

2024 ANNUAL REPORT



Etobicoke Humane Society



Etobicoke Humane Society

MESSAGE FROM THE PRESIDENT

Reflecting on 2024, it's clear the year brought both moments of progress and new challenges for our shelter.

We increased the number of dog adoptions compared to the previous years and updated the shelter with renovations to our reception area to welcome the public back into the building after being closed due to the pandemic. These milestones are a testament to the dedication of our staff, volunteers, and supporters.

At the same time, we faced a decline in donations after several years of strong fundraising.

This dip in funding has come just as demand for our services is growing and veterinary care costs continue to rise. But we are meeting this moment with determination. We're actively working to identify new, sustainable sources of support so we can keep rescuing cats and dogs and giving them the second chance they deserve.

And we remain deeply grateful for every act of generosity, large or small, that helps us continue our mission.

Thank you for being part of our journey. Together, we can build a future where every animal has a safe, loving home.

Sincerely,

**Hilary Lloyd,
acting President**



OUR YEAR AT A GLANCE

For our shelter, 2024 saw some highs as well as some lows.

As always, our focus was on the care of our animals and finding them loving families. We saw many of our felines win over the hearts of their adopters and were encouraged by the success we had finding homes for more dogs compared to the year before.

In fact, we increased dog adoptions by about 33% compared to 2023, thanks to the introduction of a committed dog marketing team that created engaging social media content to highlight our amazing rescue dogs.

We also made updates to the shelter to welcome visitors back after being closed due to the pandemic.

But after many years of strong fundraising, we experienced a decrease in donations. We're always grateful for the ongoing support from our community and recognize that economic challenges and shifting donor priorities have had an impact on our shelter. Our fundraising team is now busy finding new ways to raise money for EHS so that we can continue to provide the high-quality of care our shelter pets deserve.

AS AN ORGANIZATION THAT RELIES ENTIRELY ON FUNDRAISING AND DONATIONS, WE KNOW THERE CAN BE FLUCTUATIONS IN INCOME EACH YEAR. TO ACCOUNT FOR THIS, EHS ALWAYS MAINTAINS A RESERVE FUND TO ENSURE WE CAN CONTINUE OPERATING WITHOUT HAVING TO COMPROMISE ON THE CARE OF OUR ANIMALS.



COMMUNITY



SANREMO BAKERY ADOPTION CAMPAIGN

As a small shelter in west Toronto, our community is a big part of what we do. We were thrilled when legendary Etobicoke bakery SanRemo reached out wanting to help increase adoptions. SanRemo has been operating at their location on Royal York Road since 1969 and is not far from our shelter location.



For the entire month of April, SanRemo included flyers featuring EHS pets on their bakery boxes and also held an event at their bakery where EHS volunteers raised awareness of the shelter. SanRemo also made a generous pet food donation to our shelter. They even joined us for a CP24 appearance to talk about the promotion. It was a great show of support from a community business and we can't thank SanRemo enough for supporting our small shelter.



COMMUNITY

RENOVATIONS TO THE SHELTER

During the COVID-19 era, our shelter was closed to the public for several years. During that time, we had made changes to the physical layout inside our building to allow for our animals to be spaced out in different areas. The biggest change had been removing our reception area and desk as we were no longer greeting visitors.

In 2024, we reopened the shelter to the public, and went about restoring our reception area and welcoming back our office staff to the building. The front area of the shelter was given a fresh coat of paint, we installed a new desk and put up EHS signage. Our boardroom was also brought back to life to serve as an area to conduct adoption interviews and hold meetings.

We also spruced up the outside of the shelter by installing a new sign on the building with our logo and EHS colours. This was a big upgrade from the previous sign, which had seen better days and did not include our logo. We're now more easily recognizable to people passing by on the street.



COMMUNITY

THE FABULOUS SHOW WITH FAY AND FLUFFY

EHS was featured in an episode of The Fabulous Show with Fay and Fluffy, a Canadian children’s show hosted by drag Queens Fay and Fluffy. The show is described as a variety show for kids and features story time, puppets as well as educational segments. EHS was featured in a segment that aimed to teach kids about volunteering and animal care. A group came to the shelter to film and an EHS volunteer, Juhi Apte also visited their set to represent EHS and talk about what we do.



RECOGNIZING OUR COMMITTED DONORS

In December, we held a special donor appreciation event at our shelter, to recognize the impact our largest donors have on our animals. Our large donors were invited to the shelter for an open house where they got a special VIP tour and got to meet and speak with volunteers to learn about how we use our donations to care for our cats and dogs.

ADOPTIONS



226
vs. 253 in 2023

CATS ADOPTED

We saw a slight decrease in the number of cats adopted compared to 2023, but this number is still in-line with a typical year for us.



53
vs. 40 in 2023

DOGS ADOPTED

After adoptions dropped significantly in 2023, we saw an increase in 2024, with 13 more dogs being adopted.

In 2023, animal rescue was in crisis due to low adoption rates across the country. One of the ways we responded to this crisis was to establish a dedicated marketing team for our dogs, which had seen the biggest decline in adoptions.

Our volunteers created videos, social media posts and more to help market our adoptable dogs to help get them seen by more people and increase their chances of finding a forever home. By spotlighting our dogs, we managed to find homes for 13 more dogs in 2024 when compared to the year before. That's 13 more dogs that got a second chance to be loved by a forever family.



ADOPTIONS



NOTABLE ADOPTIONS

Thomas and Hershey arrived at EHS separately, but once they were introduced, became best friends.

Both had been nervous when they entered the shelter and Thomas was especially reactive. He had an eye condition called entropion, which can be painful as the eyelids roll in on the eyes, along with dental issues. But once we got him the vet care he needed, he started to show off his cuddly side.

The two of them would often be found snuggling together and we knew they had to be adopted together. Finding an adopter for a pair of cats can be more challenging than for a single, but we were determined to make it happen and when a woman came to the shelter looking for a senior cat, one of our volunteers recommended the two boys. They were adopted shortly after and are living a pampered life together.



THOMAS (LEFT) AND HERSHEY (RIGHT)

THOMAS AND HERSHEY HAD BEEN WITH US FOR 490 AND 832 DAYS. WE NEVER GAVE UP ON FINDING THE FOREVER HOME THEY DESERVED.



COLE

Cole first came to us as a puppy.

He was rambunctious and didn't love shelter life. Puppies are usually adopted quickly, but because Cole had some quirks, it took a while to find the right family for him.

He was adopted three times and brought back, so we made the decision to invest in Cole so he could receive the right training to learn how to be a part of a family.

Our efforts paid off, and after spending time at a training facility, he was adopted for good. He's been thriving in his new home and we couldn't be happier for him.

FUNDRAISING

2024 was a difficult year for fundraising. Our fundraising team ran several successful campaigns, but some large donations that were expected toward the end of the year were not received.

Efforts to boost donations from large donors will be a focus of the fundraising team and Board of Directors for the coming year.

CAMPAIGNS

eCards

Each year, we offer Valentine's Day eCards and encourage our supporters to send an eCard to their special Valentine. This year's eCards raised \$1,490.



OUR ECARDS ARE ALSO POPULAR FOR MOTHER'S DAY AND FATHER'S DAY AND MANY OF OUR SUPPORTERS SEND AN EHS ECARD TO THEIR MOM AND DAD EACH YEAR. OUR ECARDS ALWAYS FEATURE OUR ADORABLE ADOPTABLE ANIMALS AND THE COMBINED CAMPAIGNS RAISED \$1,730.



FUNDRAISING

Summer 50/50 raffle

We held a virtual 50/50 raffle during the summer. The raffle had ticket sales of \$30,310 with half coming to our shelter and the other half going to a lucky grand prize winner. As we've done in the past with our 50/50 raffles, we dedicated our share to go toward vet care for our animals.



Hope for the Holidays

Our annual holiday campaign is always our largest fundraiser of the year and this year was no different. Our campaign, which included a successful Giving Tuesday donation day with a matching donor, raised approximately **\$250,000**.

We're very thankful to our supporters who embrace the spirit of the season and give generously to our shelter.



OUR COSTS

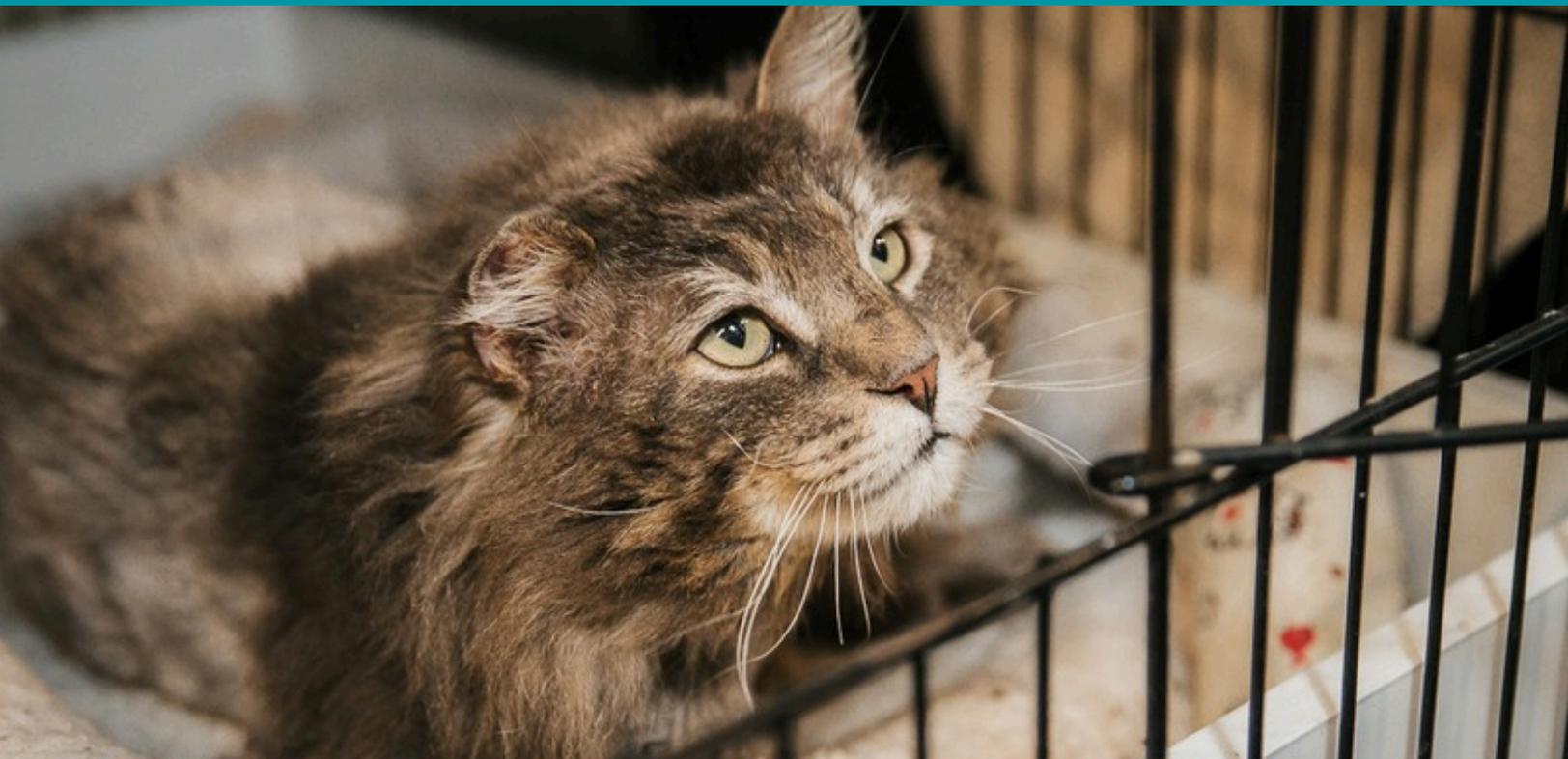
VETERINARY COSTS

Vet costs continue to go up

Vet costs showed no signs of going down in 2024. Rising prices for veterinary care is a trend that started with the pandemic and has continued for the last four years.

Vet bills are always our largest expense and we have done what we can to find the most cost effective options, without compromising on the quality of care for our pets. That has included working with vets that are able to offer us discounts or special rates.

**VET BILLS
WERE
\$470,000
IN 2024**



OUR COSTS

Prince was only 4 years old when he was surrendered to EHS. Sadly, his owner could no longer afford his medical bills as Prince suffered from recurring ear and bladder infections.

Without access to a special diet, he developed painful bladder stones that led to a urinary blockage. The prognosis without immediate surgery was grim.

Once Prince was in our care we were able to have him seen urgently by a vet. In the end, His medical expenses cost more than \$5,000, but it was well worth it.

Once he was healthy and happy, he was quickly adopted into a home with a family that has continued his care, allowing him to live his best life.



PRINCE



OUR COSTS



DAVID

David came to us in 2022, after being found as a stray on the streets of Hamilton. He was understandably shy, got more comfortable in foster home. In the fall of 2024, he had trouble urinating and was rushed to the vet where it was discovered he had a stone in his bladder, as well as one in his urethra, which was causing a blockage.

He needed surgery to remove the stones and prevent any new blockages. While he waited for his surgery, he was hospitalized so that he could have a catheter to help him urinate.

Thankfully, we managed to find a vet that was able to do his surgery quickly, but with his hospital stay, the surgery, and his after care, David's bills were more than \$4,700.

We're happy to say that everything went as planned and David is now doing well. He's still waiting for his forever family, but he has a great foster that gives his the right care that he needs.



OUR PROGRAMS

SANCTUARY PROGRAM

We're proud of our unique sanctuary program that gives a second chance for our pets who are approaching end-of-life or have medical or physical issues that prevent them from being adopted. 2024 marked the sixth year of this program, which places these animals into permanent foster homes, while we continue to cover the costs of caring for them.

Many of the pets are not expected to leave the Sanctuary Program, but with the right care, some are able to recover from health or physical issues to become well enough to be adopted.

This year, we had a unique situation with Hades, a young husky mix who came to us from a shelter in Québec. At the time, we had been told that he suffered from seizures, so he was immediately seen by a vet. He was quickly put on medication to control the seizures and would later undergo several tests to try and get to the bottom of what was causing them.

Because of his medical history, he was being overlooked for adoption, despite his playful personality. Once we finally had a better understanding of his condition, and understood that he would need medication for the rest of his life, we placed him in the sanctuary program.

His foster family did a wonderful job caring for him and couldn't resist falling in love, eventually making the decision to adopt him. As his seizures were fully under control, we knew he was in good hands and Hades officially graduated from the sanctuary program to become a part of their family permanently.

We were thrilled to be able to place him into a loving family who are committed to his care. It's a happy ending for an amazing dog that deserved this second chance.



OUR PROGRAMS



DOGGY BACK-TO-SCHOOL PROGRAM

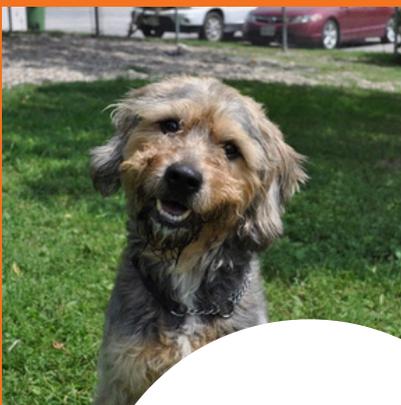
Sometimes the dogs in our care need a little help to get them ready for adoption. They may have come from a difficult situation that makes them mistrustful of people, or they didn't receive training when they were puppies and have developed some bad habits.

Our Doggy back-to-school program is designed to set them up for success by having them spend time at a training facility, where they live 24/7 under the care of an experienced dog trainer.

They spend their days working on skills, taking long walks in the countryside and getting lots of one-on-one attention.



THIS PROGRAM COMES WITH CONSIDERABLE COSTS, AND IN 2024, WE SPENT \$150,000 ON DOG TRAINING. WITHOUT IT, MANY OF THESE DOGS WOULD NOT BE HERE TODAY AS THEY WOULD BE PLACED ON EUTHANASIA LISTS.



Some of our dogs have been in the program for years, but we continue to provide this care for them because as a no-kill shelter, we don't give up on our animals.

It also makes it extra special when one of our dogs graduates from the program and goes to a special family that will continue to work on their training so they thrive in their new lives.

**THREE DOGS
THAT WERE IN
TRAINING
WENT TO THEIR
FOREVER
HOMES IN
2024!**

FINANCIAL BREAKDOWN



As an all-volunteer organization, we have no paid staff. This allows us to direct the majority of the funds raised for the shelter towards the care of our cats and dogs.

In 2024, we experienced a decrease in donations as some large donations that were typically received toward the end of the year did not come through. We're committed to finding new, reliable sources of funding in the future to allow us to continue to offer our animals the highest-quality care that they deserve.

Revenue	2024	2023
Donations, fundraising and memberships	537,652	\$844,614
Adoption & Surrender fees	64,430	62,805
Other	50,880	49,783
Total	\$652,962	\$957,202
Operation expenditures		
Veterinary bills	470,038	450,517
Animal supplies	243,873	197,736
Fundraising	25,903	24,229
Administration	164,742	169,587
Total	\$904,556	\$842,069
Net Income	-\$ 252,462	\$115,133

**THANK
YOU**

A SINCERE THANK YOU TO ALL THE DONORS AND VOLUNTEERS
WHOSE DEDICATION MADE A DIFFERENCE IN THE LIVES OF EHS DOGS
AND CATS IN 2024.



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