



2016

YEAR IN REVIEW

FISCAL YEAR APRIL 1 2016 - MARCH 31 2017



SAVE OUR SCRUFF

Rehome & Rescue

A Word from our Founder



LAURA BYE
FOUNDER OF SAVE
OUR SCRUFF

Dear Friends,

Wow, the fiscal year has been over for a while. But it flew so fast because of all the successes we had. With a support system like yours, we were able to accomplish so much.

Last year, we were able to inspire, change, motivate and enthuse new people, volunteers, and supporters in ways we couldn't have imagined. We were looking at 16,000 visits on the website per month, and have a whopping 22,000 followers on Instagram. Don't forget the 13,000 followers on Facebook we have that is growing every day.

Our volunteer crew continues to grow and grow, taking on people of all different backgrounds, different understandings of the dog world, and only continues to make SOS a more well rounded and open minded organization. It is amazing to see how many people are readily available to open their home to a dog in need, or help facilitate others to get a dog where it needs to be. Our international outreach only continues to grow, and we recently started working with new countries like Russia and Dubai. This only works if we have YOU.

WE WOULD NOT BE ABLE TO IMPACT THE LIVES OF DOGS WITHOUT YOU.

The community surrounding SOS in Toronto and adjoining areas is definitely a big part of the motor that keeps us running. We are working with many new pet stores or supply places, boarding kennels, trainers, bars/event spaces. And we wouldn't be able to spread the word or even feed our foster dogs if we didn't have these important connections. Our community, although growing, still feels personal and intimate, and personally I feel supported through this network and know that you all do too. I know there is always room for improvement, and we promise this is something always on our mind. We are here to continue to better our community and our protocols, so our dogs and the people working with them are happier, healthier and stronger.

I am crazy proud of what we have been able to do. It is so loud it is almost deafening. Without you guys, the supporters, the volunteers, the fans, we would not be able to impact the lives of dogs that we do right now, and work with the humans all over the world that dedicate their lives to dogs in need. Knowing that you have our back, allows for comfort and security moving forward. Thank you for sticking with us. We are in this together.

Thank you,



Save Our Scruff Founder

Last Year by the Numbers



359

ADOPTIONS

Less than 4% adoption return rate



1300+

VOLUNTEERS

+700 from 2015



26

TEAM MEMBERS



35

EVENTS



\$197,000

RAISED IN DONATIONS

+\$127,000 from 2015



\$20,000

RAISED IN FUNDRAISING ACTIVITIES

+\$1000 from 2015



20,000

INSTAGRAM FOLLOWERS

+8,000 from 2015



13,700

FACEBOOK FOLLOWERS

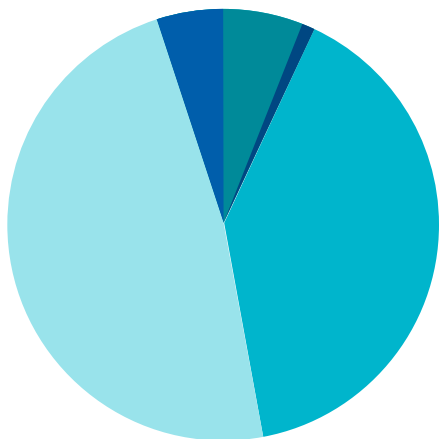


16,000

MONTHLY WEBSITE VISITS

+5,000 from 2015

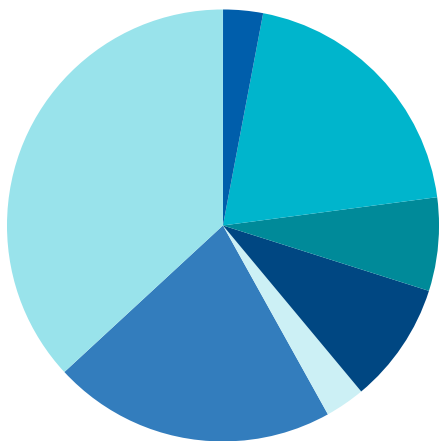
Last Year's Financials



INCOME

\$411,739

- Donations (48%)
- Fundraising (5%)
- Merchandise (6%)
- Other (1%)
- Adoption Fees (40%)



EXPENSES

\$294,151

- Vetting (37%)
- Fundraising (3%)
- Intake (20%)
- Other (7%)
- Salaries (9%)
- Legal, dues, fees (3%)
- Training (21%)

NOTE

We always make sure to have a bit of extra funds to cover us when we have emergencies

What We Do



**WE
SAVE LIVES**



**WE
EDUCATE**



**WE BUILD
COMMUNITIES**

OUR MISSION

Save Our Scruff is dedicated to decreasing overpopulation and putting a stop to the cycle of animal abandonment and neglect through aid and support initiatives. Our organization provides care and rehabilitation for stray, abandoned or displaced dogs. With our continued efforts, we strive to position ourselves as a leader on matters that promote and improve the welfare of dogs through enhancement, protection, care, education and advocacy.

OUR VISION

To rescue dogs of all breeds, ages and sizes from unfavorable situations and provide them with the medical and emotional rehabilitation necessary while in loving foster care. As we find our rescues well-matched and carefully screened forever homes, we work towards preventing the need for rescue in the future through education and community-building.

We Save Lives



SOS DOES IT DIFFERENTLY

Save Our Scruff, unlike many other rescues, does not select rescues based on any pre-determined criteria. No matter their age, breed, size or medical needs, we believe that all dogs deserve a second chance. This discrimination-free approach has allowed us to place 359 dogs in their forever homes in last year.



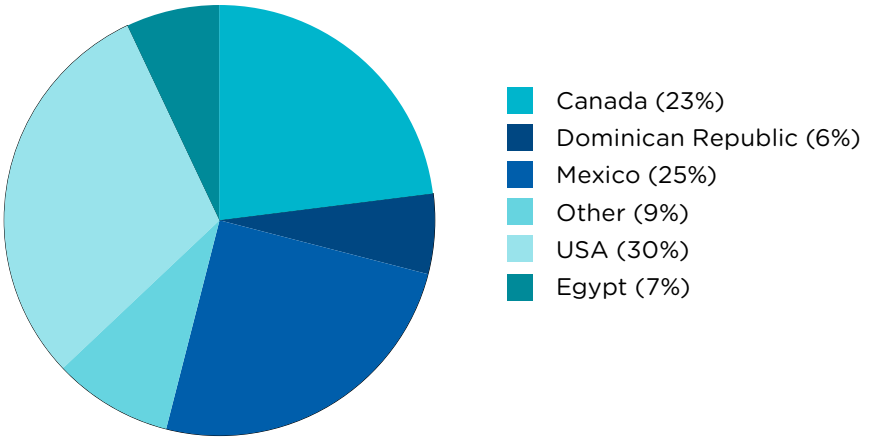
In Canada and Across the World



SAVING SCRUFFS AROUND THE WORLD

While we do rescue dogs within Canada, international rescue is a significant part of the work that we do. We work closely with our international rescue partners in identifying dogs abroad who are in need of a home.

Our partnerships with organizations in Mexico, Egypt, the US and beyond have enabled us to save dogs from all over the world.



We also owe much of this success to our wonderful volunteers, who fly dogs in Toronto from our partner countries all year long.

We Educate

We believe that awareness is the solution to so many of the issues that dogs are facing around the world, and that education is the way to get there.

The common objective with all of our educational initiatives is to change the relationship between dogs and humans, for the better. We have introduced these initiatives in schools and community programs across the province and beyond, and even achieved international education through our social media platforms and clinics outside of Canada.



TRAINING

Since our objective is to improve the relationship between dogs and humans on a larger scale, our training is consequently geared toward both dogs and humans. Through our training programs and seminars, we teach our community members how to recognize and appreciate the subtle and individual needs of each dog, and how this knowledge can benefit the relationships between fosters, adopters, dog lovers, and their pets.

SOS 101 EVENTS

Throughout the year, we organized multiple SOS 101 sessions. These not only function as adoption events, but as opportunities to grow our community and get people invested and involved with our cause. With SOS volunteers present at each session, we are able to increase the community's knowledge about SOS, while also getting the necessary feedback from Save Our Scruff alumni on how to support them moving forward.

ON-SITE TEACHING

We made a point of visiting youth groups in schools, Girl Guides, and summer camps, to teach them basic care tips as well as to help them understand the lives of dogs here and around the world. In doing so, we're contributing to the building of a generation with a better sense of their role and ability to make change.

We Build Communities

Community and education work hand in hand forming the full circle approach of SOS. We provide the understanding and knowledge that people need while they support us financially and enable us to continue doing our work.

In the past year, we have continued to grow our community locally, nationally, and internationally through a multitude of events and initiatives.

LOCAL PARTNERSHIPS

We have continued to build on our partnerships with local businesses that we appreciate and value. There is so much work to be done to achieve our mission, and our partners have provided us with the invaluable support and necessary resources to reach a growing community within Ontario. We wanted to give a huge thank you to three of our major partners:



INTERNATIONAL PARTNERSHIPS

We have succeeded in building an international network for dog rescue and welfare. Using our relationships with communities around the world, we continue to take in dogs from international shelters and move them to Canada, eventually placing them in loving, forever homes. In turn, this opens up space for international shelters to rescue more animals, and we continue working towards our mission of ending the cycle of animal abandonment.

Events & Fundraising

With our growing community, we were able to host a number of events throughout the year. Of course, these events were not just an opportunity for people to meet our adorable adoptables. They served as the perfect platform to further educate, learn and grow as an organization and community.



SCRUFF SOCIAL

This year, we succeeded in organizing our biggest event to date: the Scruff Social. The event sold out to over 150 attendees, and we were fortunate to have our friends at Purina PawsWay open their space to us for the occasion. With the work of our incredible team of volunteers, and the generosity of the SOS community, we successfully raised \$36,000! We look forward to organizing many fundraising events like this in the future.

Events & Fundraising



GOOGLE & BRING YOUR DOG TO WORK DAY

On December 5, Google Toronto hosted its first ever Bring Your Dog to Work Day in support of Save Our Scruff as part of Google's Giving Week. Countless staff members participated, donated and made this event a huge success, donating a whopping \$4750! We were thrilled to add Google to the SOS community in 2016.



PUPPY PRIDE PARADE

During Toronto Pride, we joined forces with Egale in their effort to promote LGBTQ rights, and strutted our rainbow stuff along Ossington and Queen Street West in the Puppy Pride Parade with Unleashed in the City. We continue to pride ourselves on our partnerships with organizations that we admire and can work alongside to achieve our goals.

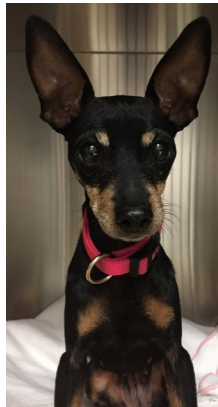
Vet Care & Training

Rescue is not without its costs, but with your tremendous support and generosity, we have been able to provide medical and behavioral care to dogs from around the world. Meet some of the dogs whose lives we have been able to change:



BOOMER

Double Leg
Amputation



CARMELITA

Mammary mass
removal



TUX

Extensive Training
Rehab

Vet Care & Training



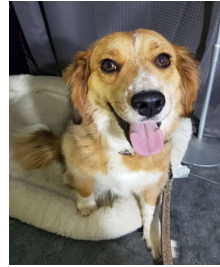
AZIZA

Dental surgery



MAGGIE

Extensive training therapy



RAZR

Extensive training therapy



MINA

Femoral Head Osteotomy



OSO

Extensive training therapy

Vet Care & Training

30 volunteers, 6 vets, 4 months of planning and 198 successful surgeries.



Our second annual Spay & Neuter Clinic was a game-changer, not only for SOS and its partners, but for the entire local community of Puerto Plata. By spaying and neutering these 198 dogs, we succeeded in reducing the pet population by 13,154,488 over time. This was an incredible triumph for us, and we will continue this momentum with our next clinic in 2018.

Financial Statement

SAVE OUR SCRUFF - REHOME & RESCUE
YEAR ENDED MARCH 31, 2017

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INDEPENDENT AUDITORS' REPORT
To the directors of

SAVE OUR SCRUFF - REHOME & RESCUE

We have audited the accompanying financial statements of Save Our Scruff - Rehome & Rescue, which comprise the statement of financial position as at March 31, 2017 and the statements of revenue and expenses, changes in net assets and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

Board of Directors' Responsibility

The Board of Directors is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained in our audit is sufficient and appropriate to provide a basis for our audit opinion.

Basis for qualified opinion

In common with many not for profit organizations, the organization derives revenue from donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to donation revenue, excess of revenue over expenditures, assets and net assets.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the basis for qualified opinion paragraph, the financial statements present fairly, in all material respects, the financial position of Save Our Scruff - Rehome & Rescue as at March 31, 2017 and the results of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Other Matter

The financial statements of Save Our Scruff - Rehome & Rescue for the year ended March 31, 2016 were unaudited and issued with a review engagement report.

Stern Cohen LLP

Chartered Professional Accountants
Chartered Accountants
Licensed Public Accountants
Toronto, Canada
November 19, 2017

1.

SAVE OUR SCRUFF - REHOME & RESCUE
STATEMENT OF REVENUE AND EXPENSES

| For the year ended March 31, | 2017 | 2016 |
|--|----------------|----------------|
| | \$ | \$ |
| Revenue | | |
| Adoption fees | 162,854 | 95,527 |
| Donations | 198,377 | 72,698 |
| Fundraising | 20,656 | 19,416 |
| Merchandise | 27,209 | - |
| Membership fees | 150 | 660 |
| | 409,246 | 188,301 |
| Expenses | | |
| Vetting | 119,633 | 120,929 |
| Training | 63,366 | 33,840 |
| Intake | 57,716 | 13,984 |
| Salaries | 28,271 | - |
| Travel | 114 | 2,423 |
| Supplies | 3,789 | 718 |
| Spay/neuter clinics | 4,507 | 546 |
| Merchandise | 4,559 | - |
| Fundraising | 16,142 | 9,669 |
| Advertising | 1,706 | 2,564 |
| Bank charges and fees | 2,513 | 1,264 |
| Insurance | 1,124 | 543 |
| Office and general | 189 | 429 |
| Professional fees | 5,744 | 2,000 |
| Subscription fees | 1,334 | 620 |
| | 310,707 | 189,529 |
| Excess (deficiency) of revenue over expenses for the year | 98,539 | (1,228) |

See accompanying notes.

2.



SAVE OUR SCRUFF - REHOME & RESCUE
STATEMENT OF CHANGES IN NET ASSETS

| For the year ended March 31, | 2017 | 2016 |
|--|----------------|---------|
| | \$ | \$ |
| Beginning of year | (1,228) | - |
| Excess (deficiency) of revenue over expenses for the year | 98,539 | (1,228) |
| End of year | 97,311 | (1,228) |

See accompanying notes.

3.



SAVE OUR SCRUFF - REHOME & RESCUE
STATEMENT OF CASH FLOW

| For the year ended March 31, | 2017 | 2016 |
|---|----------------|--------------|
| | \$ | \$ |
| Operating activities | | |
| Excess (deficiency) of revenue over expenses for the year | 98,539 | (1,228) |
| Net change in non-cash working capital balances related to operations | 4,787 | 6,278 |
| Change in cash during the year | 103,326 | 5,050 |
| Cash | | |
| Beginning of year | 5,050 | - |
| End of year | 108,376 | 5,050 |

See accompanying notes.

4.



SAVE OUR SCRUFF - REHOME & RESCUE
STATEMENT OF FINANCIAL POSITION

| As at March 31, | 2017 | 2016 |
|--|----------------|----------------|
| | \$ | \$ |
| ASSETS | | |
| Current assets | | |
| Cash | 108,376 | 5,050 |
| Inventory | 10,079 | - |
| HST receivable | 2,789 | 205 |
| Prepays | 572 | 645 |
| | 121,816 | 5,900 |
| LIABILITIES | | |
| Current liabilities | | |
| Accounts payable and accrued liabilities | 24,505 | 7,128 |
| NET ASSETS | 97,311 | (1,228) |
| | 121,816 | 5,900 |

Other information (Note 2)

See accompanying notes.

Approved on behalf of the Board: _____
Director Director

5.



SAVE OUR SCRUFF - REHOME & RESCUE

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2017

Save Our Scruff - Rehome & Rescue is a registered charity under the Canada Not-for-Profit Corporations Act. The organization was incorporated on April 24, 2015 and is exempt from tax under the Income Tax Act. The organization is dedicated to rescuing dogs and finding them safe and suitable permanent homes through adoption, advocacy and education.

1. Significant accounting policies

These financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

(a) *Revenue recognition*

Adoption fees, donations, and membership fees are recognized when received. Fundraising revenues are recognized when the event is held or the items are sold. Merchandise revenues are recognized when the items are sold.

(b) *Inventory*

Inventory is valued on a first in, first out basis at the lower of cost and estimated net realizable value. Net realizable value is the estimated selling price in the ordinary course of operations, less any applicable variable selling costs.

(c) *Use of estimates*

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenue and expenditures during the year. Actual results could differ from these estimates.

(d) *Financial instruments*

The organization initially measures its financial assets and financial liabilities at fair value.

The organization subsequently measures all its financial assets and liabilities at amortized cost.

The organization's financial instruments that are measured at amortized cost consist of cash and accounts payable and accrued liabilities.

6.



2. Other information

(a) *Financial instruments*

The organization is exposed to the following significant financial risks:

i) *Liquidity risk*

Liquidity risk is the risk that the organization may not be able to meet its financial obligations as they become due. The organization manages its liquidity risk by monitoring and managing the cash requirements to ensure the organization has sufficient funds to meet its operational requirements.

7.

