

2022

PALS

Annual Report



May 31, 2023

PALS at a Glance

PALS Office

3019 21st Street NE, Calgary, AB T2E 7T1

Phone 403-250-7257

Office Hours: Monday to Thursday 8 am to 5 pm;

Friday by appointment only

Email: info@palspets.com

Website www.palspets.com

Charitable Registration number 10781 1879 RR0001

Staff

Diana SegboerExecutive Director

Jennifer JamesVolunteer Coordinator
& Events

Katie FrostSocial Media Coordinator

Mission Statement

To enhance the lives of Calgarians, through the known human-animal bond, with pet visitation therapy, program development, research, education and collaboration.

Statistics as of December '22

Board Members	10
Total Active Volunteers.....	436
Clinics	76
Supporters.....	131
Visiting Volunteers	229
Total Visiting Animals.....	239
Visiting Dogs.....	232
Visiting Cats.....	7

Board of Directors

President	Holly Yaschuk
Vice President	Wendy Witczak
Treasurer	Shona MacKenzie
Secretary	Lee Sudrich
Veterinary Director	Dr. Wanda Vockeroth, DVM
Director	Lydija Dahl
Director	Daniel Lombardi
Director	Michelle Kempenich
Director	Chad Moore
Director	Darcy Saworski



President's Message



The challenges of the past three years continue to be very real. Thankfully in 2022, PALS was able to resume our core programming at a close to pre-pandemic level, always with the safety of our volunteers, pets and those we visit at the forefront. Statistically, the changes we have seen since before covid (2019) bring into focus the staggering effects the pandemic had on Calgarians and their mental health. The one positive is people's willingness to talk more openly about their struggles.

In 2019 PALS was visiting with 65 facilities/programs. In 2021 that was drastically cut down to 26. PALS responded as best it could weathering the lock downs, waves of illness, and the hope of life returning to normal. 2022 saw a strong return of our facilities/programs looking to reconnect with the power of pet therapy. We currently sit at 55 facilities/programs and while we have not made it back to pre-COVID numbers PALS is confident that 2023 will see this happen.

Although the visits during this time, to actual clientele, at these facilities was down just over 21%, the requests for PALS visits is there. Due to the normal attrition of volunteers and the covid restrictions limiting the ability to gather and evaluation new volunteers, PALS is slowly rebuilding its volunteer base.

PALS is so fortunate to have volunteers who weathered the storm and remaining with the organization for years. Thankfully the appeal to those looking for opportunities to volunteer with their pets remains strong, and while slow the growth continues. Sadly, the lack of socialization of pets during the pandemic is still resulting in a very owner-focussed pet that is not willing to engage with strangers and therefore does not make a good therapy pet.

PALS is fortunate to operate in a city that continues its philanthropic mindset, despite the many challenges that the high inflation and unemployment present on a daily basis. Support of the innovative and unique fundraisers continues to help PALS remain viable in these times. We thank our donors, supporters and volunteers for remaining committed to PALS and making us your charity of choice.

In 2022, PALS awarded our first Legacy fund grants. This fund was created as a way to honor and recognize the staggering losses that PALS experiences each year of amazing and dedicated 2 and 4 legged volunteers. These volunteers have touched so many peoples lives and have helped many through some of their toughest times. It is our hope that through the Legacy Fund we continue to honor their contribution to PALS. Congratulations to our deserving recipients!

PALS looks forward to 2023 as we continue to grow to meet the needs of Calgarians.

Holly



Thoughts from the heart . . .

Thank you for all that you do at PChAD. You remind kids of something they lived before drugs, so please keep doing the work you do.

This world needs it. Client of PChAD (Hull)

Thank you for coming to visit us! The dogs make me feel calm, happy and safe when they are here.

I could stay here all day, I love this dog.

Student Cappy Smart
(many who are non verbal)

Thanks for putting all your pups into this program. It touches our hearts.

What a great pick me up. The volunteers with their pet brought such joy to our day. Thank you!

Staff Member

I enjoy having the animals come to visit. I miss having my own animals and being to pet them. This is the next best thing.

Client

I love seeing the dog come into my room and give me company! It brightens my night!

Resident – Seton Seniors

I wanted to say how impressed I am with your screening and intake process. Even though it didn't work out for us, I am so impressed with PALS and the amazing volunteers. What you do is truly amazing.

Mary, unsuccessful candidate

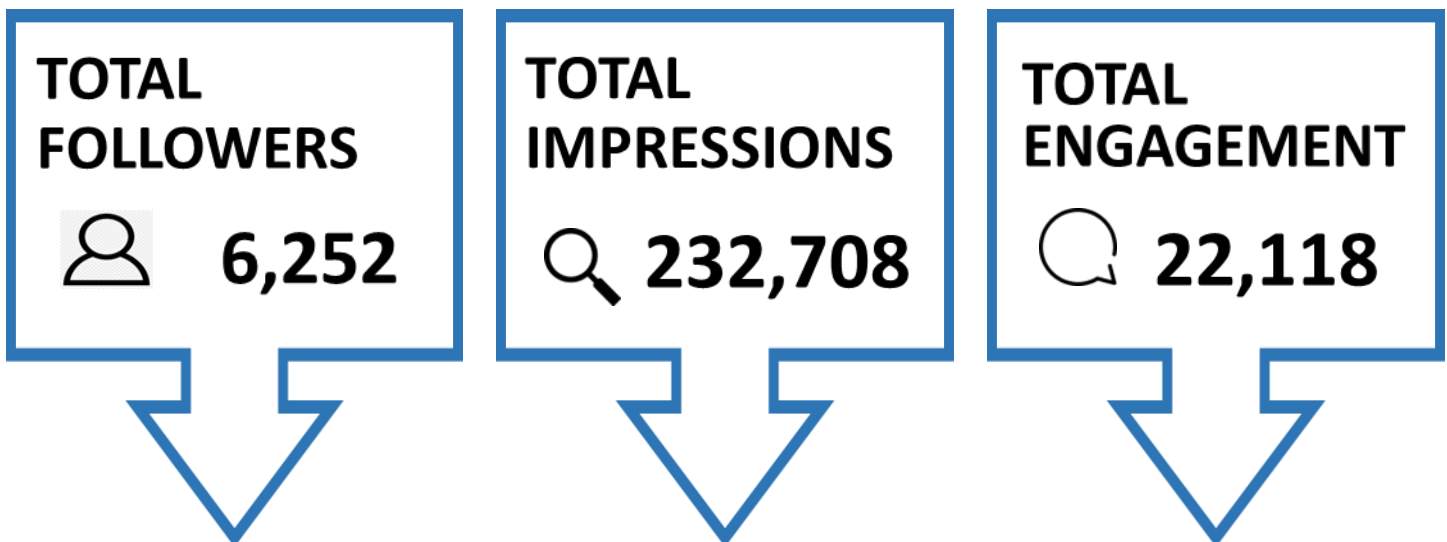
PALS Social Media



2022 saw PALS focus on regular content across social media platforms in an effort to build awareness through strategic messaging and placements.

PALS strategic focus was on shifting the incorrect perceptions of PALS being an animal adoption agency to highlighting our 37 years as Calgary's premiere pet therapy organization. The emphasis was placed on the services PALS office, keeping the tone of all messaging happy, positive and encouraging.

The results were very encouraging:



Our growth rate was 8.3%, compared to a market average annual growth rate of 2%-6%

An impression is when a post is visible in a social feed. This is how many people saw the PALS brand across all social channels

Engagements include likes, comments and shares on posts



PET ACCESS LEAGUE SOCIETY
Statement of Financial Position
For the Year Ended December 31

	2022	2021
Assets		
Current Assets		
Cash	\$107,427	\$153,210
Raffle	5,271	820
Casino	13,924	31,791
GST Receivable	8,755	7,310
	\$135,377	\$193,131
Liabilities		
Current Liabilities		
Accounts Payable & Accrued Liabilities	5,589	5,589
Wages Payable	11,443	11,484
	17,032	17,073
Deferred Contributions (Note 4)		
Related Operations	0	0
Related to PP&E	0	0
	0	0
Net Assets		
Invested in PP&E	136,744	120,391
Unrestricted	39,316	16,352
	\$176,060	\$136,743
Retained Earnings		
Ending	(57,715)	39,316
	\$135,377	\$193,132

Approved on behalf of the Board:

Director: 

Director: 



PET ACCESS LEAGUE SOCIETY
Statement of Operations
For the Year End December 31

	2022	2021
Revenue		
Fundraising	\$ 53,328	\$ 54,517
Donations	73,794	53,366
Casino	3,773	57,686
Grants	26,295	66,597
Memberships	7,960	6,840
	<u>165,150</u>	<u>239,006</u>
Expenses		
Salaries & Wages	135,243	132,058
Rent	18,960	18,600
Fundraising	11,545	25,024
Office	11,690	9,374
Volunteer	13,261	3,784
Professional Fees	250	325
Consultant	16,090	-
Telephone	2,908	2,754
Insurance	4,353	3,393
Interest & Bank Charges	1,309	1,208
Travel	956	470
Repairs & Maintenance	3,422	1,117
Training	2,878	1,583
	<u>222,865</u>	<u>199,690</u>
Excess (deficiency) of revenue over expenses	\$ (57,715)	\$ 39,316

Complete financials available upon request





*Yoda says see you all next year and
be sure to get out and enjoy a cold one!*

