

MANITOBA UNDERDOGS RESCUE

2015 ANNUAL REPORT



www.manitobaunderdogs.org

FINANCES

Statement of Financial Income and Expenses Fiscal Year 2015 Charity Registration #820283331RR0001

INCOME

Adoption Fees		\$49,880
Fundraising		
Donations (Paypal, cheques)	\$125,756	
Adoption event donations	\$1,791	
Fundraising events	\$9,850	
Merchandise sales	\$6,461	
Total Fundraising		\$143,858
Reimbursements	\$2,163	
Gifts in kind	\$298	
TOTAL INCOME		\$196,199

EXPENSES

Contract Services		
Paypal fees	\$1,521	
Bank fees	\$639	
Outside contract services	\$1,147	
Total Contract Services		\$3,307
Operations		
Veterinary/medical	\$105,269	
Printing/copying/marketing	\$333	
Facilities rental	\$1,147	
Pet boarding	\$1,004	
Total Operations		\$106,606
Supplies for Operations		
Supplies for resale	\$6,372	
Gas/travel	\$6,134	
Vehicle insurance	\$1,088	
Food	\$1,004	
Event supplies	\$3,121	
Office supplies/miscellaneous	\$1,889	
Postage/mail service	\$1,156	
Total Supplies		\$20,824
Total Operations & Supplies		\$130,737
Dog Supplies		
Dog food/treats	\$2,274	
Dog equipment	\$881	
Dog supplies/miscellaneous	\$1,234	
Total Dog Supplies		\$4,389
Adoption fee refunds	\$733	
Uncategorized expenses	\$35,393	

TOTAL EXPENSES **\$171,252**

NET INCOME **\$24,947**

INTAKE & ADOPTIONS

In 2015, Manitoba Underdogs brought 191 dogs and 8 cats into our care. Most of these animals were rescued from remote communities across Manitoba, with many also coming in as owner surrenders. We successfully adopted out 198 animals.



ADOPTION PROMOTIONS

Occasionally we run adoption sales to help promote certain adoptables. In 2015, we ran the following promotions:

Black Dog Sale

- \$50 off black dogs

Adult Dog Sale

- \$50 off adult dogs

Black Friday Sale

- \$25 off puppy adoption fees

- \$50 adult dog adoption fees

Home for the Holidays

- \$50 off all adoption fees

ADOPTION EVENTS

MUR attended several adoption events coordinated by supporters. A few included Pet Valu, Sunova Credit Union and the Winnipeg Pet Show.

MUR did not host many stand-alone adoption events in 2015. This decision was made after reviewing the interest and attendance in past adoption events.

We felt that these events were not a good use of our resources and volunteer's time. Instead, we focused on reviewing our adoptables coordination (ensuring dogs were photographed in a timely manner, personality bios for dogs were more accurate and reflected their needs better). We also began featuring adoptables regularly on our Facebook and Instagram pages.



INTAKE HIGHLIGHTS

In 2015, we participated in several rescue intake missions. Most notably was our rescue just before our team holidays mid-December. We were notified about five dogs in Norway House First Nation, four of them a bonded pack and one a mother dog with a single surviving newborn puppy that was born in a tire. The bonded pack included **Finley** (who was referred to as One Eye in NH due to one blue eye), **Apollo** (who suffered a fracture in a front leg due to a bullet), **Atlas** (an abandoned 10 year old) and **Norman**. **Niska** was the mother dog who gave birth to her babies in a tire; sadly, only **Ronon** survived the harsh elements of winter up North.



MEMORABLE ADOPTIONS



Azariah was surrendered to our care after her previous owner suffered a heart attack and could no longer physically care for her. Azariah was a special girl to MUR - she was our first hearing and visually impaired dog, with sight in only one eye. Luckily, her owner did love her and she was familiar with several hand signals for basic commands.

This pretty girl found a loving home with two older kids outside of the city. She transitioned perfectly, but we guess that is how it goes when it's a perfect match!

Our popular little guy **Percy**! This small puppy came to us after he was blinded with hair dye up in a northern community. Both eyes had a blue fog-like cover to them, and he was in pain. He was treated for five months in foster care, and one eye had greatly improved. Unfortunately, the other eye continued to be a problem and Percy was beginning to become intolerant of being handled and having his daily eye-drops administered to help the eye recovery. The decision was made to enucleate the eye so that he could move on with his life, and have no long-term health problems directly related to his eye.

In August, Percy's foster mom and trainer decided he fit in just a little too well in her home and she officially foster failed with him. He now has several furry siblings now that he happily lives with, including a kitty sibling who is also one-eyed!



WE TURNED 4 YEARS OLD IN 2015!



DONATIONS & FUNDRAISING

In March 2013, MUR became a registered charity. We offer tax receipts for all donations over \$20. We saw general donations increase 257% from 2014, with \$125,756 being donated in 2015.

fresh in february
RUB A DUB DUB, PUPS IN THE TUB!

adoptable dogs, pawdicures & dog wash!

pet value reenders
#10 - 3 REENDERS DRIVE
SATURDAY, FEBRUARY 28TH
11:00 AM TO 2:00 PM

FULL SPAW \$25
*INCLUDES BLOW DRY

DOG WASH \$20
*INCLUDES BLOW DRY

PAWDICURE \$10

PROCEEDS GO TO MANITOBA UNDERDOGS RESCUE.

Fort Whyte Alive
ADVENTURE TRAVEL RAFFLE

DRAW DATE:
DECEMBER 29, 2015 AT 3 PM

50% of the proceeds go to Underdogs, and 50% goes to Fort Whyte Alive

TICKETS \$ FOR 400
1st Prize: Italy - Turkey - or- \$4000 cash
2nd Prize: Mexico - Mayan Discovery - or- \$2000 cash
3rd Prize: Canada - Churchill Day Trip - or- \$2000 cash

PLUS each ticket holder receives a FREE admission coupon to Fort Whyte Alive for an additional 1000 tickets from Fort Whyte

© 2015 Fort Whyte Alive. All rights reserved. Contact: raffle@fortwhytealive.com
50% of ticket proceeds go to Underdogs

HIGHLIGHT EVENTS	DATE	FUNDS RAISED
Fresh in February Dog Wash	February 2015	\$925
Sunova Golf Tournament	June 2015	\$26,000
Senior Dog Photos with Sunny S-H Photography	August, 2015	\$475
Fort Whyte Travel Raffle	Fall 2015	\$1,275
Bud, Spud & Steak	November 2015	\$3,360
Pet Photos with Santa Paws	December 2015	\$1,600

Sunny S-H
PHOTOGRAPHY

BUD, SPUD & STEAK FUNDRAISER

manitoba UNDERDOGS rescue

THURSDAY NOVEMBER 12 \$20 PER TICKET 50/50 & SILENT AUCTION!

COWBOYS ROADHOUSE
1034 ELIZABETH ROAD
6:00PM - 9:00PM

FOR TICKETS
EMAIL EVENTS@MANITOBAUNDERDOGS.ORG
OR VISIT MANITOBAUNDERDOGS.ORG/BUDSPUD

FIX IT! MANITOBA

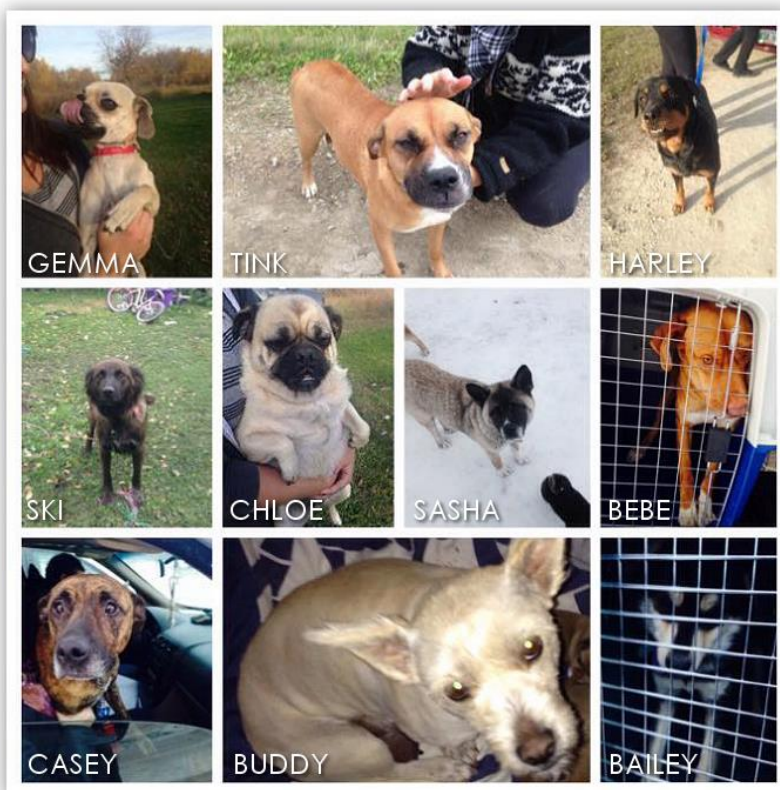
Part of our mandate at MUR is to help control the animal population in a humane, animal friendly manner. To accomplish this, our Fix It! program will:

- Support and host information sessions and events to create awareness about the benefits of controlling the animal population of Manitoba;
- Run spay and neuter clinics in high risk Manitoba communities and provide subsidized services for low income households;
- Partner with provincial initiatives that aim to address pet overpopulation through mobile spay/neuter clinics.



In 2015, we held two mobile (Brokenhead & Sandy Bay First Nations) and one “Beat the Heat” style (also Brokenhead First Nation) spay/neuter clinics, fixing a total of 43 dog which prevents approximately 500 puppies from being born in Manitoba.

Our mobile clinics are made possible thanks to **Hudson Reykdal Veterinary Services**. We travel with them to First Nations communities to provide spay/neuter, vaccines, other necessary veterinary needs and education to these communities.



“Beat the Heat” initiatives are smaller scale spay/neuter clinics we hold with local vets in Winnipeg. In 2015, we did this with Southglen Veterinary Hospital. A specific date was set aside for 10 dogs to come into the city from a First Nations community (transported by volunteers), spayed, and returned the following day to their owners.



WONDERDOGS

Our Wonderdogs program aides in soliciting donations for and promoting animals in our care who are overcoming illness and injury, or mental/emotional challenges. We have had 74 Wonderdogs inducted into this program over the years since opening our doors, 23 of which were from 2015. Sadly, we lost 7 to their individual battles, despite our best efforts: Vinnie, Solo, Cadence, Opus, Odessa & Gwen and Oreo. You will forever live in our hearts!

2015 WONDERDOGS

NAME	CHALLENGES	COST	INDUCTED
The Bear Pups	Parvovirus	\$1,500	January, 2015
Mufasa	ACL Surgery	\$1,800	February, 2015
Chaplin	Kidney Worms	\$1,000	March, 2015
Alice	Leg Amputation	\$1,000	April, 2015
Jake & Ami	Dental Surgeries	\$2,000	April, 2015
Balto	Heartworm Disease	\$1,000	June, 2015
Hunter	Femoral Head Ostectomy	\$1,400	June, 2015
Archer	Femoral Head Ostectomy & Heartworm Disease	\$2,400	August, 2015
Sugar	Emaciated & Infections	\$500	August, 2015
Percy	Eye Damage & Enucleation	\$5,000	August, 2015
Maple	Heartworm Disease	\$1,000	September, 2015
Mouse	Heartworm Disease	\$1,000	September, 2015
Thor	Diaphragmatic Hernia & Broken Leg	\$4,000	September, 2015
The Music Pups	Parvovirus	\$4,000	September, 2015
Bianca	Amputation & C-Section	\$2,500	November, 2015
Runsky	Heartworm Disease	\$1,000	December, 2015



MARKETING & COMMUNICATIONS

In June 2015, Sunova Credit Union hosted their 10th annual golf tournament in support of MUR and raised \$26,000. The funds they raised were for the sole purpose of purchasing a vehicle for our organization that would make transporting animals, including making many emergency trips to and from northern communities. The van was deemed the Sunova Canine Cruiser! Not only does this branded van offering advertising for Sunova, it creates a public image for MUR and makes us recognizable on community outreach missions.



Facebook remains our primary social media platform; having grown from 4,184 followers on January 1st to 6,758 followers on December 31st. We averaged 4,983 people reached per post in January; decreasing to 4,128 people reached by December. This decrease is likely due to the rescue being closed during the last week and a half of December.

SOCIAL MEDIA MOMENTS – TOP 5

1. The moment when Missy was caught after missing;
23,788 people reached, 1000 likes, 117 comments, 27 shares.
2. Foster home search for Vinnie;
13,087 people reached, 67 likes, 23 comments, 419 shares.
3. Foster home search for Calypso & her Dancer puppies;
13,637 people reached, 28 likes, 15 comments, 323 shares.
4. Share to help Kit find a home (300 days in care);
9,928 people reached, 96 likes, 18 comments, 285 shares.
5. Percy's intake & update post;
17,560 people reached, 226 likes, 70 comments, 134 shares.



PARTNERSHIPS

MUR continues to develop unique, strong and long-standing partnerships. 2015 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.

NEW PARTNERSHIPS



CONTINUED PARTNERSHIPS

