



Annual Report

for the year ended
31 Dec 2009



CONTENTS

About the Cat Welfare Society	Page 2
2009 Executive Committee	Page 3
Message from the Committee	Page 4
Agenda for the 11th Annual General Meeting	Page 6
Minutes of the 10th Annual General Meeting	Page 7
Our Activities	Page 10
Auditor's Report	Page 21
Financial Statements – Profit & Loss Statements	Page 22
Financial Statement – Balance Sheet	Page 23
Acknowledgements	Page 24

ABOUT THE CAT WELFARE SOCIETY

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.

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
- 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
- provide for the well-being of cats who are sick, injured or otherwise in need
- 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 due to a lack of resources. The Society does not receive any regular funding. All the money needed for our work 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 still kept at a minimum, most funds we raise go towards helping the cats.

More information about the Society and our work can be found at www.catwelfare.org.

The Society can be contacted by email at info@catwelfare.org or by post at Orchard PO Box 65, Singapore 912303.

Our sterilisation mailbox number is 7000-CATSNIP.

2009 EXECUTIVE COMMITTEE

President : Ang Li Tin
Vice-President : Neo Kai Ling
Treasurer : Michelle Lee
Secretary : Jaclyn Lim
Committee Member : Veronyka Lau
Committee Member : Fareena Omar
Committee Member : Lynn Lam
Committee Member : Dawn Lam
Committee Member : Minako Yamamoto
Committee Member : Kathy Tham

MESSAGE FROM THE COMMITTEE

Promoting Trap-Neuter-Return-Manage (TNRM) programmes continued to be the cornerstone of the Society's work in 2009. While the Society provides the know-how, the equipment, and the financial support for TNRM work, the sweat and toll of actually carrying out that work is borne by caregivers. We are therefore very grateful to the many caregivers out there, without whom the Society's efforts would never bear fruit.

In 2009, the Society was invigorated with a new committee formed after the AGM in 2009, comprising of the the following newcomers including Veronyka Lau, Lynn Lam, Fareena Omar, Jaclyn Lim, Kathy Tham, Minako Yamamoto, Derrick Khoo, and Emmanuela Quek. Most of them are seasoned caregivers and some are animal activists in their own right, outside of the Society's domain and all took on the task valiantly.

However, Derrick and Emmanuela were not able to continue with the Merchandise and Events portfolio later on in the year, but we sincerely thank them for their contributions and also for the input that they have given us with regards to the organisational reform.

Veron stepped up initially to take over for the merchandise and events but found her niche with mediation and community outreach. Jaclyn took over as editor for The Mews, our quarterly newsletter and have released 2 issues that were distributed to various vet clinics for a wider distribution network outside of the cat welfare community. She is also the media point-of-contact for the Society. Lynn and Fareena joined us as veterans in the cat welfare community and they had taken over as the events and fundraising portfolio later on in the year as well as juggling mediation work. Minako has been very helpful with supporting the committee with our various fundraisers and mediation issues.

We have also recruited a new part-time Administrative Manager, Catherine Teo, who performed the crucial functions of attending to queries from caregivers and the public and managing our sterilisation reimbursement scheme. We thank Wiggie Lim for her hard work during the earlier part of the year. She has remained as our volunteer taking care of the sterilisation email account and also to guide new volunteers for the voicemail aspect of the hotline booking system. We greatly appreciate the time and effort taken by Clare Teo and Zarina Sani to oversee the hotline booking system this year.

We would like to thank the following regular volunteers who sacrificed personal time to help out with the Society: Ivan Ong (membership perks), Shelly Sim (membership), Aloysius Choong (website) and Ooi Xiao Wen (special appeals).

2009 proved challenging for the Society as we coped with a fall in donations and membership subscriptions, due in no small part to a trying economic climate and also a sharp rise in complaints towards the community cats.

However, with the enthusiasm of the new committee members, the Society did much better in terms of fundraising and also to raise the awareness of our mission of promoting Trap-Return-Neuter-Manage as the a humane and effective method of controlling the population of our community cats and continued to fund caregivers' sterilisation efforts.

We have organised several successful fundraising activities and awareness drives, driven by the social media platforms like our Facebook page, and these activities had propelled

our Society into a more prominent position amongst the animal welfare groups in Singapore, especially to the net-savvy generation.

In support of the Society's mission, SPCA had very kindly reserved 5 vouchers each month to CWS for the sterilisation of community cats. We thank them for sharing the financial load of sterilisation costs with us and we hope to be able to continue this great partnership.

We held our 4th annual Spay Day on 30 October 2009 and a record total of 210 cats were sterilised on this day alone. Kai Ling was the committee member who oversaw the entire event. We are extremely grateful to Rebecca Ho and Wiggie Lim, the experienced hands who spearheaded the event, and also special thanks to all the volunteers who made this event possible.

In 2007, we made modifications to our reimbursement scheme. We raised our sponsorship of sterilisation to \$20 per cat and up to \$60 for the 5th cat sterilised. In 2008, we made the decision to continue with the scheme, but tweaked our policy to make a distinction between members and non-members. Non-members continue to be eligible for reimbursements but at a lower rate of \$10 per cat sterilised.

While we would have liked to generously fund the medical expenses incurred by caregivers, we had to be mindful of our changed financial situation and the Society's expressed mission. In 2009, we have decided to suspend the medical reimbursement scheme until further notice, to better manage our expenditure as it has proven to be a huge drain on our reserves. We hope to reinstate the scheme once our financial situation have improved to a more healthy state.

For the sterilisation reimbursement scheme, we have also Imposed a cap of \$500 a month for each claimant. We encourage caregivers to sign up as our member to enjoy the preferred reimbursement rates for the sterilisation of community cats.

The Society received no financial support from the government and is very much dependent on financial contributions from the public. While the committee is committed to diligent monitoring of the Society's financial health and to revise our reimbursement policies as necessary, we also urge one and all to not forget our feline friends as the cost of living continues to go up in Singapore.

The reproductive rate of cats has no regard for economic climate and a single pair of breeding cats and their offspring can produce 325 cats in 2 years. For as little as \$20, a cat can be sterilised. This can go a long way towards preventing unnecessary births and unnecessary deaths of cats. We hope to have your continued support.



A collection of ten handwritten signatures in black ink, arranged in two rows. The top row contains five signatures, and the bottom row contains five signatures. The signatures are written in various cursive styles, some appearing to be names like 'Lyndam', 'minako', and 'Fallu'.

AGENDA FOR 11th ANNUAL GENERAL MEETING

1. Minutes of Annual General Meeting

To confirm and adopt minutes of the 10th Annual General Meeting held on 27th March 2009.

2. Annual Report of the Committee

To receive and adopt the Annual Report for the year 2009.

3. Audited Accounts

To receive and adopt the audited accounts for the year ended 31st December 2009.

4. Election of Committee Members

To elect the following office bearers and ordinary committee members for the year 2010:

President
Vice-president
Secretary
Treasurer
Ordinary Committee Members (6)

5. Any Other Business

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

MINUTES OF THE 10th ANNUAL GENERAL MEETING

27th March 2009 at 8pm

Venue: National Volunteer & Philanthropy Centre (NVPC)
The Giving Place
6 Eu Tong Sen Street
#04-88 The Central
Singapore 059817

As there was no quorum, the meeting began at 8pm. President Michelle Lee announced the changes in the organisation of the Executive Committee and introduced the members and their new designations:

- Ang Li Tin, President
- Neo Kai Ling, Vice-President
- Dawn Lam, Treasurer
- Jaclyn Lim, Secretary
- Minako Yamamoto, Committee Member
- Derrick Khoo, Committee Member
- Emmanuela Quek, Committee Member
- Michelle Lee, Committee Member
- Jeannie Chan, Committee Member
- Veronica Lau, Committee Member

1. Agenda

1.1 To Confirm and Adopt the Minutes of the 10th Annual General Meeting.

The President presented the Minutes of the 10th Annual General Meeting to the attendees. She asked if there were any clarifications required before confirming and adopting the Report.

Proposer: Jaclyn Lim
Secunder: Michelle Lee

1.2 Focuses of Cat Welfare Society in 2008

The President stated the focuses of the Society and went through what the Society has done in 2008. She highlighted Spay Day 2008, mentioning that the annual event went more smoothly than before because the Society, vets and caregivers were more aware of their roles and responsibilities. In addition, there was an organising committee for the event. There were in fact, more slots for this year reserved with the vets. Still, only 157 cats were sterilised instead of the targeted 160 as some caregivers who had booked the slots could not catch the cats in time for the event.

With regard to the changes in the Executive Committee, the President explained that former Committee Members had relinquished their positions due to various reasons over the year, such as work commitments. She also mentioned the hiring of a new part-time administrative staff, Catherine Teo. Wiggie Lim, who has stepped down from the administrative manager position, will continue to be in charge of the Catnips Email and Hotline.

The President then went through the revamp of the Society's website. She mentioned that the previous website had been problematic, primarily because it was difficult for administrators to upload content onto the site, which led to the public being unsure whether the Society was still functioning or not. She thanked Li Tin and two other volunteers for coming up with a more functional website, which includes a cleaner interface and allows fosterers to upload photos and information about their cats onto the Adoption Bulletin themselves.

The President also mentioned that the Society has been actively responding to cat-related issues in the media by addressing concerns raised and highlighting the importance of Trap-Neuter-Return-Manage (TNRM). She noticed an increase in the number of forum letters about responsible feeding and explained how the Society educated the public about it.

The President explained that it has been difficult for Committee Members to help with mediation in 2008, as all of them hold full-time jobs. Still, she mentioned that the Society has plans to look into how to facilitate mediation for 2009, but will require the support and patience of the caregivers.

The President then called for questions.

Tan Siak Hang (#T1269) and Hooi Huan Mok (#M1267) asked if the Society could engage the Malay community even more. The President explained that previous attempts to tie up with mosques had not been successful, but do not rule out revisiting the issue in future.

Siau Li Chao (#S0386) suggested that the Society organises more outreach programmes in primary schools. The President mentioned that Society has organised events in secondary schools, Singapore Management University and Republic Polytechnic.

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

Proposer: Derrick Khoo
Secunder: Ang Li Tin

3. To Receive and Adopt the Audited Accounts for the Year Ending 31 December 2008

The President noted a deficit of \$32,822.43, which was supported by the Society's reserves and a decline in income of 20%. She mentioned that the Society has excellent Admin Expense (AE) and Program Expense (PE) ratios of 17% to 83%, which means that the Society's resources goes mainly to the sterilisation of cats. But she highlighted the need to relook at reimbursement policies so that the

Society will not run into cashflow problems. She mentioned that the Society will do more to raise funds in 2009.

She asked if there were any clarifications required before confirming and adopting the Report.

Siau Li Chao suggested selling more memberships, such as by organising events at primary schools. The President mentioned that there must be incentives for people before they are willing to sign up. She applauded former Committee Member Ivan Ong's efforts to convince veterinary clinics and pet shops to offer discounts to members in 2008, and suggested that the Society should see the benefits of these efforts in 2009 once more people are aware of membership perks.

Proposer: Veronyka Lau
Secunder: Neo Kai Ling

4. Any Other Business

- Siau Li Chao asked how long the reserves will last if things do not improve. Ang Li Tin stated that it will not last more than a year if expenditure is not curbed and emphasised that the Society will do its best to curb spending by relooking at the reimbursement policies and to raise more funds.
- Tan Siak Hang suggested linking up with vets to offer discounts to members who bring in community cats for treatment. The President noted that participating vets are already offering cheaper rates if members book sterilisation slots. But it is difficult for vets to offer more discounts as they are running businesses. There is also the difficulty of assessing if walk-in members might be abusing the privilege by bringing their own cats for treatment. The President will not rule out the possibility of bringing this issue up to vets to hear their opinions.

5. Closure Of Meeting

Meeting called to a close at 8.50 pm.

Sterilisation and TNRM

The Society engages in the following activities to promote TNRM among prospective caregivers and to support the TNRM efforts of existing caregivers.

1. Provide cat traps on loan

The Society loans out traps to caregivers solely for the purpose of carrying out TNRM. Loan of these traps require a deposit of \$75 that is refundable when the trap is returned. This is to cover our costs should the trap be lost, stolen or damaged.

2. Liaise with vet clinics to obtain subsidised rates for sterilisation

To date, there are 20 vet clinics that work with us to provide subsidised sterilisation rates to caregivers. Booking of these sterilisation slots have to be done through the Society by emailing catsnip@catwelfare.org or by leaving a voicemail at 7000-CATSNIP.

We would like to thank Wiggie Lim , Clare Teo and Zarina Sani for so competently handling bookings by email and voicemail. For 2009, a total of 1343 (or an average of about 111 per month) subsidised sterilisation slots were booked through CWS for the sterilisation of community cats.

3. Provide partial reimbursement of sterilisation costs

In 2006, the Society increased reimbursement of sterilisation costs per cat to \$10 and on top of that, provided full reimbursement for every 5th cat sterilised. In June 2007, we increased the reimbursement rate to \$15 per cat and full reimbursement of up to \$50 for every 5th cat sterilised. In September, on reviewing the financial status of the Society, the committee decided that we were in a position to provide a further increase. The current reimbursement rate is \$20 per cat and full reimbursement of up to \$60 for every 5th cat sterilised.

The reimbursement policy will be adjusted from time-to-time to reflect the financial health of the Society. We are happy to provide these reimbursements provided caregivers (1) mail in original vet clinic receipts within one month of incurring the expense, and (2) fill up and return the necessary claim form. The claim form can be obtained from the Society through email or snail mail.

As decided on 6 December 2009, that starting 1 March 2010, the Society will be imposing a \$500 monthly cap to the reimbursement amount for each member. This is due to funds dipping in lieu of the gloomy economic situation in 2009 and the cap will be in place for us to better manage our funds in the coming years.

Spay Day 2009

Encouraged by the success of Spay Day 2008, we had another Spay Day last year. Spay Day 2009 was concluded on Friday, 30 October 2009. The event was held in October in line with World Animal Day. A total of 210 community cats (75 female and 135 male cats) were sent to the various vets for sterilisation. This was almost a 34% increase from the total of 157 cats sterilised in 2008.

Caregivers submitted their requests for slots weeks prior to the event and had to trap and fast their community cats the night before the big day. The cats were then brought to one of four dropoff points at Ang Mo Kio, Bedok and Joo Chiat bright and early the following morning.

Minako Yamamoto, Rebecca Ho, Veronyka Lau and Neo Kai Ling were stationed at each of these drop-off points as coordinators and along with volunteers, ensured that all cats were checked in and that all cages were ID tagged and secured. The cats were then sent on their way to one of the 17 participating vet clinics. In the evening of the same day, these cats were taken to the same drop-off points where they were returned to their caregivers.

There were also many other volunteers who helped out that day took much initiative in loading and unloading the cats from the vans. They readily approached the care-givers to fill up the carrier forms and tagged the cats very efficiently. Thank you Nancy, Regina, Timothy, Qi Yao, Yang Huan, Fareena, Rina, Shelby, Mey Li, Shanaz, Mel and Phyllis Tan.

We would also like to thank our organizing committee who was in charge of the overall planning and smooth running of Spay Day – Rebecca Ho, Michelle Lee, Neo Kai Ling, Veronyka Lau, Fareena Omar and Munirah. They planned behind the scenes weeks before the event to ensure that Spay Day goes on smoothly - from getting vet slots, to charting transport routes, preparing logistics and forms, to getting volunteers and tabulating lists.

We are extremely grateful to the following 17 vets who made Spay Day 2009 possible by providing sterilisation slots at subsidised rates and displaying Spay Day posters at their clinics:

Allpets & Aqualife Vets	Mount Pleasant Animal Clinic (Springside)
Animal & Avian Veterinary Clinic	Mount Pleasant Animal Hospital
Animal Care Veterinary Centre	Namly Animal Clinic
Animal Practice	P.A.W (People Animal Wellness)
Clinic For Pets	Veterinary Centre
James Tan Veterinary Centre	Pet Clinic
Mount Pleasant Animal Clinic (Bedok)	The Animal Doctors
Mount Pleasant Animal Clinic (East)	The Joyous Vet
Mount Pleasant Animal Clinic (North)	Vet Practice

Education and Public Awareness

1. Responsible feeding brochure

Given the incidence of irresponsible feeding leading to complaints by HDB residents and potentially to the trapping and killing of cats, the Society thought it important to educate feeders on the do's and don'ts of responsible feeding. To this end, we put out brochures on the topic in English, Chinese and Malay. These brochures are available at exhibitions, talks and TNRM workshops.



2. Factsheets

Residents often have trouble articulating the arguments for running a TNRM programme or are unsure of the best approach to take when initiating TNRM programmes with their Town Councils. Dawn, therefore, came up with a factsheet detailing such things as important points to be communicated as well as how to prepare for a meeting with Town Council. The factsheet is available on request by writing to info@catwelfare.org.

3. Talks

The Society gives talks on the need for sterilisation, how TNRM programmes work and what the Society does to promote TNRM as an effective means of controlling the community cat population. These talks are done on invitation and anyone wishing to have us give a talk can write to info@catwelfare.org.

The following are some of the talks that took place in 2009.

National University of Singapore, LT 27

By : Ang Li Tin and Veron Lau
Topic : Animal Welfare Symposium 2009

Canberra Secondary School

By: : Dawn Lam
Topic : Cats and Animal Abuse

4. Promotional Campaigns

CWS produced 3 posters to educate members of the public about the importance of sterilising their pet cats, to keep their pet cats indoors. Special thanks to Ronn Lee who designed the posters.

A photoshoot was conducted with several Fly Entertainment artistes: Benjamin Heng, Shane Mardjuki, Jaime Ong, Daniel Ong, Bernie Chan; 987FM DJ Desiree Lai; Melody Chen and Randall Tan. The campaign is targeted to be released May 2010. Special thanks goes to Strip's Beauty Emporium for the location, Clayton Lai as volunteer photographer and Michelle Tay as volunteer stylist.

5. Events and Exhibitions

Flea Mania, 17th January 2009 & 23rd May 2009

Paw Pledge, an independent TNRM group organised 2 flea markets and CWS was proud to be able to set up a sponsored stall to educate members of the public about our work and raise funds through merchandise sale.

Eagle Pack Championship Cat Show, 22 March 2009

As part of the efforts to raise awareness about TNRM in the heartlands, CWS took part in the cat show held at the Serangoon Community Club. It was a chance to educate members of the public about our work and raise funds through merchandise sale.

"Gu Gu The Cat" Charity Movie Premiere, 21st April 2009

Festive Films & the Cat Welfare Society held a preview screening of "Gu Gu the Cat", the long-awaited modern Japanese tale of a lady and her love for her pet cat. The screening was held at Golden Village Vivocity and more than 200 supporters purchased tickets beforehand to attend the screening. Royal Canin and Pet Lovers Centre kindly sponsored the items for the goody bags, such as cat toys and shampoo packets.

LPN Cats Day'09 at Suntec City, 6th -14th June 2009

For 3 consecutive weekends, CWS was invited by LPN Art School to set up a booth to speak to children and parents about the importance of responsible pet ownership, as well as raise funds by the sale of merchandise. Veron Lau, our then new committee member also held story-telling sessions of her illustrated book "Smalley In The Hedge" – a story about an abandoned pet cat facing dangers in the streets.

Cat's Night Out At Jurong Point, 20th June 2009

Jurong Point invited CWS to organise a stage programme for their Late Night Shopping weekend and an informal contest was held to search for the "Most Beautiful Domestic Cat" to celebrate the local cross breed cats as great pets. For the first time, cats are officially allowed in the premises of a major shopping mall in Singapore, and many cat owners were very happy to bring their pet cats out to make some new feline friends.

Hosted by Angela May, the show was very well-received, as many cat lovers stayed behind long after shopping hours to vote for the "Most Popular Cat". Winners went home with sponsored hampers and vouchers from Jurong Point, Pet Lovers Centre and Pet Station. We also took the great opportunity to talk about the importance of keeping pet cats at home and the benefits of sterilisation for pets; we also sold merchandise to the enthusiastic crowd who were very supportive of our cause.

Cats of the Word III Photo Exhibition, 9 - 28 July 2009

Back for the 3rd time, this photo exhibition was put together by a group of cat lovers who were also photography enthusiasts. The objective of the exhibition was to raise awareness about the plight of community cats in Singapore, as well as around the world. Held at the Arts House this year, some 40 photos of cats were showcased during the event and co-organiser Carlyn Law invited CWS on the opening of the exhibition to give a talk about our work, interact with cat lovers and raise funds through selling merchandise.

Strip "Bowtie" Campaign, July – October 2009

Strip, The Waxing Ministry adopted CWS as their official charity and based their new promotional campaign around the cheeky theme "What's New Pussycat?". \$1 will be donated to CWS via each customer that opted for a temporary "Bowtie" tattoo after their Brazilian Wax sessions. CWS placed a total of 8 donation tins at all of their outlets in town for 3 months and that was accompanied by striking posters featuring a cat with a mohawk. Due to the success of previous "Cats Night Out" events, the campaign was rounded off with a Strip Cat-Tea Party on 18th October at Strip's new Beauty Emporium at the hip Dempsey Hill. Cat owners were invited to enjoy finger food while having their cats groomed by our volunteer cat groomer, Yvonne from Claws and Paws as well as many other fun activities.

AVA Responsible Pet Ownership Roadshows, November 2009

This annual event organised by the Agri-Food and Veterinary Authority (AVA) was held at 3 Community Clubs (Leng Kee CC, West Coast CC and Anchorvale CC) to reach out to the heartlanders, and had "Be a Responsible Pet Owner" as the theme. CWS was glad to be part of AVA's effort in promoting responsible pet ownership. In addition to setting up a booth to educate visitors about the importance of TNRM, CWS also had three educational talks as part of the stage events, aimed at educating the public about the myths of sterilisation and how to take care of pet cats.

Ikea "Beautiful Pets, Responsible Owners" Awareness Drive, December 2009

CWS and several other animal welfare groups like House Rabbit Society of Singapore and SPCA were invited to spread the message of responsible pet ownership to the general public at Ikea Alexandra. This is a great showcase for the groups to reach out to families and especially children in an informal setting. Cats and rabbits were brought to the venue from the weekend of 20th December to attract potential adopters as well as generate interest in the younger generation about caring for animals. Brochures were given out to those who wish to learn more about owning pets responsibly.

Christmas Charity Baking Class, 20th December 2009

Palate Sensations kindly organised a charity Christmas cookie baking class for CWS in support of our cause. The participants went hands on to bake vanilla horns, biscotti and piped shortbread all from scratch. All of the proceeds went to CWS. Special thanks to Lynette Foo and patissier, Angeline Poon.

6. In the Media

Whenever cat-related issues surfaced in the media, the Society took the opportunity to address concerns raised and to highlight the importance of TNRM. In 2009, the issue that received significant attention had to do with the abuse cases throughout the year.

The Society was mentioned in the following media excerpts.

The Straits Times, 21/06/09, "Suffer The Little Critters":

"It doesn't solve the problem because the cats causing the over-population problem are not the ones that got caught, which are already sterilised," said Ms Ang. Cat lovers argue that culling only creates a vacuum effect: get rid of the old cats and new cats will move in.

Instead, all the groups advocate a Trap-Neuter-Release-Manage (TNRM) method, a programme that is seen as a more humane and effective alternative to culling."

The Straits Times, 09/08/09, "44 Reasons To Love Singapore":

"Sterilising a cat can cost \$50 to \$120, but caregivers looking after community cats can do so for about half the cost or less through the Cat Welfare Society.

Cats sterilised through the society have their left ears clipped to differentiate them from unsterilised ones on the streets.

Islandwide, there are about 250 caregivers registered with the society, many of whom form networks. Apart from looking after cats, the caregivers help educate the public about cat care. If they see people leaving out cat food unattended, they advise them against it as the practice attracts vermin."

The Straits Times, 13/12/09, "Rise of The Citizen Patrol":

"Animal activists, for instance, have often stepped forward to trace animal abusers. Ms Veron Lau, 38, a Cat Welfare Society committee member, volunteered for two patrols this year to help catch cat abusers in Choa Chu Kang and Toa Payoh.

"The suspects, who are often residents of those neighbourhoods, become less likely to continue their actions knowing that people are on the alert," she explained."

My Paper, 05/10/09, "Singaporeans More Animal-Friendly":

"The Cat Welfare Society started Spay Day, when it sterilises cats for free, three years ago. It has since seen a 15 per cent increase in the number of cats it spays. "

Straits Times Online Forum, 27/06/09, published letter:

"I REFER to the letter, "Why is there uneven enforcement of certain rules and regulations?" by reader Paul Antony Fernandez (The New Paper, 17Jun). The Cat Welfare Society has been working on promoting responsible feeding among the community of cat lovers and caregivers for many years. It is our aim to educate and inform the public about the potential problems that leaving food behind for cats can possibly cause.

We encourage all cat feeders to clear up after the cats are done eating, to feed at ground level, away from high traffic areas, and discourage them from feeding on other floors of high-rise buildings."

Sunday Times, 28/06/09, published letter:

"Well-managed colonies of community cats are ones with dedicated caregivers who feed these cats responsibly, care for their health, help to resolve cat-related complaints and, most importantly, ensure that all cats in the colony are sterilised.

This is a method that has been shown in the United States and elsewhere to be an effective and humane way to tackle the problem of overpopulation."

Sunday Times, 28/06/09, published letter:

"The Cat Welfare Society agrees with Mr Chua that responsible feeding and sterilisation of community cats are crucial to the harmonious coexistence of cats, caregivers and residents. That is why we advocate the trap-neuter-release-manage (TNRM) method, in which community cats are captured, sterilised and then returned to the community, where caregivers can continue to feed and care for them, as well as manage any issues arising from their presence.

Sterilised cats generally do not caterwaul, tomcats will stop spraying urine to mark their territory, and 'wanton breeding' will be prevented. "

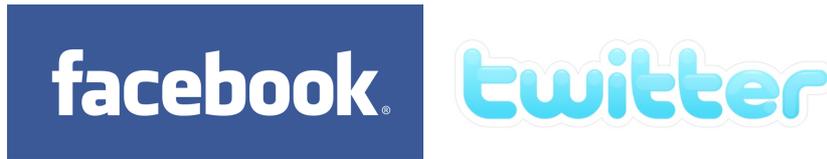
Straits Times Online Forum, 20/07/09, published letter:

"Removing cats does not solve the problem as new cats will move in to fill the vacuum, resulting in an endless cycle of culling. Traps, in the hands of people who are unfamiliar with or do not love cats, can also lead to mistreatment or intentional ill treatment of these animals. This runs counter to AVA's mission to promote animal welfare.

Instead, CWS encourages people to trap, then neuter the cats before releasing them back to the estate where they are managed by caregivers. This trap-neuter-release-manage (TNRM) method will effectively, and humanely, solve the cat population issue in the long run.

CWS urges AVA to reconsider its practice of loaning out traps and offering euthanasia for free as a way to resolve cat nuisance issues of private home owners and inform people about sterilisation as an alternative. It is more effective and better use of taxpayers' money to sterilise than to cull. "

Social Media and Official Website



In 2009, we found that our Facebook was generating a lot of interest and supporters log in daily to get updated about the Society's activities and also to share photos and articles relating to cat welfare issues around the world.

It has proven to be a good avenue to garner support, gather information, crowd-source for volunteers and also to publicise our upcoming fundraising and awareness drives. The effectiveness of getting the word out to the public has become much easier with the widespread use of social media platforms such as these.

To date, we have around 3000 fans who have subscribed to our Facebook page (URL: <http://www.facebook.com/pages/Cat-Welfare-Society/99555921064?ref=ts>)

The updates from the Facebook account is also linked to our Twitter account (URL: <http://www.twitter.com/CatWelfareSg>), which has a following of more than 300 followers.

The revamped website that went live on January 2009, includes an automated Public Adoption Bulletin Board, and it has turned out to be one of the most popular platforms for cat adoption announcements. An average of 5-6 cats were posted up for adoption every day. The CWS website's hit rate doubled since the implementation of the new layout.

Merchandise

The society continued to sell our merchandise to raise funds in 2009. This year, instead of producing generic merchandise, we have decided to source for merchandise materials from various avenues, such as Etsy.com, an online website for handmade items.

Many of the sellers were willing to give CWS a big discount thus improving our profit margins. One of the most popular merchandise are the Catnip Eyeballs, sourced from an Etsy seller in the US.

The other avenue for merchandise sales was through the website. The orders were then mailed out with a small postage & handling fee. Payments were processed by getting the customers to pay for the purchase by PayPal to our account at info@catwelfare.org, a secure mode of electronic payment.

Newsletter

The newsletter was restarted in the later half of the year when we roped in seasoned writer, Jaclyn Lim to produce the newsletter. Issue #15 was released in August 2009 and was given a limited run of 500 copies that was distributed to 27 vet clinics islandwide. Issue #16 was released December 2009 with a run of 800 copies.

We hope that the newsletter would generate more donations and attention from members of the public, especially those who are not aware of the Society and our cause.

Mediation and Liaison

Since July 2009, we had the good fortune to have the mediation portfolio taken over by Veron Lau, a new committee member who had very rich experience with TNRM programmes. She proved to be a great asset when it comes to dealing with cases and is very committed towards the resolution of cat-related issues, all the while working closely with Town Councils, caregivers and also complainants.

Lynn Lam and Fareena Omar joined her team later on in the year and they have been working closely to tackle cases that surfaced to our attention while also juggling event management at the same time.

This year, due to a sharp spike in complaints coming from the Jurong West area, we have engaged a dedicated caregiver, Michelle Siau to help us with mediation cases around that area. We are reimbursing her \$100 every month to offset her transport and phone bills. She is also working closely with Chua Sok Hoon, a resident from Jurong West to tackle the zone where they have struck up an agreement with the Town Council to look into future cases.

Abuse Cases

While the Society's focus has been on sterilisation and TNRM, we have also supported SPCA's call to action in abuse cases. We have done this by matching rewards offered by the organisation for information leading to the apprehension and prosecution of those responsible for the abuse and deaths of cats.

Some examples of such cases include:

\$1000 offered for the solving of Bayshore Park Abuse Cases

Over 15 cats were found poisoned at Bayshore Park condominium, victims included a mother cat and her nursing kitten.

\$1000 offered for the solving of Choa Chu Kang Abuse Case

A community kitten was found mutilated, leaving only the head and some skin.

\$1000 offered for the solving of Toa Payoh Abuse Case

A community cat was found strangled to death - his neck was tied to a pipe.

Veron, in her own capacity, was involved in 2 citizen patrols which were led by a grassroots sterilisation and rescue group called Paw Pledge. The patrolling were in response to the latter abuse cases. Volunteers were gathered to go door to door to ask for witnesses to come forward using reward flyers. For the most recent case, the efforts have surfaced several witnesses resulting in the police taking their statements.

Other Matters

1. *Dialogue Session with CEO of AVA, 3/12/2009*
CWS was invited to attend a dialogue session with the new CEO of AVA, Ms Tan Poh Hong together with several other animal welfare groups.
2. *Dialogue Session with AMK-YCK Town Council, 11/05/2009*
CWS was invited to discuss how the caregivers can work with Ang Mo Kio - Yio Chu Kang Town Council to better manage the cats in the precinct.

AUDITORS REPORT

Message to members of the Cat Welfare Society:

We have audited the financial statements of the Cat Welfare Society for the year ended 31st December 2009. These financial statements are the responsibility of the Society's executive committee. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the Singapore Standards on Auditing. These Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements are properly drawn up in accordance with the Societies Act and Statements of Accounting Standard and so as to give a true and fair view of the state of affairs of the Society as of 31st December 2009 and of the cash flows of the Society for the period ended on that date.



Yu Junkey
Honorary Auditor



Quek Hwee Kun
Honorary Auditor

25th March 2010

FINANCIAL STATEMENTS

Income and Expenditure Statement *For the year ended 31st December 2009*

Income

Membership Subscriptions	\$4,990.00
Donations	\$77,974.63
Society Merchandise Sales	\$1,777.00
Total Income	\$84,741.63

Cost of Sales

Purchases	\$849.46
Event expenses	\$631.50
Gross Profit	\$83,260.67

Expenses

Operating Expenses

Education	\$178.50
Rescue	\$2,688.94
Sterilisation	\$58,613.10
Food	\$89.45
Transport	\$1,291.00
Cat Equipment	\$100.00

Administrative Expenses

Accounting	\$1,200.00
Bank Charges	\$136.57
Postage	\$527.74
Office Supplies	\$61.00
Printing & Stationery	\$472.01
Staff - Salaries	\$1,600.00
Staff -CPF	\$154.00
Staff - SDL	\$16.00
Casual Labour	\$4,750.00
Telecom Expenses	\$123.75
Internet Related Expenses	\$216.00
AXS Processing Fee	\$294.36
Maintenance Fee	\$428.00
Meal & Refreshment	\$330.00
Rental – Storage Space	\$1,800.00
Rental - Facilities	\$90.00
Total Expenses	\$75,160.42

Operating Profit	\$8,100.25
-------------------------	-------------------

Balance Sheet

As at 31st December 2009

Current Assets

Cash On Hand	
DBS Bank	\$35,598.53
OCBC Bank	\$10,084.00
Total Cash On Hand	\$45,682.53
Total Current Assets	\$45,682.53
Deposits Paid	\$150.00
Total Other Assets	\$150.00
Total Assets	\$45,826.94

Liabilities

Current Liabilities	
Accruals	\$1,379.00
Amount Owing From Dawn	(\$1,604.00)
Amount Owing to Staff	\$519.60
Total Current Liabilities	\$294.81
Total Liabilities	\$294.81

Net Assets **\$45,537.72**

Equity

Prior Year's Surplus/Deficit	\$28,970.50
Retained Earnings	\$8466.97
Current Year Surplus/Deficit	\$8,100.25
Total Equity	\$45,537.72



Michelle Lee, *Treasurer*



Ang Li Tin, *President*

ACKNOWLEDGEMENTS

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 who have helped us in many ways during the year.

Organisations

SPCA
ASD
ACRES
Singapore Cat Club
Centre for Animal Welfare and Control,
AVA
Strip Pte Ltd
Fly Entertainment
Jurong Point
Palate Sensations
Festive Films
Golden Village
Ikea Singapore
Eagle Pack
Pet Lovers Centre
Royal Canin
Fancy Feast
LPN Art School
Claws and Paws

Individuals

Dawn Kua
Wiggie Lim

Low Wei Ling
Dr. Tan Chek Wee
Dr. Lou Ek Hee
Mdm Soon Soo Moi
Carlyn Law
Melody Chen
Randall Tan
Angela May
Clayton Lai
Michelle Tay
Eveline How
Aloysius Choong
Michelle Siau
Mary Lim
Zarina Sani
Shelly Sim
Ivan Ong
Ooi Xiao Wen
Ivy Li
Chua Sok Hoon
Ronn Lee
Lesley Chan
Joanne Lee

We would also like to express our gratitude to the many caregivers across the island who carry out TNRM work, without whom none of this would have been possible.

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

