

MANITOBA UNDERDOGS RESCUE

2014 ANNUAL REPORT



www.manitobaunderdogs.org

FINANCES

Statement of Financial Income and Expenses
January through December 2014
Charity Registration # 820283331RR0001

INCOME

TOTAL

<hr/> Adoption fees		\$ 43,963	
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Fund Raising			
Donations (PayPal, cheques)	\$	35,208	
Adoption Event Donations	\$	2,127	
Fundraising Events	\$	8,391	
Merchandise Sales	\$	4,230	
<hr/> Total Fund Raising		\$ 49,956	
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Indirect Public Support	\$	45	
Gifts in Kind	\$	103	
TOTAL INCOME		<u>\$ 94,067</u>	

EXPENSES

Contract Services			
PayPal Fees	\$	708	
Bank Fees	\$	223	
Outside Contract Services	\$	451	
<hr/> Total Contract Services		\$ 1,382	
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Operations			
Veterinary/Medical	\$	71,628	
Printing, Copying & Marketing	\$	107	
Facilities Rental	\$	150	
<hr/>		\$ 71,885	
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Supplies for Operations			
Supplies for Resale	\$	458	
Gas/Travel	\$	5,705	
Food	\$	1,036	
Event Supplies	\$	1,642	
Office Supplies	\$	329	
Postage/Mail Service	\$	458	
<hr/> Total Operations		\$ 9,628	

<i>Total Supplies and Operations</i>		\$ 81,513
<i>Dog Supplies</i>		
Dog Food/Treats	\$ 1,263	
Dog Equipment	\$ 1,349	
Misc. Dog Supplies	\$ 432	
<i>Total Dog Supplies</i>	\$ 3,044	
<i>Adoption Fee Refunds</i>	\$ 658	
<i>Uncategorized Expenses</i>	\$ 1,340	
TOTAL EXPENSES	\$ 87,937	
NET INCOME	\$ 6,130	

INTAKE & ADOPTIONS

In 2014, Manitoba Underdogs Rescue brought 184 dogs into our adoptions program. Most of these animals were rescued from remote communities across Manitoba, with many dogs also coming in as owner surrenders. We successfully adopted out 187 dogs.



Occasionally we run adoption sales to help promote certain adoptables. In 2014, we ran the following promos: **Kitten Kraze** (offering \$50 off cats and kittens), **Black Friday Sale** (\$50 off select adoptables), **Adolescent Promo** (\$25 off puppies 4-11 months of age) and a **Spring Sale** (varying amounts off long-term adoptables).



ADOPTION EVENTS

Manitoba Underdogs hosted several adoptions fairs at various pet stores (Pawstruck Pet Nutrition, Pet Valu, Global Pet Foods, The Dog Loft Inc, and many more) throughout Winnipeg in 2014. We also attended three multi-rescue events; Niverville Adoption Fair, Canvasback Adoption Days and DREAM's second annual Home for the Holidays event. This year our rescue had a booth at the Gimli Icelandic Festival – it was a great success!

INTAKE HIGHLIGHTS

In 2014, we participated in several rescue missions, most notably our two-part Bloodvein Rescue Mission that took place June 17 and July 21. This initiative brought back 25 puppies and dogs into rescue, several with severe injuries such as **Hyra** (an 8-year old Rottweiler X found with an old impact injury and missing teeth, **Lucy** (a 6-week old puppy found under a garbage bin with a broken tibia), and **Sully** (a 2-week old puppy who was found dehydrated and suffering from heat exhaustion).

MEMORABLE ADOPTABLES



Jax came into our care in very poor shape. This 12-year old Black Lab, who had been fully trained as a police dog, was severely obese and neglected. His coat and skin were in horrible condition. Jax was surrendered to our care after his owners built a new home and did not want him inside of it. Thus, he was banished to the garage. His story broke the hearts of our volunteers. Thankfully, our amazing photographer (also an adopter and foster) stepped up to foster Jax and nursed him back to health. He lost many pounds so his body could manage easier, and his coat now shines beautifully. He gets to go to work every day with Sunny at her studio, and regularly assists at our adoptables photo shoots.

Peter Pan (now Bodhi) and **Texas** both have completely different intake backgrounds, but found themselves adopted together by an amazing family! Peter Pan came into care with his siblings (the Neverland puppies) in early September 2014. We received an adoption application for him shortly after he was available from a family in sunny California. It sounded like a wonderful home! After references checks, both personal and professional, Tracy and Bob were approved. Just before Bob flew up to Canada to bring Peter Pan home in October, Texas came into care. It was love at first sight - Tracy immediately contacted us asking if they could adopt him as well. How could we pass up such a fantastic home for two of our dogs? Long story short, both dogs are loving life down in the south. This is by far one of our most memorable adoptions in 2014!



DONATIONS & FUNDRAISING

Since gaining our charitable status in 2013 and as we gain more exposure to the public, we have continued seeing growth in our donation rates. Being a registered charity means we can issue tax receipts on all donations over \$20.00. We saw general donations increase 282% from 2013, with \$35,208.00 being donated in 2014.

We held several fundraising events throughout the year, beginning with a successful curling bonspiel fundraiser Woof of the Rings. The event was a huge success, raising \$2,700.00 toward our veterinary bills.

HIGHLIGHT EVENTS	DATE	MONEY RAISED
Woof of the Rings	February, 2014	\$2,700.00
3 rd Anniversary Party	August, 2014	\$538.00
Fort Whyte Travel Raffle	Fall, 2014	\$1,275.00
Bud, Spud & Steak	November, 2014	\$3,263.00

WONDERDOGS

We continued with our Wonderdogs program in 2014, which aides in soliciting donations for and promoting animals in our care who are overcoming illness and injury, or mental/emotional challenges. We have had 39 Wonderdogs inducted into this program over the years since opening our doors, 18 of which were from 2014. Sadly, we lost 6 dogs and one litter to their battles, despite our best efforts: Valour, Roxie, Lilly-Beth, Honey, Kennedy, The Berry Puppies, and April. We will never forget you.



2014 WONDERDOGS

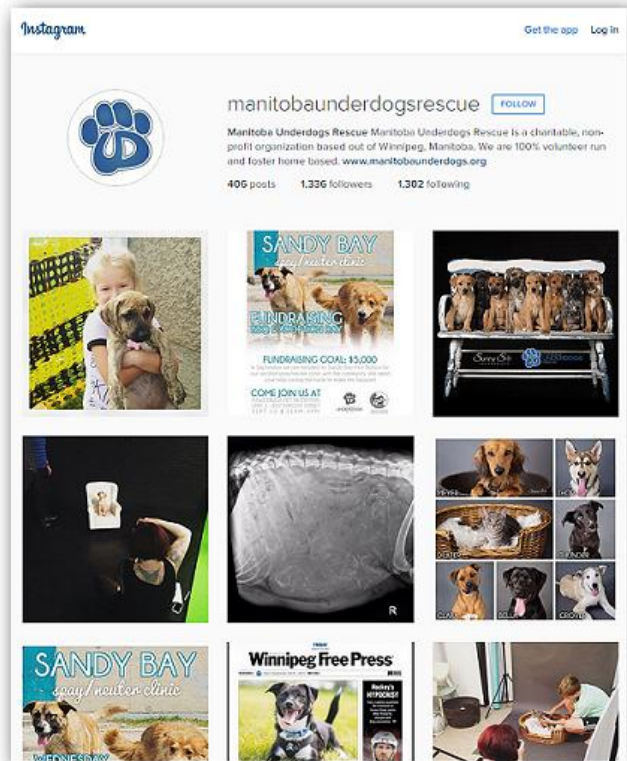
NAME	CHALLENGES	COST	INDUCTED
Inuk	Fear Aggression	Donated by <i>Animal Instincts</i>	May, 2014
Huck	Neck Wound from Dog Fight	\$1,500.00	May, 2014
Nora	Intestinal Blockage	\$900.00	June, 2014
Muse	Tick Infestation	\$600.00	July, 2014
Nayeli	Leg Amputation	\$1,400.00	September, 2014
Luna	Injuries from Hunter's Trap	\$1,600.00	October, 2014
Elsie	Heartworm Disease	\$1,000.00	October, 2014
Bailee, Dakotah & Indie	Parvovirus	\$3,200.00	October, 2014
Lucy	Broken Tibia	\$1,500.00	November, 2014

MARKETING & COMMUNICATIONS

In 2014 we began utilizing our Twitter and Instagram accounts to reach more followers and supporters. Instagram has proven to be a great success in gaining more exposure for the rescue, and Twitter has been an excellent way at keeping in touch with our media contacts that time and time again, support our rescue by featuring many of our stories.



Twitter Followers: 693



Instagram Followers: 1,336

Facebook remains our primary social media platform; having grown from 2,393 followers on January 1st to 4,177 followers on December 31st. We averaged 3,136 people reached per post in January; improving to 4,380 people reached by December.

SOCIAL MEDIA MOMENTS – TOP REACHES

1. Puppy food request for our emaciated stray Fleur – 15,632 hits
2. Donations requested for 12-year old Jax's surgery – 12,468 hits
3. Honey, mama of the five Bee puppies, succumbs to injuries after being hit by a car – 11,990 hits
4. Update on Valour, a 6-month old pup with a severe case of mange – 10,688 hits
5. April, mama of the three Raindrop puppies, loses her battle with breast cancer – 10,377 hits

PARTNERSHIPS

Manitoba Underdogs focuses on creating unique partnerships that meet both the philanthropic wants and organizational goals of each partner. 2014 saw existing partnerships flourish and new partners join the Underdogs team. We are extremely grateful for the contributions and assistance these companies have given to help us reach our goals.

