



[HUMANECANADA.CA](https://www.humanecanada.ca)

# 2020 Annual Report

**HUMANE  
CANADA**



# Table of Contents

About Us - 3

Our Team - 4

A Letter from the CEO and Board Chair - 6

Progress for Animals in 2020 - 7-10

2020 Milestones - 12-13

Members from Coast to Coast - 14

Financial Snapshot - 15

Be the Movement - 16

Your Gift, Their Humane Future - 17

Thank You - 18

Mission & Values, Contact Us - 20

*“The greatness of a nation and its moral progress can be judged by the way its animals are treated”*

**Mahatma Gandhi**

# About us

As Canada's federation of SPCAs and humane societies, Humane Canada™ advances the welfare of animals with a strong national voice, promoting the interests and concerns of animal welfare to government, policymakers, industry, and public.

As a registered charity, we are Canada's voice for animal welfare and we drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

Our four focus areas of work are:



Policy and Research



Animals and the Law



Farm Animals



Companion Animals



We regularly consult and collaborate with representatives from government, industry and the non-profit sector to address key animal welfare challenges in Canada



We promote the enactment of federal, provincial and municipal legislation that protects animals from cruelty and provides a framework to ensure animals are treated humanely and with respect



We play a crucial role in farm animal welfare in Canada. We advocate for continual improvements to the standards for farm animal care that are included in Canada's Codes of Practice. We also campaign for improvements to various regulations that govern the treatment of farm animals



We advocate on behalf of companion animals and promote key companion animal welfare issues to the animal industry, government, and public

In a humane Canada all animals have a life worth living. They are recognized as sentient beings by a society that embraces its responsibilities with regards to their interests.

**How will we get there?** By implementing universal humane education that teaches empathy, respect and compassion for others, and relies on ethics, mindfulness and emotional intelligence. Learn more at [humanecanada.ca/indicators](https://humanecanada.ca/indicators)

# Our Team

## Board of Directors

### Executive Committee:

- **Miranda Jordan-Smith**, *Chair*
- **Marcie Moriarty**, *Vice-chair*
- **Alice Crook**, *Secretary*
- **Carrie Fritz**, *Treasurer*

### Member Directors:


- **Adrienne McBride** - *Guelph Humane Society*
- **Lindsay West** - *Regina Humane Society*
- **Elizabeth Murphy** - *Nova Scotia SPCA*
- **Karen McGeean** - *Fredericton Humane Society*

### Directors-at-large:

- **Cindy Soules**
- **Rob Rosenfeld**
- **Anne Sutherland**
- **Kevin Toyne**

## Staff

- **Barbara Cartwright**, *CEO*
- **Derek deLouché**, *Director, Resource Development and Member Services*
- **Toolika Rastogi**, *Senior Manager, Policy and Research*
- **Mallory Lloyd**, *Manager, Events and Corporate Partnerships*
- **Hannah Brown**, *Manager, Criminal Justice System Reform Program*
- **Darcy Boucher**, *Manager, Marketing and Communications*
- **Elizabeth Wheeler**, *Coordinator, Resource Development and Events*
- **Shannon Ingram**, *Coordinator, Conference and Events*
- **Natalia Hanson**, *Coordinator, Marketing and Communications*
- **Kundai Sibanda**, *Coordinator, Office and Administration*
- **Garett Grittner**, *Coordinator, Policy and Research*



“The work that Humane Canada undertakes is crucial in helping inform and educate policy and decision makers about animal welfare issues and how they intersect with many of the broader social issues they are dealing with. From developing and running events like the Canadian Violence Link Conference to its accreditation program for human societies and rescue centres, it has made measurable improvements for animals, both wild and companion, from coast to coast to coast. I am proud of the dedication and hard work of its employees, member groups, and especially volunteers, and I am proud to contribute to its success as a Director on its board. Here’s to many more success in the years to come.” **Rob Rosenfeld, Director-at-large**



*“ Until we have courage to recognize cruelty for what it is - whether its victim is human or animal - we cannot expect things to be much better in the world ”*

**Rachel Carson, American marine biologist, author, and conservationist**

# One Welfare *A letter from our CEO and Board Chair*

What a year. Without a doubt 2020 shook us all on a personal and professional level. Nobody could have predicted that what started as a two-week preventative stay-home order would turn into what we now call “the new normal”.

When the COVID-19 crisis was declared a global pandemic, we were about to head out to Victoria to host our National Animal Welfare Conference. We, like many others, quickly had to pivot our priorities, strategies and operations to provide support for our country’s most vulnerable beings: animals. This shift, and our immediate advocacy efforts resulted in ensuring that animal shelters had key tools and information to operate and were deemed essential in eight out of ten Provinces.

This global change also highlighted the need to work holistically across sectors from a “One Welfare” approach, recognizing the interconnectedness of all living things and the collective power of individual action.

This approach served as the basis for our work to continue supporting victims of the Violence Link (the known connection between human abuse and animal abuse) in 2020. We asked the federal government to include training for the judiciary on this matter\*, and we made training for police and anti-violence/animal welfare sectors accessible through two online workshops.

Understanding the financial challenges brought on by the pandemic and the added stress to vulnerable families and individuals, we launched Canada’s first National Pet Food Bank Program; a project which aims to help keep families together through the provision of pet food and basic pet supplies. We want to strengthen and enhance the human-animal bond, recognizing the link between animal welfare, human wellbeing, biodiversity and the environment.

I invite you to read through the pages of this annual report to learn about other milestones that we were able to achieve thanks to your support. We thank our Women for Humane Canada members, our Humane Hearts monthly donors, our sponsors, our corporate partners, our volunteers and our supporters for standing by our side during a challenging year. We simply couldn’t have gotten through 2020 without you.

Sincerely,



*Barbara Cartwright*

Barbara Cartwright,  
CEO

*Marcie Moriarty*

Marcie Moriarty  
Board Chair



\*We are happy to report that at the time of writing this letter, Bill C-3, An Act to Amend the Judges Act and the Criminal Code, has passed into law, meaning that training on the violence link will be considered for federal judges.

# Progress for Animals in 2020

*A summary of our work during the year*

## Animal Protection & Welfare

**Humane Canada™, was formed in 1957 out of concern for the welfare of animals being slaughtered for food in Canada. At that time, there were no regulations addressing the humane slaughter of animals. Humane Canada™ took on the issue and was influential in the introduction of the federal Humane Slaughter of Food Animals Act in 1959.**

We continue to play a crucial role in farm animal welfare in Canada, campaigning for improvements to various policies and regulations to improve the treatment of farm animals at the provincial and federal levels.

Humane Canada™ is the founder of Canada's Codes of Practice, which set out national standards for the welfare of farmed animals. The Codes are referenced in several provinces' legislation and in this way provide the only legal standards for the care of animals farmed in Canada.

The Codes are developed under the National Farm Animal Care Council (NFACC), an organization that brings together farmers, food industry representatives, enforcement, government and two animal welfare organizations. Humane Canada invests heavily in NFACC to ensure that the Codes guide positive progressive change for the care of farmed animals.

**In 2020, Humane Canada was very active in the development and amendment of the following Codes of Practice:**

- Codes for Dairy Cattle, Goats and Transportation – the latter affecting all major livestock and poultry species farmed in Canada.
- Submitted comments on a draft Code for Farmed Salmonids (the first NFACC Code addressing aquaculture).
- Drafted amendments to the Farmed Mink Code,
- We also engaged in discussions on amending the Pig Code.

**Humane Canada continues to participate in the development of industry-led assessment programs to oversee the implementation of Codes on Canadian farms.**



# Animal Advocacy

**Humane Canada™ regularly consults and collaborates with government, industry, and non-profit sectors to address key animal welfare challenges in Canada.**

As Canada's trusted voice for animal welfare, Humane Canada™ advocates on behalf of animals to the public, industry, and government by sitting on multiple committees and councils including:

- The Canadian Veterinary Medicine Association (CVMA) – Animal Welfare Committee (Ex-Officio). This committee promotes key animal welfare issues within the animal industry to the government and the public. We also advise the CVMA on animal welfare issues and aid in the development of pertinent position statements.
- The National Companion Animal Coalition (NCAC)  
Formed in 1996, the NCAC promotes socially-responsible pet ownership and enhance the health and well-being of companion animals.



<https://humanecanada.ca/what-to-know-before-getting-a-dog/>

While 2019 was an exceptional year for advancing animal welfare legislation in Canada and built momentum for further progress, 2020 saw a worrisome legislative trend come to Canada in the form of "ag-gag". Humane Canada opposes the introduction of "ag-gag" legislation as it reduces transparency and puts animals at increased risk of cruelty and abuse.

US states have tried in the past to enact legislation to limit whistleblowing and undercover photography on farms, these "ag-gag" laws, as they are known, have been struck down as unconstitutional.

In Canada however, some Provinces like Alberta and Ontario are moving to adopt ag-gag legislation in any case. Humane Canada™ was called to witness in the Ontario Legislature with regards to Bill 156, Ontario's ag-gag bill. Unfortunately, the bill passed but in the end it did exempt whistle-blowers and journalists as advocated for by Humane Canada.

Federally, Private Members' Bill C-205 proposes ag-gag provisions be added to the Health of Animals Act. We are currently tracking Bill C-205 and we submitted our comments in opposition to the Standing Committee on Agriculture and Agri-Food.

**Humane Canada continues to advocate for all levels of government to establish strong legally binding standards of care and enforcement to protect animals on farms.**





# Animals & The Law

Humane Canada™ works extensively to promote the enactment of federal, provincial and municipal legislation that protects animals from cruelty and provides a legal framework to ensure animals are treated humanely and with respect. Humane Canada™ operates the National Centre for the Prosecution of Animal Cruelty (NCPAC). NCPAC designs and delivers training to the prosecution community that reflects current best practices in animal cruelty prosecution in order to improve consistency and outcomes across the country. We also maintain a bilingual Canada-wide database of animal cruelty case law.



In 2020, we advised the government on policy matters concerning animal welfare and to include the link between animal sexual assault and human sexual assault in a new Bill for judicial training, which passed into law in April 2021.

We were invited to Minister for Women and Gender Equality, the Honourable Maryam Monsef, on the National Action Plan to end gender-based violence (GBC), stressing the importance of addressing the violence link in response to GBV.

In the fall, we consulted with former senator, the Honourable Murray Sinclair, on the introduction of Bill S-218, aptly named The Jane Goodall Act, which would protect captive great apes, elephants and other animals under our federal law.

## Public Education and Support

In June of 2020 we were spurred into action to shine a light on the plight of imported pandemic puppies when at least 38 puppies died in a shipment of 500 dogs on a flight from Ukraine, prompting an investigation by the CFIA that led to a change in federal rules that restricted imports from Ukraine to puppies over eight months old.

In the fall of 2020, we launched a public education campaign in partnership with the Canadian Food Inspection Agency, to encourage the public to do their due diligence when searching for a dog, the goal was to empower and educate the public to look out for red flags and not support a puppy mill or puppy broker inadvertently.

We also launched Canada's first National Pet Food Bank Program to help keep families together through the provision of pet food and basic pet supplies. Animal shelters throughout Canada are reporting an increasing need from the community- particularly for pet food.

Canadians love their companion animals, approximately 62% of us have at least one pet and we don't want to let financial constraints separate vulnerable families due to lack of access to pet food and basic pet supplies.

**This program will ensure that families can afford to keep their beloved companion animals and that our shelter system does not become overwhelmed by surrendered pets.**



**National**  
**PET FOOD BANK**  
*Keeping families together.*  
**Program**



# National Convenor of Humane Societies & SPCAs



Humane Canada, (previously known as the Canadian Federation of Humane Societies,) is Canada's federation of SPCAs and humane societies. We bring together over 66 members and associate members from across Canada that work with and care for animals to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

When the pandemic hit in March 2020 we advocated for urgent financial aid for Humane Societies/SPCAs and requested that they be deemed essential service providers across Canada. Eight out of ten Provinces subsequently added shelters to their essential services list. We helped keep shelter staff and animals safe by ensuring they were connected to share experiences and resources and had the most up-to-date information regarding the progression of the pandemic and the tools needed to adapt and adjust to this new normal.

The National Animal Welfare Conference (NAWC) is Canada's largest gathering of animal welfare professionals, volunteers and advocates held once a year in locations around the Country. In 2020 the pandemic forced us to pivot into the exciting world of online learning where we successfully hosted our 2020 event virtually with over 885 attendees who participated in 2 day of sessions to elevate their knowledge and understanding of animal welfare in Canada and around the world.

In the fall, Humane Canada™ launched a National Accreditation Program for humane societies and Societies for the Prevention of Cruelty to Animals (SPCAs) that are involved in sheltering, education, advocacy, and/or other animal welfare activities in Canada.

By granting the seal of accreditation to humane societies and SPCAs we will foster public trust in the animal welfare sector. The standard and the accreditation program are based on the Five Freedoms, a core concept in animal welfare. The program has been developed in consultation with volunteer representatives and accreditation professionals from across Canada and the sector.



## The Violence Link

**Evidence-based research shows that violence against animals and against people are not distinct or separate problems, this is known as the Violence Link.**

The Canadian Violence Link Coalition (CVLC) was formed in 2018 as a result of issues brought forward at Humane Canada's 2017 Canadian Violence Link Conference. The CVLC is committed to advancing awareness, education and training about the link between violence against humans and violence against animals. The CVLC's goal is to introduce violence prevention and intervention strategies across the country and to establish policies and practices that make our communities safer. In 2020, we hosted and supported training for police and anti-violence/animal welfare sectors to address the Violence Link between humans and animals and work toward a humane solution.

*“Animals share with us the privilege of having a soul”*  
Pythagoras



# 2020 Milestones

## MARCH



### Led the National COVID Response for Animal Welfare

We represented humane societies and SPCAs before provincial and federal government to ensure that animals were protected when the pandemic was declared

## MAY



### Moved our National Animal Welfare Conference to an Online Model to Make it More Accessible

By moving Canada's largest animal welfare conference online, we brought together over 800 animal welfare advocates from across Canada and abroad for two-days of learning and networking



### Advocated to Government for Victims of the Violence Link

We briefed The House of Commons on the importance of including training on the Violence Link for members of the judiciary, in regards to Bill C-3, An Act to Amend the Judges Act and the Criminal Code

## OCTOBER



### Released Indicators for a Humane Canada

We developed a list of indicators to assess Canada's progress and ensure we are on the right track toward the goal of becoming a humane country



### Supported the Police Sector with Training on the Violence Link

We co-hosted a training with the Canadian Police Knowledge Network on the Violence Link for police officers

## Launched the National Pet Food Bank Program



We recognized the need for increased support systems to assist vulnerable families and individuals enduring financial distress. We want to help keep families together by providing access to pet food and basic pet supplies

## NOVEMBER

### Helped Introduce a New Animal Welfare Bill



We were consulted by the Honourable Murray Sinclair and Dr. Jane Goodall on the introduction of Bill S-218, The Jane Goodall Act, to protect captive elephants and great apes in Canada under our Federal Law



### Educated and Informed a Record Number of Legal Professionals

We tripled the attendance to our annual Prosecution of Animal Abuse Online Conference, which focuses on best practices for prosecuting animal cruelty cases



### Brought Several Sectors Together for Training on the Violence Link

We hosted the first Canadian Violence Link Regional Workshops online for professionals in British Columbia and Atlantic Canada



### Invited to join the Ontario Provincial Animal Welfare Services Advisory (PAWS) Committee

This newly established committee of advisors formed by the Govt. of Ontario includes expert stakeholders from across the Province to help develop regulations under the Provincial Animal Welfare Services (PAWS) Act

## DECEMBER



### Spoke up for Farmed Animals

We advocated against “Ag-gag” laws in Ontario to prevent this legislation from passing



### Launched Accreditation Program for Humane Societies and SPCAs

We established a first-of-its-kind accreditation program to enhance trust in the animal welfare sector



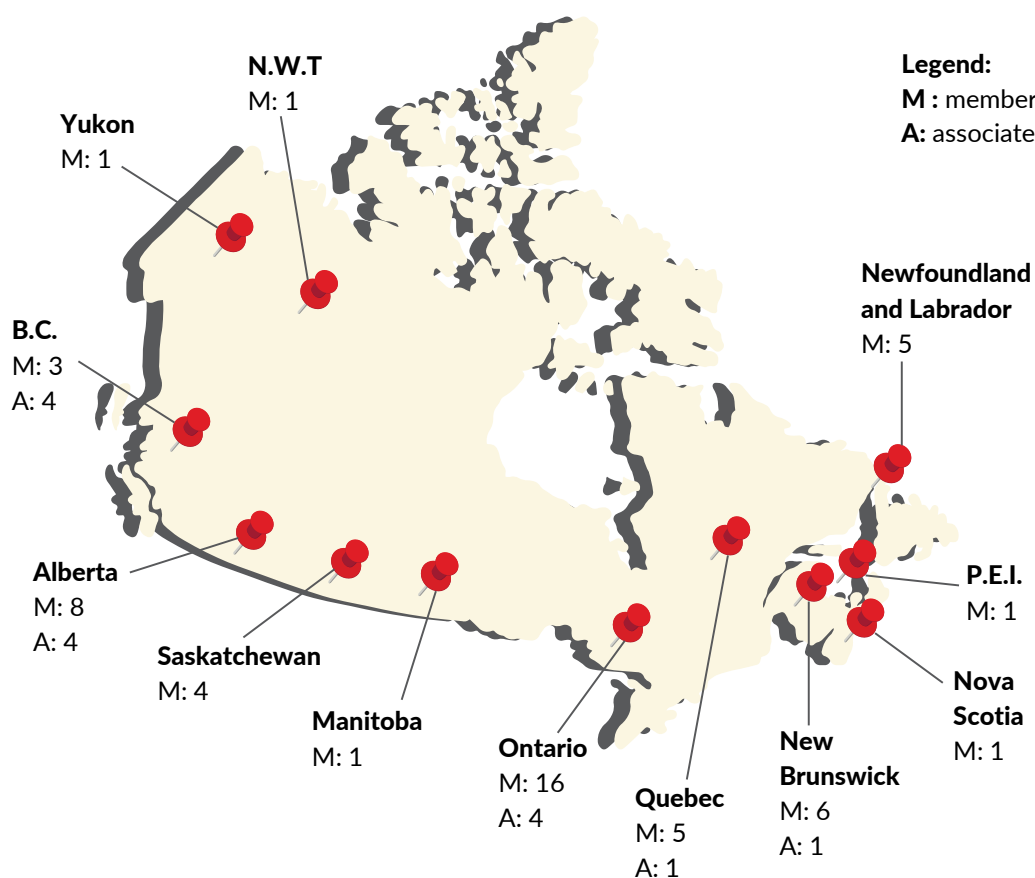
### Educated Public on Avoiding Puppy Mills

We raised public awareness on reputable sources for companion animals and how to avoid puppy mills and puppy brokers

# Members From Coast to Coast

As Canada's federation of SPCAs and humane societies, we represent 66 humane societies, SPCAs, animal rescues, municipal animal shelters, and other animal welfare agencies at the national level with a strong national voice, promoting animal welfare interests and concerns to government, policy makers, industry and the public.

Our members are humane societies and SPCAs, while our associates are rescues, sanctuaries, municipal animal control agencies or animal advocacy groups that share the guiding principles of Humane Canada™.



We want to continue strengthening the animal welfare sector, and we invite humane societies, SPCAs, and other animal welfare agencies to become members or associates of Humane Canada.

Learn more about membership at [humanecanada.ca/members](https://humanecanada.ca/members)

Learn more about associateship at [humanecanada.ca/associates](https://humanecanada.ca/associates)

*"We were so excited to join Humane Canada as an associate member in 2020. Humane Canada offers advocacy networking opportunities to work towards, and discuss strategy for, social change for animal well-being. Humane Canada also offers unique learning opportunities that discuss the most present and pressing issues related to achieving One Welfare goals."*

**Amy Morris, Executive Director, Vancouver Humane Society, an associate of Humane Canada**



# Financial Snapshot

## REVENUE

Conferences	\$174,245
Donations	\$320,684
Other Foundations	\$151,619
Corporate Sponsors	\$41,803
Bequests	\$50,449
Government Grants	\$37,746
Memberships	\$67,439
Investments	\$13,121
Other	\$171,056

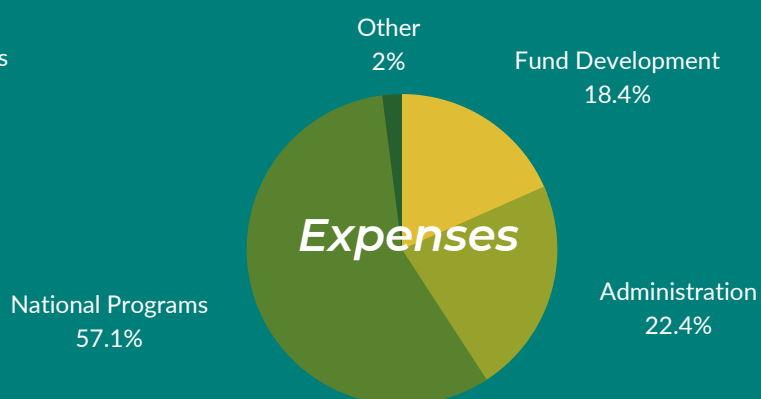
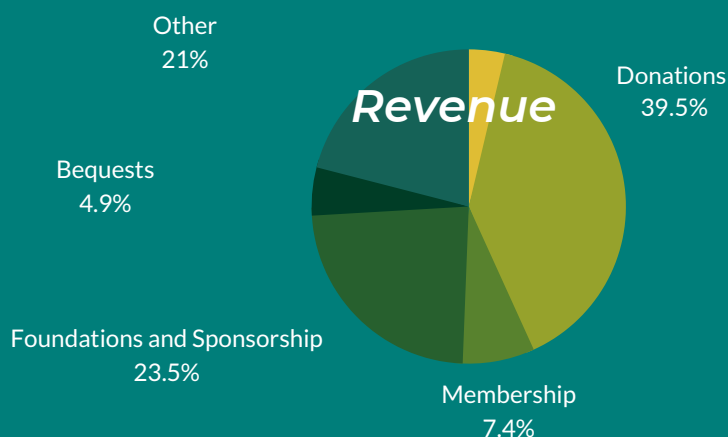
## EXPENSES

National Programs	\$367,934
Fund Development	\$159,719
Administrative	\$198,082
Communications	\$93,130
Member Services	\$37,305
Other	\$30,917

**Total Expenses \$887,087**

**Total Revenue \$1,028,162**

**Revenue over Expenses \$141,075**



## REVENUE OVER EXPENSES

Total Assets	\$1,608,669
Fund Balances	\$1,006,306
Total Liabilities	\$602,363

Balance beginning of year	\$865,231
Excess Revenue over Profit	\$141,075
Balance End of Year	\$1,006,306

# Be The Movement

There are many ways that you can help to prevent animal abuse and improve the lives of animals in Canada. You can start by supporting our mission, as well as the work of our members, associates and other allied organizations.

Here are some actionable ways in which you can get involved.

- **Become politically engaged** - You don't have to move mountains to help enact positive, progressive change for animals. You can start creating change today simply by reaching out to your MP, MPP or MLA to let them know that you care about animal welfare. If you're unsure who your MP is, please go to [ourcommons.ca/members](https://ourcommons.ca/members) to find your MP by simply entering your postal code
- **Add your name to take action** - We frequently have letter-writing campaigns targeting government leaders on animal welfare matters. When you see a campaign, add your name to it. Even better, share it with your network after you've added your name.

In 2019 we helped pass Bill S-203, also known as "The Free Willy" bill, which banned the captivity of whales and dolphins. The bill faced several roadblocks and the public's advocacy action played a key role in the passing of this bill.

- **Amplify our work on social media** - You can help by sharing our message through our social channels. You can find us on Facebook, Twitter, Instagram and LinkedIn as [@humanecanada](https://www.instagram.com/humanecanada)



*"Successful advocacy depends upon establishing a positive and ongoing dialogue with your elected representatives, and you will be most effective when you see your role as an educator and work to build a personal relationship with your representative."*

**Nathaniel Erskine-Smith, Member of Parliament, Beaches East York (Ontario)**



# Your Gift, Their Humane Future

Through the generosity of people like you, our work has made a positive difference in the lives of Canada's animals and those who care for them. A one time or monthly gift to Humane Canada allows us to drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals. This support provides immediate, much-needed funding to improve animal welfare in Canada!

- **Humane Hearts Monthly Giving**

Become a monthly donor today and help us build a #HumaneCanada! Your monthly contribution can allow us to plan and expand the amount of work we can do on behalf of all animals across Canada. Learn more at [humanecanada.ca/humane-hearts](https://humanecanada.ca/humane-hearts)

- **Women for a Humane Canada – Giving Circle**

Women for Humane Canada (WHC) is the Leadership Giving Circle of Humane Canada. Your annual donation of \$1,200.00 can be given in one contribution or monthly. Join WHC as we come together to share thinking, invest our time and talent, build financial resources and make a real impact on the lives of animals. Learn more at [humanecanada.ca/women-for-humane-canada](https://humanecanada.ca/women-for-humane-canada)

- **Your Legacy – a donation through your Will.**

Humane Canada has a mission to drive progressive change to end animal cruelty. We will continue to advocate for the humane treatment of all animals. Even after you are gone, your compassion and devotion can continue to make a difference by ensuring that Humane Canada receives a gift from your estate, you will support this important work for years to come. [humanecanada.ca/legacy-giving](https://humanecanada.ca/legacy-giving)

- **Corporate Support**

Our business partnerships are critical in supporting the work of Humane Canada while getting national recognition for your good corporate citizenship. Consider sponsoring a national or regional event or join our roster of businesses who donate a percentage of proceeds in support of our work.



*"I'm so proud to be a part of this powerhouse group of leaders, working together to educate the public on animal welfare issues, influencing policy makers at all levels of government, and supporting Humane Canada's progressive work to make meaningful, positive change happen for animals. Creating a kinder world for animals is at the core of every Women for Humane Canada's member's life mission and by joining forces, our voice for the voiceless is amplified. I'm inspired by our collective movement and looking forward to seeing it grow and develop."*

**Marta Etynkowski, Women for Humane Canada member since 2018**

# THANK YOU!

As a registered charity we depend on support from the public, our member organizations, foundation grants and corporate sponsorship to fund our critical work.

We thank our 2020 sponsors, corporate partners, Women for Humane Canada members and Humane Hearts monthly donors.

## PROGRAM FUNDERS



## EVENT SPONSORS





**“To face animal suffering is to face our responsibility in their suffering. I hope someday everyone will care about all animals, not just the "cute and cuddly" ones. ”**

**Jo-Anne McArthur, Canadian award-winning photographer, author, and educator**

# Mission & Vision

## Mission statement

As Canada's voice for animal welfare, we drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

As the convener and representative of the largest animal welfare community in Canada, we advance the welfare of animals with a strong national voice, promoting animal welfare interests and concerns to government, policymakers, industry, and the public.



## Values

Collaboration & Cooperation

Positive, Progressive Change

Thought Leadership

An Integrated, Strategic, Professional Approach



# Contact Us

## Contact us by mail:

Humane Canada™

851 Industrial Ave, Suite M100

Ottawa, ON K1G 4L3



Note: Our staff works from home. The best way to reach us is via e-mail at [info@humanecanada.ca](mailto:info@humanecanada.ca)



## By phone:

(613)-224-8072

Toll-free: 1-888-678-2347

## By email:

[info@humanecanada.ca](mailto:info@humanecanada.ca)



## Media inquiries:

Please direct all media inquiries to [media@humanecanada.ca](mailto:media@humanecanada.ca)

