



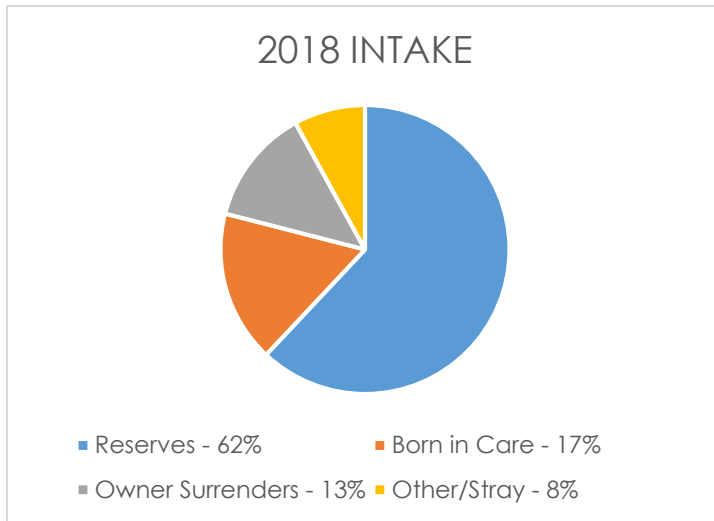
manitoba  
**UNDERDOGS**  
rescue

2018 ANNUAL REPORT

# STATEMENT OF FINANCIAL INCOME & EXPENSES

<b>INCOME</b>	<b>2017</b>	<b>2018</b>
<b>Adoption Fees</b>	<b>\$66,095</b>	<b>\$71,615</b>
<b>Fundraising</b>		
Donations (PayPal, cheques)	\$117,758	\$111,968
Adoption event donations	\$572	\$1,469
Fundraising events	\$35,994	\$51,861
Merchandise sales	\$12,575	\$11,481
Grants	\$0	\$20,000
<b>Total Fundraising</b>	<b>\$166,899</b>	<b>\$196,779</b>
Reimbursements	\$2,018	\$1,729
Gifts in kind	\$3,676	\$16,510
Bank interest	\$0	\$251
<b>TOTAL INCOME</b>	<b>\$238,687</b>	<b>\$268,884</b>
<b>EXPENSES</b>		
<b>Contract Services</b>		
PayPal fees	\$1,086	\$1,204
Bank fees	\$601	\$342
Outside contract services	\$719	\$5,886
<b>Total Contract Services</b>	<b>\$2,406</b>	<b>\$7,432</b>
<b>Operations</b>		
Veterinary/medical	\$203,581	\$221,213
Printing/copying/marketing	\$2,136	\$2,411
Pet boarding	\$469	\$0
Payouts/reimbursements	\$1,275	\$2,916
Facilities	\$0	\$3,309
<b>Total Operations</b>	<b>\$207,461</b>	<b>\$226,540</b>
<b>Supplies for Operations</b>		
Supplies for resale	\$8,782	\$10,771
Gas/travel	\$4,016	\$8,188
Vehicle insurance	\$2,044	\$2,028
Food	\$2,069	\$1,500
Event supplies	\$2,864	\$8,298
Office supplies/miscellaneous	\$9,002	\$8,839
Postage/mail service	\$1,231	\$1,387
<b>Total Supplies</b>	<b>\$30,008</b>	<b>\$41,011</b>
<b>Total Operations &amp; Supplies</b>	<b>\$239,875</b>	<b>\$274,983</b>
<b>Dog Supplies</b>		
Dog food/treats	\$4,168	\$2,354
Dog equipment	\$1,349	\$785
Dog supplies/miscellaneous	\$435	\$1,000
<b>Total Dog Supplies</b>	<b>\$5,952</b>	<b>\$4,139</b>
Adoption fee refunds	\$150	\$538
Uncategorized expenses	\$421	\$0
<b>TOTAL EXPENSES</b>	<b>\$246,398</b>	<b>\$279,659</b>
<b>NET INCOME</b>	<b>-\$7,712</b>	<b>\$7,225</b>

# INTAKE & ADOPTIONS



MURs' intake and adoptions remained very consistent to previous years. While these numbers did stay relatively stable, the amount of animals in need that we are contacted about, continues to grow.

2018 saw MUR bring 204 dogs, and 13 cats into care. The total amount of animals that found their forever homes were 205 dogs, and 17 cats.

We had 8 dogs from 2018 adoptions returned throughout the year, and 7 dog returns from previous years. Our return rate for the year was 4%, just one percent higher than the previous year.

Due to the increased amount of requests we receive about in need animals, we identified the need to

create more relationships with rescues within Manitoba, and as far as Alberta, Saskatchewan, and Ontario. OR with inter, and intra-provincial rescues. By doing so, we were able to successfully network an additional 150 animals into safety.

## ADOPTION PROMOTIONS

Sometimes in rescue, we like to showcase an adoptable, or a group of adoptables, by running an adoption sale. In 2018, MUR ran three adoption sales; New Year, New Friends in January, Dog Days of Summer in June, and Black Friday Sale in November. They offered \$50 off all adoption fees, \$25 off adolescent, and adult dog adoption fees, and \$50 off all dogs over five months, as well as cats, respectively.

These three sales resulted in 12 dogs being adopted during those time periods.

## ADOPTION EVENTS

The 14 adoption events MUR participated in during 2018 allowed many adoptables to be showcased to potential adopters, and allow them to meet the dog behind the adoptable photo. We were very grateful to continue partnering with Pet Valu (many locations), and Sunova Credit Union. White Lotus Pet Spa, and Global Grant Ave became new partners with MUR, and were gracious hosts for adoption events over the year.

## INTAKE HIGHLIGHTS



**NOBLE** is a 10-year-old American Bulldog who came into care in October of 2018 from a situation of severe neglect. The conditions that the team found him in were completely deplorable. Noble was literally skin and bones. He was covered in lesions and open pressure sores all over his body from lying on the hard ground. His wounds also included a deep cut on the right side of his head, where it was clear to see that his skull was misshapen. He was chained to an old dog house that was barely standing and surrounded by feces with no access to food or water. Our team was able to convince the owners to surrender him right away to get the care he needed. Once he was brought into care, he underwent many months of antibiotics and skin treatment,

weight gain, as well as an ear canal resection.

Now that Noble is all healed and is feeling much better, he is ready to move onto his next chapter in life. He is looking for a home that is willing to patiently show him that life is so much more than living on a heavy chain. Despite his unknown past, and some suspicious injuries, Noble loves everyone! He is a happy go-lucky boy, who is quick to tell you when he wants attention. He loves to snuggle up with his people, and we are looking forward to finding him a loving home where he can live out the rest of his life - happy and carefree!

**RED** came into care during a networking trip in November of 2018 due to a snare trap being stuck on his nose. Although he was lucky enough to break free from the larger part of the trap, the wire wound tightly around his nose was causing him to have trouble breathing, and he was not eating. The team rushed him back to Winnipeg to have the snare removed immediately. After a few days of pain control, he underwent surgery to seal up the open wounds that were on the top of his nose and muzzle, as well as the roof of his mouth. Red was already fixed at our spay and neuter clinic in October of 2018, so he quickly went up for adoption.



Red is a happy and loyal companion. He would make the perfect sidekick. He loves doing anything and everything with his humans! His foster mom absolutely adores him, and describes him as the perfect dog. He is currently up for adoption, but we know that he won't be for long!



**MUSKO** came into care with his brother, Zeus, in July of 2018 during a routine trip to one of our frequented northern communities. Our team had neutered Musko at our first spay/neuter clinic in this community back in September of 2017. Since then, we had regularly visited Musko's home to check in on him, and to sometimes drop off some dog food. He was a team favourite! On this particular visit in July, our team noticed that both him and Zeus were severely underweight. So much so that our team was not convinced that they would live another month without immediate medical intervention. After involving the chief and by-law officer, we were finally able to have the owner surrender their two dogs. It was clear that Musko had not been fed in weeks,

possibly months.

Once Musko arrived in Winnipeg with MUR, he was brought to Pembina Vet to be examined for any other underlying health issues, aside from the emaciation. Aside from a tapeworm and a minor abscess on his chin, Musko's time in care was simple and short, as his foster decided that she couldn't see him go! She adopted him after a few short months. He now enjoys the good life where he will never go hungry again with his mom, dad and his new human baby sister.

## MEMORABLE ADOPTIONS



**OPIE** came into care in September 2017 after being hit by a vehicle. He had no control of his bowel or bladder movements, and his pelvis was severely fractured. His prognosis was not good, but Opie prevailed. Thanks to the hardworking Dr. Duncan at Pembina Veterinary Hospital and his foster mom for working through his recovery, Opie pulled through a couple of months later, fully healed.

His past didn't slow him down one bit. Opie had such a zest for life that it innocently turned into displacement excitement and would turn into reactivity. Opie went through training with Wooftopia and herding classes with 4U Farms to learn impulse control, and become a good canine citizen.

And that's just what he became! After everything he went through with his foster Lenora, she couldn't bear to part with him, and made the decision to foster fail. We couldn't imagine this handsome, sweet, and deserving boy anywhere else.

**CALVIN** was rescued December of 2017. There had been reports early in the spring of a puppy with no tongue, but rescue efforts seemed futile after the puppy disappeared. Amazingly, he reappeared in the winter at the Sagkeeng Junior High, and volunteers were able to catch him and bring him.

Upon intake, vets confirmed he had lost his tongue at a very young age, likely due to an unknown injury. But this resilient boy had adapted so well - he just drooled like a St. Bernard!

Calvin was a very handsome pooch with a beautiful blond coat. He had a great spunky personality to match. But yet, Calvin was overlooked for adoption. Finally, nearly a year after his rescue, the perfect forever home came along for Calvin. Calvin, now Kelso, is an Instagram star! Check him out by searching *lifeofelwaykelsoandobi*.



**CITRUS** was a beautiful Malinois puppy surrendered to our care. She has severe Straight Leg Syndrome in her back legs, which left her with no use of them at all. Despite her disability, Citrus was a dog born from working lines that wanted to a job. Her lack of four legs didn't hinder her drive in the slightest!

Citrus required daily care for her back legs to ensure they were wrapped when on rough surfaces to avoid abrasions. As much as we tried to prevent them, they did occasionally get surface wounds from her being a bit too rough and tumble! Eventually, we were able to purchase her a wheelchair to improve her mobility - and apparently her speed! It also helped reduce the amount of abrasions she would get.

When Citrus had to move fosters, she scored a great one with Jenn, who runs Centennial Boarding. Citrus got to go to daycare regularly and to work every day. While we were preparing Citrus for adoption, we were very happy to hear that Jenn had decided she could not part with Citrus, and she would remain a permanent part of her family.

# COMMUNITY SPOTLIGHT

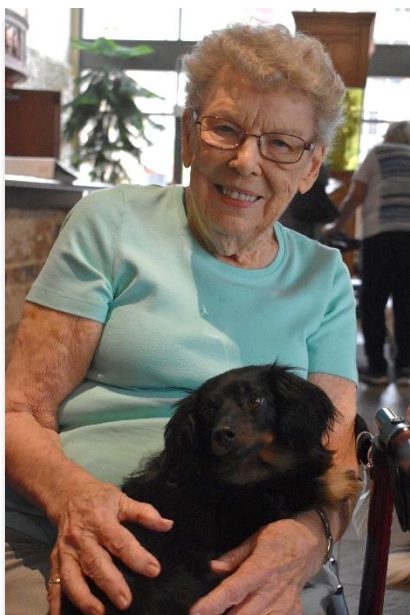


Over the course of the past two years Riverwood Square has become a very special partner to us here at MUR. They are the most fantastic hosts that we could ever ask for our Vines, Wines, and Canines event, and ensure that every detail is so well organized. As a small token of our appreciation we agreed to bring some puppies, and well-mannered adult dogs for the residents to see once or twice. It didn't take that many visits to realize what a special bond we were witnessing. With no hesitation it was decided that our visits would be a permanent fixture at Riverwood Square the first Tuesday of each month.

"A dog day is always a great day" noted a resident, and we couldn't agree more! Often times our volunteers are met with a line up, the residents can't wait to see who we have brought

to see them! They know the regular dogs by name, and we always have a few surprises on which puppies they'll be able to snuggle with.

Residents who have never taken part in any social offerings have been found asking when the next puppy visit is. As an organization who frequently relies on others, it is the most amazing feeling to know that what we've done, has given someone purpose for the day.



"To see the pure joy and love amongst the residents and dogs makes my heart swell. Having my own dog attend as a regular makes the visits extra special for me." - **Donna**



"From the moment you walk through the doors and see all the residents eagerly waiting for the puppy snuggles, you know that the visits are appreciated and so important. There are residents that don't want to exercise, but jump at the chance to throw a ball to play fetch, or walk a pup down the hall. I know how important puppy snuggles are to me and the impact they can have on my mood, I'm just so happy to share that with others." - **Meg**



"There are so many residents who had dogs their whole lives and really miss having a furry companion. We bring that back to them, even if only for a few minutes, and have a real impact on their day." - **Lindsay**

# DONATIONS & FUNDRAISING

Over the course of the year, the events committee led MUR to being involved in 37 events and raffles. Many of these were new to the rescue, trying to remain innovative, while meeting the financial needs on an ongoing basis.

17 events were info, or adoption based. These included being present at Pet Valu, White Lotus Pet Spa, and others, as well as a few office visits. These fun events allowed workplaces to bring puppies in, let their staff play with them, and boost morale! The remaining 20 events were a mix of events, like our ever popular Vines, Wines, and Canines, and raffles such as Grey Cup raffle tickets, and cash calendars.

## 2018 HIGHLIGHT EVENTS

HIGHLIGHT EVENTS	DATE	FUNDS RAISED
Wines, Vines & Canines	February	\$5,300
Microchip Clinic*	March	\$728
Spring Garage Sale	May	\$1,850
Wine Raffle*	May	\$4,616
Golf Tournament*	September	\$6,123
Santa Paws	December	\$2,295

\*denotes 2018 was the first time MUR held this event/raffle



# 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.



We held four mobile spay/neuter clinics in 2018 fixing a total of 177 dogs and preventing over 5,000 puppies being born to unwanted suffering.

Our mobile clinics are made possible thanks to **Hudson Reykdal Veterinary Services** and PetSmart Charities of Canada (who provided a \$20,000 grant for our Chemawawin Cree Nation grants). We travel Dr. Keri and her team to First Nations communities to provide spay/neuter, vaccines, other necessary veterinary needs and education to these communities.

A goal of ours for 2018 was to increase the number of “Beat the Heat” style initiatives we did. These initiatives are an ongoing project where community owned dogs are transported into the city to be fixed and vaccinated, and returned to their owners. This program helps us fix dogs that need to be completely urgently or sooner than the next clinic being held. Thanks to Dakota Veterinary Hospital and Pembina Veterinary Hospital, we fixed 30 dogs throughout the year BTH style.



## 2018 MOBILE SPAY/NEUTER CLINICS

MOBILE CLINIC	LOCATION	DATE	VETERINARY SERVICES BY	FIXED	RESCUED
Project Amber	Chemawawin Cree Nation	February	Hudson Reykdal Veterinary Services	50	57
Project Lance	Sagkeeng First Nation	May	Hudson Reykdal Veterinary Services	50	14
Project Aaron	Sagkeeng First Nation	October	Hudson Reykdal Veterinary Services	27	17
Project Argo	Chemawawin Cree Nation	October	Hudson Reykdal Veterinary Services	50	12



# WONDERDOGS

We had nearly double the amount of Wonderdogs in 2018 than we did the previous year. Heartbreakingly, we lost Beans, Clifford, Iri, Moose, Oxley, Riot, and Seymour to their respective battles.

## 2018 WONDERDOGS (MEDICAL CASES)

NAME	CHALLENGES	COST	RESCUED
Argo	Severe case of demodex mange and emaciated	\$750	February
Bunny	Difficulty with whelping resulting c-section	\$1,000	February
Roe	Emaciated and severe entropion	\$2,500	February
Thimble	Foreign body	Covered by Dakota Vet	February
Zena	Poisoning and Lyme Disease	\$1,000	February
Bambi	Idiopathic neurological issues	\$1,500	April
Oakley	Severe demodex mange and secondary infections	\$1,000	April
Miley, Suri & Maddox	Heartworm disease	\$5,000	April-May
Tony	Severe demodex mange and fleas	\$500	May
Forrest	Severe tendon issues	\$500	May
Merritt	Parvovirus	\$1,000	July
Musko & Zeus	Severely emaciated	\$500	July
Tally	Mange and luxating patella	\$2,000	July
Evie	Pelvic fracture	\$1,500	August
Bronte	Heartworm disease	\$1,500	August
Scotty, Wesley & Richie	Mange and secondary infections	\$1,500	August
Kale	Unknown illness causing an inability to walk	\$500	September
Pixel	Trauma/deformity to paw	\$1,000	September
Sushi	Trauma to kidney	\$1,200	September
Citrus	Straight leg syndrome	Covered by Pembina Vet	October
Gizmo	Demodex mange	\$500	October
Lilian	Bilateral hip dysplasia	\$3,000	October
Noble	Emaciated, mange, and physical neglect	\$1,000	October
Seymour	Parvovirus	\$6,000	October
Smith & Wesson	Marijuana toxicity	\$700	October
Red	Snare wrapped around muzzle	\$400	November
Loula	Leg amputation	\$1,000	December
Wyatt	Kidney worms	\$800	December

# MARKETING & COMMUNICATIONS



Social media continues to be the primary tool for MUR to reach our supporters. Facebook, Instagram, and Twitter provide us with the ability to showcase available dogs, introduce incoming dogs' rescue stories to the public, announce events, and request monetary and physical donations.

Our reach continued to grow on all platforms. Facebook saw followers increase to 17,199, up from 15,425, a gain of 1,774. Instagram saw the most growth of all outlets, rising to 8,500 likes from 5,100. Twitter gained over 200 followers during the year.

## SOCIAL MEDIA MOMENTS – TOP 5

DATE	POST	REACHES	REACTIONS	COMMENTS	SHARES
January 31	Ark Project utility trailer stolen	37,239	116	17	794
March 5	Zero foster offers for GinGin	36,891	118	47	441
October 8	Meet Noble	34,569	620	223	254
October 16	Smith & Wesson poisoning	33,544	280	55	360
January 2	Help Polly's heart	26,985	141	18	187



# PARTNERSHIPS

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MUR continues to develop unique, strong and long-standing partnerships. 2018 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.

## EXISTING PARTNERSHIPS

