



## **Annual Report**

For the year ending  
31 Dec 2012

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## ABOUT THE CAT WELFARE SOCIETY

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The Cat Welfare Society was registered under the Societies Act on 23rd October 1999. It was set up by a group of people concerned about the welfare of a growing number of cats living on the streets of Singapore. It was registered as a charity in June 2004.

The Cat Welfare Society believes that animals are sentient beings whose lives deserve our protection and consideration. Our mission is to:

- advocate sterilisation as opposed to eradication as a means of controlling the community cat population
- encourage caregivers to carry out sterilisation of community cats by offering partial reimbursement for sterilisation receipts submitted
- promote tolerance, kindness and respect towards cats and other living creatures
- raise awareness about the plight of Singapore's community cats in order to stop abuse, abandonment and neglect of cats
- promote responsible pet ownership and responsible management of community cats
- cultivate better understanding and appreciation of cats; and
- foster better cooperation between caregivers, management councils and government authorities.

The Society works closely with other organisations and individuals who care for the many community cats on our streets. Through our community cat management, education, adoption and rescue programmes, we hope to enhance the lives of these cats so that there will eventually be no more killing, abuse and suffering associated with life on the streets. We also organise and participate in exhibitions and events to raise awareness of the plight of our community cats.

The Society is run almost entirely by volunteers and does not have an office or other premises. The Society does not receive regular funding and all the money needed for our work (i.e. sterilisation reimbursements and other operating costs) comes from members' subscriptions and donations, sale of Society merchandise, as well as contributions received from friends, supporters and the public. As our overheads and administrative costs are kept at a minimum, most funds we raise go towards helping the cats through our sterilisation reimbursement scheme.

More information about the Society and our work can be found at [www.catwelfare.org](http://www.catwelfare.org). Our Facebook page is at [www.facebook.com/catwelfare.sg](http://www.facebook.com/catwelfare.sg).

The Society can be contacted by email at [info@catwelfare.org](mailto:info@catwelfare.org) or by post at Orchard PO Box 65, Singapore 912303.

Our sterilisation mailbox number is 7000-CATSNIP and email is [catsnip@catwelfare.org](mailto:catsnip@catwelfare.org).

## 2012 EXECUTIVE COMMITTEE

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President : Veron Lau  
Vice-President : Michelle Siau  
Treasurer : Fareena Omar  
Secretary : Shirley Goh  
Committee Member : Angela Ling  
Committee Member : Edna Lam  
Committee Member : Melissa Lim  
Committee Member : Suzana Sainol  
Committee Member : Thenuga Vijakumar  
Committee Member : Zarina Sani

## MESSAGE FROM THE COMMITTEE

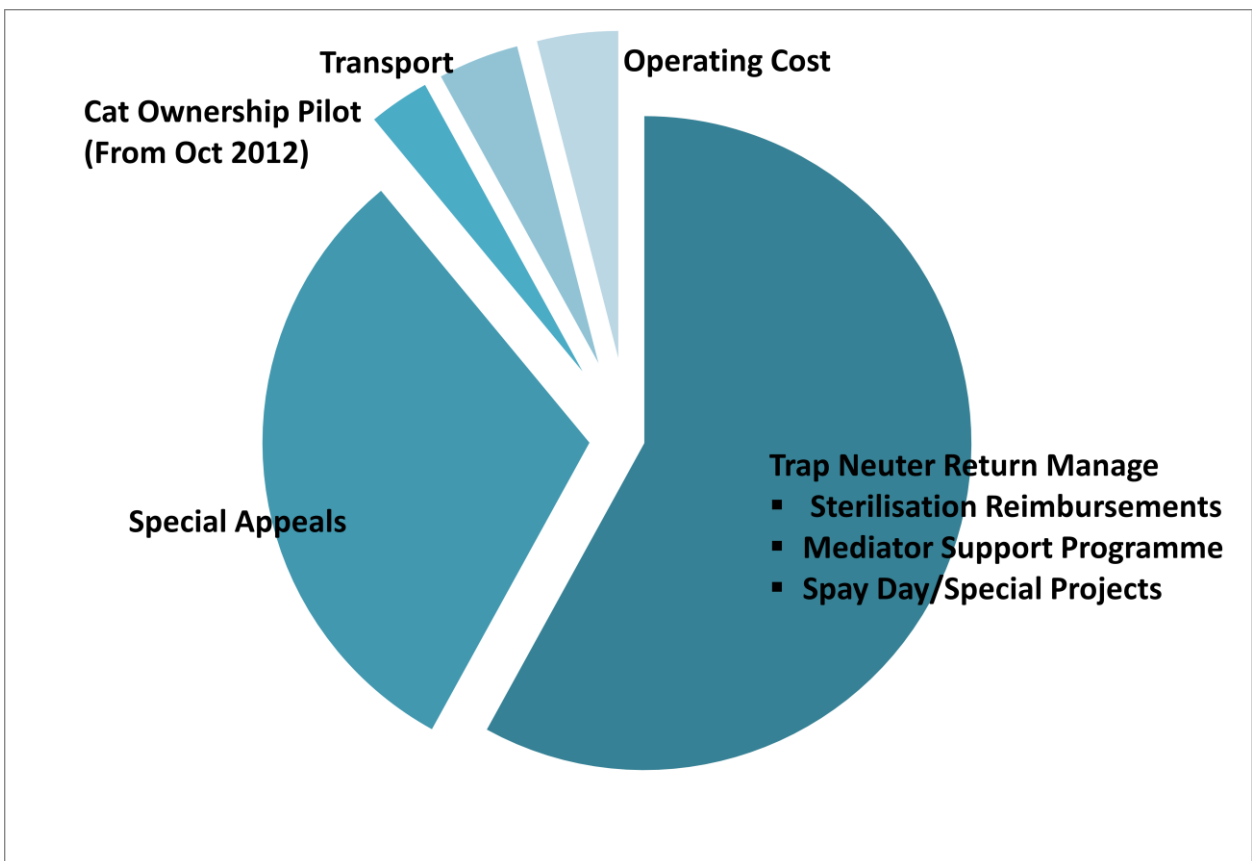
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Our Society continued to experience tremendous growth in 2012. Our donations and receipts have grown to over \$300,000 to fund more sterilisations and programmes to better the welfare of community cats. But just as our donations have risen, our urgency to resolve issues has intensified.

Due to our maturing partnerships with Town Councils and government agencies as well as increased public awareness of our Society, our caseload has increased three-fold. We welcome this challenge because more than ever, we are privy to critical information about blind spot areas and be able to prevent culling by implementing preemptive humane solutions.

Meeting this demand however, has been a relentless endeavour for mediators and caregivers and we recognised the need to better support them by expanding our TNRM programme as well as actively promoting Special Appeals. As a result, our expenditures grew 80% to \$283,000, leaving us with a modest surplus of \$18,000. This provides us with little breathing room as we continue to work to meet growing demands.

We are encouraged however by a growing awareness for animal welfare in Singapore and the progress of government and public engagement in this area. We eagerly anticipate policy changes that will complement more than a decade of dedicated attention by the cat community to ground issues by finally addressing upstream concerns such as breeding and abandonment.



## AGENDA FOR 14th ANNUAL GENERAL MEETING

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### 1. Minutes of Annual General Meeting

To confirm and adopt minutes of the 13<sup>th</sup> Annual General Meeting held on 17th March 2012.

### 2. Annual Report of the Committee

To receive and adopt the Annual Report for the year 2012.

### 3. Accounts

To receive and adopt the accounts for the year ending 31<sup>st</sup> December 2012. We are in the midst of applying for the Institute of Public Character (IPC) status with the Ministry of Culture, Community and Youth (MCCY). To better meet the standards of governance of an IPC organisation, we have engaged an external auditor this year. The accounts are currently being audited by Verity Partners (Certified Public Accountants).

### 4. Election of Committee Members

To elect the office bearers and ordinary committee members for the year 2013.

### 5. Change of Constitution

Voting on following changes recommended by MCCY and Verity Partners:

- a) **ADD:** The following “Conflict of Interest” clause as Clause 8.8 under “MANAGEMENT AND COMMITTEE”.

“Whenever a member of the Committee has in anyway, directly or indirectly, an interest in a transaction or project or other matter to be discussed at a meeting, the member shall disclose the nature of his interest before the discussion on the matter begins.

The member concerned should not participate in the discussion or vote on the matter, and should also offer to withdraw from the meeting and the Committee shall decide if this should be accepted.”

- b) **ADD:** To insert the following “Cessation of Charity Status” clause as Clause 17 before “DISSOLUTION”. The current articles will be re-numbered under “DISSOLUTION” clause 18.1 - 18.3.

“In the event that the Society ceases to be a registered charity under the Charities Act, all debts, liabilities legally incurred on behalf of the Society shall be fully discharged, and the remaining funds will be contributed to charitable organisations with similar objectives in Singapore which are registered under the Charities Act as the General Meeting of members may determine. If the Society is registered as an Institution of Public Character, such charity or charities with similar objectives shall be Institution or Institutions of Public Character with similar objectives.”

- c) **AMEND:** Clause 17.2 (to be renumbered as 18.2)  
“In the event of the Society being dissolved as provided above, all debts and liabilities legally incurred on behalf of the Society shall be fully discharged, and the remaining funds will be donated to an approved charity or charities in Singapore which is or are registered under the Charities Act as the General Meeting of members may determine”  
So that it reads “In the event of the Society being dissolved as provided above, all debts and liabilities legally incurred on behalf of the Society shall be fully discharged, and the remaining funds will be donated to an approved charity or charities with similar objectives in Singapore which is or are registered under the Charities Act as the General Meeting of members may determine. If the Society is registered as an Institution of Public Character, such charity or charities with similar objectives shall be Institution or Institutions of Public Character with similar objectives.”
- d) **AMEND:** Clause 8.7  
“The Committee has power to authorise the expenditure of a sum not exceeding \$20,000.00 per month from the Society’s funds for the Society’s purposes.”  
So that it reads “The Committee has power to authorise the expenditure of a sum not exceeding \$50,000.00 per month from the Society’s funds for the Society’s purposes and objectives.”
- e) **AMEND:** Clause 3.1(c)  
“To provide fostering facilities and a no-kill shelter for sick, injured and unwanted cats and to carry out an adoption program for the homing of stray cats.”  
So that it reads “To carry out an adoption program for the homing of community cats and be the central co-ordination body for existing volunteers involved in the fostering of sick, injured, unwanted cats in Singapore.”
- f) **AMEND:** Clause 7.2 so that it reads “An Annual General Meeting will be held in June.”

## 6. Any Other Business

To consider any other business as may be transacted at an Annual General Meeting of which has been given in writing to the Secretary.

## MINUTES OF THE 13th ANNUAL GENERAL MEETING

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On : 17th March 2012 (Saturday)  
At : 2:00 pm  
Venue : National Volunteer & Philanthropy Centre (NVPC)  
6 Eu Tong Sen Street  
#04-88 The Central  
Singapore 059817

As there was quorum, the meeting began at 2.15 pm.

### **1. To Confirm and Adopt the Minutes of the 12<sup>th</sup> Annual General Meeting**

The President presented the Minutes of the 12<sup>th</sup> Annual General Meeting held on 31<sup>th</sup> March 2011. No questions were raised and thus the meeting minutes were confirmed and adopted.

Proposer: Thenuga Vijakumar (#T1389)  
Secunder: Veron Lau (#L1080)

### **2. To Receive and Adopt the Annual Report of the Committee**

The President announced that there has been a 90% increase in donations and funds raised for 2011 and followed on to expand on the following line items on the Income and Expenditure Statement:

Sterilization : \$96,444.65

Sterilization continues to be the main expense of the society, making up 63% of the total expenses

Special Appeal cases : \$37,402.23

Money donated for special appeal cases had a significant increase in Year 2011, indicating increased public awareness and support for cat caregivers and rescuers

The Society reported a surplus of \$67,833.72, which was an improvement from 2010.

The President then called for questions. No questions were raised, thus the President called for the Annual Report to be received and adopted.

Proposer: Melissa Lim (#L1378)  
Secunder: Michelle Siau (#S0836)

### **3. To Receive and Adopt the Audited Accounts for the Year Ending 31 Dec 2011**

Proposer: Melissa Lim (#L1378)  
Secunder: Aminah Bee (#R0319)

### **4. Propose to Change the Constitution**

As quorum was achieved, the changes to the Constitution were successfully effected to reflect the evolved and expanded scope of the Society as a central coordinating body for the community in Singapore that is active in stray cat management.



A new Article was inserted into the Constitution as 3a to read “To create a caring and socially responsible society where cats are treated humanely as sentient beings, where they are cared for responsibly as pets and treated with compassion as community cats, without being subjected to abandonment and abuse.”

The previous Article 3a was re-articled as 3b of the Constitution and amended from “To catch, sterilize, care for and manage stray cats and to be a central coordinating body for existing volunteers involved in the care and management of stray cats throughout Singapore” to read as “To be a central coordinating body for existing volunteers involved in the handling cat-related issues in housing estates and the care and management of community cats throughout Singapore.”

The previous Article 3b was re-articled as 3c of the Constitution and amended from “To provide fostering facilities and a no kill shelter for sick, injured and unwanted cats and to carry out an adoption program for the homing of stray cats” to read as “To carry out an adoption program for the fostering and homing of sick, injured and unwanted cats in Singapore.”

The previous Article 3c was re-articled as 3d of the Constitution and amended from “To raise public awareness on the humane treatment of stray cats and to carry out educational and other activities relating to the proper care and management of cats” to read as “To raise public awareness on the humane treatment of community cats and to carry out educational and other activities relating to the proper care and management of cats.”

The previous Article 3d was re-articled as 3e of the Constitution and amended from “To forge ties with international cat clubs and organizations for the furthering of a common effort and sharing of knowledge and skills” to read as “To forge ties with local and international organizations for the furthering of a common effort and sharing of knowledge and skills.”

The article 6.4 of the constitution was successfully amended to reflect an increase in membership fee for ordinary life members to keep in pace with the increased benefits for members in sterilisation reimbursements and ensure the Society’s financial health into the future.

Constitution Article 6.4 “A one-time payment of \$250.00 shall be payable by the ordinary life members” to read as “A one- time payment of \$400.00 shall be payable by the ordinary life members”.

## **5. Highlight of Notable Events**

The President reported that 2011 saw the kick start of the pilot of the stray cat sterilization scheme (SCSP) with the Agri-food & Veterinary Authority of Singapore, launched in 4 areas, Chong Pang, Ang Mo Kio Central, Tampines North, Macpherson. A total of 150 cats were sterilized under the scheme by end of 2011.

Spay Day saw a record number of close to 400 cats sterilized. It was a high profile event as CWS managed to secure an Asian Superstar Karen Mok as its Spay Day spokesperson to come forth to spread the benefits of sterilization and adoption.

Pet Lovers Center and CWS came together in a first ever joint effort with 9 public adoption drives held at various Pet Safari stores across the island. The adoption drives were so successful that it was continued in 2012.

2011 also saw the Society's involvement in the highly publicized KTM Cats project. The project saw 50 cats sterilized and more than half rehomed from the old train station. It was a notable project with Singapore Land Authority granting the use of a vacated flat as an interim holding area for the cats. The Project increased awareness to the general public on the plight of community cats in Singapore via mainstream media that carried the stories of the volunteers and rescuers that were involved in the project

CWS also continued in our efforts in animal hoarding management, with corporate volunteers participating as volunteers.

In 2011, CWS participated and ran 35 education and fundraising events in total.

## **6. Donation**

The President announced that the Society raised \$220,976.00 in total from donations, memberships and merchandize sales. Donations alone accounted for \$194,453.22.

## **7. 2012 Forward Looking Plan and Focus**

In 2012, the Society would launch a Mediator Support program that will further strengthen the TNRM programs that are already in place in the estates. By empowering and supporting capable and dedicated volunteers, it ensures the growth of the Trap-Neuter-Return-Manage (TNRM) initiative.

The Society will continue to strengthen our plans on a multi-prong approach to tackle the community cat problem.

- Community Leadership – “segmenting” Singapore to create a community leader to cover each area of Singapore.

Community leaders are encouraged to meet on a periodical basis to share best practices, set up protocol and structure approaches to handle complaints and Town Councils, and brainstorm on ideas to better improve the standard operating process in handling complaints.

- SCSP (Stray Cats Sterilization Scheme) – will be open to any Town Council that is willing to participate in this program. The Estate must have a complaint management structure in place and a list of trusted and registered caregivers.
- Spay Day 2012 – the Society aims to organize 2 Spay Days in 2012 targeting to sterilise 600 cats. Logistics and details will be finalised and shared in due course.
- Education and Outreach – the Society will continue to participate and co-organize heartland events to target a mainstream audience.

## 8. Election of the New Executive Committee

President Fareena Omar announced the changes in the organization of the Executive Committee. Executive Committee of 2011 is as follows:

- Fareena Omar, President
- Veron Lau, Vice-President
- Shirley Goh, Treasurer
- Lynn Lam, Secretary
- Suzana Sainol Abidin, Committee Member
- Edna Lam, Committee Member
- Melissa Lim, Committee Member
- Thenuga Vijakumar, Committee Member
- Zarina Sani, Committee Member
- Michelle Siau, Committee Member

The President thanked the member(s) who are leaving the Society in Year 2012, namely: Lynn Lam.

Changes were mentioned for the Key Office Bearers for 2012:

President	:	Veron Lau
Vice-President	:	Michelle Siau
Treasurer	:	Fareena Omar
Secretary	:	Shirley Goh

No changes were mentioned for the following Committee Members who will remain in tenure for 2011:

Committee Member :	Zarina Sani
Committee Member :	Melissa Lim
Committee Member :	Suzana Sainol
Committee Member :	Thenuga Vijakumar
Committee Member :	Edna Lam

The President announced the new changes to the Executive Members with the below person(s) replacing those who have left the Committee.

### 2012 New Executive Committee

Committee Member :       Ling May Choo

Proposer: Fareena Omar (#F1507)  
Seconder: Shirley Goh (#G1396)

## 9. Any Other Business

## 10. Closure of Meeting

Meeting called to a close at 4.00 pm.

## OUR ACTIVITIES

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### **Sterilisation and TNRM**

The Society engages in the following activities to promote TNRM (Trap-Neuter-Return-Manage) and to support the TNRM efforts of caregivers.

In 2012, the Society increased its expenditures for TNRM by 70% to over \$170,000.

#### *1. Provide partial reimbursement of sterilisation costs*

The Society has maintained its reimbursement scheme through 2012 and will continue to do so in the coming years. The purpose of the scheme is to provide our members and others financial support by defraying the cost of sterilisation.

Members can claim \$20 per cat for the 1st 4 cats and \$30 per cat for the 5th cat onwards sterilised in one month. Non-members can claim \$10 per cat.

The monthly reimbursements are capped at \$500 a month. To claim the reimbursement, original vet clinic receipts should be mailed to us, together with the claim form available on our website.

#### *2. Synergy with professional humane cat trappers*

Our members enjoy discounted rates for trapping and transportation services from Lingcat Feline Services, Sunshine Pets & Fish Services and Vincent Ng, who have proved to be a great assistance to many caregivers in their TNRM work.

We would like to thank Vincent Ng, Rebecca Ho and Richard Ng for their support of TNRM and dedication to the humane treatment of cats.

#### *3. Synergy with vet clinics to obtain subsidised rates for sterilisation*

We have 22 veterinary clinics on our panel of clinics providing subsidised rates for the sterilisation of community cats. These are spread out across the island to ensure that caregivers from all areas have convenient access to a vet providing subsidised rates.

Booking of the subsidised slots can be done in two ways – either by emailing us at [catsnip@catwelfare.org](mailto:catsnip@catwelfare.org) or by leaving a voicemail at 7000-CATSNIP.

In 2012, over 500 subsidised sterilisation slots were booked via our hotlines. The number of slots booked has decreased over the years as more sterilisation projects are currently coordinated through professional trappers.

We would like to thank Shantel Mudge and Zarina Sani for their dedication in handling the bookings through email and voicemail.

## Stray Cat Sterilisation Programme

The Stray Cat Sterilization Programme (SCSP) continued in the four designated zones – AMK Central, Chong Pang, Macpherson & Tampines North – where AVA funded 50% of stray sterilisations. The programme was extended to Marsiling in November 2012.

We are currently reviewing the SCSP operating and administrative procedures with AVA to smoothen the process for more widespread roll-out.

## Spay Day 2012

This is the first year that we have organised not one but two Spay Days, through which 590 cats were sterilised. Special thanks to Shirley Goh, Khalisah Rosdi and Fareena Omar whose incredible efforts helped make two Spay Days possible.

We'd also like to thank the volunteers who spent their day assisting us at the collection points for their invaluable contributions – Agatha, Anderson Tan, Ang Teck Yong, Cherly Tan, Christie Cheung, Collin Yeo, Dex Wah, Diana Sani, Harvon Goh, Jo, Juan, Juraimi, Khuzaimah, Kok Meng & Michelle, Liane Wong & Dave, Ly Yeow, Meliati, Michelle Lee, Michelle Siau, Mira, Randy Wong, Ru Zhen, Siti Hidayah, Stacy, Wang Yu, Wang Zhi Xiang, Wee Leng Leng, Yeo Choon Noi, Yu Yunn and volunteers from Deutsche Bank and Starbucks. Special thanks also to Pet Lovers Foundation for sponsoring a transporter for the October Spay Day.



We are extremely grateful to the following 29 vets for believing in the TNRM process and their support and participation in providing us subsidised sterilisation slots:

AAVC - Animal & Avian Veterinary Clinic  
Amber Veterinary Practice  
Allpets & Aqualife Vets  
AMK Veterinary Surgery (2009)  
Animal Practice  
Animal Recovery Veterinary Centre  
Clinic for Pets  
James Tan Veterinary Centre  
Jireh Veterinary Clinic  
Monster Pet Vet  
Mount Pleasant Animal Clinic (Bedok)  
Mount Pleasant Animal Clinic (East)  
Mount Pleasant Animal Clinic (North)  
Mount Pleasant Animal Clinic Pte Ltd  
(Springside) (Closed)  
Mount Pleasant Animal Medical Centre  
(Redhill)

Mount Pleasant Veterinary Centre  
Mount Pleasant Veterinary Centre  
(Changi)  
P.A.W. Veterinary Centre Pte Ltd  
Singapore Veterinary Animal Clinic LLP  
(Woodlands)  
Singapore Veterinary Animal Clinic LLP  
(Jurong East)  
Town Vets Animal Clinic  
The Animal Doctors  
The Joyous Vet  
The Veterinary Clinic (Holland V)  
The Veterinary Clinic (NEX)  
Vets For Pets  
Vet Practice (Holland Close)  
Vet Practice (Jurong Kechil)  
Temasek Polytechnic

### **Cat Ownership Pilot in Chong Pang**

After a four-month review by a joint-agency task force led by the Ministry of National Development (MND) on pet ownership and stray management policies, the long-awaited cat ownership pilot, named LOVE CATS, was launched by Minister K. Shanmugam in Chong Pang on 17 October 2012.

The Ministry of National Development provided \$70,000 funding for the 2-yr pilot for the hiring of a Programme Manager and other expenses. Programme Manager Debra Low has since completed a door-to-door survey of the 123 blocks in Chong Pang and registered over 100 cat owners. While most cat owners are responsible and responsive to the pilot, several irresponsible cat owners are currently providing the case studies for the review and establishment of a protocol for joint agency action on effective education and enforcement.



To encourage Chong Pang cat owners to sterilise and microchip their cats, we have commenced a series of Chip & Spay Days to provide free transport to and from vets as well as to provide subsidies for low income families. We thank AMK Veterinary Surgery Pte Ltd and Animal & Avian Veterinary Clinic for providing special rates to Chong Pang cat owners in support of the pilot.

## Mediation

Mediation continued to be our core focus in 2012. We thank the following people for their dedication in resolving cat-related issues effectively and humanely, winning the hearts of residents, complainants, Town Council and government officers in the process.

Amrys Wang  
Ang Teck Yong  
Angela Ling  
Catherine Lim  
Charmaine Foo  
Chin Yujia  
Christina Ng  
Corinne Goh  
Debra Low  
Dr Tan Chek Wee  
Ena Oh  
Enn Shen  
Fareena Omar  
Fiona Yuen  
Francesca Lok  
Francy Goh  
Geraldine Soh  
Haliza Hamid  
Hamida Zam Zam  
Herbin Chia

Irene Xu  
Jacqui Mathieu  
Jaime Kong  
Jamaliah  
James Tan  
Janet Sum  
Jennifer Toh  
Julian Tan  
Kenneth Koh  
Leha  
Lillian Lee  
Lim Yoke Wah  
Linafoulin Othman  
Lydia Lee  
Mabel Cheng  
Mariani Yahya  
Mary Lim  
Mdm Law Mui Eng  
Mdm Soon Soo Moi  
Michelle Siau

Nebisa Ali  
Ong Beng Lay  
Penny Tan  
Randy Wong  
Rebecca Tan  
Ronnie Ho  
Serena Sheng  
Sharon Chia  
Shirley Goh  
Susan Lee  
Susan Liu  
Suzana Sainol  
Tenny Chu  
Thenuga Vijakumar  
Tony Tan  
Winnie Tan  
Wolfgang Post  
Wong Ling  
Yow Siew Kah

Going forward, the Society is looking at means to grow the pool of dedicated mediators through training and other support.

## Special Appeals

Numerous vet clinics around Singapore provide a discounted rate for the medical treatment of community cats, but medical bills remain a heavy burden on caregivers who want to give injured and sick cats a chance at rehabilitation and a reasonable quality of life.

Through the generosity of the public who follow the appeals on our Facebook page or website, we closed 182 appeals in 2012.



We would like to thank Melissa Lim for administering the Special Appeals and maintaining a high standard of transparency and accountability of the donations.

## Hoarder Management

The definition of a hoarder is someone who has more cats than they can responsibly care for. This may be due to their tendency to bring cats home or simply failed to sterilise them. We have found that in many instances, hoarding households are responsible for the abandonment in their estates. Meeting this condition head-on is often the only means to stop the abandonment from affecting the community cat population in estates.

Volunteers have continued to step into numerous hoarder homes and worked with them to sterilise the cats and rehome them where possible. Their efforts are often paid off when family members and cats are provided with relief from a spiraling situation. However, there is still difficulty in finding a long-term solution, especially when there are other social issues involved, e.g. poverty and mental health issues. The Society continues in its efforts to establish meaningful collaborations with other organisations to handle these cases.

This year, we were joined by volunteers from NParks and DEAL.com who ventured with us to help 4 families.



## Education and Public Awareness

### 1. Adoption Drives

The Society continued to collaborate with Pet Lovers Foundation in a series of highly profiled and well attended adoption drives in the Pet Lovers Centre retail stores. Held every first Sunday of the month, the drives have seen more than 100 cats rehomed since their launch in 2011.



Our deepest gratitude goes to the Pet Lovers Foundation for understanding the value of promoting adoption by providing the venue and starter kits for successful adoptions.



## 2. Outreach

Education has become a strong focus for CWS. We participated in over 42 public, school, corporate and grassroots events. Noteworthy events include Cats of the World, SPCA Animal Day and Thunder Rock School's Animal Day. These events continue to serve as a platform to reach out to more and galvanise greater support for animal welfare.

We have also been invited to co-organise the AVA Responsible Pet Ownership Roadshows held quarterly at heartland malls like Jurong Point and Causeway Point as well as in EXPO. In line with their "Animals & Our Community" theme to promote harmonious living between pet and non-pet owners, we played a big role in co-writing the "Animals & Our Community" booklet with AVA.



## 3. Talks & Interviews

CWS has been featured heavily in the media in 2012 and we have been invited to participate in several media programmes. From interviews on radio, feature on Channel 5's Everyday Heroes to being on the panel of Singapore Talking, each platform serves as an opportunity to reach a wider audience and get them interested in cat welfare.



## 4. Social Media and Official Website

Our Facebook page has become vital in reaching out to our supporters. We currently have over 16,000 followers who participate actively in posts and appeals. Our Twitter account enjoys a following of some 1241 Twitter users. Both bases continue to grow and social media will remain important in reaching out to more people to inform and educate them

about cat welfare.

Mediacomm launched a media campaign pro-bono to raise awareness for cat welfare called “Better with a Cat” consisting of 6 viral videos. The campaign helped us gain over 1000 followers on Facebook. The campaign was also featured in mainstream media.

SHEBA cat food also approached us to launch an online campaign that provided a platform for sharing of cat care tips to a community of cat owners.

The URLs for our website, Facebook and Twitter pages are

[www.catwelfare.org](http://www.catwelfare.org)

[www.facebook.com/catwelfare.sg](http://www.facebook.com/catwelfare.sg)

[www.twitter.com/catwelfare.sg](http://www.twitter.com/catwelfare.sg)

## 5. MEWS

We would like to thank Thenuga Vijakumar for taking our quarterly newsletter to a new level with eye-catching content. Special thanks also to Wendy Ng and Lim Cho Seng for managing our databases.

## Merchandise

We launched our 2<sup>nd</sup> calendar, designed by the Brew Creative team, featuring community cats in their natural environment in the concrete jungle that is Singapore. 3200 copies of the calendar were sold.



We would like to thank all the human and cat sponsors and photographers for making the calendar the success that it was.

## Memberships

We currently have 48 participating merchants providing discounts and privileged benefits to our members. They contribute in no small part to growing our membership base.

We'd like to thank Ivan Ong for his dedication in expanding and maintaining our merchants' list and Khalisah Rosdi for managing our membership registrations and renewals.

## Media Coverage

### January

#### TODAY

Jan 3 "Animal welfare: Response good so far, says Shanmugam"  
Jan 12 "Spring cleaning with a difference"

#### ZaoBao

Jan 3 "部长监督动物福利课题 并非“不务正业”  
Jan 15 "为猫结扎解决猫患"

#### PETS Magazine (Online)

Jan 6 "Pilot project to register cats in Chong Pang"

#### Straits Times

Jan 14 "Create your own webpage to raise funds for charity"  
Jan 21 "Life's better with a cat"

#### Berita Harian

Jan 16 "Lebih 200 aduan jagaan kucing diabai"

#### 938Live Living Room

Jan 18 "Teaming up with volunteers from corporate organizations to help under-privileged individuals in Singapore to care for their cats"

### February

#### Berita Harian

Feb 3 "Pentingnya menjaga haiwan dengan penuh tanggungjawab"

#### MyPaper

Feb 21 "SPCA calls on AVA to stop use of glue traps"

#### TODAY

Feb 21 "Cat caught on glue board euthanised, AVA to investigate"

#### Lianhe Wanbao

Feb 21 "Netizens exposed pest control company's misuse of glue traps"

#### Straits Times

Feb 26 "But what about cats and other mammals"

#### YoungUpstarts

Feb 28 "ReputationWatch – Monitoring Online Conversations About Your Business"

### March

#### CNA Singapore Talking

Mar 11 "Animal welfare"

#### Straits Times Saturday Special

Mar 17 "OCD Nation - Hoarding Pets"

#### SLA

March "The Spooner Story – From Workers' Quarters to HDB Rental Flats"

### April

#### The New Paper

Apr 5 "Fur flies in cat fight"

#### Omy

Apr 6 "我的猫呀！竟要为猫咪打官司"

#### Shin Min Daily

Apr 10 "名贵猫走失 邻居不归还为夺回猫咪董事闹上庭"

#### Berita Harian

30 Apr "Korban mahkota demi kucing"

### May

#### MyPaper

May 5 "More keen to adopt cats and rabbits as pets"

May 7 "She gives up locks to help stray cats"

May 22 "Not illegal to feed cats at void decks" (Viewpoints)

#### TODAY

May 7 "A year of greater engagement"

#### Straits Times

May 7 "Cat lover loses her locks to fund Spay Days"

May 21 "Community help for cat hoarders"

May 23 "Report sightings of stray cats on OneMap"

May 25 "Cat owners urged to be responsible"

#### Sunday Times

May 13 "Be responsible when feeding cats" (Forum)

May 17 "Should I keep my cat indoors all the time?"

#### New Paper

May 26 "Yikes! There's a cat on the supermart shelf"

### June

#### Her World

Jun "He's an animal lover"

#### PETS Magazine

Jun/July "Going bald for a cause"

### **Saturday Times**

Jun 2 "Pet Peeves"

Jun 2 "Teach kitty not to play rough"

### **Straits Times**

Jun 5 "Cat's out of the bag" (My Point)

Jun 9 "AVA probes alleged animal abuse case"

Jun 28 "\$46,000 fine for bogus vet"

Jun 30 "Fat pets a weighty issue"

### **Zaobao**

Jun 28 "私下替猫绝育赚外快兽医诊所护士遭罚款"

### **Shin Min Daily**

Jun 28 "捕猫人唆使下护士非法替猫绝育 两人各被罚 4 万 6000 元"

### **Channel 5 Everday Heroes**

Jun 28 "Animal Rescuers" Ep. 6

## **July**

### **Channel News Asia**

Jul 22 "Mass cat walk at Bukit Panjang"

### **AVA Pets are for Life**

Jul 5 "Friends of the Animals: Singapore's Very Own Cat Woman – Hear her roar!"

## **August**

### **PETS Magazine**

Aug/Sep "Fighting Paralysis"

### **TODAY**

Aug 13 "Stiffer penalties for abusers?"

### **Straits Times**

Aug 16 "Animal lovers call for stiffer penalties"

## **September**

### **Sunday Times**

Sep 9 "Fracas over cat feeding leads to court, mediation and apologies"

### **HBPTC Talk of the Town**

Aug – Oct "Bukit Panjang Care for Cats Walk"

## **October**

### **MyPaper**

Oct 1 "Nearly half of alleged animal abuse cases 'unintentional'"

### **Channel News Asia**

Oct 20 "Chong Pang residents can own one cat per flat"

### **Zaobao**

21 Oct "忠邦区 123 座组屋居民可养猫"

### **Straits Times**

Oct 21 "Cats in HDB flats under pilot scheme"

### **Xinmsn**

Oct 21 "尚穆根:忠邦区居民可合法在组屋住家内养猫"

### **TODAY**

Oct 22 "Thumbs up for Chong Pang cat programme"

### **Sgpuppies.com**

Oct 29 "Third undercover survey of pet shops and farms still shows lack in standards"

### **Deutsche Bank**

Oct "Volunteering with the Cat Welfare Society"

## **December**

### **Straits Times**

Dec 6 "Dog-related rows? Group to mediate"

### **Channel News Asia**

Dec 29 "2012 opened new possibilities for stray animals to find homes"

## FINANCIAL STATEMENTS

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### Income and Expenditure Statement

For the year ended 31st December 2012

<b>Income</b>			
Memberships	\$8,000.00		
Donations	\$289,058.95		
Merchandise Sales	\$38,299.25		
<b>Total Income</b>		\$335,358.20	
<b>Cost of Sales (S\$)</b>			
Purchases	\$25,296.37		
Event Expenses	\$7,867.44		
Total Cost of Sales		\$33,163.81	
<b>Gross Profit</b>			<u>\$302,194.39</u>
<b>Expenses</b>			
<b>Operating Expenses</b>			
Sterilisation		\$78,416.21	
Special Projects		\$43,958.05	
Mediator Support		\$49,111.60	
Special Appeals		\$91,024.06	
Transport		\$7,755.44	
Education		\$726.15	
Total Operating Expenses			\$270,991.51
<b>Administrative Expenses</b>			
Accounting	\$2,200.00		
Bank Charges	\$444.60		
Paypal Fee	\$272.33		
Postage	\$1,282.43		
Office Supplies	\$266.85		
Printing and Stationary	\$633.07		
Registration and Licenses	\$40.00		
Staff - Salaries	\$3,326.00		
Staff - CPF	\$532.00		
Staff - SDL	\$8.00		
Telecom Expenses	\$297.78		
Internet Related Expenses	\$861.61		
SG Gives Fees	\$336.41		
AXS - Processing Fee	\$857.92		
Maintenance Fee	\$178.51		
Meal & Refreshment	\$477.00		
Rental - Facilities	\$385.00		
Rental – P.O. Box	\$214.00		
Total Administrative Expenses		\$12,435.00	
Depreciation		\$263.42	
<b>Total Expenses</b>			<u>\$283,689.93</u>
<b>Operating Profit</b>			\$18,504.46
<b>Net Surplus/(Deficit)</b>			<u>\$18,504.46</u>

## Balance Sheet

As at 31st December 2012

### Current Assets

Cash On Hand		
DBS Bank	\$113,101.03	
OCBC Bank	\$10,084.00	
Paypal	\$4,329.07	
Total Cash On Hand		\$127,514.10
Account Receivable		\$3,395.00
<b>Total Current Assets</b>		<b>\$130,909.10</b>

### Property & Equipment

Computer & Software at Cost	\$133.75	
Computer & Software Accum Dep	(\$133.75)	
Equipment at Cost	\$389.00	
Equipment Accum Dep	(\$129.67)	
<b>Total Property &amp; Equipment</b>		<b>\$259.33</b>

### Other Assets

Deposits Paid		\$300.00
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**Total Assets** **\$131,468.43**

### Liabilities

Current Liabilities		
Accruals	\$1,773.45	
Deposits Received	\$250.00	
Total Current Liabilities		\$2,023.45

**Total Liabilities** **\$2,023.45**

### Net Assets

**\$129,444.98**

### Equity

Prior Year's Surplus/Deficit		\$28,970.50
Retained Earnings		\$81,970.02
Current Year Surplus/Deficit		\$18,504.46

**Total Equity** **\$129,444.98**



Fareena Omar, *Treasurer*



Veron Lau, *President*

## ACKNOWLEDGEMENTS

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In addition to those we have thanked in the body of this report, the Society would like to extend its heartfelt thanks to the following individuals and organisations that have helped us in many ways during the year.

### **Organisations**

ASD  
ACRES  
HRSS  
SPCA  
Agri-food & Veterinary Authority of Singapore  
Housing Development Board  
National Environment Agency  
National Volunteer & Philanthropic Centre  
Ministry of National Development  
Town Councils

### **Corporate Donors**

Brew Creative  
Cat Socrates  
Chia S Arul & Co  
Home@68  
Kore Design Communications  
Kuvera Asset Management  
Palate Sensations  
Phish Communications  
PolyPet  
The Outpost Trading Co  
The Silent Foundation

### **Media Partners and Sponsors**

Mediacomm  
SHEBA

### **Event Partners and Sponsors**

The Arts House  
BooksActually  
Cats of the World  
Island Creamery  
Pet Lovers Foundation  
PETS Magazine  
Sixth Sense Communications

Solid Gold

Thunder Rock School

### **Celebrity Appearances**

Melody Chen  
Randall Tan

### **Individuals**

Akesh Abhilash  
Aloysius Choong  
Ang Li Tin  
Carlyn Law  
Daphne Chew  
Derrick Tan  
Diana Hussein  
Dr. Cai Panqin  
Dr. Lou Ek Hee  
Eveline How  
Friz A.B.  
Gobbs S.Y. Lim  
Ivan Ong  
Khalisah Rosdi  
Lee Siew Ying  
Lily Low  
Lim Cho Seng  
Louis Ng  
Lynette Foo  
Madeline Chen  
Neo Kai Ling  
Paul Wong  
Rebecca Ho  
Sandy Lim  
Shantel Mudge  
Siew Kum Hong  
Steph Lee  
Syahirah Shukor  
Tay Sia Ping  
Vincent Ng  
Wendy Ng  
Yvonne Chan

We would also like to express our gratitude to the many caregivers across the island who carry out TNRM work on a daily basis, and without whom none of these would have been possible.

Cat Welfare Society  
Orchard Road P.O. Box 65, Singapore 912303  
info@catwelfare.org