00 being donated in 2013.

GARAGE SALE & BBQ
 905 WINONA STREET
 Saturday, June 15 8am - 4pm Sunday, June 16 10am - 2pm
 HOT DOG & DRINK \$3
 100% OF THE PROCEEDS RAISED GOES TO MANITOBA UNDERDOGS RESCUE, NOW A REGISTERED CHARITABLE ORGANIZATION!
 manitoba UNDERDOGS rescue
 www.manitobaunderdogs.org

We held seven fundraising events throughout the year. Our first annual Pins for Pooches events was a great success, featuring local celebrities including: Chris Cvetkovic of The Winnipeg Blue Bombers, JD Francis of ENERGY106, Brody Jackson and Samantha Stevens from QX104, Dancing Gabe, and Doug Speirs of The Winnipeg Free Press.

FUNDRAISER	DATE	MONEY RAISED
Pins for Pooches	March 30, 2013	\$3,000.00
Fort Whyte Raffle	Fall 2013	\$1,455.00
Sunny S-H Photography	Various Dates	\$675.00
Garage Sale	June 16, 2013	\$630.00
Epicure	December, 2013	\$194.00
Tupperware	August, 2013	\$160.00
Leash Manners	October, 2013	\$100.00



FortWhyte Alive
 HUMAN NATURE
ADVENTURE
 TRAVEL RAFFLE
 DRAW DATE:
 DECEMBER 18, 2013 AT 3 PM



1ST PRIZE: SOUTH AMERICA - INCA DISCOVERY OR \$4000 CASH
2ND PRIZE: BEAR COUNTRY ADVENTURE OR \$3000 CASH
3RD PRIZE: ICELAND - NORTHERN LIGHTS OR \$2000 CASH

WONDERDOGS

In 2013, we were thrilled to launch our [Wonderdogs](#) program, which helps solicit donations for and promote animals overcoming illness and injury, or mental/emotional challenges. This program has proudly inducted thirteen Wonderdogs to our Veterans list since opening our rescue doors, eight of which are from 2013.

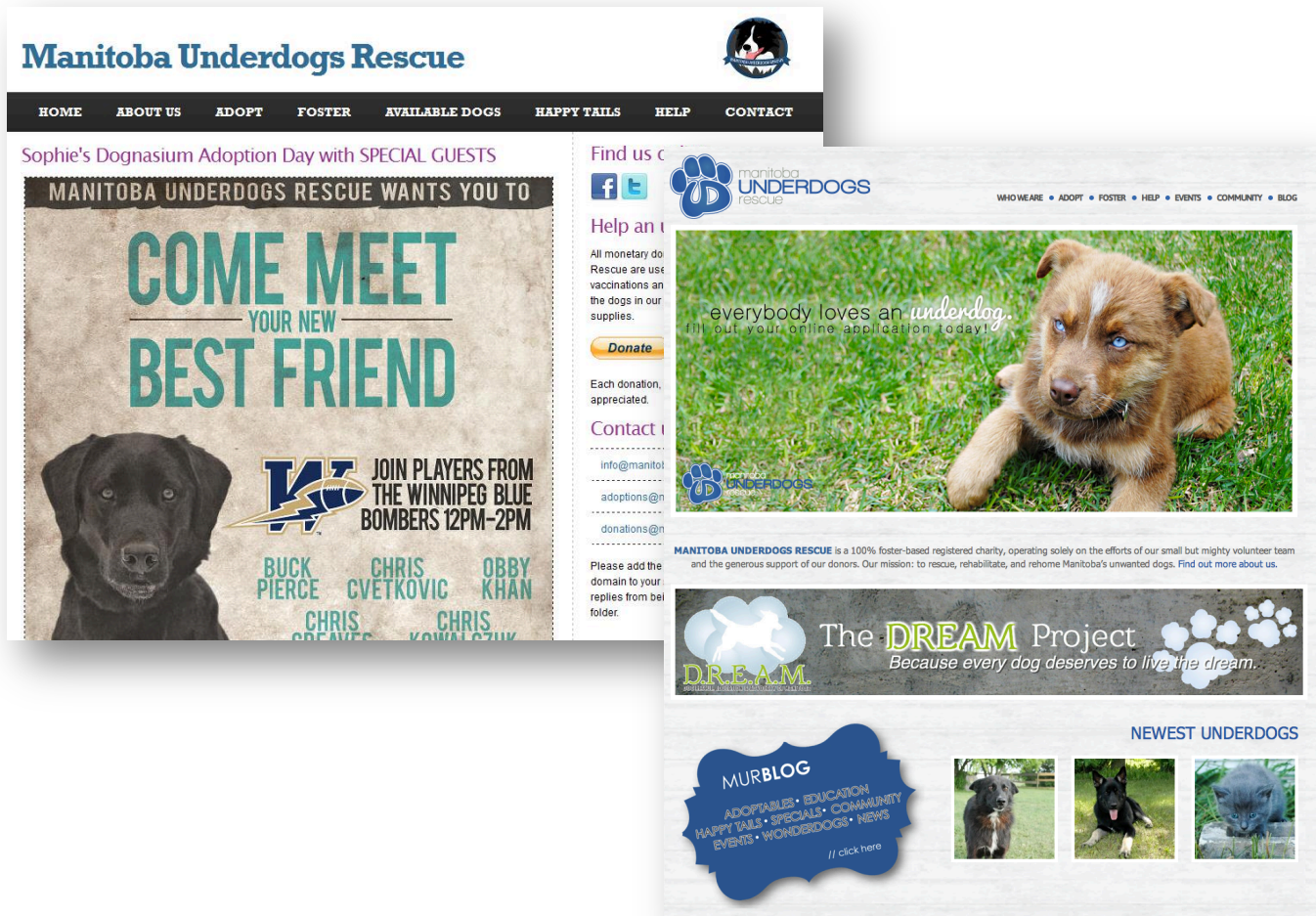


2013 WONDERDOGS

NAME	CHALLENGES	COSTS	INDUCTED
Asia	Head Trauma	\$1,000.00	April, 2013
Scrapper	Porcupine Injury		April, 2013
Joey	Demodex Mange	\$1,000.00	June, 2013
Mabel	Heartworm Disease and Emergency C-Section	\$1,500.00	July, 2013
Sassari	Neurological Issues	\$450.00	July, 2013
Zoey	Parvovirus	\$700.00	September 5, 2013
Josie	Semi-Feral	\$0.00	October 20, 2013
Oliver	Emaciated, Dislocated Hip, Arthritis and Displaced Lens	\$1,600.00	October 30, 2013

MARKETING & COMMUNICATIONS

We undertook a big project to rebrand the organization with a fresh new look. Thanks to the creative works of [Tristalee Design](#), we have a great logo and functional new website. The new website offers a user-friendly navigation menu and integrated blog to help us better connect with our followers.



Facebook remains our primary social media platform; having grown from 1,009 followers on January 1st to 2,389 followers on December 31st. We averaged 372 people reached per post in January; improving to 2,273 people reached by December.

TOP SOCIAL MEDIA MOMENTS

1. Foster Request for Dior – 7,524 hits
2. Urgent Fosters for Fia & Scrapper – 4,832 hits
3. Sasha and Shadow's Happy Tail – 3,862 hits
4. Josie Missing – 3,600 hits
5. Scooby's Quest for an Adopter – 3,288 hits

PARTNERSHIPS

Manitoba Underdogs focuses on creating unique partnerships that meet both the philanthropic wants and organizational goals of each partner. 2013 saw existing partnerships flourish and new partners join the Underdogs' team. We're extremely grateful for the contributions and assistance these companies have given to help us reach our goals.



OUR VET CARE TEAM

Our veterinary support system is one of the most important and key resources for our rescue. Our relationship continued with Dakota Veterinary Hospital through 2013. Their level of quality care, love and compassion never falls short of perfect. From the veterinarians, to the technicians and assistants, client care coordinator and practice manager, they make an amazing team.



OUR TRAINER

Dez McKay is the sole owner and operator of [Animal Instincts Dog Training and Obedience](#). She really got into training through volunteering with various rescues and came on board as our trainer in October 2013. Dez loves working with the dogs, helping them with their journey to find the perfect "fur-ever" home.



OUR PHOTOGRAPHER

As an emergency foster and alumni, Sunny continues to give back to and remain an active member in our rescue. Sunny is the owner and photographer of [Sunny S-H Photography](#), specializing in newborn, children, family and wedding portraiture. And now, apparently, dogs. In November, she did her first photoshoot for us with several adoptable dogs and has taken on the volunteer position as our official photographer!