



Annual Report

For the year ended
31 Dec 2010

CONTENTS

About the Cat Welfare Society	Page 3

2010 Executive Committee	Page 4

Message from the Committee	Page 5

Agenda for the 12th Annual General Meeting	Page 6

Minutes of the 11th Annual General Meeting	Page 7

Our Activities	Page 11

Auditor's Report	Page 22

Financial Statements	Page 23

Notes to Financial Statements	Page 25

Acknowledgements	Page 26

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. 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 organizations 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. Our Facebook page is at www.facebook.com/CatWelfareSG.

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 and email is catsnip@catwelfare.org.

2010 EXECUTIVE COMMITTEE

President : Fareena Omar
Vice-President : Veron Lau
Treasurer : Shirley Goh
Secretary : Lynn Lam
Committee Member : Ang Li Tin
Committee Member : Dawn Lam
Committee Member : Rosnah Samat
Committee Member : Melissa Lim
Committee Member : Minako Yamamoto
Committee Member : Zarina Sani

MESSAGE FROM THE COMMITTEE

2010 saw a 40% increase in the number of community cats sterilised through our Society's Spay Day and reimbursement scheme from 2009. We hope to keep this momentum going, while continuing in our efforts to engage the government authorities on reinstating the stray cat rehabilitation programme so that more cats can be sterilised. The numbers are encouraging, as the number of cats sterilised increased, the number of cats culled by AVA last year also fell to an all-time low at 2556.

The Society gives full credit for the declining culling rate to the work of dedicated caregivers all around Singapore. We are also thankful to SPCA for their continued support by reserving 5 vouchers for Cat Welfare Society every month.

This was also a year that we were able to bring cat welfare issues to the public eye through two high profile cases. 10 emaciated cats were abandoned in Tampines and through the Society's intensive follow up and assistance, the first case of pet abandonment in Singapore received a penalty – a composite fine of \$1000. More than 40 cats were found in poor condition in the owner's flat that were eventually sterilised and treated by the Society. Straits Times and TODAY reports gave emphasis to the dire consequence of not sterilising pet cats and letting them breed to the detriment of both the family and the cats.

We also brought to task a fraudulent adopter who adopted kittens through the CWS public adoption board. He provided false personal information on his adoption form and tried to sell the adopted kittens on various online marketplace forums. He was given a stern warning by the Singapore Police Force. TODAY reported the importance of screening potential adopters carefully.

Saving the lives of the community cats in Singapore requires many more people to be a voice for them in their community. To this end, we continued to engage Town Councils and authorities while building up and empowering a network of caregivers and mediators on the ground.

Our campaign "It's Up to Me" and its accompanying messages served to galvanise a more savvy community to join the cause. The campaign featured artistes such as Melody Chen, Shane Mardjuki and Bernie Chan and was launched together with a community design competition that aimed to showcase public entries as well as the creative endeavours of various organisations and groups who took up the cat welfare cause throughout the year. Most notable was PromaxBDA Asia 2010 where we were selected to be the official charity for the "Public Service Announcement Challenge". 5 creative teams from different parts of Asia produced a 30-second TV spot.

The Society's outreach included 23 appearances at various events throughout the year such as the AVA RPO Roadshow, World Animal Day and several universities and schools. We also organised the very successful Tiger Show with a week-long line-up of an art exhibition, a mediation workshop, animal people's singles night and a cat's day out, the "Dogs, Cats & Humans" forum and documentary screening and 8 other events including a weekly roadshow at IKEA.

We look forward to going strength to strength in 2011.

AGENDA FOR 12th ANNUAL GENERAL MEETING

1. Minutes of Annual General Meeting

To confirm and adopt minutes of the 11th Annual General Meeting held on 27th March 2010.

2. Annual Report of the Committee

To receive and adopt the Annual Report for the year 2010.

3. Audited Account

To receive and adopt the audited accounts for the year ending 31st December 2010.

4. To amend Article 3a and 3b and insert a new Article of the Constitution

To insert a new Article 3a of the Constitution that reads “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 tolerated with respect and compassion as community cats without being subjected to abandonment and abuse.”

To amend the previous Article 3a of the Constitution “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.” so that it reads “To be a central co-ordinating body for existing volunteers involved in the care and management of community cats throughout Singapore”. This will be re-articled as 3b of the Constitution.

To amend the previous Article 3b of the Constitution “To provide fostering facilities and a no-kill shelter for sick, injured and unwanted cats and to carry out an adoption programme for the homing of stray cats.” so that it reads “To carry out an adoption programme for the homing of community cats and be a central co-ordination body for existing volunteers involved in the fostering of sick, injured, unwanted cats in Singapore”. This will be re-articled as 3c of the Constitution.

5. To amend Article 6.4 of the Constitution

To amend Article 6.4 of the Constitution “A one-time payment of \$250.00 shall be payable by the Ordinary Life Members” so that it reads “A one-time payment of **\$400** shall be payable by the Ordinary Life Members”.

6. 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 11th ANNUAL GENERAL MEETING

On : 27th March 2010 (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 no quorum, the meeting began at 2:20 pm. President Ang Li Tin announced the changes in the organisation of the Executive Committee. Executive Committee of 2009 is as follows:

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

1.2 Focus of Cat Welfare Society in 2009

The President stated the focus of the Society and went through what the Society has done in 2009. She highlighted Spay Day 2009, mentioning that the annual event was a success as there was an increase of 53 cats being sterilised compared to the prior year. A total of 210 cats were sterilised.

In response to Eveline How's (#H0931) question on the number of members, the President responded positively that there was an increase in memberships from around 300+ to the current member headcount of 500+ over a course of about 2 years.

The President then mentioned plans for the 2010. The Society will embark on a Print Campaign to further strengthen our messages of the merits in the TNRM program and the "Responsible Pet Ownership" message. The Print Campaign

will yield targeted messages for collaterals and educational materials to be shared with the general public. Apart from the Print Campaign, there will also be our annual Spay Day 2010 to focus on for the month of December. Towards year-end, there is a planned “Orange Ribbon Rally” event, a public speaking event to be held at Hong Lim Park, in hope of advocating Humane Cat Population control through the TNRM program as well as propose changes to the governmental regulations surrounding stray cats. The President further added that this will be a friendly, family event at the Park, not an open protest. Apart from abovementioned major events, the Society will need to focus on applying for IPC status again for this financial year. In order to achieve this, the Committee will need to redefine focus and streamline backend processes.

With regards to the Committee, the President explained changes among the Key Office Bearers. Li Tin will be stepping down from the Presidential role for personal endeavors but will remain as Committee Member to support the Society in Web and Design. Michelle Lee will step down from the Treasurer position but will remain as Trustee to continue providing advice on Governance. Kai Ling will step down from the VP position and Catherine will also step down from the Admin role that she has undertaken for the past year. Jaclyn who was handling the Newsletter will also be stepping down. The President introduced the new President for the term – Fareena Omar.

The President then called for questions.

Mdm Cheng (#C0363) and Eveline How (#H0931) commented that the Society cannot simply focus on sterilization alone but education is needed. The President agrees and explained that education is a big part of 2010 focus. Education will be targeted based on demographics, so there will be school talks. Having more Malay committee members (Fareena, Zarina and Ros) will also hopefully help improve outreach to the Malay Community.

Mdm Cheng also asked why donors are only limited to donate at CWS events and CWS cannot openly do fundraising in public. The president clarified that we do not have IPC status which allows us to do public fundraising but we will be applying for the IPC status again this year.

Aaron Peng (#P1253) posted the question of how the Society is currently receiving donations. The President responded that most donations are coming through cheques, Internet banking via the DBS account, AXS machines and fundraising events.

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

Proposer: Fareena Omar
Secunder: Shirley Goh

3. To Receive and Adopt the Audited Accounts for the Year Ending 31 Dec. 2010

The President also announced the improved financial standing of the Society as compared to the previous year. In 2008, there was an operating deficit of approximately \$32,000, which tapped into the reserves. In 2009, the Society saw an operating profit of about \$8,100 which was a good improvement.

She further highlighted that we need to embark on selling more annual memberships to strengthen the cash flow. She asked if there were any clarifications required before confirming and adopting the Report.

Neo Kai Ling (#1121) asked how much the Society spent on Sterilisation in 2009 and whether there was an increase compared to 2008. The President shared that there was an increase in monies spent on sterilization in 2009 as compared to 2008. In 2009, the Society spent about \$58,000 on sterilization reimbursements while only about \$52,000 was disbursed in 2008. The President further added that in 2009, with the focus on sterilization reimbursements, the amount spent on rescue (hospitalization reimbursements) has decreased from about \$16,000 in 2008 to \$2,688 in 2009.

Veron (#L1080) requested clarifications on what was spent on “Education”, to which the President verified that the expenses were for educational posters and brochures.

Eveline How (#H0931) inquired if we could minimize storage charges, to which Li Tin explained that storage is necessary for many bulk items, such as traps, equipment, merchandise, old archived accounts. At \$150 per month, the warehouse at Tampines is at an affordable rate. Eveline also had a question on whether we can eliminate the \$100 bank charges. Li Tin noted that we can explore that with the bank after clarifying the charges are for cheque books and admin charges.

Proposer: Shirley Goh
Secunder: Fareena Omar

4. Election of the New Executive Committee

The President is elected to be Fareena Omar.

Proposer: Lynn Lam
Secunder: Ang Li Tin

The Vice President is elected to be Veron Lau.

Proposer: Fareena Omar
Secunder: Shirley Goh

The Secretary is elected to be Lynn Lam.

Proposer: Veron Lau
Secunder: Neo Kai Ling

The Treasurer is elected to be Shirley Goh.

Proposer: Lynn Lam
Secunder: Ang Li Tin

The Committee Member (Web & Design) is elected to be Ang Li Tin.

Proposer: Veron Lau

Secunder: Fareena Omar

The Committee Member (Fundraising & Events) is elected to be Amy Yeo.

Proposer: Neo Kai Ling
Secunder: Ang Li Tin

The Committee Member (Events & Community Outreach) is elected to be Rosnah Bte Samat.

Proposer: Veron Lau
Secunder: Shirley Goh

The Committee Member (Mediation & Community Outreach) is elected to be Melissa Lim.

Proposer: Lynn Lam
Secunder: Veron Lau

The Committee Member (Admin & Finance) is elected to be Shelly Sim.

Proposer: Ang Li Tin
Secunder: Lynn Lam

The Committee Member (Events & School Outreach) is elected to be Dawn Lam.

Proposer: Veron Lau
Secunder: Shirley Goh

5. Any Other Business

- Mdm Cheng asked about the split of mediation duties among the Committee Members. Veron Lau responded that Tampines, Eunos and Malay Village mediation representative is currently Lynn Lam. Michelle Siau Li Chao (#S0386) continues to handle all mediation for the Jurong. For all other areas, the mediation representative would be Veron Lau.
- Ang Teck Yong (#A1260) asked if there is a possibility of CWS members getting discounted rates at veterinary clinics. The President commented that a few clinics are offering subsidised / free treatment but this is still currently under negotiation and more information will be released to members at a later date. Fareena added that subsidised clinics are available on personal basis on an ad hoc basis but the Society will explore enhancing and formalizing this offering with veterinarians this year.
- Jurong caregivers raised the question of whether there's a channel for cat food donation drive for needy cat caregivers. The President responded that such case-by-case basis can be considered in an online appeal by the Society.

6. Closure of Meeting

Meeting called to a close at 3:10 pm.

OUR ACTIVITIES

Sterilisation and TNRM

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

1. Provide partial reimbursement of sterilisation costs

The Society has been steadily adjusting its reimbursement of sterilisation costs throughout the years to provide more financial support to caregivers.

2006	\$10 per cat with full reimbursement for every 5 th cat sterilised in one month.
Jun 2007	\$15 per cat with full reimbursement of up to \$50 for every 5 th cat sterilised in one month.
Sep 2007	\$20 per cat with full reimbursement of up to \$60 for every 5 th cat sterilised in one month.
Aug 2010	\$20 per cat for the 1st 4 cats and \$30 for the 5 th cat onwards sterilised in one month.

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 our website, email or snail mail.

Since 1 March 2010, the Society has imposed a \$500 monthly cap to the reimbursement amount for each member to avoid disparity in the distribution of funds among caregivers as well as encourage greater integrity in the membership and reimbursement process.

2. 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.

3. Liaise with professional humane cat trappers to obtain discounted rates for trapping and transportation

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

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

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

There are 16 vet clinics around Singapore that provide subsidised sterilisation rates to caregivers. Booking of these sterilisation slots can be done through the Society by emailing catsnip@catwelfare.org or by leaving a voicemail at 7000-CATSNIP.

Caregivers who engage the trapping and transportation services of Acodia House and Lingcat Feline Services can directly obtain the subsidised sterilisation rates through these services.

We would like to thank Wiggie Lim and Zarina Sani for so competently handling bookings by email and voicemail. For 2010, a total of 1,006 subsidised sterilisation slots were booked through CWS for the sterilisation of community cats.

Special Appeals

Many vet clinics around Singapore provide a discount of 10 – 20% for the medical treatment of community cats. However, the Society recognises the heavy burden of medical expenses on caregivers who want to give injured and sick cats a chance at a good quality of life.

To this end, the Society started raising awareness and funds for the plight of sick and injured community cats through the Special Appeals section of our website and through our Facebook page. Through the generosity of the public, we managed to help raise funds for 20 appeals in 2010.



\$945 was successfully raised for Yakult, a community cat who suffered scalded skin through abuse.

Our Special Appeals section also raises awareness and funds for mass sterilisation projects.

We would like to thank Melissa Lim and Shelly Sim for their diligent administering of the Special Appeals that places emphasis on maintaining a high standard of transparency and accountability towards these public funds.

Spay Day 2010

Our Spay Day has gone from strength to strength. Our 5th Spay Day was held on 29 October 2010. A total of 286 community cats (92 female and 194 male cats) were sent to the participating vets for sterilisation. This is almost a 36% increase from the total of 210 cats sterilised in 2009.

Caregivers around Singapore snapped up the Spay Day slots weeks prior to the day. After the monumental task of trapping so many cats and fasting them the night before, the cats were then brought to the drop-off points at Ang Mo Kio and Bedok bright and early.



Cats checking in at Bedok drop-off point



Many volunteers were at hand to help in the coordination at the drop-off points. Together with caregivers, they all ensured that the cats were properly checked in and all cat carriers were ID tagged and secured. The cats were then sent to one of the 24 participating vet clinics for sterilisation. In the evening of the same day, these cats were taken to the same drop-off points where they were returned to their caregivers.

We would like to thank our Spay Day organising committee – Gerry Nicholas, Neo Kai Ling, Rebecca Ho, Regina Ho, Shirley Goh and Timothy Koh – who worked tirelessly behind the scenes for months before Spay Day 2010 - from obtaining vet slots, preparing Spay Day posters, charting transport routes, preparing logistics, to calling up caregivers reminding them about Spay Day.

We would also like to thank Ang Choo Wee for being the official photographer for the event, the dedicated coordinators at the drop off points – Anthony, Colin, Emon, Laura, Lynn and Minako – and the many volunteers that were on-site to lend a hand when needed.

We are extremely grateful to the following 24 vet clinics for their support and participation in providing the subsidised sterilisation slots that made this event possible:

- Acacia Veterinary Clinic
- Allpets & Aqualife Vets
- AMK Veterinary Surgery
- Animal & Avian Veterinary Clinic
- Animal Medical Centre (Vet@RV)
- Animal Practice Pte Ltd
- Animal Recovery Centre (Greendale)
- Animal Recovery Veterinary Centre
- Clinic For Pets
- Heart2Heart Veterinary Hospital
- James Tan Veterinary Centre
- Mount Pleasant Animal Clinic (Bedok)
- Mount Pleasant Animal Clinic (East)
- Mount Pleasant Animal Clinic (North)
- Mount Pleasant Animal Clinic (Springside)
- Mount Pleasant Veterinary Centre (2008)
- P.A.W Veterinary Centre
- Pet Clinic
- Singapore Veterinary Animal Clinic
- The Animal Clinic (Sunset Way)
- The Animal Doctors
- The Joyous Vet
- The Veterinary Clinic (Holland Village)
- Vet Practice



The AMK Spay Day Team

Mediation

Most Town Councils are aware of sterilisation and cat management as a humane means of controlling the cat population in their estates. However, acceptance of the programme continues to depend on availability of responsible caregivers and tolerance of individual officers.

In 2010, Fareena Omar, Veron Lau, Lynn Lam and Michelle Siau handled more than 500 service requests, including complaint cases on behalf of Town Councils, by engaging with and mobilising caregivers in affected areas or handling personally when there were no caregivers on the ground.

The Society met officially with Sembawang Town Council, Hong Kah Town Council, Marine Parade Town Council, Jurong Town Council, Ang Mo Kio-Yio Chu Kang Town Council and Tampines Town Council to gain better mutual understanding. We also met with AVA in an inter-organisational dialogue session with the CEO.

Abuse and Abandonment Cases

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

We also served to galvanise caregivers and members of the public in areas where abuse occurred to do a door-to-door appeal for witnesses using reward or appeal flyers. The objective of the door-to-door exercise is to raise awareness about animal abuse and its penalties. So far, 5 such exercises were conducted in Jurong, Serangoon, Yishun, Buangkok and Hougang in 2010.

The Society also followed up intensively on a pet abandonment case in Tampines where 10 extremely emaciated cats were abandoned by assisting AVA in its investigation. The case culminated in a composite fine of \$1000 imposed on the offender.

home

THE STRAITS TIMES TUESDAY, OCTOBER 26 2010 PAGE B7

Concern over horrific cases of pet dumping

No official data as hard to find witnesses; some pets dumped for petty reasons

By GRACE CHUA & KIMBERLY SPYKERMAN

PET abandonment is a hidden issue in Singapore, but one of growing concern, say animal welfare groups.

While there are no official statistics, groups such as the Society for the Prevention of Cruelty to Animals (SPCA) and the Cat Welfare Society (CWS) have been seeing horrific examples of such cases - for instance, a family that abandoned 10 starving cats in Tampines in June.

In an effort to raise public awareness, the groups are holding two screenings of the Japanese documentary *Dogs, Cats And Humans*, which looks at abandoned animals, on Saturday at The Arts House. Each screening will be followed by a panel discussion on pet abandonment.

The event is hosted by the SPCA, the CWS, Action for Singapore Dogs, the House Rabbit Society, the Agri-Food and Veterinary Authority (AVA), and Zeus Communications.

Dr Lou Ek Hee, AVA's assistant director of animal welfare regulations, said giving up pets to shelters is not technically considered abandonment.

But Ms Chew Gek Hiang, president of welfare group Noah's Ark CARES, noted that her group gets about 100 calls a month from people wanting to give up their pets for petty reasons - for example, that they are too ugly.

SPCA executive officer Deirdre Moss said only about half of the 90 apparently lost dogs the society gets every month are claimed. "It may not be abandonment per se, but people don't seem very interested in getting their dogs back," she said.

She added that the SPCA received 20 rabbits in one box in March, and 70 hamsters in one box in April, which showed how important it is to sterilise larger animals and separate smaller ones.

CWS president Fareena Omar said it is a misconception that animals "set free" will be able to scavenge for food.

It is hard to tell how many pets are abandoned each year as there are rarely witnesses. But welfare groups have seen stray cats and dogs that lack survival skills and are likely to have been former house pets.

The number of strays impounded by the AVA has fallen steadily from 4,050 dogs and 6,131 cats in 2004 to 1,772 dogs and 2,681 cats last year. Since 2007, anyone found guilty of abandoning an animal can be fined up to \$10,000 and/or jailed for up to 12 months.

"The challenge is that there are usually no suspects," said CWS vice-president Veron Lau.

Some pets are microchipped but not registered, so owners are hard to track. More than 400 people were caught with unlicensed dogs last year.

Some groups also say the keeping of cats in HDB flats should be legalised so that cat ownership can be regulated.

catw@spca.com.sg
kimspsyk@spca.com.sg

Dogs, Cats And Humans will be screened at 3pm and 5pm at The Arts House on Saturday, followed by panel discussions. Tickets are \$20 each. Go to www.bites.sg/EventDetails.aspx?EventID=149 for more details and to buy tickets.



This emaciated cat - barely a fifth the weight of a normal cat - was among 10 dumped by a family in Tampines in June. They were rescued by the Cat Welfare Society. PHOTO: CAT WELFARE SOCIETY

From 3 rescued cats to 40 in flat

THEY loved cats, but they ended up with more than they could handle.

What started out as a rescue of three cats landed one family in trouble when the animals started breeding.

Not knowing how to cope with the growing numbers, the family abandoned 10 of the cats at Sun Plaza Park in Tampines in June.

They were eventually tracked down through an eyewitness, and the Agri-Food and Veterinary Authority (AVA) is investigating the case.

The cats were malnourished and severely dehydrated. Some were a fifth the weight of a healthy animal.

When the Cat Welfare Society (CWS) visited the family's four-room flat, it found almost 40 unsterilised, sick and emaciated cats crammed in with five family members. The CWS took 12 cats away and is trying to hook the family up with social services.

The family said they love the cats and never meant to harm them. Younger son Dan (not his real name), 20, a full-time national serviceman, said: "When I'm stressed, I look at them, and then I don't feel stressed any more."

He said the first three cats were rescued from a drain two years ago.

Eventually, the family found themselves with almost 40 animals. The family found it too expensive to get the cats sterilised - \$40 to \$100 for males and \$50 to \$180 for females.

Dan said they abandoned the 10 cats only because his older sister was getting married and they had to have the house cleaned up.

"We were very sad... but what to do?" he said.

If found guilty of abandonment, a person could be fined up to \$10,000, jailed for up to 12 months, or both.

Subsequently, we discovered more than 40 cats in similarly emaciated condition in the offender's home and coordinated the rescue effort to evacuate, treat and sterilise the cats. Many of the cats that were initially found in emaciated condition were successfully treated and were able to find new homes.

We would like to thank P.A.W. Veterinary Centre and The Animal Doctors for their excellent care for many of the cats from this case.

Education and Public Awareness

1. Events & Exhibitions

Tiger Show

The Cat Welfare Society, together with the Post-Museum, hosted a week-long art and advocacy event from 21 - 28 February 2010. The provocatively titled "Tiger Show" became a platform for networking, education and public awareness through an intensive line-up of events, including a week-long feline-inspired Art Exhibition and Bazaar that showcased renowned cat artists like Paul Koh of Catmasutra and Ng Ling Tze of Sloth Studios. The opening was attended by Deirdre Moss, Executive Director of SPCA, Dr Jean-Paul Ly of ARC and other distinguished guests.

The line-up also included an advocacy and mediation workshop. Esteemed speakers included Kelly Then from the Community Mediation Centre, Jaipal Gill from SPCA, November Tan from Leafmonkey Workshop and Veron Lau. A lively discussion then followed as members of the public engaged representatives from SPCA, Action for Singapore Dogs, Cat Welfare Society and distinguished guest panelist Siew Kum Hong about where animal welfare, especially for domestic animals, stands in Singapore.

The week was rounded off with an Animal People Singles' Night with performances by Maia Lee and Rudy Djoharnaen and a Cat's Day Out with celebrity host Melody Chen.

The success of the Tiger Show prompted an extension of another week at the Post-Museum. The Tiger Show was attended by more than 300 people and was supported by the Lee Foundation.



The Society hosted a vet appreciation dinner at the Tiger Show.

“Dogs, Cats, Humans: Working together against pet abandonment”

The Cat Welfare Society co-presented with The Arts House two screenings of Japanese documentary “Dog, Cats and Humans” on 30 October 2010 and invited Dr Lou Ek Hee (AVA), Ricky Yeo (ASD), Betty Tan (HRSS), Jaipal Gill (SPCA) and Lynda Goh (Zeus Communications) to participate in a panel discussion on the topic of pet abandonment following each screening.

The event coincided with the above case of pet abandonment in Singapore which gave added poignancy to the discussions.

The two screenings were sold-out and were attended by more than 150 people.

Others

The Society also organised the following roadshows, workshops and events:

Dec 2009 to Feb 2010	Weekend Roadshows at IKEA
2 Apr	Chocolate Making Class with Palate Sensations
6 Jun	Italian Cuisine with Palate Sensations
27 Jun	Mad Tea Party at The Garden Slug
31 Jul	CWS Adoption Drive at Mutts & Mittens
14 Aug	Fosterer's Workshop by Fareena Omar at Seng Poh Community Centre
21 Aug	“Cats in Flats” Photo Exhibition with Cat Care Talks by Dr Justin McNaughten and Fareena Omar at Room With a View
21 Sep	Cat Care Talk by Dr Denise Ng at Light of Life Clinic
10 Oct	Cup Cake Class with Palate Sensations
19 Dec	CWS “Winter Wonder” Flea Market at Home Club

In addition, the Society participated in the following events to lend its branding, raise awareness and engage members of the public:

16 Jan	Green Bazaar at Old School
23 Jan	Flea Lovers Market at Katong Village
13 Mar	SMU Animal Day at the Singapore Management University
24 Apr	Loyang Fiesta at Loyang Primary School
9 May	Launch of Dog Club & Doggie Carnival at Telok Kurau Park
13 May	Saving Face at Post-Museum
2 Jun	Cats of the World at The Arts House
5 Jun	Cat Photo Exhibition & Screening of Joanna Lumley's "CatWoman" Pt 1 at Seng Poh Community Centre
3 Jul	Cat Photo Exhibition & Screening of Joanna Lumley's "CatWoman" Pt 2 at Seng Poh Community Centre
30 Jul	Carlo Rino "Cat Collection" Launch at Tangs Orchard
21 Aug	Wish Upon A Bone Event at Bishan Park
26 Sep	BBE Residents' Day at Bukit Batok East
10 Oct	World Animal Day at East Coast Park
17 Oct	Feline Emergencies & Nutrition Education Workshop at Tanglin 56
7 Nov	Championship Cat Show at Tampines West Community Centre
13-14 Nov	AVA RPO Roadshow at Singapore Expo
15-16 Nov	NTU Cat Mgmt Roadshow at the Nanyang Technological University
12 Dec	Family Day at Temasek Country Club

2. Talks & Interviews

Besides the speaking opportunities in the above events, the Society was invited to give talks on Community Cat Management and Advocacy at a "Community groups and environmental leadership" class in the National University of Singapore, a CIP student group in Meridian Junior College, a Fridae networking event and at the PromaxBDA Awards. Final year students from Republic Polytechnic also featured the Society in their film on "Animal Rights".

The Society was also invited by the Vegetarian Society (Singapore) for a recording of a talk on "The Intelligence and Emotions of Our Fellow Animals" that was aired at the India, South & West Asia Vegetarian Congress in Bangalore on 30 Oct-1 Nov 2010.

The talks and interview were mainly given by Veron Lau. She was also invited to facilitate the "Stand Up Against Puppy Mills" event held at Post-Museum on 23 April 2010.

We'd like to thank Ms Jennifer Dignam for representing the Society and presenting the talk at the Fridae networking event.

3. Community Design

The Society actively engaged various creative groups throughout the year as well as ran a Community Design Competition in November 2010. Through the engagements and competition, we were able to assemble an exciting pool of education and publicity resources that included poster and merchandise designs, viral promos, a documentary on community cats and a children's skit on responsible cat ownership. The skit was performed in English and Mandarin by NIE students in 3 national library locations.

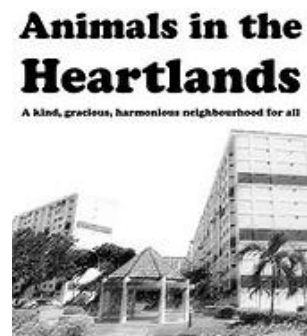


Winning designs by Maica Delfino

We'd like to thank Astro, MediaCorp, the students of National Institute of Education, Republic Polytechnic, NYP Motion Graphics & Broadcast Design, Maica Delfino, Roger Ong, LC Lek, Amy Chua, Adeline Chua, Nur Rini Zamberi and others for their creative contributions to the cause.

4. Educational Materials

The Society designed and produced two education booklets called "Animals in the Heartlands" and "Caregivers in the Heartlands". The booklets aimed to provide comprehensive information on responsible pet ownership, animal abuse and stray management that could be easily distributed to caregivers and members of the public. We are grateful for the participation of ASD, HRSS and SPCA in the content of the booklets, especially to SPCA who also co-sponsored the printing of the booklets for the AVA RPO Roadshow. 2000 copies of these booklets were distributed through the goodie bags given out at the AVA RPO Roadshow.



The booklets are downloadable from the Education Programme section of our website and are also freely available at our events. They are widely used by caregivers and mediators to educate members of their community.

5. Campaigns

It's Up to Me

The Society launched its "It's Up to Me" Campaign in October 2010. The aim of the campaign is to inspire more people to play a part big or small in saving lives. We are grateful for the participation of several local celebrities from Fly Entertainment Artistes - Benjamin Heng, Shane Mardjuki, Jaime Ong, Daniel Ong, Bernie Chan; 987FM DJ Desiree Lai and artistes - Melody Chen and Randall Tan.



The photo shoot was conducted earlier in October 2009. Special thanks to Strip's Beauty Emporium for the location, Clayton Lai for his photography and Michelle Tay for styling the shoot. We'd also like to thank Li Tin for coordinating the photo shoot.

Stop the Cruelty in Puppy Mills

The Cat Welfare Society was part of the inter-organisational campaign against puppy mills involving SPCA, ASD, HRSS, Noah's Ark Cares, Animal Lovers League and ACRES. The Society assisted in the drafting of the proposal to AVA on improving dog breeding facilities in Singapore and planning the publicity campaign.

It joined the other organisations in a dialogue session with AVA on this issue which resulted in the recent changes to dog breeding regulations.

6. Social Media and Official Website

Our website continues to enjoy high hits and information is constantly improved and updated to better serve our community.

New sections on Cat Abuse and Cat Ownership were added to the *Frequently Asked Questions* to aid caregivers, cat owners and members of the public. The *Education Programme* section was also expanded to include a comprehensive download page for all our collaterals, including educational booklets, posters and brochures.

We continued to harness social media sites such as Facebook and Twitter to raise awareness about community cats and keep the public updated on our news and activities. To date, we have over 6200 fans on Facebook. The updates from the Facebook account are also linked to our Twitter account which has more than 570 followers.

The URLs for our website, Facebook and Twitter pages are

www.catwelfare.org

www.facebook.com/CatWelfareSG

www.twitter.com/CatWelfareSG

Media Coverage

February

Radio – 938LIVE Living Room

February 8 – Li Tin and Veron on Tiger Show

RPO Ambassador Newsletter (AVA)

February issue - Spreading the RPO message

March

The New Paper

2 March - Residents get catty over mess

VegVibe Magazine

March issue - Tiger Show for Singapore's 'Little Tigers'

April

VegVibe Magazine

April issue - Going the distance for the community cats

May

Wish-Upon-A-Bone Website (Wishbone)

25 May - Healthy cats are happy cats

June

Pets Magazine

June - July issue - Still Outlawed

July

The New Paper (Forum Letter)

1 July - Blame humans, not animals

Zaobao.com (Forum Letter)

10 July - Responsible Feeding

Radio – 938LIVE

15 July – Interview with Veron on CWS

Today

24 July - Be careful whom you give up kitty to

My Paper

28 July - Please donate blood to save them (Mandarin)

Straits Times

29 July - Rein in puppy mills: Animal welfare groups (Joint publicity effort on Puppy Mills with other Animal Welfare Orgs)

AsiaOne

29 July - A step towards curbing puppy mills (Joint publicity effort on Puppy Mills with other Animal Welfare Orgs)

August

East Coast Town Council Newsletter

August issue - Animal abuse and prevention

Pets Magazine

August to September issue – Show a Little Kindness

September

Today

30 September - AVA denies allegations that stray animals suffered in pound

October

Today (Forum Letter)

2 October - Strays' welfare matters

Straits Times

4 October - Animal abuse cases hit a new high this year

Straits Times (Forum Letter)

7 October - Sterilisation works better than culling-only practice

The Star Online

10 October - More teeth needed to pursue animal abusers

CNNGo

18 October - The 'puppy mills' of Singapore (Joint publicity effort on Puppy Mills with other Animal Welfare Orgs)

Straits Times

26 October - Concern over horrific cases of pet dumping

My Paper

26 October - Sad life for abandoned pets

Singapore Kopitiam

26 October - Animal Welfare Organisations tackle pet abandonment

My Paper

29 October - Calls for stiffer laws against animal abuse

RPO Ambassador Newsletter (AVA)

October issue - Caring for your... Cats

Pleasant Pet News (Mount Pleasant Clinic)

October - December issue - A cat-friendly home for a family-friendly cat

November**VegVibe**

November issue - In our hearts but not in our homes?

Newsflash (Standard Chartered)

November issue - Featured Spay Day

December**Radio - 987 Living Room**

December 2 - Deidre Moss (SPCA), Ricky Yeo (ASD), Veron on Pet Abandonment

Her World magazine

December issue - Featured Shirley and Spay Day

Pets Magazine

December-January issue – From the brink of death

Merchandise

The society continued to sell our merchandise to raise funds online and during events in 2010. We are grateful to Jipaban for helping us extend our reach by providing us with a free store on their online mall.

We are also grateful to Post-Museum/Food#03 for letting us display and sell our merchandise in their restaurant.

Popular merchandise items include the “It’s Up to Me” campaign tee-shirts designed by Bjorn Yeo, the “Cat Vector Face” tee-shirts designed by creative agency, Assembly, and the “Love is Action” and “Maneki Neko Against Culling” canvas bags designed by Ivy Li.

Membership Perks

We currently have 42 participating merchants providing discount and privileged benefits to our members. They contribute in no small part to growing our membership base.

We’d like to thank Mr Ivan Ong for his dedication in expanding and maintaining our merchants’ list.

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 2010. 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 Singapore Financial Reporting Standards to give a true and fair view of the state of affairs of the Society as of 31st December 2010 and of the cash flows of the Society for the period ended on that date.



Muhammad Fithri
Bin Daud
Honorary Auditor



Corinne M. Goh
Honorary Auditor

31st March 2011

FINANCIAL STATEMENTS

Income and Expenditure Statement

For the year ended 31st December 2010

Income	
Membership Subscriptions	\$8,550.00
Donations	\$102,342.76
Society Merchandise Sales	\$6,660.16
Total Income	\$117,552.92
Cost of Sales	
Purchases	\$3,392.58
Gross Profit	\$114,160.34
Expenses	
Operating Expenses	
Rescue	\$8,265.80
Sterilisation	\$89,991.30
Food	\$1,363.80
Transport	\$1,605.55
Cat Equipment	\$530.00
Administrative Expenses	
Accounting	\$1,100.00
Bank Charges	\$78.64
Postage	\$327.84
Office Supplies	\$4.50
Printing & Stationery	\$3,599.91
Promotion	\$109.36
Professional Fees	\$60.80
Casual Labour	\$5,080.00
Telecom Expenses	\$139.10
Internet Related Expenses	\$216.00
General Expenses	\$364.78
Maintenance Fee	\$428.00
Meal & Refreshment	\$1,681.85
Rental - Storage Space	\$1,350.00
Rental - Facilities	\$80.00
Rental – P.O. Box	\$214.00
Total Expenses	\$116,591.26
Operating Profit	\$(2,430.92)

Balance Sheet
As at 31st December 2010

Current Assets

Cash On Hand	
DBS Bank	\$29,587.75
OCBC Bank	\$10,084.00
Total Cash On Hand	\$39,671.75
Account Receivable	\$3,070.00
Total Current Assets	\$42,741.75
Other Assets	
Deposits Paid	\$150.00
Total Other Assets	\$150.00
Total Assets	\$42,891.75

Liabilities

Current Liabilities	
Accruals	\$1,138.95
Deposits Received	\$250.00
Amount Owing to Dawn	\$(1,604.00)
Total Current Liabilities	\$(215.05)
Total Liabilities	\$(215.05)

Net Assets **\$43,106.80**

Equity

Prior Year's Surplus/Deficit	\$28,970.50
Retained Earnings	\$16,567.22
Current Year Surplus/Deficit	\$(2,430.92)

Total Equity **\$43,106.80**



Shirley Goh, *Treasurer*



Fareena Omar, *President*

NOTES TO THE FINANCIAL STATEMENTS

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 that have helped us in many ways during the year.

Organisations

SPCA
ASD
ACRES
HRSS
Singapore Cat Club
Centre for Animal Welfare and Control, AVA
Zeus Communications

Corporate Donors

Agri Opus Proba Pte Ltd
Bagaholicboy
Everest Motivation Team
Kuvera Asset Management Pte Ltd
Leonistar Enterprise
Palate Sensations
Target Asset Management Pte Ltd

Event Partners and Sponsors

The Arts House
BooksActually
Cats of the World
Clubpets Magazine
Ellen Whyte (Author of Katz Tales book)
Flea Mania
The Garden Slug
IKEA
Lee Foundation
little dröm store
Little Odd Forest
Palate Sensations
Pet Lovers Centre
PETS Magazine
Post-Museum/Food#03
PromaxBDA Asia
Room With A View
Rusty's Favourite
Solid Gold
Wishbone

Sponsors for Education Materials

Cosmopolitan Clinic
Lingcat Feline Services
Palate Sensations

Sixth Sense Communications
Artwork by Eelus
Photography by Flee Circus

Celebrity Appearances

Fly Entertainment
Benjamin Heng
Bernie Chan
Daniel Ong
Desiree Lai
Jaime Teo
Melody Chen
Randall Tan

Individuals

Dr. Tan Chek Wee
Dr. Lou Ek Hee
Dr. Cai Panqin
Siew Kum Hong
Mdm Soon Soo Moi
Mdm Law Mui Eng
Carlyn Law
Dawn Kua
Wiggie Lim
Aloysius Choong
Michelle Siau
Mary Lim
Randy Wong
Shelly Sim
Ivan Ong
Rebecca Ho
Neo Kai Ling
Jennifer Dignam
Eveline How
Marcus Ng
Melvin Tan
Charlie Tan
Ang Choo Wee
Ang Teck Yong
Woon Tien Wei
Jennifer Teo
Amizadai Lee
Duke Orange
Lynette Foo
Jason Lee
Ivy Li
Bjorn Yeo

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
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