



Annual Report

For the year ending
31 Dec 2014

CONTENTS

About the Cat Welfare Society	Page 3

2014 Executive Committee	Page 4

Message from the Committee	Page 5

Agenda for the 16th Annual General Meeting	Page 7

Minutes of the 15th Annual General Meeting	Page 8

Our Activities	Page 14

Financial Statements	Page 22

Acknowledgements	Page 22

ABOUT THE CAT WELFARE SOCIETY

The Cat Welfare Society (the “**Society**”) was registered under the Societies Act on 23rd October 1999. It was set up by a group of volunteers 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.

Our mission is to:

- advocate sterilisation as the most humane method of managing the community cat population
- encourage caregivers and members of the public to implement the trap-neuter-return-manage (“**TNRM**”) programme in their home and work communities through the provision of subsidized sterilization slots, partial reimbursement for sterilisation receipts submitted and the commissioning of TNRM projects
- foster better cooperation between caregivers, management councils and government authorities through education and collaboration
- promote responsible management of community cats and pet ownership
- raise awareness about the plight of Singapore’s community cats in order to stop abuse, abandonment and neglect of cats
- cultivate better understanding and appreciation of cats; and
- promote tolerance, kindness and respect towards cats and other living creatures

The Society works closely with the individuals who care for the many community cats on our streets. Through such grassroot level engagement and support, we work to reduce the rate of culling and increase the rate of cats who are responsibly managed and cared for through their lives. We also organise and participate in exhibitions and events to raise awareness of the plight of our community cats and to educate on topics such as responsible caregiving, rehoming and cat ownership.

The Society is run almost entirely by volunteers. It does not receive regular funding and the majority of our funds that are dedicated to sterilization and education work is raised through public fundraisers, members’ subscriptions and donations, sale of Society merchandise, as well as contributions received from friends, supporters and the public.

More information about the Society and our work can be found at www.catwelfare.org. Our Facebook page is at www.facebook.com/catwelfare.sg. The Society can be contacted by email at info@catwelfare.org or by post at Orchard PO Box 65, Singapore 912303.

2014 EXECUTIVE COMMITTEE

President	:	Thenuga Vijakumar
Vice-President (Advocacy)	:	Veron Lau
Vice-President (Grassroots)	:	Angela Ling
Vice-President (Mediation)	:	Phyllis Tan
Secretary	:	Fareena Omar
Treasurer	:	Shirley Goh
Committee Member	:	Lim Ru Zhen
Committee Member	:	Suzana Sainol
Committee Member	:	Melody Chen

MESSAGE FROM THE COMMITTEE

Our Society has continued to experience tremendous growth in 2014 and into 2015 with the unwavering dedication of responsible caregivers and volunteers. We are drawn together to realize the goal of a humanely managed community cat programme in residential, commercial and industrial areas and responsible cat ownership.

Sterilisation

The Society sterilized **4749** number of cats in 2014. This is a small increase from 2013 and reflective that a large core of cats is already sterilized and responsibly managed. We hope that in time the number will plateau and even fall due to responsible cat ownership and more well managed communities.

The Society has always put sterilization of cats at the forefront and provided a heavily subscribed subsidized sterilization slots, and a reimbursement scheme for caregivers for several years now. This has largely been taken up by community caregivers to sterilize and manage the cat populations in residential areas.

In order to make the same impact in industrial and commercial areas, the Society formalized the commissioning of “**Special Projects**” and paid for the full trapping, boarding and sterilization costs for cats in industrial and commercial areas where caregiver resources are scant.

The second addition was the formalization of the “**Sterilisation Scheme for Low Income Families**”. Families under this scheme will only pay \$10 per cat to have them sterilized and the Society pays the balance. The programme serves to ensure that these cat owners have a manageable number of cats to care for and seeks to nip the possibility of abandonment in the bud.

Mediation

The Society has, through core volunteers and caregivers, continued working with Town Councils and government agencies on the high caseload of cat related issues in the community. Their efforts in advocating a humane approach to case handling has been best rewarded to date as AVA recorded the lowest impoundment rate in the last 10 years of under 1000 cats. The Society has further pushed through pilot responsible feeding programmes and the execution of TNRM programmes in areas that were previously inaccessible.

The Society has also recruited capable volunteers who have shown a dedication and objectivity in taking on sterilization projects and in working with their town councils and management committees in assisting on any cat related issues in their areas of care to the role of Volunteer Mediator (“**VM**”). These VMs bridge the gap between their network

of caregivers, feeders, fosters and rescuers and the Society to ensure the Society is abreast of any issues concerning them. The VMs are provided with a large number of sterilization slots to assist in reacting quickly to any newly abandoned cats or with hotspots that arise in their areas of care. They are also provided with free trapping slots and a small claims value to help defray the other associated costs of cat care.

Education

Responsible cat ownership remains a key education message. The continuation of the Love Cats Cat Ownership Pilot with ongoing discussions on the extension of the pilot to other parts of Singapore and the running of adoption drives have served to reinforce and reiterate this message. On adoption, we are heartened to see a heavier subscription at our adoption drives and from the public adoption board. The basic standards for adoption have been set and fosters and adopters work together to ensure that the environment is safe for the cat, that good nutrition and regular vet care is provided at the minimum.

The second key message through 2014 was responsible caregiving. It is hoped that more will rise to the challenge of being responsible caregivers so that more resources will be available to each cat in their care.

The Codes of Animal Welfare in which our past-President and Treasurer were involved in have been adopted as part of the Animal and Birds Act. Their work has been pivotal in the enactment of the amended Animals and Birds Act which came into effect 16 January 2015. One notable addition is that the act of abandonment is covered in Section 41C under “Duty of care of animal owners”. A first time offender will be liable to a fine of up to \$10000 or jail term of up to 12 months, or both, if convicted in court.

We continue to be encouraged by a growing awareness for animal welfare in Singapore, the progress of government and public engagement in this area and the increasing number of people stepping forward to do more for the welfare of cats. We eagerly anticipate policy changes that will complement more than a decade of dedicated attention by the cat community, which is increasing in number to date, to ground issues by finally addressing upstream concerns such as breeding and abandonment.

AGENDA FOR 16th ANNUAL GENERAL MEETING

1. Minutes of Annual General Meeting

To confirm and adopt minutes of the 15th Annual General Meeting held on 14 June 2014.

2. Annual Report of the Committee

To receive and adopt the Annual Report for the year 2014.

3. Audited Accounts

To receive and adopt the audited accounts for the year ended 31st December 2014.

4. Election of Committee Members

To elect the following office bearers and ordinary committee members for the year 2015:

- i. President
- ii. Vice-President
- iii. Secretary
- iv. Treasurer
- v. Ordinary Committee Members (up to 6)

5. Changes to the Constitution of the Society

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 15th ANNUAL GENERAL MEETING

On	:	14 June 2014 (Saturday)
At	:	1.00pm
Venue	:	National Volunteer & Philanthropy Centre 6 Eu Tong Sen Street #04-88 The Central Singapore 059817

As there was quorum, the meeting began at 2pm with Caregivers giving brief introduction of themselves.

1. To Confirm and Adopt the Minutes of the 14th Annual General Meeting

The Vice President presented the Minutes of the 14th Annual General Meeting held on 23 March

2013 highlighting the proposed changes in the Constitution that were accepted in the last AGM.

No questions were raised and thus the meeting minutes were confirmed and adopted.

Proposer: Prima Venga (#P1500)

Secunder: Aminah Bee (#F1507)

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

The Vice President announced that Society received close to \$500,000.00 in donations for the year 2013. This included \$100,000.00 from late Mdm Khoo's Estate. However, the \$100,000.00 bequeath from late Mdm Khoo's estate was for the upkeep of 10 cats survived by her.

CWS expenditure for 2013 was in the region of \$356,000.00 in support of caregivers and mediators through our regular Sterilisation Reimbursements, Special Projects and Mediators

Support Programme.

CWS current spending is around \$30,000.00 to \$40,000.00 per month and it is prudent that CWS keeps a reserve of at least 3 to 4 months of spending in case of emergencies in this economic climate.

MND provided grant \$70,000.00 for Chong Pang Love Cats Pilot Programme for 2 years period. As such, \$35,000.00 is allocated for this Programme in 2014. \$40,000.00 was allocated for the upkeep of late Mdm Khoo's cats and to match donations for Special Appeals respectively. This left CWS with a surplus of \$30,000 for 2013.

As no question was raised, the Annual Report was received and adopted.

Proposer: Thenuga Vijakumar (#T1389)

Secunder: Anup Murthy (#M1628)

3. To Receive and Adopt the Draft Accounts for the Year Ending 31 December 2013

The President goes through the Draft Financial Statement for the year ending 31 December 2013.

No question was raised, thus the President called for the Accounts for the Year Ending 31 December 2012 to be received and adopted.

Proposer: Prima Venga (#P1500)

Secunder: Fareena Omar (#F1507)

4. Election of the New Executive Committee

The President announced the changes in the line-up of the Executive Committee for year 2014.

The Executive Committee of 2013 was as follows:

- Veron Lau, President
- Angela Ling, Vice President
- Fareena Omar, Treasurer
- Shirley Goh, Secretary
- Suzana Sainol Abidin, Committee Member
- Melissa Lim, Committee Member
- Thenuga Vijakumar, Committee Member
- Zarina Sani, Committee Member
- Yvonne Chan, Committee Member
- Nur Izyan Khalisah Rosdi, Committee Member

The President thanked outgoing committee members, Melissa Lim, Yvonne Chan and Edna Lam for their contributions.

The President proceeds to introduce the Executive Committee for year 2014. The President informed that there will be 3 Vice Presidents in the Executive Committee. The reason for having 3 Vice Presidents in our internal structure is to create more leaders to carry out our functions in the organization.

The office bearers of the Executive Committee shall be:

(a) President for the Year 2014 – Thenuga Vijakumar.

Proposer: Angela Ling (#L1849)
Secunder: Jenny

(b) Vice Presidents for the Year 2014

(i) Veron Lau

Proposer: Prima Venga (#P1500)
Secunder: Susan Lee (#L1121)

(ii) Angela Ling

Proposer : Thenuga (#T1389)
Secunder: Sharifah (#K1272)

(iii) Phyllis Tan

Proposer : Nurul (#N1853)
Secunder: Randy Wong (#W1490)

(c) Secretary for the Year 2014 – Fareena Omar

Proposer: Ash Asyari (#A1852)
Secunder: Angela Ling (#L1849)

(d) Treasurer for the Year 2014 – Shirley Goh

Proposer: Ivan Ong (#O0874)
Secunder: Anup Murthy (#M1628)

(e) New Committee Members for the Year 2014

(i) Melody Chen

Proposer: Fareena Omar (#F1507)

Secunder: Shirley Goh (#G1396)

(ii) Juliet

Proposer: Joanne Ng

Secunder: Thenuga (#T1389)

(iii) Lim Ru Zhen

Proposer: Francesca Lok (#L1858)

Secunder: Shirley Goh (#G1396)

(iv) Suzana Sainol

Proposer: Aminah Bee (#F1507)

Secunder: Francesca Lok (#L1858)

The President announced the new Executive Committee for year 2014 to be as follows:

President	: Thenuga Vijakumar
Vice President	: Veron Lau
Vice President	: Angela Ling
Vice President	: Phyllis Tan
Treasurer	: Shirley Goh
Secretary	: Fareena Omar
Committee Member	: Suzana Sainol Abidin
Committee Member	: Lim Ru Zhen
Committee Member	: Melody Chen
Committee Member	: Juliet

5. Introduction of New Working Team

As CWS continue to grow, there is a need to engage full time staff to manage the operations and mediation functions.

Joanne Ng will join CWS as the Chief Operating Officer (CEO) on 1 July 2014.

Michelle Siau will continue to be the Part-Time Mediator managing cats related issues in the west and north part of the island.

Nurul and Ash are 2 new full time Mediators to cover the balance areas around the island.

CWS will still need to rely on volunteer mediators and all volunteers to oversee their respective areas.

6. Highlight of Notable Developments in Cat Welfare

IPC Status

CWS obtained IPC status on 8 March 2013. This meant that donors will be able to receive 2.5 times tax deduction for any amount donated to CWS.

Chong Pang Love Cats Programme

Chong Pang Love Cats Programme commenced on 17 October 2012.

This programme uncovers 126 HDB cats owners. 90% of the cats owner were responsible and the balance 10% remained unheeding and recalcitrant to cat ownership guidelines. These 10% are contributors of 90% cat issues in the estate.

We thanked Debra Low for her efforts in making the pilot programme a successful one.

Stray Cats Sterilisation Programme (SCSP)

SCSP was launched in 2011 with AVA in 4 areas, namely, Tampines North, Ang Mo Kio Central, Chong Pang and Macpherson. SCSP was extended to Marsiling in 2013.

In May 2014, SCSP is extended island wide covering community cats for all HDB estates. All caregivers and members of the public are eligible under this programme as long as they are members of CWS.

Sterilisation in 2013

4,479 cats were sterilised in 2013 with a total expenditure of \$211,000.00.

This was made possible through our various programmes such as Mediators' Support Programme, Special Projects and SCSP where AVA co-share the sterilisation costs with CWS.

It is also the great works of volunteer mediators that have raised government confidence in CWS leading to the opening of doors to critical partnership with government agencies.

7. Any Other Business

Can CWS Set Up a Foundation

A question was raised whether the Society can set up a foundation for people to bequeath their estate.

CWS has no plan for such a foundation yet as,

- (a) Being a charity, CWS cannot make investment and cannot have a fixed deposit account for such funds.
- (b) We do not understand how such foundation works at the moment.
- (c) CWS cannot be a trustee but can only play an advisory role.

However, CWS is fine if anyone wishes to set up a foundation for CWS.

Money can be willed to CWS but the person cannot prescribe something that CWS has no power under the Constitution to fulfill.

8. Closure of Meeting

The meeting called to a close at 2.50pm after speeches by the new President, Thenuga and the upcoming CEO, Joanne.

OUR ACTIVITIES IN 2014

Sterilisation and TNRM

The Society has engaged in the following activities to continue with the promotion of TNRM (Trap-Neuter-Return-Manage) as the most humane method of population control and to support the TNRM efforts of caregivers.

1. Partial reimbursement of sterilization costs

The Society has provided and maintained a reimbursement scheme through 2014 and will continue to do so in the coming years. The scheme provides 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.

The Society also began offering a low cost sterilization scheme to low income households. These households are able to sterilize their pet cats at \$10 each. The rest of the cost for sterilization is borne by the society. The aim of this scheme is to help low income households be responsible cat owners and to arrest cases of overpopulated households at the bud. The scheme has been heavily subscribed and the Society was receiving requests steadily in 2014.

2. Synergy with professional humane cat trappers

Our members enjoy discounted rates for trapping and transportation services from Petwagon, 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, Belle Foo, Regine Foo, Hui Eng and Damy Ho 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 27 veterinary clinics on our panel of clinics providing subsidised rates for the sterilisation of community cats. The clinics span the island and provide caregivers and members of the public convenient access to a vet providing subsidised rates.

Booking of slots is done exclusively through catsnip@catwelfare.org. We want to thank Tania Cheong, Shirley Goh, Gwendolyn Tan and Elaine Yap for their assistance in manning the email and facilitating the booking of subsidized sterilization slots.

4. Fundraiser for sterilization

CWS ran a 10-day online “Help Us Sterilise 6000 Cats” fundraising campaign from 2nd Aug 2014 to 11th Aug 2014. Donations were made to an online platform via <http://www.community.geofundit.com/>. Net funds raised (after deducting Paypal charges and Geofundit service fee) amounted to \$125,978.35. With these funds, CWS was able to keep culling rates low and it is very encouraging to be informed by AVA that the impoundment rate for 2014 have dropped to all time low of 938!



Stray Cat Sterilisation Programme

The Stray Cat Sterilisation Programme was launched islandwide in 2014 following the success of the programme in 2012-2013 Ang Mo Kio Central, Chong Pang, Macpherson, Tampines North and Marsiling. All cats neutered under this programme will be microchipped with the address of the block at which they are found, with a maximum number of 3 cats per flat in each block of flats.

Spay Day 2014

Through the kind donations of Ms. Sylvia Low’s friends and family, we ran Spay Day 2014 with a high proportion of cats from lower income households and households with numerous unsterilized cats. We’d like to thank Petwagon, Derrick Tan, Ruzita Zaki, Steph Lee, Jason Nathan and the numerous caregivers who rallied together to get about 180 cats sterilized on Spay Day 2014.

We'd also like to thank the volunteers who spent their day assisting us at the collection points for their invaluable contributions:

Stephanie Krishnan
Bock
Kim Yang Lim
Sharmini
Susan Tann
Norliza
Zijun

Francis Goh
Jeanette
Heryanti
Rebecca
Dayana
Ezan

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

AAVC
Amber Vet
Animal Ark Binjai
Animal Ark Greendale
Animal Doctors
Clinic for Pets
James Tan Vet
Joyous Vet
Monster Pet
Mount Pleasant Animal Clinic (Bedok)

Mount Pleasant Animal Medical Centre
Mount Pleasant East
Mount Pleasant North
Mount Pleasant Redhill
Singvet Jurong
Singvet Woodlands
The Animal Practice
The Veterinary Clinic
Vets for Pets



Restructuring of Manpower

The massive growth in 2014 also warranted the re-structuring of CWS to ensure that the administrative functions remained efficient. The introduction of the role of Chief Executive Officer, two full time Mediation Managers and the continuation of the part-time Senior Mediation Manager helped ease the case backlog. However, CWS remains reliant on volunteer in critical roles such as mediation to work together with the Mediation Managers to ensure that cat-related issues are efficiently addressed.

Mediation

Mediators is pivotal to the continued success of the humane management and welfare of our community cats. It is the work of volunteer mediators that have raised government confidence in cat welfare leading to the opening of doors to critical partnerships with government agencies such as the cat ownership pilot, stray cat sterilisation programme etc.

Frequent complaints about cats relate to defecation, noise and irresponsible feeding. All these are resolvable and more importantly, preventable. Volunteer mediators put aside time and personal resources to ensure the cats in their areas are neutered to control the population. They also target issues at their root by educating irresponsible feeders and owners.

We thank the following people for their dedication to resolving cat-related issues humanely and effectively, winning over residents, feedback providers, Town Councils and government officers for a better outcome for all.

Support for volunteer mediators increased from \$49,000 to \$126,000 in recognition of their dedication to the critical role of mediation around Singapore.

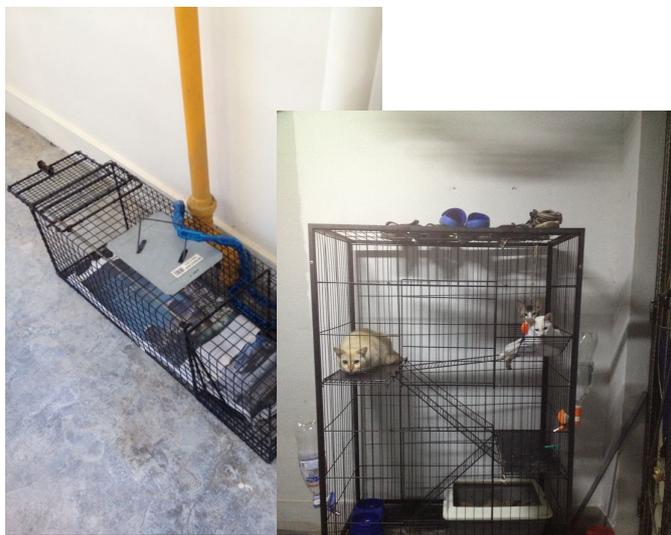
Further, the Society appointed 31 volunteer mediators who manage their local network of volunteers and caregivers and liaise with Town Councils and other relevant authorities to effectively resolve matters. These volunteer mediators are provided free sterilization slots, free trapping and a small claims sum each month to help defray the costs they incur each month.

We want to thank them all for their dedication to our community cats:

Amrys Wang	Felicia Peck	Mdm Lina	Ru Zhen
Ang Teck Yong	Fiona Yuen	Lillian Lee	Sharifah
Angela Ling	Francesca Lok	Lim Yoke Wah	Sharon Chia
Armporn	Francy Goh	Linafoulin Othman	Shelby Doshi
Atika	Geraldine Soh	Lydia Lee	Shirley Goh

Barnie Leow	Hani Abdul	Mabel Cheng	Steffi Koh
Candy	Haliza Hamid	Mariani Yahya	Susan Lee
Carina Ng	Hamida Zam Zam	Mary Lim	Susan Liu
Catherine Eaw	Herbin Chia	Mdm Law Mui Eng	Suzana Sainol
Catherine Lim	Huey Miin	Mdm Soon Soo Moi	Tan Lee Koon
Charmaine Foo	Irene Xu	Mdm Mok Sau Hiong	Tenny Chu
Chin Yujia	Ivy Tong	Nebisa Ali	Theresa Chin
Cheng Tiong	Jacqui Mathieu	Ong Beng Lay	Tony Tan
Christina Ng	Jaime Kong	Joy Ouyang	Winnie Tan
Corinne Goh	Jamaliah	Penny Tan	Wolfgang Post
Dr Tan Chek Wee	Janet Sum	Phyllis Tan	Wong Ling
Dyllis Teo	Jennifer Toh	Randy Wong	Wong Lee Lian
Ena Oh	Julian Tan	Rebecca Tan	Wong Yu Chung
Enn Shen	Kenneth Koh	Ronnie Ho	Yow Siew Kah
Fareena Omar	Leha	Rosalind Lew	

The Society continued to hire Mediation Officers to handle cat related issues with the AVA, NEA, HDB and Town Councils to ensure that cases are professionally and promptly handled. The rate of cases resolved was over 200 per month. We wish to thank Michelle Siau, Nurul Ecah and Asy'ari Asni for their work in 2014.



Food Donation Drive for Responsible Feeders

In December 2014, CWS also put aside funds to send approximately \$50,000 worth of wet and dry food to responsible caregivers islandwide. These caregivers were nominated by the volunteer mediators and many paid it forward by sharing the food with other feeders they knew so that everyone could benefit. While it is not a long term solution, this was a

one-off donation to show our gratitude to the responsible caregivers who have made these community cats' lives better.

Special Appeals

The Special Appeals page on Cat Welfare Society's website is a platform designed to help caregivers obtain financial support to defray costs for the care of community cats. All the cases under this page focused on injured or sick community cats. 2012 and 2013 saw a significant increase of requests for financial assistance from caregivers and many such cases remain outstanding. As of Nov 2013, there were 182 Open 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.

A special fundraiser was run for special appeals in early-2014 to kick start financial year 2014 on a positive note. It was a successful event that set the stage to convince for more people that the care of community cats to be taken as a community responsibility where more members of the public can participate directly by getting involve with cat rescue and indirectly by making a donation. The funds were raised through online fundraising campaign via <http://www.community.geofundit.com/>. The campaign ran from 1st Feb to 15 Feb 2014, raising \$83,171.00 from 734 donors. Cat Welfare Society matched donations with \$20,000.00 to encourage members of public to donate generously. In addition, Silent foundation made a \$10,000.00 to support the fundraiser. Net funds raised (after deducting Paypal charges and Geofundit service fee) amounted to \$78,862.84. With these funds, CWS was able to close all outstanding Special Appeal cases.

Unfortunately special appeals still took a severe beating in 2014 with over \$85,000 outstanding at the end of the year. Donor fatigue meant that caregivers were unable to obtain assistance in defraying their costs and this affected the rate at which they could assist other cats and their sustainability.

We are looking for ways to **revamp and outreach** for Special Appeals to combat donor fatigue.

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

Special Projects

The Society continued with the co-ordination and support of cases that need urgent and immediate attention through 2014. The scope of the cases has extended to include hoarder cases and projects in industrial and commercial areas with little to no caregiver support.

With hoarder cases, CWS provides support to the volunteers who have taken on the project through sterilization, the channeling of ad-hoc food and medical supplies where required and by calling for volunteers to assist with the cleaning up and maintenance of the household.

With commercial and industrial projects, prompt TNRM and mediation assists with managing the cat population quickly.

One notable case was that of a deceased man at Kim Keat whose cats were found emaciated and locked into the home. His neighbours contacted CWS and mediators investigated. Trappers were immediately deployed to take the cats in for sterilization and for health checks. The cats were in a sorry state and had to spend an extended amount of time at the vet to recuperate.



Cat Ownership Pilot in Chong Pang

Though the grant provided by the Ministry of National Development to run the cat ownership pilot in Chong Pang has ended, the Society continues to engage a Mediation Manger whose portfolio includes running the programme. The findings from the survey run at the beginning of the programme showed that most cat owners are responsible and responsive to the pilot and that it was just a handful of irresponsible cat owners causing a nuisance. This finding has helped the Society push for the expansion of the programme islandwide.

Education and Public Awareness

1. Adoption Drives

CWS and Pet Lovers Foundation continued with their collaboration in 2014 with the monthly adoption drives held at Pet Safari at Vivo City and at NEX. Combining the well located stores and the network of fosters, another 40 cats were rehomed at the drives. The drives continue to be held on the first Sunday of every month. The Pet Lovers Foundation also sponsors starter kits for successful adopters.

We are deeply grateful 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 remains a strong focus for CWS with multiple partnerships and participations in public, school, corporate and grassroots events. Noteworthy events are Cats of the World, World Animal Day and the Deutsche Bank charity days.

The events serve as a platform to engage the public and educate them on responsible cat ownership and sharing our environment with community cats. A key example is the AVA Responsible Pet Ownership Roadshows which CWS continues to assist with organizing and participates in.

3. Social Media and Official Website

Our Facebook page remains our primary means of communicating with our supporters and we currently have close to 30,000 followers comprising caregivers, volunteers, mediators and members of the public.

The URLs for our website, Facebook, Twitter pages and Instagram are:

www.catwelfare.org

www.facebook.com/catwelfare.sg

www.twitter.com/catwelfare.sg

Instagram/catwelfaresociety

4. MEWS

We would like to thank Emi, Denise, Qiuling and Vicki for taking our quarterly newsletter to a new level with excellent content, focus on adoptions and other eye-catching content.



WE NEED YOUR HELP TO RESTORE HUMANITY

Say no to Pet Abandonment, Indiscriminate Breeding & Casual Ownership. We, **Cat Welfare Society (CWS)** and **Pet Lovers Foundation** remain committed to help re-home abandoned cats. Since initiating monthly adoption drives in 2011, we have found permanent homes for over 200 cats. We believe that a large number of culled street cats were former pets abandoned by irresponsible owners. Thus, we seek to ensure that cats go to good and responsible owners.

Homeless cats face a harsh reality. Constant danger lurks in every corner and it is estimated that a street cat only lives an average of 2-3 years. A cat with a home, on the other hand, have an expected life span of 20 years! Every cat deserves a second chance complete your family with a feline!

To help you with your newly adopted cat, **PLC is sponsoring:**

1. Starter kit worth \$50.00
2. Kitten bonus plan worth more than \$10.00
3. VIP member card worth \$5.80

The adoption drives are held at 3 locations from 10.00am till 6.00pm.

- @ **AFC Kembangan** on 5 April and 4 October 2015
- @ **EastPoint Mall** on 8 February, 3 May, 5 July, 6 September and 6 December 2015
- @ **WoodCity** on 1 March, 7 June, 2 August and 1 November 2015

*Terms & Conditions apply
*Adoption procedures apply by CWS

Organized by **Pet Lovers** Sponsored by **Pet Lovers Foundation** Supported by **Cat Welfare Society**

Merchandise

We launched our 4th calendar for the year 2015 with the design team from NYLON magazines. The theme for our 2015 Calendar was Be the Change, Make History Together. We sold approximately 3000 calendars.

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

We also want to thank everyone for supporting and patronizing the CWS booth. We managed to raise \$25,000 in 2014 and merchandise sales continue to form a part of the monies that are channelled into the various support programmes, especially sterilisations and special projects. We thank Thenuga for expanding our merchandise range through shrewd sourcing. We were also joined by the good people from Animal Merchandise who have contributed to the catalogue of products sold with a percentage of the profits coming directly to CWS.



Memberships

The number and category of participating merchants has increased. They provide discounts and privileged benefits to our members and we are grateful to them for their contribution.

We're like to thank Ivan Ong for his continued dedication in expanding and maintaining the merchants' list. We'd also like to thank Peng Peng for managing the membership registrations and renewals

FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL ACTIVITIES FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2014

	Note	2014 S\$	2013 S\$
INCOME			
Voluntary income			
Donations	5	628,904	442,153
Government grants		37,636	74,000
Membership subscriptions		12,370	11,670
Calendar sponsorship		9,120	11,892
SCSP – AVA Reimbursement		25,304	0
Special appeal	5	67,016	22,198
		<u>780,350</u>	<u>561,913</u>
Activities for generating funds			
Events		0	650
Calendar		0	10,052
Merchandise sales		24,657	27,908
		<u>24,657</u>	<u>38,610</u>
Other income			
Foreign exchange gain		0	2
Misc income		250	0
		<u>250</u>	<u>2</u>
TOTAL INCOME		<u>805,257</u>	<u>600,525</u>
LESS: EXPENDITURE			
Cost of generating funds			
Events expenses		0	187
Purchases		40,347	17,701
		<u>40,347</u>	<u>17,888</u>
Cost of charitable activities			
Cat trapping & transport		43,788	0
Care and medical treatments		0	15,007
Cats ownership programme expenses		25,728	28,240
Chip and spay day		4,083	2,698
Collaterals		3,482	332
Education		374	0
Geofundit fees		4,795	0
Low income sterilisation		30	0
Mediator claims		19,672	28,690
Mediator sterilisation		96,171	77,687
Others		64,671	0
Rescue		0	3,810
SCSP		39,703	0
Special appeals		95,141	44,819
Special projects		75,309	4,973
Sterilization reimbursement		8,556	36,478
Sterilization support		0	63,347
		<u>481,503</u>	<u>306,081</u>
Governance and administrative costs			
Accounting		8,800	2,400
Audit fee			
- Current year		4,280	3,424
- Prior year		0	3,000
AXS processing fee		1,029	470
Balance c/f		<u>14,109</u>	<u>9,294</u>

**STATEMENT OF FINANCIAL ACTIVITIES FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2014
(Cont'd)**

	Note	2014 S\$	2013 S\$
Governance and administrative costs (Cont'd)			
Balance b/f		14,109	9,294
Bank charges		656	893
Catnip Hotline		134	0
Course fee and training		0	3,000
Depreciation of property, plant and equipment	9	196	190
General expenses		1,635	26
Give.SG fees		42	0
Maintenance		0	428
Meal and refreshment		0	449
Office supplies		0	74
Paypal fee		7,436	3,762
PO Box rental		214	0
Postage and courier		30	579
Printing and stationery		439	665
Professional fee		0	4,950
QuickBooks		358	0
Rental		6,474	504
SG Gives fee		4,804	1,600
Staff costs	6	82,007	43,785
Telecommunications		2,177	1,865
Transport		621	7,731
		<u>121,332</u>	<u>79,795</u>
TOTAL EXPENDITURE		643,182	403,764
Net income for the year		162,075	196,761
Total funds brought forward		<u>317,275</u>	<u>120,514</u>
Total funds carried forward		<u>479,350</u>	<u>317,275</u>

The accompanying notes form an integral part of these financial statements.

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2014

	Note	2014 S\$	2013 S\$
ASSETS			
Current assets			
Cash and cash equivalents	7	547,548	319,685
Other receivables	8	<u>39,265</u>	<u>30,679</u>
		<u>586,813</u>	<u>350,364</u>
Non-current asset			
Property, plant and equipment	9	<u>71</u>	<u>267</u>
		<u>71</u>	<u>267</u>
Total assets		<u>586,884</u>	<u>350,631</u>
LIABILITY			
Current liability			
Other payables	10	<u>107,534</u>	<u>33,356</u>
Total liability		<u>107,534</u>	<u>33,356</u>
NET ASSETS		<u>479,350</u>	<u>317,275</u>
UNRESTRICTED FUND			
General Fund	11	<u>479,350</u>	<u>317,275</u>

The accompanying notes form an integral part of these financial statements.

ACKNOWLEDGEMENTS

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

Animal Welfare Organisations	Event Partners and Sponsors
ASD	The Arts House
ACRES	BooksActually
HRSS	Cats of the World
SPCA	Pet Lovers Foundation
SOSD	PETS Magazine
Agri-food & Veterinary Authority of Singapore	
Housing Development Board	Individuals
National Environment Agency	Aloysius Choong
National Volunteer & Philanthropic Centre	Carlyn Law
Ministry of National Development	Derrick Tan
Town Councils	Dr. Cai Panqin
	Dr. Lou Ek Hee
Celebrity Appearances	Eveline How.
Keagan Kang	Gobbs S.Y. Lim
Melody Chen	Ivan Ong
Taufik Batisah	Lee Siew Ying
	Lily Low
Corporate Donors	Lim Cho Seng
Animal Merchandise	Louis Ng
Brew Creative	Madeline Chen
Chia S Arul & Co	Paul Wong
Kore Design Communications	Rebecca Ho
PolyPet	Wendy Yap
Pet Lovers Centre	
Media Partners and Sponsors	
Clubpets	
Pets' Magazine	
NYLON	

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.

End of Annual Report