MESSAGE FROM THE BOARD OF DIRECTORS

The past year has been another remarkable and successful year for MEOW Foundation. We would like to thank our Past Board Chair, Kelly Hyde, for her leadership and selfless contribution to MEOW for five years, and we welcome new Board members: Robert Pronk, Board Chair; David Quach, Treasurer; and Jan Weir, Human Resources. The Board would also like to thank all our volunteers and staff, foster homes, veterinarians and supporters for sharing their gifts of time and talent and our passion in saving lives. MEOW continues to be a leader and model in animal welfare with our three-prong program approach: Rescue and Adoption, TNR (Trap Neuter Return) and SNAP (Spay Neuter Assistance Program). Together, we look forward to a future of no more homeless pets.
MEOW’S MISSION

- MEOW Foundation (Make Each One Wanted) is the only Calgary-wide no-kill registered charity that rescues and cares for stray and abandoned cats, matches rescued cats to suitable adopters and fosters, and provides Trap Neuter Return services.

- MEOW creates healthier communities that support and value responsible and compassionate human-cat relationships and animal care.

MEOW’S VISION

- To facilitate Calgary’s transformation into a community where animal welfare organizations are no longer forced to euthanize thousands of unwanted pets each year.

- To create a model that presents a meaningful example for other communities to emulate.

MEOW’S GOALS

- To work with the public to rescue abandoned cats from the streets of Calgary.

- To provide the cats with the best welfare on a temporary basis, until new homes can be found for them.

- To provide immediate veterinary treatment to sick or injured animals in our care.

- To find new permanent homes for the cats, with responsible families who will provide them with loving care and attention for the rest of their natural lives.

- To promote and encourage responsible pet ownership, which includes spaying and neutering of all cats and kittens, provision of nutritious food, water, shelter, love and regular health care, identification with a permanent microchip or tattoo, licensing and prevention from becoming a nuisance.

- To promote humane treatment, compassion and respect for all animals

- To promote and encourage the spay and neuter of animals in order to reduce overpopulation and suffering.

MEOW STATS FOR JULY 1, 2010, TO JUNE 30, 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intake and Rescue</td>
<td>571</td>
</tr>
<tr>
<td>Finalized Adoptions</td>
<td>493</td>
</tr>
<tr>
<td>Return to Owner</td>
<td>10</td>
</tr>
<tr>
<td>Deceased</td>
<td>22</td>
</tr>
<tr>
<td>TNR (Trap Neuter Return)</td>
<td>112</td>
</tr>
<tr>
<td>SNAP (Spay Neuter Assistance Program) for low-income Calgarians</td>
<td>1,964 spay or neuter surgeries</td>
</tr>
</tbody>
</table>
VOlunteers & Staff

- Volunteers & Staff – 200 volunteers and 12 part-time and one full-time staff make MEOW happen.

FOster Care

- Over 200 volunteers and 50 foster homes care for approximately 350 to 400 cats and kittens each year.

BoarD DeveLOpment

Core Values to Create a High Performance Culture: Feb. 2, 2011

Board Enrichment and Enhancement: March 18–20, 2011

List of Directors and their roles

- Board Chair: Robert Pronk
- Vice Chair: Jacqueline (Jake) Forrest
- Secretary: Esther Davidchuk
- Treasurer: David Quach
- Executive Director: Debbie Nelson
- HR Director: Jan Weir
- Director at Large: Sabrina Pannu

MEOW Advocacy

MEOW is a registered Humane Society with the Alberta Government.

MEOW is instrumental in securing funding and promotes the Spay Neuter Assistance Program (SNAP) for low-income Calgarians.

MEOW offers a humane future for feral cats through the only Trap Neuter Return (TNR) Program in Calgary.

MEOW provides a Cat Food Assistance program to those in need in Calgary, local acreages, farms and to other grass root animal rescue organizations in Southern Alberta.

MEOW has provided Calgarians with information and resources for cat behaviour, health, safety and animal welfare for more than 11 years.

MEOW is a member of the advisory council of Care for Cats, which was founded in 2009 to focus on the issues of cat overpopulation. The vision of Care for Cats is to increase the value of owned, homeless and feral cats in Canadian communities.

MEOW is an active participant in the Responsible Pet Ownership Committee, which is comprised of partners from The City of Calgary Animal & Bylaw Services, Animal Rescue Foundation and the Calgary Humane Society.

MEOW partners with 20 veterinary clinics to provide daily, routine and specialized care for our cats.

MEOW hosts annual community adoptathons to help promote the adoption of rescued cats and kittens.

MEOW Board members, staff and volunteers participate in webinars and conferences for professional enhancement throughout the year.
GRANTS

- Build a Bear - $2,000 to purchase microchips
- Calgary Foundation, Community Outreach and Engagement Program - $40,000
- Calgary Foundation, Sherling Animal Welfare: Feed the Hungry Food Assistance Program - $3,000

FISCAL RESPONSIBILITY

MEOW continues to manage expenses, revenues and emergency funds in a responsible, transparent and forward thinking manner.

MEOW FINANCIALS

In July 2011, MEOW celebrated its 5000th adoption. Pictured here is Luann (renamed Zoe), who can’t wait to go to her forever home with Bobby (right), but she’ll miss MEOW adoption coordinator Niki Kokken.

Expenses

Operational:
- Vet Expenses
- Shelter Costs
- Intake Costs
- Adoption Costs
- Cat Care
Total: 56.93%

Spay Neuter Assistance Program (SNAP):
- SNAP
Total: 3.15%

General and Administrative:
- General & Administrative
- Professional Fees
Total: 17.39%

Merchandise and Events:
- Event Fees
- Costs of Materials
- Calendar
Total: 8.98%

POWER the PURR:
- Communication & Education
Total: 11.10%

Revenue

Where our money is coming from:
- General Donations
- Fundraising
- Grants
- Adoption Fees
- Merchandise Sales

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www.meowfoundation.com
THE TIME HAS COME. THE TIME IS NOW.

To make its vision of a caring cat community with responsible pet ownership a reality, MEOW needs a new home. The Foundation’s existing facility is currently undersized and overtaxed to meet all of its needs. In 2009, the Foundation set a fundraising goal of $3 million for a new adoption centre that will help to ensure a sustainable future for Calgary’s homeless and abandoned cat population. By June 30, 2011, MEOW had raised $250,000 through its capital campaign called POWER the PURR.

Since the year 2000, more than 5,000 cats have been adopted and approximately 8,000 cats have been spayed or neutered through MEOW programs. MEOW’s track record shows we are changing the face of animal rescue in Calgary, but we urgently require a new adoption centre so we can achieve even greater results.

We continue to have the support of The City of Calgary and have embarked on a variety of fundraising initiatives to move even closer to our $3 million goal in the months ahead.

"On behalf of The City of Calgary Animal & Bylaw Services, I am pleased to acknowledge MEOW Foundation’s valuable contribution to our city and support their POWER the PURR campaign for a new adoption centre,” says Bill Bruce, Director of Animal & Bylaw Services and Co-Chair of the POWER the PURR campaign.

Donate today and help POWER the PURR. Create a no-kill future for every cat and kitten in Calgary. The power to save lives is in your hands. Contact us at POWERthePurr@meowfoundation.com or visit us at: www.meowfoundation.com.
MEOW MEMORIES

Every cat has his or her own unique story. MEOW is privileged to be able to share their stories with you.

Happy TNR cats at mealtime gazing into the kitchen window of their TNR caregiver.

Donovan was rescued by MEOW and returned to his family after being lost for six months.

After being abandoned in a rural area and getting frost bitten ears, Tyneil is now happy in her new home.

Each year, two-thirds (350 to 400) of MEOW’s rescued cats are mothers and kittens. We salute our 50 foster homes for their life-saving volunteer work.

A kind rescuer fed Ryanna for at least two years at an industrial work site near the airport. In April 2011, she was rescued by MEOW after having a litter of seven kittens: Captain Crunch, Corn Flakes, Count Chocula, Fruti-Os, Lucky Charms, Sugar Crisp and Trix.

Another beautiful mother, Camille, who was being fed in a SW neighbourhood backyard, gave birth in March 2011 to five kittens: Arcades, Char, Hector, Kanya and Minnie.

Life is a balancing act when you are a very young and inexperienced mother. In June 2011, Calise and her litter of four kittens were rescued: Lipton T, Tazo, Tetley and Twining.