

"Monkey Do" — Until a kind Calgarian called us, Monkey Do, her mom and her three siblings were living under a deck struggling to survive. All five felines are now living in forever, loving homes. This is just one of many happy endings...

**MEOW Foundation's Business is Saving Lives.  
And we've been doing it for 10 Years!**

**Adopt a Cat. Save a Life.**

## **2010 Annual Review**

## **MEOW's MISSION (the Why)**

MEOW Foundation 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 and Spay Neuter assistance (SNAP) services. MEOW creates healthier communities that support and value responsible and compassionate human-cat relationships and animal care. Join us today in sharing our vision for a no-kill city.

## **MEOW in Action (the What We Do)**

**Intake and Rescue** – MEOW rescued **675** cats and kittens off the streets between July 1, 2009 and June 30, 2010.

**Adoptions** – **568** cats and kittens found permanent loving homes through the MEOW Adoption program between July 1, 2009 and June 30, 2010.

**TNR (Trap Neuter Return)** – **97** cats became part of our TNR program this fiscal year which resulted in saving the lives of hundreds of unwanted kittens born on the streets.

**SNAP (Spay Neuter Assistance Program)** – Over **6000** cats have been spayed or neutered since 2006 as part of the SNAP program for low income Calgarians.

**Return to Owner** – MEOW returned **14** cats to their homes because they had permanent identification in the last fiscal year.

**Volunteers & Staff** – **200** volunteers and **nine** part-time staff make MEOW happen.

**Foster Care** – Over **50** foster homes at MEOW care for approximately **350** cats and kittens in a year.

**Grants** – MEOW received a \$25,000 Alberta Government Community Spirit Grant and a \$10,000 grant from the City of Calgary's Animal and Bylaw Services in the last fiscal year.

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

**Board Development** – The Board of Directors has worked on a number of projects over the past year including; a business plan, a Leave a Legacy program, and a gap analysis specific to our human resources and needs.

## **Directors for the Fiscal Year (Part of the Who)**

Kelly Hyde-Wein	Campaign Director
Jacqueline Forrest	Board Chair
Debbie Nelson	Executive Director
Sabrina Pannu	Treasurer
Esther Davidchuk	Secretary

## **MEOW People (the Big Who & How We Do It)**

Powered by dedicated and compassionate volunteers and staff, MEOW promotes humane treatment and respect for all animals. MEOW provides the cats we rescue with the best welfare, medical care, love and attention on a temporary basis and is a community

model for leadership and assistance in all areas of responsible pet ownership.

The lives of all the cats we rescue are valued and cherished. Each rescued MEOW cat and kitten will be cared for through our Adoption or TNR (Trap Neuter Return) programs. We invite all Calgarians to join MEOW in 2011 as we work together in the business of saving lives. Your support is needed now more than ever as we embark on a fundraising campaign to secure our ongoing sustainability and to provide a new home for all the cats that come into our care. To date MEOW Foundation has assisted over 10,000 cats, with your help we can ensure our long-term future so we can save thousands more...

## **Message from the Board of Directors (Part of the Who Wants to Talk to You)**

The MEOW Board of Directors is pleased to tell you that MEOW is celebrating its **10 year anniversary** in 2010. MEOW has been saving lives for a decade now and during that time we're proud to say, supporters like you have helped make a big impact for the felines and humans living in our city. Through our collaboration with our supporters and citizens of Calgary:

- MEOW rescued, named, loved, fed, watered, and provided vet care and ultimately found homes for almost **4,700** cats and kittens who otherwise would be on the streets or perhaps have met their demise,
- MEOW started the Trap-Neuter-Return program and since then **hundreds** of feral cats have been spayed or neutered, which in turn, has saved the lives of hundreds of unwanted kittens born on the streets of our city, and
- MEOW assisted in the administration of the spay or neuter surgeries of over **6,000** cats and kittens from low-income households in Calgary through the Spay Neuter Assistance Program.

Thank you for all you've done to ensure that in just 10 years, together, we've been able to improve the lives of thousands of cats and kittens! We believe that's something to purr proudly about!

Sincerely, MEOW Foundation's Board of Directors

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## **MEOW Advocacy (More What We Do and Who We Are)**

**MEOW** is an active participant in the Responsible Pet Ownership Committee, which is comprised of partners from the City of Calgary Animal and By-law Services, Animal Rescue Foundation and the Calgary Humane Society.

**MEOW** will provide a Board member representative to sit on the advisory board of the Animal Services Centre Clinic in 2010.

**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** participates in The Summit for Urban Animal Strategies (SUAS) annually.

**MEOW** board members, staff and volunteers participate in webinars for professional enhancement throughout the year.

**MEOW** provides cat food to those in need in Calgary, local acreages, farms and to other grass root animal rescue organizations in Southern Alberta.

**MEOW** is instrumental in organizing and promoting annual Adopt-a-thons that include numerous other animal rescue groups.

**MEOW** has provided Calgarians with information and resources for cat behaviour, health, safety and animal welfare for close to 10 years.

**MEOW** partners with 18 veterinary clinics across Calgary to provide daily, routine and specialized care for our cats.

## **POWER THE PURR (Where We Want to Be)**

Please stop for a moment and imagine the sound of 6,700 cats and kittens purring at the same time! That's how many cats and kittens MEOW Foundation has rescued and adopted since our inception 10 years ago. For a decade we've been in the business of saving lives and literally rescuing suffering souls off the streets of Calgary. From mothers and their kittens to tough tomcats and from purebreds to the domestic short-hairs, we've helped them all, but now we need YOUR help! Please ensure we have a sustainable future and help us to continue to do what we do. Support our **POWER THE PURR** fundraising campaign for our new Adoption Centre.

Think about the unconditional love cats provide every day. It's hard to express in words the bond a person and their feline can have. But what about the thousands of cats that are roaming homeless and abandoned in the streets of our city each year. Don't they deserve the same love, care and attention? If you agree, please give a survivor a second chance.

### **Our Adoption Centre Campaign Goal**

Building Costs / Construction	\$1.9 Million
Operations	\$500,000
Campaign Costs	\$100,000
Maintenance Reserve	<u>\$500,000</u>
<b>Total</b>	<b>\$3 Million</b>

Help us make a difference for those not yet found, wandering, cold, abandoned and hungry and turn their futures into ones filled with food, warmth and love. By sustaining MEOW's future, YOU have the power to save a life! Donate today and help POWER THE PURR of those cats and kittens waiting for our help.

Together we **CAN** Make Each One Wanted!

## **Get Involved (Be Part of Our Who)**

### **MEOW Foster Homes**

MEOW rescues 300 to 400 mothers and kittens each year. Our foster home network offers the needed temporary sanctuary for these wee souls before they are adopted.



### **MEOW Volunteers**

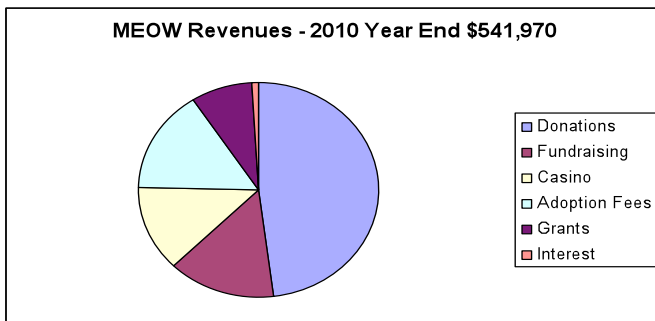
Volunteering can be extremely rewarding, worthwhile and can even change your life.

A MEOW volunteer's time and devotion is a gift of service to the community and to the hundreds of cats rescued each year. Join us today.

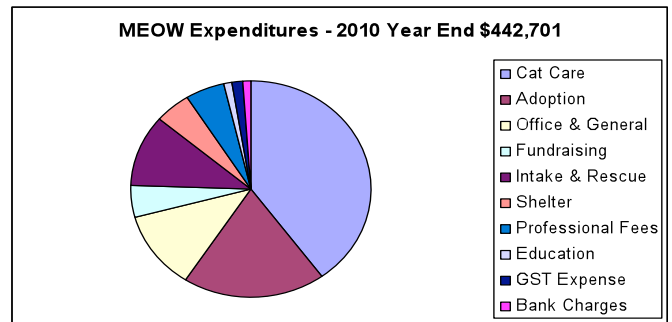


**MEOW Financials (How We Get it Done)**

**MEOW Revenues – July 1, 2009 to June 30, 2010**



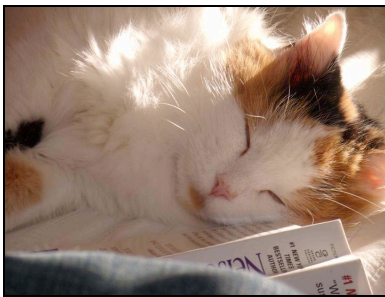
**MEOW Expenditures – July 1, 2009 to June 30, 2010**



Registered Federal Charity # 89501 2813 RR0001

MEOW Foundation provides tax receipts for donations of cash or other assets valued at \$10 or more.

**MEOW Happy Endings – What It's All About**



MEOW Flounce, a senior kitty, enjoying a sunbeam in her new home.



MEOW Dipsy Doodle and pal Stella sharing a good snooze together.



MEOW Garron shares a smile with Guardian Angel Tyrone on his Birthday.



MEOW cats Monty, Lily and Bailey – happiness comes in threes!