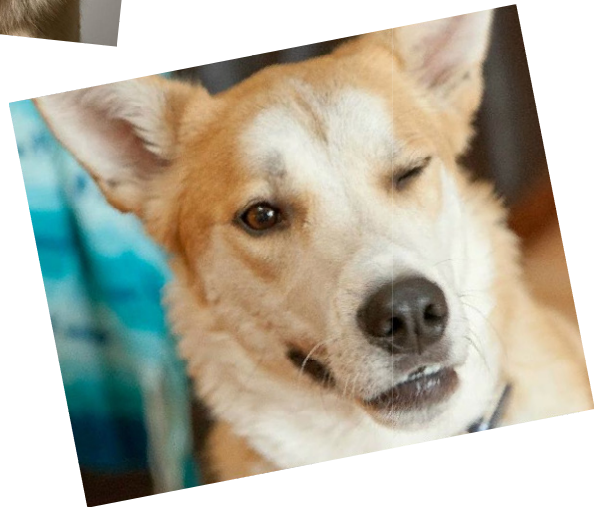


Manitoba Mutts Dog Rescue Inc.

1st Annual General Meeting

2013
Annual Report



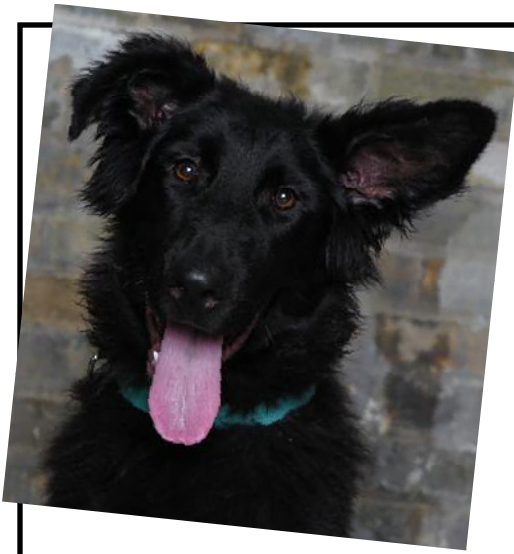
Technical Vocational High School – April 12th, 2014

Intake and Adoptions

In 2013 Manitoba Mutts rescued 403 dogs and 58 cats. These animals came from across Manitoba and into the Northern territories as well as various surrenders from various families.

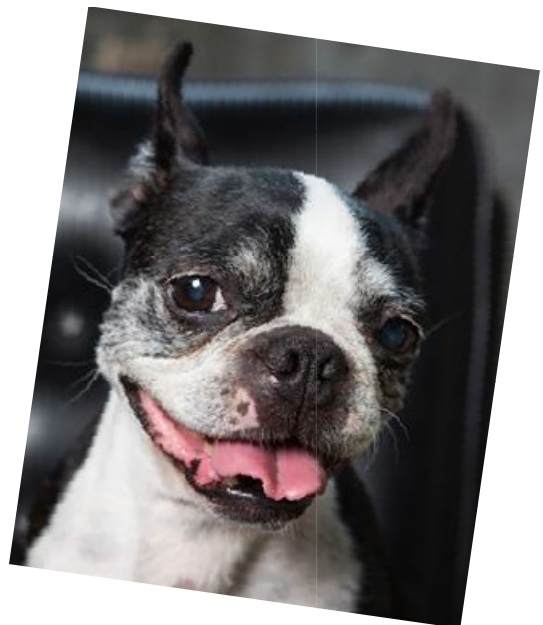
Manitoba Mutts has always supported their adopters, and as such have always offered adopters the option to return their pets should the adoption not work out. In 2013 we had 27 adoption returns. Based on 525 dog adoptions, our return rate was less than 1%! We celebrated 42 cats adopted, with no returns.

This year we ran 2 cat sales and, in order to assist with the continued problem of adopting black dogs, we featured a Black Friday Sale for a few of our black pups.



Pet Secure

In the summer of 2013, Manitoba Mutts partnered with Pet Secure to provide a six week trial of pet insurance to all dogs adopted through Mutts. In addition to the trials, Pet Secure has committed to donating funds to Manitoba Mutts for each adopter that continues on their pet insurance after the 6 week trial. As of February 2014, Pet Secure has donated \$3836.00 to Manitoba Mutts.



Events & Fundraisers

MMDR held 15 adoption fairs at various locations throughout Winnipeg and surrounding areas. These included our ever-popular Pet Valu Appreciation Fairs, as well as new fairs such as the Gimli Icelandic Festival and the Red River Ex.



Red River Ex

MMDR accepted the challenge of attending the 10 day event of the Red River Ex in 2013. This massive undertaking involved the coordination of over 50 volunteers and 20 staff members, as well as arranging dogs, merchandise, and a fashion show. This event raised over \$1,700 in merchandise and donations.

Wine and Dine Raffle

Of the 2500 tickets printed, Mutts sold out and raised \$4550.00 after expenses.

Music For Mutts

Held at the King's Head Pub, the Music For Mutts Benefit concert featured 3 separate performances, a silent auction and emcees from Energy 106. The concert was a huge success and raised \$2, 500 for MMDR.

Run Your Heart Out

Begun as a third party fundraiser, this event has now become a MMDR annual event. In 2013 with only 88 participants, MMDR received \$6, 000.



Manitoba Mutts Dog Rescue

Statistics for 2013

Dogs - Incoming Admitted	403
Adoptions	461
Euthanized	12
Percentage of Dogs adopted	114%
Percentage of Dogs euthanized	3%

Cats - Incoming Admitted	58
Adoptions	46
Euthanized	0
Percentage of Cats adopted	79%
Percentage of Cats euthanized	0%



Social Media

Facebook remains the top dog of social media tools for Manitoba Mutts with thousands of fans talking about Mutts and sharing content on a weekly basis. Growth of 50 – 100 new fans per week remains constant outside of any campaign directed at growing the fan base.

January 2013 – 8,000~ followers on Facebook.

December 2013 - 13,900+ followers

Twitter was revamped in the spring of 2013 with over 900 new followers ranging from community advocates, business, local celebrities and media.

Instagram was launched in 2013 and sites currently at 1,508 followers

YouTube was revamped in 2013 with a branded channel featuring dozens of videos earning collective views of 4,000.

Website - Consistent traffic was sent to the Manitoba Mutts website in 2013 with an increased use of custom PayPal donation interfaces for donating towards specific campaigns, dogs and programs.

Average monthly unique visitors = 6,800

Average time spent on the website 00:03:03

73% of traffic came from Winnipeg, with more than 1,000 unique visitors visiting the site from Toronto and Vancouver. Other traffic hubs in Manitoba include Steinbach, Brandon, Selkirk and Winkler.

46% of website visitors came to the site on a mobile or tablet device, which has prioritized the need for a revamped website in 2014 that offers a more compatible mobile browsing experience.

Media - Weekly promotional spot on Winnipeg radio station Energy 106 featuring our “Share a Mutt Monday” feature dog.

Media relations efforts found Mutts to be in the news on average of twice a month with 24 feature stories across all major media.

Throughout 9 different news outlets (both TV and newspaper), MMDR appeared in 24 different stories across the Province of Manitoba.

Social Media Campaigns New in 2013:

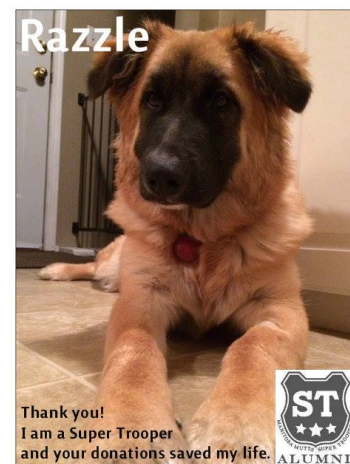
- 1) **Super Troopers** program featuring dogs in need of media attention and donations. 24 dogs were part of the Super Trooper program with the most notable dog for attracting the most donations online: Pumpkin and Casino.
- 2) **50 bags in 50 hours** was a puppy kibble campaign focused on getting donations picked up or dropped off at various locations. The January 2013 campaign saw over 180 bags donated in 50 hours, and the August 2013 campaign saw over 300 bags donated.
- 3) **Top Moments of 2013** countdown highlighted the top moments of the year to remind followers of large accomplishments including saving the life of Karma, tracking down the people who stole two of the Catahoula dogs, Heartworm mom Super Trooper Casino being in labour for almost 14 hours with hundreds of followers.

2013 Super Troopers



Super Troopers that were active in 2013 and the amounts raised for their care in 2013.

Dog	Date Posted	Vet Bills	Funds Raised
Dawn	December 11 th	\$600	\$200
Honor	November 19 th	\$600	\$200
Selma	October 21 st	\$600	\$300
Razzle	October 17 th	\$1,200	\$800
Addie	October 16 th	\$600	\$300
Ocean	August 22 nd	\$1,800	100%
Navy	September 30 th	\$900	100%
Bernadette	September 19 th	\$1,500	100%
Pierre	June 17 th	\$1,800	100%
Sugar	September 16 th	\$600	100%
Ono	June 4 th	\$1,800	100%
Naomi	May 10 th	\$1,800	100%
Casino	May 6 th	\$2,000	100%
Moxy	May 29 th	\$600	100%
Nina	March 6 th	\$1,200	100%
Rumo	April 4 th	\$3,000	100%
Watson	May 8 th	\$1,700	100%
Peaches	April 26 th	\$1,100	100%
Maddie	March 18 th	\$1,600	100%
Button	March 6 th	\$1,500	100%
Quake	March 25 th	\$1,695	100%
Dooley	March 6 th	\$4,000	100%
Pumpkin	April 4 th	\$5,000	100%
Filly	March 6 th	\$1,200	100%





2013 Financial Year End Statement

As of Wed, March 19, 2014

Profit/Loss Report

January - December 2013			
	2013	2012	Inc/(Dec)
Income			
Adoption Income	142,033.20	202,124.97	-60,091.77
Donation Income	64,292.02	74,462.20	-10,170.18
Fundraising/Merchandise Sales Income	62,825.15	38,554.10	24,271.05
Total Income	\$ 269,150.37	\$ 315,141.27	-\$ 45,990.90
Cost of Goods Sold			
Expenses			
Veterinary & Medicine Expenses	219,023.27	271,048.72	-52,025.45
Promotional & Fundraising expenses	12,127.76	16,166.13	-4,038.37
Mileage/ Freight/ delivery	2,627.74	11,966.45	-9,338.71
Office expenses	14,903.96	12,416.97	2,486.99
Pet Supplies/Food	2,948.63	3,636.82	-688.19
Total Expenses	\$ 251,631.36	\$ 315,235.09	-\$ 63,603.73
Reconciliation Discrepancies	626.45		626.45
Total Other Expenses	\$ 626.45	\$ 0.00	\$ 626.45
Profit	\$ 16,892.56	-\$ 93.82	\$ 16,986.38

2013 Financial Year End Statement

Balance Sheet

As of December 31, 2013			
	2013	2012	Inc/(Dec)
Assets			
Current Assets			
Inventory Asset	4,083.94		4,083.94
Cash and cash equivalents	29,463.15	16,130.17	11,392.80
Total Assets	\$ 33,547.09	\$ 16,130.17	\$ 15,476.74
Liabilities and Equity			
Current Liabilities			
Spay/Neuter Liability	7,400.00	4,500.00	2,900.00
Accounts Payable (A/P)	1,554.69	3,901.28	-2,346.59
Total Current Liabilities	\$ 8,954.69	\$ 8,401.28	\$ 553.41
Equity			
Opening Balance Equity	-29.05		-29.05
Retained Earnings	7,728.89	7,822.71	-93.82
Profit for the year	16,892.56	-93.82	16,986.38
Total Equity	\$ 24,592.40	\$ 7,728.89	\$ 16,863.51
Total Liabilities and Equity	\$ 33,547.09	\$ 16,130.17	\$ 17,416.92

2013 Financial Year End Statement

Statement of Cash Flow

January - December 2013	
	Total
OPERATING ACTIVITIES	
Net Income	16,892.56
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Accounts Receivable (A/R)	0.00
Inventory Asset	-4,083.94
Accounts Payable (A/P)	-2,346.59
Spay/Neuter Liability	2,900.00
Net cash provided by operating activities	\$ 13,362.03
FINANCING ACTIVITIES	
Opening Balance Equity	-29.05
Net cash provided by financing activities	-\$ 29.05
Net cash increase for period	\$ 13,332.98
Cash at beginning of period	16,130.17
Cash at end of period	\$ 29,463.15

2013 Financial Year End Statement

Profit/Loss - Detailed

January - December 2013	
	Total
Income	
4000 Merchandise Sale Income	10,514.50
4100 Donation Income	60,632.02
4200 Adoption Income	142,920.70
4300 Fundraising Income	45,026.23
4400 Miscellaneous Income	310.35
4500 Calendar Income	6,950.00
Adoption Refunds	-1,012.50
Bottle Drive Income	325.00
Donation Income - Spay and Neuter	1,160.00
Holiday Photo Income	965.00
Shipping Income	192.60
Sponsorship Income	2,500.00
Surrender Fee Income	125.00
Tea Income	358.48
Total Income	\$ 270,967.38
Cost of Goods Sold	
Cost of Goods Sold	1,336.43
Freight and delivery - COS	370.13
Inventory Shrinkage	110.45
Total Cost of Goods Sold	\$ 1,817.01
Gross Profit	\$ 269,150.37
Expenses	
5000 Veterinary & Medicine Expenses	219,023.27
Advertising	259.82
Bank charges	2,466.16
Fundraising Expense	107.36
Meetings/travel expense reimbursement	143.13
Mileage/ Freight/ delivery	2,627.74
Miscellaneous	-5.24
Office expenses	8,043.90
Pet Services	252.00
Pet Supplies/Food	2,696.63
Phone Bills	3,095.01
Professional Fees	791.00
Promotional & Fundraising expenses	11,760.58
Staff Expenses	370.00
Total Expenses	\$ 251,631.36
Other Expenses	
Reconciliation Discrepancies	626.45
Total Other Expenses	\$ 626.45
Profit	\$ 16,892.56

Balance Sheet - Detailed

As of December 31, 2013	
	Total
Assets	
Current Assets	
Inventory Asset	4,083.94
Undeposited Funds	2,045.00
Cash and cash equivalents	
1010 Pay Pal Account	10,136.48
Chequing	15,921.67
Fundraising Bank account	0.00
Petty cash- Fair	200.00
Spay and Neuter Project Bank Account	1,160.00
Total Cash and cash equivalents	\$ 27,418.15
Accounts receivable (A/R)	
Accounts Receivable (A/R)	0.00
Total Accounts receivable (A/R)	\$ 0.00
Total Current Assets	\$ 33,547.09
Total Assets	\$ 33,547.09
Liabilities and Equity	
Current Liabilities	
Spay/Neuter Liability	7,400.00
Accounts Payable	
Accounts Payable (A/P)	1,554.69
Total Accounts Payable	\$ 1,554.69
Total Current Liabilities	\$ 8,954.69
Equity	
Opening Balance Equity	-29.05
Retained Earnings	7,728.89
Profit for the year	16,892.56
Total Equity	\$ 24,592.40
Total Liabilities and Equity	\$ 33,547.09

Thank you!

Manitoba Mutts Dog Rescue Inc

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