

ANNUAL REPORT



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Who we are

Vision Statement

“Our vision is that cats are regarded as a welcome and valuable part of Australian society and cared for by their community”.

Mission Statement

“Our mission is to rescue and re-home, lost, abandoned, and mistreated cats in the region via affiliated industry partners. To ensure the humane treatment and wellbeing of cats and to promote community education and responsible cat management.”

Values Statement

Cats are part of a group of animals known in Australia as Companion Animals and play an important role in Australian society.

There are known and documented health benefits to individuals and the community, from owning a companion animal.

Cats have the right to be treated humanely and have their health and welfare needs met by their owners.

Lost and abandoned cats deserve to be rescued and passed onto animal welfare, have access to professional care, including treatment if necessary and re-homed to a responsible guardian.

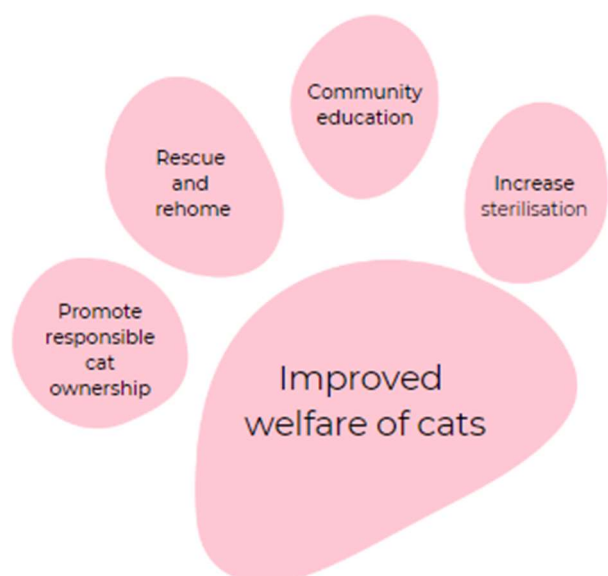
Sterilisation is essential for all adult cats, for the welfare of the cat itself, disease control and control of cat populations.

Homelessness is not a good enough reason to be put to death.

Objectives

Mid West Cat Shelter’s main objectives continue to be

- support and promote responsible pet ownership
- to rescue and re-home lost, abandoned or mistreated cats
- educate the community
- increase overall sterilisation rates in the region



Governance

Mid West Cat Shelter inc is an Incorporated Association that is governed by a Board of Management, multiple who were founding members from 2013. Our constitution requires at least two cat welfare specialists to be on the board, which we continue to uphold. We thank the board of 2021-2022 for their dedication.



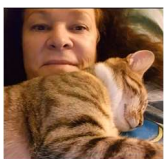
Chair and Catopia Manager

Casey Fiorenza



Vice-Chair and TAFE Liaison

Dr Suellen Kelly



Secretary

Jane Parker



Treasurer

Kim Purcell



Veterinary Liaison

Samantha Walton



Adoption Coordinator

Maria Hutchins



Volunteer Coordinator

Trudi Stephens



Board Member and Values Trust

June Mayes

Letter from the Chair

I'm going to keep my letter short and sweet this year, with one key word. Gratitude.

I am grateful that our charity has had another successful year, despite outside contributing factors like the continuing pandemic and real estate crisis in our community.

I am grateful to have such a dedicated board who give us so much of their free time to support our mission.

I am grateful for the legends that are the staff of Catopia Boarding Cattery, for providing exceptional care to boarding cats and our customers.

I am grateful that the community continues to embrace our charity and choosing to adopt and in donating their funds to help us succeed.

I am grateful to the community partnerships we have built and continue to strengthen.

I am grateful for a record-breaking year financially, of which I'd never dreamed we could achieve.

And finally, I am most grateful and wish to give a heartfelt thank you, to all of our selfless foster carers and volunteers, no matter how you support our cause. You are priceless and I want you to remember the important difference you are making every single day. You are saving lives. Without you, we would not be able to continue to exist. I have never been more proud of Mid West Cat Shelter Inc.



Casey Fiorenza

Chairperson for Mid West Cat Shelter, Inc

Treasurer's Report

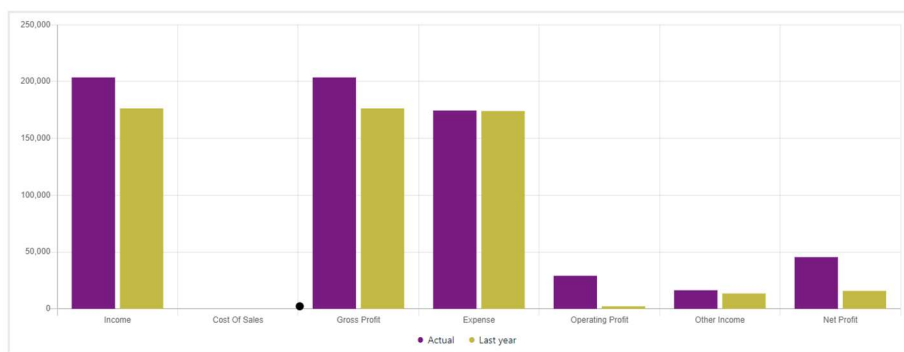
I am pleased to present the Profit and Loss for the year ended 30 June 2022, which indicates Mid West Cat Shelter Inc (MWCS) made a record profit of \$45, 557. This report provides financial representation of everything that we do; from adoptions, Catopia boarding, donations, memberships, sponsorships, grants and fundraising.

Whilst adoptions saw a decrease in income, which can be attributed to the rental housing crisis, Catopia Boarding Cattery income increased by \$38,000 for the year. COVID-19 travel restrictions have eased and there is less boarding business competition in town. At first glance it would appear Catopia Boarding Cattery financially supported Mid West Cat Shelter, however once viewing their individual P&L reports, you can see that both business units were profitable.

Last financial year saw 23 Ridley Road be placed on the market and then be sold to an investor, our wonderful landlord Mr Chiari. The transfer of ownership was seamless as our existing contract with Jodie Leigh was honoured and carried over. We have seen one minor rent increase from Mr Chiari, which was added onto the residential rent rate to be absorbed by our Caretaker (Chairperson Casey).

There is a large increase in the repairs and maintenance categories, with board approved spending. Previously hesitant to spend money on a facility that does not belong to Mid West Cat Shelter Inc and was fore sale, the board are confident that 23 Ridley Road is our home for many years into the future and agreed to repair and replace aging fixtures. Of this expenditure \$3,525 was reimbursed by our successful application to the City of Greater Geraldton Community Grants fund and \$175 from Bendigo Community Bank. We have had an extremely successful year that all of our members can take satisfaction in.

Casey Fiorenza on behalf of outgoing Treasurer Vada Etherton



Rescue and Rehome Outcomes

We rescue directly from CGG Animal Management Facility or via our local RSPCA Inspector. The cats in the AMF are usually lost or abandoned cats and are often picked up or trapped by members of the public or CGG Rangers. Some of the cats have been surrendered to CGG Rangers, of which we have seen a rise due to the rental property crisis. Occasionally cats/kittens are abandoned at one of the local vets, of which we have a Ranger attend to transfer ownership.

Our Shelter Coordinator facilitates “meet and greets” between potential adopters, manages waitlists for kittens, processes adoptions once a perfect match has been determined and manages the movements of cats out of their initial quarantine and into their foster homes. Our quarantine procedures have proven to be very valuable in limiting the spread of non-life threatening ailments like Ringworm.

Statistics

Rescued	236
Adopted	270 (MWCS: 197 CF: 73)
Euthanized	0 Accident whilst in care 5 Aggression/Temperament 7 FIV/FelV 14 Unwell 26 total

Sterilisation & Microchipping

In order to ensure all rescued cats meet the requirement of the Cat Act 2011, all rescued adult cats are sterilised immediately. Female kittens are now sterilised at 16 weeks. Male kittens are provided with a sterilisation voucher.

All rescued cats are now micro-chipped and the adopting family need to transfer the details.

New owners sign an agreement to register their cat with City of Greater Geraldton as required by law.

Legislation

We continue to refer to legislation that relates to the industry.

- Animal Welfare Act 2002
- WA Cat Act 2011
- Local Cat Laws 2020

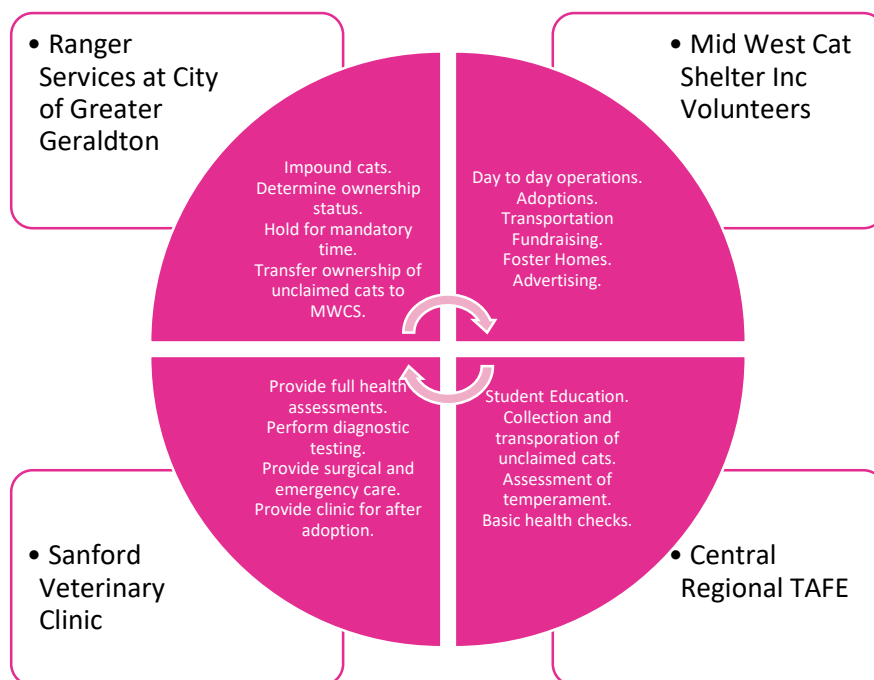
We are also governed by the Charities Act 2013 and the Associations Incorporation Act 2016.

Community Partnerships

Mid West Cat Shelter has developed successful partnerships with a variety of organisations/services that combined, can help to provide this integrated approach to cat welfare including:

- Sanford Veterinary Clinic
- Central Regional TAFE Veterinary Nursing & Animal Care
- City of Greater Geraldton Ranger Services
- City Farmers Geraldton
- Geraldton Dog Rescue
- RSPCA
- Community members and volunteers
- Cat Haven, Perth
- Many local businesses that allow us to have our donation tubes on their front counters

Our community partnership with CR TAFE has seen many benefits since the facility was registered as a Veterinary Clinic. Working well within our Partnership Model below, the students gain invaluable cat handling experience whilst performing our pound intake process for us and alleviating pressure on our volunteers. The students are able to gain insight into how community-based groups work and understand how important it is to have strong inter-agency relationships. With Dr Suellen (Our Vice Chair and Veterinarian of the CR TAFE Vet Clinic) being able to perform sterilisations of our cats, it allows the students a safe surgical learning environment without the external factors that come with learning in a public Veterinary Clinic. All at no charge in exchange for the experience for the students.



Sustainability

MWCS has developed a Sustainability Plan that takes into account and is measured against the 'triple bottom line' of Social, Financial and Environmental objectives, which is accepted as current best practice for business.

Environmental Sustainability

By sterilising and encouraging containment of owned cats we reduce the overall impact of cats on the environment including local wildlife.

Social Sustainability

An important aspect of the organisation is our people, without whom there is no activity or results. Our volunteers and partnerships are key to the success of the organization. Succession Policies and guidelines have been developed and continue to be developed as the organisation grows.

With the extra places available at Catopia, foster carers have more back up support and know they can drop foster cats off if they have to go away or have visitors staying over etc. This has reduced the pressure on foster carers and allow them to maintain care.

Economic Sustainability

It is intended that our staff and facility costs will be covered by the profits from Catopia Boarding Facility. While we still rely largely on foster carers to house our rescued cats, the cost of caring for them is low and sustainable. A substantial amount of food and cat litter is now provided to foster carers to further reduce their costs of care.

Marketing Strategy

MWCS has developed a marketing strategy which aims to meet the following objectives;

- Raise awareness of the organisation, within the wider community
- Promote the choice of an adopted cat over a pet shop or specific breed of cat
- Raise sterilisation rates of owned cats to over 90%

Key Selling Messages

- Cats make great companions and wonderful pets
- Human health is promoted by owning a cat
- Rescued cat are lost and abandoned pets that need a loving home to go to
- Adult cats have already been sterilised, vaccinated, microchipped and house/toilet trained
- Kittens have been vaccinated, micro-chipped and includes sterilisation in the price once they reach the required age.

Visibility

We have Facebook pages for Mid West Cat Shelter Inc and Catopia, a web site for each and have a fortnightly slot on Triple M radio with Todd for Breakfast.

While the MWCS web site includes all the association information, membership forms, policies and contact details, the Facebook page is used for regular available cat updates and communication.

The Catopia website holds plenty of photos, advertising the features and benefits as well as terms, conditions, pricing and the ability to book online.

We aim to hold at least two Super Adoption Days at Sanford Veterinary Clinic per year, which are hugely successful.

MWCS has undertaken paid advertising in the newspaper and on Facebook previously, but hasn't felt the need to spend this past financial year. The MWCS Facebook page is strong with over 3,600 likes and consistent engagement, Catopia has over 700 likes.

Ongoing Promotion

Word of mouth - Local vets, pet shops, RSPCA Inspector, volunteers share their knowledge of and experience of the shelter to make the public aware of the facility and services, Community events have seen a lull due to lack of people-power and COVID-19, but we aim to increase this in the coming year.

Human resources

Membership

We currently have 30 members of which all are active volunteers and 4 paid staff members. Volunteers include foster carers, co-ordinators, transportation, donation collection, board members, website and Facebook facilitators. These wonderful people have put in hundreds of unpaid hours and are a highly valued resource to the organisation without whom we could not continue to operate at our current level.

CR TAFE animal care and vet nursing student numbers are estimated between 10 and 20 at any one time. TAFE students are not counted in the membership figures as they are not financial members unless they personally choose to become members and be involved with the association outside of their TAFE role.

Income

Donations

Donations can be made via our PayPal account on our website, cash donations collected in our brand new donation tubes, direct payments into our account, Containers For Change donations and monthly direct debits. Other donations not accounted for in our financials are the public donations of cat food, cat litter, toys, towers, towels and blankets. Foster carers also provide food and litter for their foster cats.

Membership Fees

Membership fees are an important part of our income and help to cover our required insurances. Ranging of \$10 annually for \$125 for life membership.

Adoption Fees

Adoption fees vary from \$150 for "Cat of the Week" \$200 for adult cats and \$250 for kittens. Double adoptions are discounted as per Board discretion

Catopia Boarding Facility

Income from the boarding of privately owned cats. A single room per night starts at \$25 but is reduced for longer term stays. A double room is \$35 per night, again discounted for longer term stays. Members, staff and adopted cats receive further discounts.

Expenditure

The largest portion of our expenses now goes to staff wages and employment expenses, followed by rent. Veterinary work is our next highest cost. Other expenses include cat food, repairs and maintenance, telephone, insurances, cleaning supplies and advertising.

How Do We Manage It?

We use Shelter Manager (MWCS), Pet Manager (Catopia) and MYOB Essentials Plus Payroll (MWCS & Catopia). All three are cloud based systems that can be accessed from any computer therefore we can have key people using and entering data remotely.

Shelter Manager (SM) has been a core part of our charity since implementation in early 2015. It manages adoptions, sterilisation and vaccination information, reminders, and key dates, as well as managing all financial data from adoptions and donations. Shelter Manager has made a significant difference to our capacity to manage data effectively.

Pet Manager (PM) has seen a full 24 months in use at Catopia now and has proven to be a valuable addition to our repertoire.

MYOB is used to keep track of the financials generated by both SM & PM, including boarding income and expenses, payroll PAYG tax withholding and superannuation. Our treasurer is responsible for the monthly reconciliation of our MWCS financials into MYOB, and our Chair is responsible for the Catopia reconciliations.

We promote direct deposit & EFTPOS as our preferred methods of payment, so our volunteers and staff are not responsible for carrying cash.

With Pet Manager emailing an itemized invoice at the time of booking, we have seen a huge increase direction deposits prior to check in. This year we implemented the option to pay online with Credit Card using Stripe Payment integrations which has seen even less cash handling and more efficiencies.

Future Plans

The focus for the next 12 months will be to

- Continue to train and support our paid staff
- Continue to improve Catopia Boarding Cattery with repairs
- Support our volunteers to feel valued and heard
- Promote MWCS and Catopia by attending more community events, market days and fundraisers once restrictions are raised
- Promote the objectives of the organisation further to the public in the Midwest