



Annual Report 2024

Working
Together to
Give Animals
a Voice





Our Vision

Our vision is that animals in New Brunswick will live free of abuse, neglect, abandonment and indifference and that society will value and treat animals with respect.



Our Mission

To protect, rescue and advocate for animals in need while promoting compassion and responsible pet ownership in our community.

Board of Directors

Scott Elliott, President

Norma McCarthy, Vice President

Robert Hunt, Past President

Gordon Perry, Secretary

Chris Bertin, Treasurer

Chris Pelkey, Director

Dan Greene, Director

Rose St-Pierre, Director

Ginette Savoie, Director

Angie Kelly, Director

Elizabeth Hale, Director/NB Veterinary Medical Association representative

Looking Back at 2024:



4,611 calls received

- **3,092** animal protection calls
- **1,519** animal control calls



1,200+ domestic animals & **28** agricultural animals removed from unsafe situations



\$2.4M in annual operating costs



Court Activity:

- **22** criminal charges
- **22** provincial charges
- **7** dog control charges
- **17** pending court cases



205 pet establishment licences issued

- Dog breeders: **163**
- Boarding kennels: **25**
- Pet stores: **6**
- Animal shelters: **11**



Message from the President

I am pleased to introduce the NBSPCA's 2024 Annual Report, highlighting our organization's growth and wins over the past year, while also sharing some of the challenges we continue to face.

This past year has seen the launch and growth of the Happy Tails fund, which provides necessary support and increased access to veterinary care for New Brunswickers who are facing financial hardship. We extend our heartfelt thanks to our donors, who play an important role in making a difference to the vital work done by the NBSPCA by supporting all of our programs.

Unfortunately, the number of animals in unsafe situations continues to grow in our province. In 2024, we responded to the highest number of

animal cruelty complaints in our history. This is putting an increased strain on NBSPCA resources and our team is always working on finding solutions to address this challenge. The NBSPCA remains committed to increased investment in education, early intervention and improved access to veterinary care, with the goal of reversing this troubling trend over time.

I would like to thank the entire NBSPCA Board and staff for their resilience, passion and dedication. I look forward to all that we will accomplish together in the future.



Scott Elliott

President, Board of Directors

Message from the Executive Director

In 2024, the NBSPCA experienced our busiest year in our 145-year history. Animal cruelty complaints have increased by almost 50% since 2020. NBSPCA animal protection officers removed more than 1,200 domestic animals from unsafe situations in 2024 due to abuse, neglect, lack of medical care or abandonment, and ensured they received veterinary assessment and treatment.

In the spring of 2024, the NBSPCA undertook a campaign to help educate future dog owners and provide tools to help them make an informed choice when seeking their next pet. The 'Your Next Pet' campaign shared tips and information to help people find a good match for their family's lifestyle and support them in choosing a licensed breeder or animal shelter in their community. New Brunswick is the only province in Canada that requires a pet establishment license for dog breeders, dog boarding facilities and animal shelters. This important legal requirement is the first line of animal protection for some of our most vulnerable animals.

Thanks to the Happy Tails Fund, the NBSPCA has strengthened its preventative efforts by partnering with 11 veterinary clinics to offer financial assistance that helps low-income families access essential veterinary care. In the fall of 2024, we expanded

Happy Tails to include financial assistance for low-income pet families facing veterinary emergencies, while continuing to provide financial support for spay and neuter procedures. This program has helped many pet families stay together through these difficult situations. We have partnered with the Oromocto SPCA, allowing us to leverage the experience and knowledge of Manager Tracy Marcutullio and her dedicated team to continue to grow the program. As a result, we have helped more than 320 animals in our first year.

We were pleased to welcome Julie McLaughlin as our new Director of Development in 2024. Julie will focus on maximizing support for NBSPCA activities through grants, corporate partnerships and strong relationships with our donors. She will also be expanding our social media presence to bring wider awareness to the work we are doing.

I am extremely grateful to all of our donors, supporters, partners, and to our dedicated NBSPCA team and Board of Directors, who have worked consistently to support the welfare of animals in New Brunswick in 2024.



Lesley Rogers

Executive Director



Chief Animal Officer Report

In 2024, the NBSPCA received 4,611 calls, including 3,092 animal protection calls and 1,519 animal control calls. For six years, our call volume has steadily increased year over year, and 2024 was no exception, with an 8.5% rise compared with 2023.

We continue to see many serious cases of animal abuse and neglect, with most of our calls involving issues such as wellness checks, inadequate food, water or shelter, and pets who are injured or receiving inadequate medical care.

Thanks to the hard work of our dedicated team of animal protection officers, we saw a major case go through the courts in 2024, resulting in the conviction of a woman found responsible for the death of 13 horses in 2023. She was given a lifetime ban from owning or possessing any animals, placed on supervised probation for a year and ordered to pay \$7,851 in restitution. On a positive note, five horses that were seized in the case are doing well – two even recently competed at a horse show in Sussex.

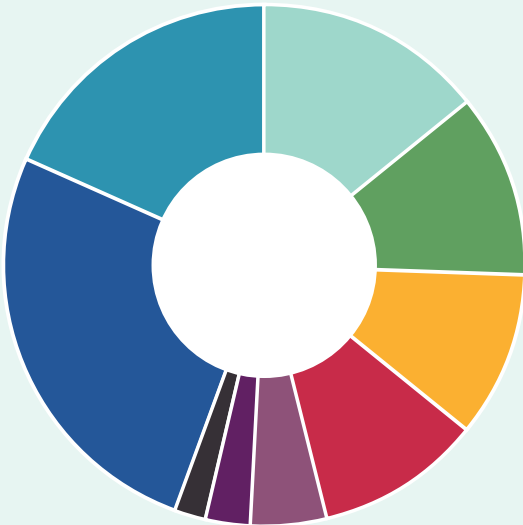
In another upsetting case, a man pleaded guilty to a Criminal Code of Canada charge of failure to provide care after travelling 15.5 km by bicycle with two dogs attached to leashes behind him on one of the hottest days of the year. One of the dogs suffered extreme heat exhaustion and had to be euthanized. The man was sentenced to a prohibition order from owning any animals other than the one dog he currently owns, a six-month conditional sentence with house arrest for two months, followed by a curfew for the remaining four months. He was also placed on a 15-month probation period in which animal protection officers can make a specified number of unannounced visits to check on the dog he is permitted to own.

Two additional trials are coming up in 2025 related to serious abuse and neglect of agricultural animals. One involves seven horses found in very poor condition, of which three are deceased. The accused has been charged with two counts under the Criminal Code of Canada. The other case involves the seizure of a donkey, three ponies, four goats and two pigs. The accused in this case has been charged with two counts under the SPCA Act and two counts under the Criminal Code of Canada for failure to provide food, water, shelter or care.

I would like to thank our animal protection officers for all that they have done over the past year to ensure that New Brunswick animals are treated with the utmost care. Their work has not gone unnoticed, from both large and small seizures of animals in extreme conditions, to educating owners on the proper care of their pets. Our officers regularly see the worst of the worst, but they continue to work toward putting an end to the needless suffering of animals in our province.

Tony Porter, Chief Animal Officer

Subjects of Animal Protection Calls



- Inadequate food, water & shelter
- Injured/inadequate medical care
- Abandoned
- Dog locked in car
- Tied/tethered
- Pet establishment complaints
- Deceased
- Wellness checks
- Other



Message from the Director of Development

On behalf of the NBSPCA, I want to express my sincere gratitude to our donors. Your contributions do more than fund services – they directly enable emergency medical care, nourishment, shelter and rehabilitation for animals in our province. They also support the pursuit of justice in cases of cruelty and neglect.

When a dog named Ivy arrived in our care in 2024, she bore the visible signs of severe neglect. She was malnourished and injured after living in an outdoor pen without shelter or comfort. Thanks to the support of our donors, Ivy received emergency medical care, nutritious meals and a safe place to heal, and her abuser faced consequences in court. Today, she has a safe and loving home, where she can bound across her new backyard, her tail a blur of joy, occasionally tumbling over her own paws in excitement.

To all our donors, thank you. Your generosity fuels every aspect of our mission. You are the reason animals in crisis receive the second chances they deserve. Your support not only transforms the animals the NBSPCA rescues by giving them a second chance but also strengthens communities across New Brunswick through humane education, enforcement and care.

On behalf of the entire team, thank you for helping us build a future where every animal in New Brunswick is safe, respected and loved.



Julie McLaughlin

Director of Development



A Second Chance for Lucy

The NBSPCA sees many cases of animals experiencing abuse or neglect each year, and 2024 was no exception. Thanks to the generous support we receive from our donors, we are able to provide these animals with the care they need. We work closely with our licensed shelter partners across the province to help provide shelter, veterinary care and a fresh start by matching them with a new family.

One of our recent success stories is our Annual Report cover dog, Lucy. NBSPCA animal protection officers found her abandoned by the side of the road with a badly broken leg in need of a complex surgery. The NBSPCA appealed to the public, and they came through, donating enough to cover her procedure.

Lucy was fostered by Dr. Pierrette Mercier, a veterinarian and animal behaviourist at the Riverview Animal Health Centre. Aside from her obvious physical injuries, Dr. Mercier quickly realized that Lucy had been mistreated by humans and had developed serious trust issues. Over time, Dr. Mercier gained Lucy's trust, and the two have developed a deep bond.

Not only has Lucy physically healed, but she's thriving in her new home. She has gone from being terrified of humans and struggling with extreme anxiety to approaching strangers for pets and chin scratches. Lucy's new family is thrilled that she has learned to trust again with patient, loving support.





Become an NBSPCA Donor

The NBSPCA is grateful to all of our donors. Every gift we receive helps us care for animals like Lucy and Ivy. With your help, we can provide the food, shelter and veterinary care they need to recover before working with our shelter partners to match these pets with a new family and a new chance for a happy life.

Learn more about how you can contribute at nbsPCA.ca/donate

Happy Tails Helps Keep Pet Families Together

Thanks to the generous support of the estate of the late June Hooper and the financial contribution of the Government of New Brunswick, the NBSPCA first established a dedicated fund called Happy Tails in 2023 to support low-income pet families with veterinary care.

The NBSPCA has a mandate to prevent animal cruelty and enforce animal protection laws. Early intervention is the best way to prevent animal cruelty and keep animals who don't belong in shelters with their loving families.

By the end of 2024, the initial phase of the Happy Tails program helped over 267 cats access basic veterinary care, including spay or neuter procedures, vaccinations, micro-chips and flea prevention treatments. This success was made possible through partnerships with 11 veterinary clinics, including Stoneybrook Veterinary Hospital, Saint John Urgent Care, Moncton Urgent Care, Woodstock Veterinary Clinic, Florenceville Veterinary Clinic, Tantramar Veterinary Hospital, Douglas Animal Hospital, Clinique Vétérinaire Restigouche, Vet-Champlain, Hôpital Vétérinaire de la Baie and Chaleur Veterinary Hospital. We also partnered closely with the Oromocto SPCA and People for Animal Wellbeing (PAW) in Moncton.

In the fall of 2024, we expanded our program and launched Phase 2 of Happy Tails to help low-income pet families access life-saving emergency veterinary care. The NBSPCA was able to help an additional

55 pet families through the program in 2024, by providing access to emergency veterinary assistance. The average cost per animal treated through the Happy Tails program was \$553.

This program expansion was inspired by a cat named Tigger, who was surrendered to the NBSPCA so he could get the surgery he needed when his family was unable to afford the procedure. Our animal protection team knew that Tigger already had a great home, so with the help of the Happy Tails program, we were able to reunite Tigger and his family post-surgery.





Animal Protection Officers Go Above and Beyond

The NBSPCA is incredibly proud of our dedicated team of 15 animal protection officers. Every day, they rescue animals from abusive and neglectful situations while also educating owners to prevent these situations from occurring.

In 2024, the NBSPCA marked National Animal Shelter and Rescue Appreciation Week in November by recognizing one of our hard-working officers, Stéphane Girard and his rescue dog Billy. Stéphane says he joined the NBSPCA team in 2023 because of his deep passion for animals and their welfare.

“I wanted to give a voice to those who don’t have one,” he says. “I also love to take the time to educate pet owners on how to become better owners, so they keep their pet healthy and safe.”

Compassionate animal protection officers like Stéphane are truly committed to making a difference for animals in need and are helping to make a real impact.

Animal Protection at the NBSPCA

Animal protection continues to be an important part of the NBSPCA’s operations. At the end of 2024, we signed a four-year collective agreement with the New Brunswick Union, which represents our animal protection officers.

With the completion of our provincial animal control contract and the creation of new local governments as part of municipal reform, the NBSPCA has signed over 40 municipal animal control contracts, as well as a new contract with the provincial government to continue services for the new rural districts.



Be Part of the Solution: Spay or Neuter Your Pet

The NBSPCA and animal shelters across the province continued to face issues caused by the overpopulation of cats in 2024. This rising problem is leading to some shelters becoming overwhelmed and struggling to keep up with the demand.

The NBSPCA continues to encourage pet owners to spay or neuter their animals. One unspayed cat can produce three to four litters in a year and, left unchecked, can result in 370,000 cats from her offspring within seven years. The large influx of cats and kittens in shelters comes with increased need for space, food and veterinary care.

While it's best to have your pets spayed or neutered when they're young, the procedure can still be scheduled once they have reached maturity. Along with eliminating unplanned pregnancies, spaying or neutering also helps with pet disease prevention. Veterinarians can provide more advice about the right timing for your pet.

The NBSPCA continues to launch regular education campaigns to remind New Brunswickers of the importance of getting pets spayed or neutered with the goal of keeping the cat population manageable so shelters can help all pets in need find a loving home.



Cheesemonger's New Home

In 2024, the NBSPCA rescued hundreds of cats from neglectful or abusive situations, including Cheesemonger, also known as Cheese. He was rescued by animal protection officers from a situation where he was living in very poor, unsanitary conditions. After his recovery, Cheese quickly met a wonderful new family, who describe him as the kindest and most loving cat they have ever met.



Treasurer's Report

The financial statements (the “Statements”) of the NB SPCA (the “Society”) for the year ended December 31, 2024, were audited by Shannon and Buffet, LLP. Consistent with prior years, Shannon and Buffet has issued a qualified opinion on the financial statements, which is common practice for charitable organizations. The qualification relates to the inability to obtain sufficient appropriate audit evidence supporting the completeness of donation revenues due to the nature of how such cash revenue is collected. With the exception of this qualification, Shannon & Buffet has provided their opinion that the financial statements, in all material respects, present fairly the financial position of the Society.

The operating results included the following highlights:

- 🐾 Operating revenues for fiscal 2024 were \$2.97 million (2023 – \$2.2 million). The increase was mainly driven by the following:
 - The unrealized gain on the market value of investments was \$291,000 (2023 –\$163,000) due to improvements in equity markets in 2024 compared to 2023. Further, in 2024, the Society consolidated its investment portfolio and brought in a new investment advisor, which has resulted in better returns. Note that this amount is non-cash and driven by accounting rules. These long-term investments are still being held, and any gains/losses remain unrealized.
 - A net increase in government funding for enforcement of \$424,000.
 - Bequests of \$322,000 in 2024 compared to \$120,000 in 2023.
 - An increase in donations and memberships of \$17,000 and an increase in investment income of \$26,000.
- 🐾 Expenses for fiscal 2024 were \$2.4 million (2023 - \$1.82 million). This increase was mainly driven by the following:
 - An increase in payroll expenses of \$161,000 due to the hiring of new staff members and an increase in base salaries and wages.
 - An increase in animal care/veterinary expenses of \$208,000 due to more animals requiring care and veterinary attention compared to the prior year.

Other items of note include an increase in answering service expenses of \$34,000, an increase in vehicle operating costs of \$35,000, an increase in publicity and education of \$15,000 and an increase in investment broker fees of \$27,000.
- 🐾 Excess revenues over expenses were \$525,000 (2023 – \$391,000). Once normalized for the unrealized gain on investments, excess revenues over expenses for 2024 were \$234,000 (2023 – expenses over revenues of \$228,000). Once normalized for donor bequests, the Society would have a loss of \$88,000 for 2024.





The Society's financial position as of December 31, 2024 results in total assets of \$4.6 million (2023 – \$4.1 million) and total liabilities of \$259,000 (2023 – \$296,000). The Society's cash is healthy on the balance sheet at \$546,000 (2023 – \$534,000), given the Society's prudent monitoring of cash spending. Any excess cash not needed for operations or to meet the Society's mandate was transferred into investments after year-end to prudently manage the funds.

To summarize, the Society's long-term financial position and liquidity are currently strong given the donations, bequests and contributions in kind we have received in the current year and recent past. Without these amounts, we would not be able to increase our activity (and related expenditures) as we would be near break-even or in a loss position. As a charitable organization, we are fully committed to reinvesting these donated funds back into the Society's mandate.

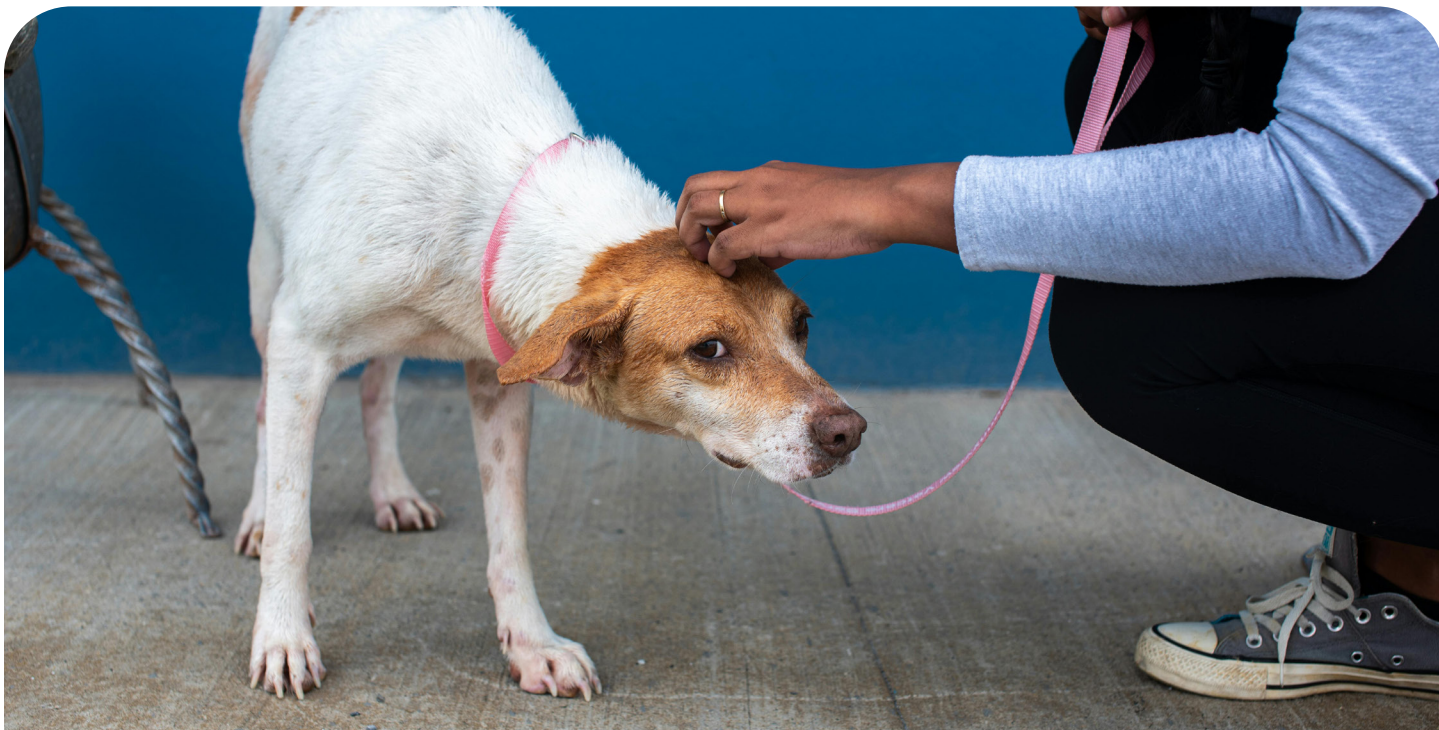
As we look to the future, the Society needs to continue to work towards implementing a more sustainable cost model in relation to animal enforcement and protection. Given the increased activity in animal control and protection in recent years, a more sustainable model will be needed to meet our obligations in the future.

Prioritizing donations to support the expansion of early intervention programs is critical to the Society meeting its mandate of preventing animal cruelty.

The Society is also working to improve its fundraising efforts to raise additional funds to further its education and prevention mandates. The results of 2024 have provided us with a base to continue investing in the prevention of cruelty to animals.

Chris Bertin, CPA
Board Treasurer





Summary of 2024 Revenues & Expenditures

Revenues		Expenses	
GNB Enforcement Grant	\$1,001,342.00	Enforcement (Salaries & Equipment)	\$1,473,642.00
Donations, Bequests & Foundations	\$498,354.00	Animal Care / Veterinary Costs	\$433,970.00
Investment Income	\$132,324.00	Public Education & Prevention	\$114,976.00
Licences, Tags & Other	\$74,732.00	Happy Tails	\$62,749.00
Rural Dog Control	\$622,365.00	Administration	\$170,185.00
Local Dog Control	\$186,283.00	Amortization	\$62,289.00
Other	\$159,239.00	HST (Non-Recoverable)	\$122,678.00
Change in Market Value	\$290,827.00	TOTAL	\$2,440,489.00
TOTAL	\$2,965,466.00		
Excess Revenues over Expenses		\$524,977.00	
Pledged for 2025			
Dedicated to Preventive Programming		\$120,000	
Fleet Renewal		\$45,000	
		\$165,000.00	
* \$290,827 is an accounting entry that reflects a change in market value of investments at a given point in time.			
Excess Revenues over Expenses (free cash flow) for 2025		\$69,150.00	

Audited financial statements are available at nbspc.ca.





Learn more about the NBSPCA:

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