



manitoba
UNDERDOGS
rescue

2017 ANNUAL REPORT

STATEMENT OF FINANCIAL INCOME & EXPENSES

2017 FISCAL YEAR

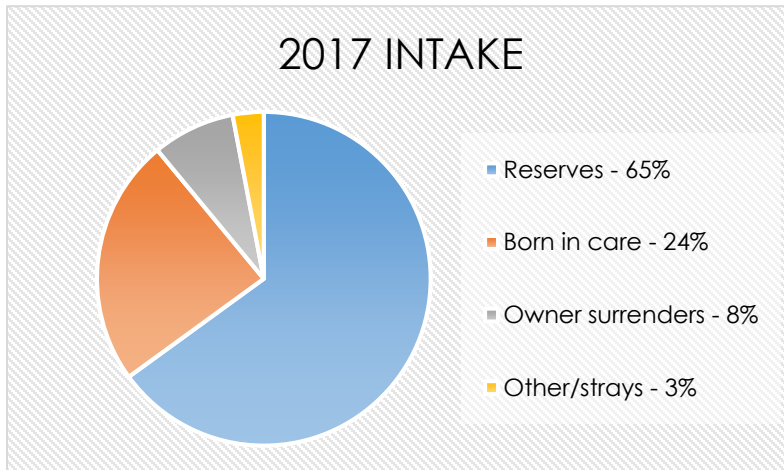
INCOME

Adoption Fees		\$66,095
Fundraising		
Donations (PayPal, cheques)	\$117,758	
Adoption event donations	\$572	
Fundraising events	\$35,994	
Merchandise sales	\$12,575	
Total Fundraising		\$166,899
Reimbursements	\$2,018	
Gifts in kind	\$3,676	
TOTAL INCOME		\$238,687

EXPENSES

Contract Services		
PayPal fees	\$1,086	
Bank fees	\$601	
Outside contract services	\$719	
Total Contract Services		\$2,406
Operations		
Veterinary/medical	\$203,581	
Printing/copying/marketing	\$2,136	
Facilities rental	\$0	
Pet boarding	\$469	
Payouts/reimbursements	\$1,275	
Total Operations		\$207,461
Supplies for Operations		
Supplies for resale	\$8,782	
Gas/travel	\$4,016	
Vehicle insurance	\$2,044	
Food	\$2,069	
Event supplies	\$2,864	
Office supplies/miscellaneous	\$9,002	
Postage/mail service	\$1,231	
Total Supplies		\$30,008
Total Operations & Supplies		\$239,875
Dog Supplies		
Dog food/treats	\$4,168	
Dog equipment	\$1,349	
Dog supplies/miscellaneous	\$435	
Total Dog Supplies		\$5,952
Adoption fee refunds	\$150	
Uncategorized expenses	\$421	
TOTAL EXPENSES		\$246,398
NET INCOME		-\$7,712

INTAKE & ADOPTIONS



In 2017, Manitoba Underdogs brought 209 dogs and 19 cats into our care. We successfully adopted out 209 dogs and 18 cats.

We had 7 dogs from 2017 adoptions returned throughout the year, and 3 dog returns from previous years. This kept our return rate at a low 3% for the year.

ADOPTION PROMOTIONS

Occasionally we run adoption sales to help promote certain adoptables. In 2017, we held two adult dog adoption sales (\$50 off) and one adoption sale on all ages (\$50 off). We had an additional 10 adoptions from the adoption sales.

ADOPTION EVENTS

MUR attended 15 adoption events in 2017. Some of our hosts included Pet Valu (various locations), Paws for Thought Pet Boutique and Sunova Credit union.

We were extremely lucky this year, and had gorgeous "adopt me" vests sponsored by Sunova Credit Union for our adoptables to wear at our events so that they stand out from the crowd!



INTAKE HIGHLIGHTS

Each dog who comes into our care has their own unique story. These are just three of 209 stories from 2017!

GINGIN (left) was in rough shape. She was heavily pregnant, and scarred, from defending herself and puppies from her previous litters, from other dogs. During a spay/neuter clinic, she was surrendered to our care by her owner. She wound up giving birth to twelve healthy puppies in the middle of the clinic! Sadly, GinGin also tested positive for Heartworm disease, which is fatal if not treated. She has made it through her treatment, and is recovering now. She looks like a completely different dog now that she is healthy, shiny, and no longer skinny.

SMUDGE (middle) was brought into our care by our friends at The Ark Project. He was unable to walk, was covered from head to toe in ticks, had an ear that split in half, and a split tooth. As if it couldn't get any worse, he also tested positive for both Heartworm and Lyme disease. Diagnostics showed that Smudge was suffering from severe vertebral collapse and compression on the cervical spinal cord. These results were devastating to not only our team, but to his amazing foster family. Smudge's surgical options were limited, and his prognosis for recovery and a life with any quality was minimal. Heartbreakingly, the decision was made to allow Smudge to be free of the suffering he had endured for so long before he came to us. On his last day, he enjoyed a delicious teriyaki pork loin, a trip to the park for hamburgers and ice cream, and a rest in the cool, long grass. Later that evening, we said our goodbyes. With a heart full of love and a belly full of his favourite meals, Smudge peacefully began his journey at Rainbow Bridge.

CAYENNE (right) was a stray dog well known in her community. She had no home, and was pregnant every heat cycle she had. Every litter, her puppies didn't make it. Our team attempted to capture Cayenne on four different occasions, and other rescues had made their own attempts as well. In November of 2017, we made a trip out to the community to try again before the deep freezes of winter spurred their ugly heads. Lo and behold, after several hours of attempts, we managed to corner Cayenne under a porch, and crawl in under after her! Much to our surprise, Cayenne was also pregnant. She gave birth to nine healthy puppies on December 8, 2017. Despite years of surviving on her own, Cayenne is doing well and is making huge strides with her confidence!



MEMORABLE ADOPTIONS



SIMBA – WAITED 5 YEARS FOR HIS PERFECT HOME

Simba had a rough go of it. Born in care October 2012 and adopted out as a puppy, he was returned as an adult, very obese, and with two torn cruciate ligaments in his back legs, both requiring surgery (something his adopter would not provide him). After his surgeries and recovery, he found another family, but he was not happy there and became underweight and riddled with allergies. He was once again returned.

Simba had been in care with his foster family since November 2016. They did done amazing work with him. He was fit, healthy, and most of all, HAPPY. Finally, in September 2017, we heard the words we had been waiting for because we knew there was no better place for our big boy than with the family he is currently with. Simba's foster family would be adopting him! What they say must be true: third time's a charm.

MEMORABLE ADOPTIONS CONTINUED

KAYA – WAITED OVER 2 YEARS FOR “THE ONE” WHO UNDERSTOOD HER

Kaya originally came into care pregnant in August of 2015. Her litter was born in a wonderful whelping foster home, and once the puppies were old enough to be without their mama, she moved on to a new foster home. Adopted in December, Kaya was returned in February 2016 after an incident with the other dog in the adopter's home. This behaviour was very unlike Kaya, so she was fully assessed by one of our veterinarians. During that exam, it was discovered Kaya had been hit by car at some point, and had broken her hip. Kaya had a femoral head ostectomy performed, and began her healing. This healing didn't go very well in her foster home at the time, so she was moved to a newer, no-dog foster home, Kayla (our spay/neuter and Fix It! program manager). Kayla put in over a year of rehabilitation, both behaviourally and medically into Kaya, who has returned to the happy dog that we fell in love with at MUR. Much to our delight, Kayla announced her foster fail with Kaya in December 2017!



SHADY – WAITED 1.5 YEARS FOR THAT SPECIAL FAMILY

Shady was brought into care after a spay/neuter clinic in May 2016. Little did we know this beautiful brindle girl with two blue/brown eyes would wait so long for her forever home.

Shady was diagnosed with pyometra when she was first assessed by a vet, which is an infection in the uterus, and can be deadly for female dogs. Luckily it was caught, and she was able to receive the surgery she needed.

Shady was first adopted in June 2017, but sadly, returned a couple of weeks later. Shady was having difficulty feeling comfortable around new people, and could be reactive to strangers. She was returned to care, and was placed with an experience foster home to help her overcome her issues.

In September 2017, Shady finally found her forever home with an amazing couple who continue to work with her. She is SO happy where she is, and that makes what we do for these dogs so rewarding.

WE TURNED 6 YEARS OLD

We celebrated a bit different in 2017! In previous years, we've had a big party for the dogs at the home of one of our amazing supporters and friends in Anola. This year, we decided to try changing the location, and adding a bit more to the party!

We hosted our Barks & Bags anniversary party at Wooftopia Dog Training & Recreation Centre. We had the following vendors come out and set up booths: Antler World Dog Products, Canadian Animal Blood Bank, Dakota Veterinary Hospital, Inali Creations, Manitoba Animal Actors, McPhillips Animal Hospital, Melange, Pet Valu Transcona, Perfectly Raw, Planet Pup Doggy Bakery, Riel Jewellery, and Wooftopia Dog Training & Recreation Centre.

We also had some entertaining demos by the Wooftopia trainers, and Manitoba Animal Actors. Leanne Lynn Photography set up a photobooth that was donation based, and 92.1 CITI FM was present with lots of prize giveaways.

The wonderful Sunova Credit Union was our event sponsor this year. We had a delicious BBQ lunch with supplies donated by KUB Bakery, WRMG LAW, Canada Safeway, and Lisa Perkovic. And we can't forget the cupcakes from Kaylee and Chloe!



DONATIONS & FUNDRAISING

We held over 20 fundraising events/raffles throughout the year, and participated in almost 15 info and adoption based events. One of the keys to success in our fundraising department was the implementation of our Events Committee. This group of dedicated individuals allows the rescue to take part in more events, and increase our community presence. This led to our most successful year of fundraising ever!



Chicken Chef presents

**ALL YOU CAN EAT
PIZZA & PASTA**

\$20
per ticket

Tues. Sept. 12th
1130 Nairn Ave.
5:00-9:00pm

In support of:
Underdogs Rescue

2017 HIGHLIGHT EVENTS

HIGHLIGHT EVENTS	DATE	FUNDS RAISED
Wines, Vines & Canines	Feb 2017	\$5,600
Garage Sale	Apr 2017	\$2,100
Dog Wash Fundraiser	May 2017	\$1,320
Pins for Pooches	Jun 2017	\$1,900
Chicken Chef: All You Can Eat	Sep 2017	\$2,340
Pancakes & Santa Paws	Dec 2017	\$1,637

PANCAKES & Santa Paws

SUNDAY, DECEMBER 3
8:00 AM - 12:00 PM
RALPH BROWN COMMUNITY CENTRE
(460 ANDREWS STREET)

- BREAKFAST**
\$5.00 FOR PANCAKES
SAUSAGES, FRUIT
AND A DRINK
- SANTA PAWS**
\$20.00 FOR YOUR PETS
PHOTO WITH SANTA
- FESTIVE BAKE SALE**
DON'T FORGET TO STOCK
UP FOR THE HOLIDAYS!
- GIFT WRAPPING**
FOR A DONATION

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 2017, we held four mobile spay/neuter clinics, fixing a total of 179 dogs which prevents approximately 3,700 puppies from being born in within those four Manitoba communities.

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 2017, we did this with Southglen Veterinary Hospital, Dakota Veterinary Hospital and Pembina Veterinary Hospital. Although our primary focus is not cats, we fixed 18 cats and 5 dogs throughout the year. We hope to increase this number, specifically for dogs, in 2018.

2017 SPAY/NEUTER CLINICS

MOBILE CLINIC	LOCATION	DATE	VETERINARY SERVICES BY	FIXED	RESCUED
Project Aspire	Sagkeeng First Nation	Feb 2017	Hudson Reykdal Veterinary Services	50	16
Project Demi	Ebb & Flow First Nation	May 2017	Hudson Reykdal Veterinary Services	54	21
Project Alliance	Long Plain First Nation	Jul 2017	Hudson Reykdal Veterinary Services	25	21
Project Aurora	Chemawawin Cree Nation	Sep 2017	Hudson Reykdal Veterinary Services	50	60

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 over 100 Wonderdogs over the years since opening our doors, 21 of which were from 2017. Sadly, we lost two amazing dogs to their individual battles, despite our best efforts: Smudge & Steve. You will forever live in our hearts!



2017 WONDERDOGS

NAME	CHALLENGES	COST	RESCUED
Lena	Leg amputation (caught in a trap)	\$1,500	Feb 2017
Karma & Kirby	Parvovirus	\$2,000	Feb 2017
Remmy	Heartworm disease	\$1,500	Feb 2017
Sunshine	Heartworm disease	\$1,500	Feb 2017
Tonto	Heartworm disease	\$1,500	Feb 2017
Jinx	Leg amputation (hit by car)	\$1,500	Apr 2017
Ryu	Heartworm disease	\$1,500	Apr 2017
GinGin	Heartworm disease	\$1,500	May 2017
Merry	Embedded porcupine quills and secondary infection	\$1,200	May 2017
Loki	Femoral head ostectomy (hit by car)	Covered by Winnipeg Animal Emergency Hospital	Jun 2017
Kanoa	Foreign body and secondary infection	\$3,000	Jul 2017
Abbott	Leg amputation (hit by car)	\$1,000	Aug 2017
Twiggy	Parvovirus	\$800	Aug 2017
Buddy	Heartworm disease	\$1,500	Sep 2017
Eloise	Neck fractures	\$1,000	Sep 2017
Lush	Leg amputation (hit by car)	\$1,000	Sep 2017
Nacho	Neurological and physiological defects	\$3,000	Sep 2017
Opie	Broken pelvis	\$1,200	Sep 2017
Trinity	Leg amputation (hit by car)	Covered by Dakota Veterinary Hospital	Oct 2017
Isla	Leg amputation (hit by car)	\$1,000	Nov 2017

MARKETING & COMMUNICATIONS

MUR relies heavily on our social media presence to not only promote adoptables, events and solicit donations, but to also continue to grow our following, image, and recognition on the online (and subsequently offline) community. This helps us gain more followers which results in more support for our missions and donations.

Facebook remains our primary social media platform; having grown by 16.8% over 2017. Our Instagram following continues to grow and was over 5,000 followers at the end of the year. Our Twitter account has now been regularly utilized and was over 1,000 followers.

SOCIAL MEDIA MOMENTS – TOP 5

DATE	POST	REACHES	REACTIONS	COMMENTS	SHARES
Mar 4, 2017	Sunshine is missing!	89,451	331	228	1,653
Mar 8, 2017	Sunshine has been found, safe & sound!	66,296	2,794	204	245
Jul 27, 2017	Asha's intake anniversary & update	54,793	1,852	145	261
Jul 13, 2017	The Northern puppies intake	49,650	1,120	312	208
Aug 26, 2017	Beans is missing!	42,860	209	112	748



PARTNERSHIPS

MUR continues to develop unique, strong and long-standing partnerships. 2017 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



HUDSON REYKDAL
Veterinary Services

