



TORONTO  
CAT  
RESCUE

# 2019 Annual Report

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# Contents

**03** Our Mission

**09** Operational Updates

- Operations Manager Update
- Online Shop

**18** Strengthening Partnerships

- VCA Canada Hospitals
- PetSmart Charities
- Capital One Tech Jam
- PurrPlan Referral Program

**06** Message from the Board Chair

**12** 2019 Highlights

- Meowfest
- Hoarding Rescues
- Save Cats from the Gutter Bowlathon
- Scotiabank Toronto Waterfront Marathon
- Giving Tuesday

**22** Volunteer Spotlight

**08** Message from the Executive Director

**25** Financial Summary

- Treasurer Statement
- Financial Statements

Our mission is **to rescue** and **find homes** for **abandoned, sick or injured cats** from situations of abuse, neglect or imminent euthanasia.

Toronto Cat Rescue is a registered, no-kill charity.

Our vision is for Toronto to be a city in which no adoptable cat is killed and rescue organizations such as Toronto Cat Rescue are no longer needed.

# Our Mission

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# Our Team in 2019

## Board of Directors

**Sarah May**  
Chair

**Kyra Augustyn**  
Vice-Chair

**Kevin Wilson**  
Treasurer

**Arlene Thomas**  
Secretary

**Suzanne Patterson**  
Director

## Staff

**Belinda Vandersluis**  
Executive Director

**Nalini Ramroop**  
Operations Manager

**Irene Bianchi**  
Administrative Assistant

# Key Objectives

1

Provide **high quality care** and **treatment** of cats in our care.

2

Build and maintain a **sustainable foundation** to meet current and future needs.

3

Be accountable, transparent, and **act with integrity** in all aspects of our work.

# Message from Board Chair

Wow! This year saw the end of a decade and the second year of Toronto Cat Rescue's 3-year strategic plan. It feels appropriate that the focus this year was therefore on "development." Over the past ten years, Toronto Cat Rescue has matured in so many ways — with a growing number of adoptions, foster parents, volunteers, and the introduction of staff to support all this growth.

# 2019

focus on organization to support our growing team.

# 2020

focus on TCRs financial health to support longevity.

# Message from Board Chair

(continued)

Last year, we focused on the foundations our organization needed to support our growing team. This year we also focused on the financial development required to sustain the organization for years to come.

Our financial position is stronger for it, giving us the confidence to move forward with new and creative ideas into the final year of our strategic plan. In focusing on development, our fantastic team of volunteers, led by our Executive Director Belinda Vandersluis, embarked on many new and exciting partnerships. These partnerships not only increased our revenue, they also provided creative solutions, particularly technological ones, to other challenges the organization faces.

This year we continued to do what we do best—rescue cats. We worked on one particular overcrowding situation that gained national attention. We are very thankful for the outpouring of support from both our existing

and new community who learned of TCR for the first time through this well publicized story. Their support allowed us to continue our regular rescue operations and step up when faced with this emergency.

We hope you enjoy reading about the 2019 year in more detail throughout the report. I'm very proud to be a part of this incredibly unique organization, grateful to everyone who keeps the wheels turning and our growing impact. Special thank you to our community of volunteers, fosters, donors, and adopters without whom this would not be possible.

*Thank You*

Sarah May



# 2019 was quite a year!

## Letter from the Executive Director

Toronto Cat Rescue was involved in a number of high profile events. Most notably 6 hoarding rescues! Two of these were highly unusual, with 100+ and 300+ cats respectively. These two happened within a month of each other, and Toronto Cat Rescue stepped up to help. We increased our number of foster homes to help these cats find a safe place to recover and then found them loving homes to spend the rest of their days. Our volunteers have been incredible, stepping up to quickly save cats every day. Our team leads, coordinators, specialists, drivers, foster homes, administrators, veterinary support, board members and all volunteers are invaluable assets. We don't thank them enough. Thank you to all volunteers for everything you do every day.



Our partners stepped up in 2019, to provide additional grants and supports for the cats in our care and to the cats that are adopted and our programs. We couldn't do it without you.

In 2019, we worked hard to ensure we have a solid and sustainable foundation, with a push to modernize systems for the future. We celebrated our 25<sup>th</sup> Anniversary and are looking forward to the next 25 years helping cats in our communities and well beyond.

Thank you for your support and your dedication to feline welfare and to Toronto Cat Rescue.

*Belinda*

Belinda Vandersluis



# Operational Updates

# Operations

Nalini Ramroop, Operations Manager

In 2019, the Operations Team really focused on training and development. Our goal was to utilize each volunteer more efficiently by creating more collaborative, meaningful roles and reducing redundancy. That could only be done by utilizing the technology at our fingertips. We are incredibly fortunate to have some very bright, creative minds who volunteered their digital strategy expertise to keep our organization growing and adapting with the technological times. We also provided more traditional, in-person, kitten and adult cat workshops throughout the city. Volunteers came out and learned more about TCR's mission and vision, and how to properly care for all the compromised cats and vulnerable kittens we rescue.

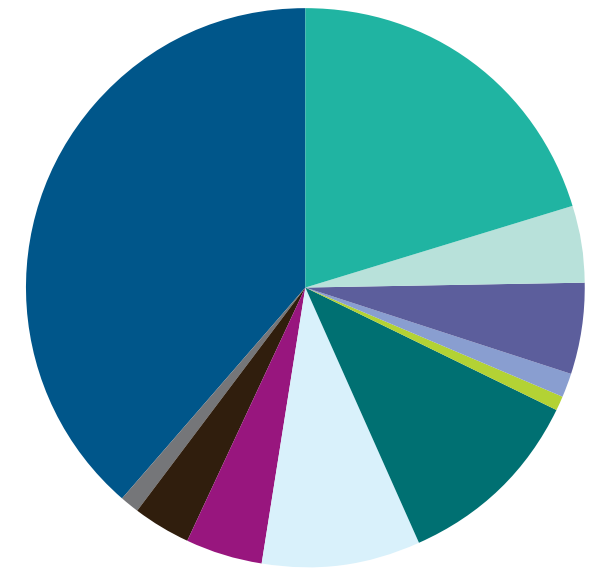
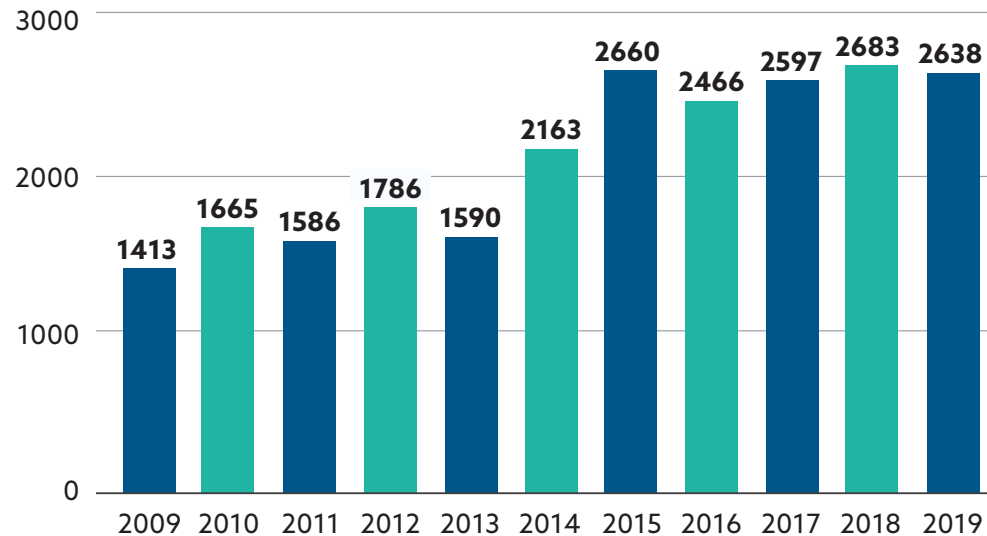
We proved our ability to mobilize quickly with large hoarding situations, thanks to our strong volunteer power. A new partnership was forged with Petsmart Empress Walk in North York which increased our adoption numbers.

We also formalized our vet care process, created new veterinary clinic partnerships and strengthened our intake, transport and health care programs in 2019.

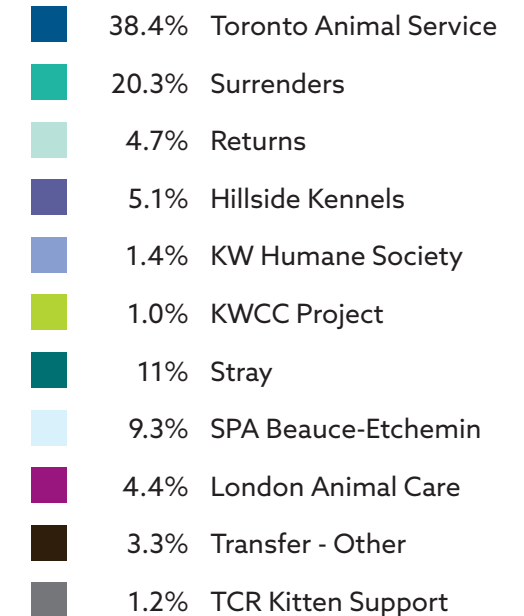
Hubs were launched throughout the city so that foster homes had quicker access to much needed food and supplies.

We are very pleased with the 2019 accomplishments. I'm always in awe of our dedicated volunteers. From Intake to adoptions, their infectious passion and enthusiasm for the cause motivates me to work harder every day.

## YOY Adoption



## 2019 Intake



# Online Shop

Our online shop continues to help generate additional revenue in order to support cats within our care. Combining merchandise sales from events and online, 2019 was a great year, nearly doubling profits made in the previous year. Working again with designer Rachel Armstrong, we introduced new designs to our t-shirt line and added new hats, water bottles, and a book to our offering.

In 2019, the shop went on the road, visiting 8 different events around the GTA and beyond. Stops in London, Waterloo, Niagara, and Toronto brought in over \$9,000 and sales from the online shop totaling over \$9,500. Combining merchandise sales from events and online sales, **2019 was a great year, nearly doubling profits.**



# 2019 Highlights

Liked by ubinam\_rosarium and others  
torontocatrescu On this Thank You Thursday we remember an amazing friend of the cats from Quebec - Luc Savard - who sadly passed away on November 28th. For every trip from Quebec to



SAVE 100 LIVES ON #GivingTuesday

Liked by mandyacts and others  
torontocatrescu On Giving Tuesday we give. Our volunteers want to open their hearts & homes to 100 cats who need rescuing from Quebec - will... more  
View all 2 comments  
December 3, 2019

torontocatrescu



Liked by ubinam\_rosarium and others

torontocatrescu A Day Just for Giving... a day to help CATS!



Liked by a\_toronto\_art\_is and others  
torontocatrescu We have very exciting news, PetSmart Empress Walk (north of Sheppard Avenue on Yonge Street in Toronto) has partnered with TCR to foster cats in their lovely store! You can now visit (and adopt!) gorgeous rescue cats in-store every day of the week!  
Toronto Cat Rescue does not use pet stores as a shelter; instead they act as a temporary placement to

Meowfest raises over \$20,000 for TCR

torontocatrescu



SAVE 100 LIVES ON

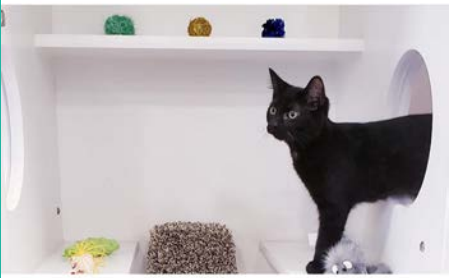


torontocatrescu



Liked by a\_toronto\_art\_is and others  
torontocatrescu We have very exciting news, PetSmart Empress Walk (north of Sheppard Avenue on Yonge Street in Toronto) has partnered with TCR to foster cats in their lovely store! You can now visit (and adopt!) gorgeous rescue cats in-store every day of the week!

torontocatrescu



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torontocatrescu

2019 SPRING CANADIAN PET EXPO  
APRIL 19, 20 & 21  
PEIS WELCOME



SAVE 100 LIVES ON #GivingTuesday  
400+ cats rescued from hoarding cases.

torontocatrescu



Liked by rayraydaly86 and others

torontocatrescu We're taking over Meowfest's Instagram at 1pm today! Tune in @meowfestival hear about what's happening with Toronto Cat Rescue at the event on July 6th! #Meowfest #catsofinstagram #torontocatrescue #instagramtakeover #meowfest2019 #meowbox  
View all 5 comments  
June 25, 2019

torontocatrescu



SAVE CATS FROM THE GUTTER  
15TH ANNUAL BOWL-A-THON

Liked by fancycat1954 and others

torontocatrescu We are celebrating an amazing milestone - our 15th annual Bowl-A-Thon... and registration is now open!! Sign up before April 15th to

torontocatrescu Pet Valu



Liked by a\_toronto\_art\_is and others

torontocatrescu "Pick Me!" So many cute faces hoping for forever homes from our four Pet Valu adopt-a-thons today! These beauties are... more

Tinder for cats



Liked by rayraydaly86 and others

torontocatrescu Our merch table is all set up and looking great at the @evergreen\_brick\_works for @meowfestival #meowfest2019. Come by and say hi!

torontocatrescu



Liked by torontocatsclubworldwide and others

torontocatrescu When the cats met the CATS! Thank you again Mirvish Productions Cats The Musical for letting us join you tonight! We loved being here and our cat ambassadors Tilly, Taya and Congo were AWESOME!! @mirvishproductions

torontocatrescu



Liked by ubinam\_rosarium and others



**Toronto Cat Rescue was selected as the charity partner for Meowfest.**

### **Toronto's first Meowfest**

Toronto's first Meowfest raises \$20,000+ for TCR

Meowfest is a festival to bring cat lovers together and support shelters and other not-for-profit organizations across Canada. Hosted by Meowbox, Toronto's very first Meowfest featured celebrities Hannah Shaw (Kitten Lady), Andrew Marttila (The Cat Photographer), amongst many others.


Toronto Cat Rescue was selected as the charity partner for the event and through this event was able to raise over \$16,000 for TCR kitties. Paired with donations and merchandise sales, **TCR received over \$21,000 that goes to help vulnerable cats** receive the help they need, and ultimately find their forever homes.



## Hoarding Rescues

In 2019, TCR helped Toronto Animal Services save more than 400 cats from two major and three minor hoarding cases across the GTA. In March, over 100 cats were found inside a Toronto home and thanks to the support of the TCR community, we were able to bring almost 50 cats into our care. A short time later in May, more than 300 cats were found in a single Toronto apartment. We were able to bring 200+ cats into our foster care network and eventually help them find their forever homes.

These two hoarding situations gained national and international attention from media and social media with CBC As It Happens, CTV News, The Dodo, Cole and Marmalade, and People magazine all picking up the story.



**We were able to bring  
200+ cats into our foster  
care network.**



## Save Cats from the Gutter

### 15<sup>th</sup> Annual Bowlathon

Toronto Cat Rescue kicked off June at Kennedy Bowl for the 15<sup>th</sup> Annual Bowlathon in support of kitties. Over 100 bowlers laced up their shoes, raising funds that go directly to supporting TCR cats. With an on-site merchandise table, silent auction, and 50/50 draw, participants had lots to do in-between rounds.

Royal Canin was on-site to give participants free bags of food and provide guidance on what food is best suited to individual cat needs. The event raised over \$35,000 through two major sponsors—Royal Canin and VCA Canada Hospitals, online donations, and individual bowler fundraising support.



## Scotiabank Toronto Waterfront Marathon

The Scotiabank Toronto Waterfront Marathon is a favorite fundraising event for Toronto Cat Rescue. This year a team of over 20 runners and walkers braved the early morning on October 20, 2019 to raise more than \$17,000 to help rescue cats in need.

We had a beautiful, sunny, warm day—a blessing to those who walked or ran the 5K, half marathon or full marathon! Thank you to everyone who participated and donated to support the cause!





**Giving Tuesday 2019** was a huge success for TCR, raising over \$60,000 thanks to the generous support from individual sponsors and our amazing matching donor!

The timing couldn't have been more vital as we worked to rescue more than 100 cats from an overcrowded shelter in rural Quebec. The funds raised through Giving Tuesday helped to ensure that each of the cats rescued in this intake had all the medical attention, spaying or neutering, and vaccinations that they needed.

# Strengthening Partnerships

# Foster Matching Program

## ***Tinder For Cats***

TCR once again was one of just 15 charities selected for this year's Capital One's Digital for Good Tech Jam and Summit.

Spearheaded by Capital One and driven by volunteer developers, designers, and other members of the tech community helping charities like ours solve challenges using innovative technology solutions. This year's challenge was to help solve our current manual and inefficient process of matching new cats with the best suited foster homes.

That's where the idea of a *Tinder for Cats* evolved. Working with a technology team, an algorithm was developed that will match

**A tech team developed an algorithm to match cats with relevant foster homes.**

cats instantly with relevant foster homes. This will free up volunteer's time to focus on other important aspects of their roles and

less time manually trying to sort through foster families, cat needs, and logistics.

A system like the one developed through this program will help make the process more efficient for volunteers, and save the cats from being mismatched. The better the matches, the better the cats will adapt.

### **VCA Canada Hospitals new partnership**

In 2019, TCR strengthened the partnership with VCA Canada Hospitals. VCA has been a strong partner for years and now provides additional veterinary care to new adopters.

### **PetSmart Charities Transportation Grant**

PetSmart Charities transport grants support PetSmart Charities Adoption Partners' efforts to transport animals from areas of overpopulation to areas of demand for pet adoption.

This year, TCR was granted such an important grant to help develop our very own Transportation Program. \$15,000 was granted to TCR that can go towards equipment, containment & supplies, volunteer and staffing support, transport preparation for animals, and direct costs associated with transportation.

### **PetSmart Charities Adoption Prep Grant**

PetSmart Charities adoption prep grants support PetSmart Charities Partners' efforts to help homeless animals find their forever homes via their PetSmart Charities Adoption Centers. Funding may go towards vaccinations, spaying or neutering, staffing and volunteer support, and containment and supplies. Toronto Cat Rescue is privileged to receive grant support from PetSmart Charities!

**2019 was a year of strengthening our partnership with PetSmart!**

# **Strengthening Partnerships**



**MEOW!**

Health Care Exclusively for Cats

A virtual Canadian based startup company that provides veterinary health care service programs exclusively to cats.

[purrplan.pet/torontocatrescue](http://purrplan.pet/torontocatrescue)

### **Purrplan, referral program**

TCR is a proud partner of Purrplan, a virtual veterinary health care service exclusively for cats is Canadian owned. Purrplan's charity program helps charities offset the costs associated with rescue efforts. For every member enrolled, Purrplan donates a one time \$10, and 75 cents per month to one charity of their choice, and in 2019, Toronto Cat Rescue was added as one of these top charities that members can select. All money raised through this partnership goes towards helping cats within Toronto Cat Rescue care.

**Purrplan's charity program helps offset the costs of rescue efforts.**

# Volunteer Spotlight

# Large Rescue Team



TCR's partnership with SPA Beauce-Etchemin, QC was stronger than ever in 2019. We transferred over 200 cats from this shelter — over 4 large rescues. Our friends in Quebec have a very low adoption turnover and live outcome is a huge challenge for them. TCR's partnership has brought them great relief and changed the fortune for hundreds of cats.

We could not have transferred these 200+ cats alone, the unsung TCR heroes who were on the front lines is our Large Rescue Team. This team of 10 volunteers (not all pictured) worked non-stop for two days. They prepared cages and supplies, were on their feet for 10-12 hours per day, tending to the cats every need.

They performed basic health checks, and behavior assessments to triage veterinary care and find the suitable foster homes.

Watching this team spring into action and work tirelessly is the best demonstration of TCR volunteer teamwork. We are so fortunate to have such dedicated, passionate and reliable volunteers.

Large Rescue Volunteer, Lynda Alman, recounts her experience, "It is incredibly rewarding to help these beautiful cats who have gone through a difficult time in their

lives before coming to us, and have traveled a long distance packed together in a truck. It's so comforting to know that because of TCR, their medical issues will be addressed, and they will be adopted into loving forever

***We are very fortunate to have such dedicated and passionate volunteers.***

homes. The biggest bonus is working with a wonderful, dedicated group of people who volunteer their time to ensure that every cat who comes in is given all the love and care needed during their brief stay in the rescue center. I'm so proud to be a part of TCR and the Large Rescue Team".

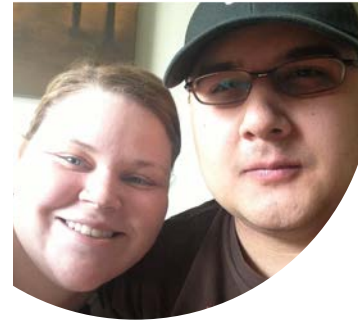


## Alex Chandra

Foster co-coordinator

Alex, works tirelessly to support our volunteer foster homes through the process of fostering and adopting out their foster cats. She assists them in getting their foster cats settled at home, arranging vet appointments, and co-ordinating transfers to adoption-days or adopters. We most appreciate Alex for the encouragement and support she provides to the foster families. Alex reminds our foster parents how awesome they are, and assists them with advice and tips along the way.

"I joined TCR at the end of 2019 because I felt confident they had the best interests of the animals in mind. As an animal lover, I wanted to be part of a group of compassionate, kind, dedicated people who strive to make the world a better place, one kitty at a time! In the short time I have been here, TCR has been awesome, and I am so glad to have joined. Everyone has been kind, patient and supportive in welcoming me while helping me learn the ropes. I hope to continue growing in my role here and look forward to helping more foster families in the future. "



## Suzanne & Chris

Chris began volunteering with Toronto Cat Rescue in January 2018 as a driver. He enjoys helping cats and frequently offers to do emergency drives and participate in large rescues. Chris received an email about new volunteers needed at adoptathon events and asked his wife Suzanne if she wanted to participate. Shortly after her first volunteer experience, Suzanne was also hooked on helping cats!

In September 2018, Suzanne took on the role of merchandise coordinator, while helping to organize and revamp the TCR online store. While also helping organize participation at events, such as Pet Expo and the CNE Cat Show.

We are grateful to have this dynamic duo as passionate and dedicated volunteers.



# Financial Summary



# Treasurer Statement

Kevin Wilson

Going into the fiscal year 2019, the board of directors developed a budget that mirrored our strategic plan. Year 1 was a Focus on Foundation for TCR, and the financial position of the organization reflected that. Year 2 built off that foundation and was our Focus on Development. That development resulted in a strong increase in TCRs ability to raise funds and manage our programs efficiently and effectively. As a result, TCR posted a strong surplus for the fiscal year 2019.

TCR engaged in it's second annual audit of the financial statements as well, and we're proud to report that the auditors found no

material errors and concluded that the financial statements are presented fairly. I would like to thank all the staff and volunteers for their efforts in ensuring that our financial controls remain strong and transparent.

We are very happy with the year that we had in 2019. The strong surplus allows TCR to focus on year 3 of the strategic plan and Focus on the Future. I'm very excited to see TCR continue to grow and I want to personally thank each and every one of our staff and volunteers for their time and effort in saving many lives.

# Financial Statement

For the year ended September 30, 2019

<b>Revenue</b>	<b>2019</b>	<b>2018</b>
Adoption Fees	423,394	449,552
Donations - Receipted	46,372	21,500
Donations In Kind	112,237	93,421
Donations - Non Receipted	365,315	229,571
Corporate Contributions	62,245	42,729
Sales	17,214	11,542
Fundraising	69,861	24,956
Corporate and Charitable Grants	25,708	1,000
Interest Income	828	8,502
	<b>\$ 1,123,174</b>	<b>\$ 882,773</b>

<b>Expenses</b>	<b>2019</b>	<b>2018</b>
Veterinary Care	570,929	627,075
Cat Expenses	10,946	36,166
Volunteer Centre Expenses	35,901	39,080
Volunteer Program Expenses	6,183	5,567
Fundraising Expenses	25,441	19,346
Salaries and Benefits	198,263	164,851
Licenses, Memberships and Dues	9,300	17,132
Office and General	11,704	10,050
Professional Fees	8,539	32,364
Telecommunications	3,992	1,517
Travel	7,748	881
Amortization	12,179	14,651
Interest and Bank Charges	8,548	2,599
Donations In Kind	112,237	93,421
	<b>\$ 1,021,910</b>	<b>\$ 1,064,700</b>
Excess (deficiency) of Revenue over Expenses	101,264	( 181,927 )
Net Assets, Beginning of the Year	151,025	332,952
Net Assets, End of the Year	<b>\$ 252,289</b>	<b>\$ 151,025</b>

And to our many private donors  
and volunteers. We couldn't have  
done this without you!

Thank you to our  
**Sponsors**





[www.torontocatrescue.ca](http://www.torontocatrescue.ca)  
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