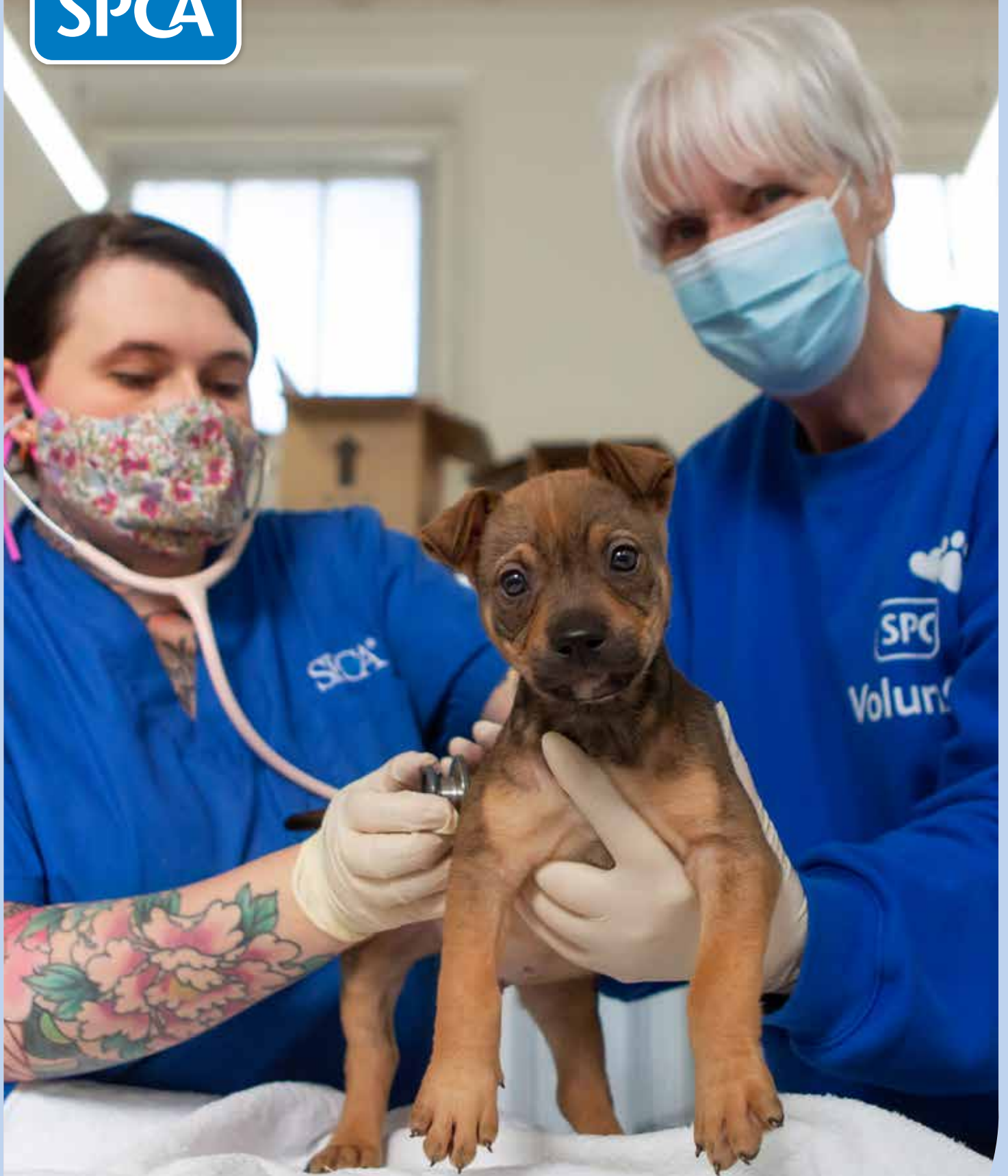


Te Rōpū Aukati Tūkinu Kararehe



Annual Report

2021-2022



SPCA Board:

From left to right: Steve Merchant, Bobbie O’Fee, David Broderick (Chair), Robyn Kiddle (Vice Chair), Jane Holland, Julie Sellar, David Heald (absent)

SPCA Senior Leadership Team:

Andrea Midgen
Chief Executive

Sue Kinsella
General Manager, Operations

Dr Arnja Dale
Chief Scientific Officer

Tony Lemmens
General Manager, Finance
& Shared Services

Julia Wiegandt-Goude
General Manager, People,
Culture & Safety

Sarah Cotter
General Manager,
Engagement

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Values



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SPCA Financial Statements can be found at www.spca.nz

Purpose

To advance animal welfare and prevent cruelty

Te kōkiri i ngā mahi atawhai kararehe me te aukati tūkino

Vision

All animal lives matter in our communities

He mea nui te oranga o ngā kararehe katoa kei ō tātau hapori

Founding ethos

We speak for those who cannot speak for themselves

He reo mātau mō rātau kāore e taea te kōrero



Chair and Chief Executive's Report

In 2022, we entered our 150th anniversary in New Zealand. Since 1872, SPCA has worked tirelessly to advance animal welfare in our communities and prevent cruelty against animals.

SPCA's roots began in Canterbury and quickly spread to Otago, Auckland and Wellington. Over the years, SPCA has since flourished into a nationwide organisation, sharing our resources across the country to support our Centres that were once struggling, and providing specialist care and treatment to animals regardless of location – ultimately saving more animals' lives.

We marked this occasion by holding an event kindly hosted at Government House with some of our special donors and supporters. It was a memorable occasion, pausing and reflecting on our collective efforts and sharing a commemorative video paying respect to all those who carved the way before us. We are truly humbled by the support we continue to receive from generous New Zealanders.

Looking to the future, our role of preventing animals from harm, and enhancing and encouraging the relationship between animals and our communities, continues to be paramount. In an ever-changing world – and in the wake of the pandemic lockdowns and continuing COVID-19 ramifications – we need to

increasingly focus our efforts at a national level to ensure we're having the greatest impact.

In our Centres, we concentrate on making our processes more efficient and developing our volunteer and foster network. Our foster families have become progressively important in the past few years, providing in-home care for our animals and environments in which to flourish. For those animals in our Centres, we're always looking to improve on our enrichment programs for the 27,000-plus animals coming to us, giving them the best possible shelter conditions. Thousands more animals are also being assisted in the community through veterinary care, food, housing, rehoming advice and general support.

We are building towards our vision of an SPCA where all communities feel empowered to be part of the solution to the animal welfare issues they care about. To do this, we are strengthening our focus on prevention, advocacy and intervention.

Desexing remains the number one strategic priority. In the past year, we launched an online Snip 'n' Chip system and work closely with more than 100



veterinarians, as well as local councils who have signed up for our desexing programme. Our progress in this area means we're able to report with greater transparency and accuracy, and gather more insights that can inform our programme targeting, moving forward.

Another way we impact the lives of so many animals is through our animal welfare certification, SPCA Certified, which expanded into the food service industry giving consumers more opportunity to choose products that are helping raise standards of care for New Zealand's animals.

Our Science and Education teams work hard to drive changes that will have a lasting impact. We continue to strengthen our voice on such topics as desexing, greyhound racing, and the prolonged tethering and confinement of dogs. SPCA is unrelentingly stressing our position with the Government, determined to get acknowledgement that the need outweighs the resources available – for us and for other animal rescue groups. Funds and changes to legislation are very much needed. With the help of our generous donors and supporters, we can do an incredible amount – but what we could achieve with more Government support could change the animal welfare landscape in Aotearoa dramatically.

Our Education team are continually looking at the most interactive and engaging tools to shape how the next generation of New Zealanders treat animals. Our evidence-based programme for schools fosters understanding, compassion and respect – with an emphasis on responsible pet ownership.

We're always extremely proud of our efforts in saving and seeking justice for the animals, with our Inspectorate and Field Officer teams working tirelessly on the front line every day, rescuing animals who have been in accidents, abused or neglected. The support they provide to individuals and the community is often invisible and unrecognised – providing the intermediate intervention and education that can shift behaviours and prevent any further action needing to be taken.

In the Op Shop space, we focused on the expansion and optimisation of the retail network to help fund our cause. We opened 10 new Op Shops which contributed one million dollars to their seven million dollars of annual revenue. We also launched a new online store which is tracking well, as we observe the trending appetite for sustainable, secondhand items increase, bolstered by the fact these purchases can also help save the lives of animals.

SPCA's social media platforms are key to sharing our story, attracting thousands of people to engage with us on a daily basis. Our other communications updates continue to have high subscription levels as we aim to keep New Zealanders informed of our progress and how they can help.

We'd like to say a heartfelt thank you to every SPCA volunteer and staff member for your commitment. To all of our donors, supporters and stakeholders, thank you for giving a voice to the animals through your generous donations and unwavering support.

David Broderick, SPCA Chair

Andrea Midgen, SPCA Chief Executive

A NOTE FROM ANDREA

This was my last full financial year with SPCA, as I made the incredibly difficult decision to step down earlier in 2022 after seven years in both the Auckland and National CEO position. I am committed to assisting the new leader in their transition once appointed, and know that our Board and Leadership team will steer the organisation well – keeping the animals at the heart of all their decisions and engaging our supporters every step of the way. While I leave the role, SPCA will never truly leave me, and I will be continuing my support in other capacities.

Ngā mihi maioha, Andrea.



150 years of caring for and protecting animals

In 2022, we began our 150th year of service in New Zealand. It is an absolute privilege to be serving the animals and building on the hard work of those people who've come before us, striving for change.

Over the years, SPCA has continued to be at the forefront of animal welfare. We have been seen as many things and had many names, such as the 'Police force of the animal world' or the 'guardian of sentient creatures'. While many of these descriptions still stand true, it is safe to say that SPCA's biggest shift has been expanding the scope of our work.

Our focus is no longer just on safeguarding animals under the Animal Welfare Act 1999, it is also to prevent animal abuse before it happens. To achieve this, we are educating and engaging with our communities, advocating for better outcomes at a Government level to change laws, and desexing thousands of animals to break the cycles of unwanted litters. We are a nation of animal lovers, and by empowering our nation's people, we can create a community where all animals are treated with compassion and respect.

A brief history

The first national law protecting animals in New Zealand was passed in 1878. Against the backdrop

of war and human rights issues in the early 1900s, our organisation had a hard road to elevate the issues of animal cruelty to the forefront of societal conversation, and assert their right as living – and sentient – creatures.

Improving the conditions for working animals was a large part of the focus in the early days, with cruelty to horses particularly common. Then, the treatment of bobby calves and transportation of farmed animals were other significant issues needing reform. SPCA has put in the hard yards since our beginning to shape the public perception of how animals should be treated. You - our kind community of animal lovers – have been a steadfast voice for the animals every step of the way.

November 2017 was a turning point in SPCA's history. SPCA delegates voted to form one national organisation, unifying independent Centres to create a future-focused national entity. Since then, we have been One SPCA in New Zealand. Through all of these milestones, we couldn't be more thankful to our supporters like you who have stuck by the animals through thick and thin.

HEARTS OF GOLD

Our 150 years of service wouldn't be possible without kind animal lovers and people in our community who choose to donate their time at SPCA Centres and Op Shops. Like Florence Butler, who has dedicated 50 years to helping animals in need.

You would be hard-pressed not to find a canine companion by Florence Butler's side. Trotting past the window, every canine knows to stop by her apartment for love, cuddles and a few dog treats. Florence has always had an affinity for animals – no matter how big or small. During her 95 years of life, this has not faltered. It started at the age of five when she rescued a stray puppy from a life on the streets and begged her mother to keep him.

"He was so filthy and dirty, you couldn't tell if he had spots, or if he was black or white. I took him everywhere with me. I took him on trips in my pram and we slept together at night – we did absolutely everything together," she explains. It was her fondness for animals that inspired Florence to support SPCA's vital work, and she has been a voice for our vulnerable animals since 1972.

The difference Florence has made over her 50 years with SPCA has been profound. From volunteering at SPCA's Māngere Centre in Auckland when it was first built in the 1970s, to gathering her girlfriends together and hosting fundraising auctions to raise much-needed funds. Florence was quick to drop everything to aid the cause.

Becoming a Giving Hearts member, Florence's impact will also be felt for years to come. By choosing to leave a gift to SPCA in her Will, Florence knows the animals she

cares for so deeply will always have someone fighting for them, long after she is gone.

Thank you, Florence, and to all our supporters for being there for the animals – you are the lifeblood of this organisation and we would not be here if it wasn't for you.

"It didn't matter what it was, I would do anything to help the animals. I'd rather go without something so I can support SPCA. I simply can't understand how anyone could hurt animals, and I want my legacy to go towards them being treated with kindness, respect and love."



Sheltering, rehabilitating and rehoming

Our Centres provide a safe haven for sick, injured, abandoned and abused animals. We give them love, care and a roof over their heads until we can find them a new forever home.

In the last year, more than 27,000 animals came into the care of our SPCA Centres. They joined animals already with us, meaning we cared for a total of 31,119 animals in the last 12 months. Going above the basic requirements to house our animals, our enrichment programmes remain a key focus to ensure the best standard of living while waiting for their permanent family home. Almost 17,000 animals were adopted, with each being desexed before leaving SPCA to assist with breaking the cycle of unwanted litters. Our 31 Centres utilise our network around

the country to share best practice, improve current processes and ensure levels of care for animals are measured from a national standpoint. It is in this way that SPCA can leverage its national status to benefit animals no matter their postcode and prioritise where our efforts are best spent.

Outside of our Centres – but very much in our family – our foster network is fundamental to cultivating the best temporary care possible for our animals. Considered the “back bone” of animal support, foster families have supported us through the pandemic and will continue to be of the utmost importance to how we operate. On average, 44% of our animals were in foster care each month in the last financial year.

The expertise within our Centres spreads well beyond those animals directly coming into contact with us, with thousands more animals assisted in the community through veterinary care, food, housing, rehoming advice and general support.

Our Veterinarian Affiliate model is tracking well, with our initial South Island partnerships in Gore, Queenstown and Central Otago becoming well established, helping to fine tune the model for further expansion. SPCA’s network of fantastic veterinarians offer services in all corners of the country, ultimately helping more animals and communities and connecting the dots for animal welfare across the country.



27,000
animals came through our doors

31,119
total animals we cared for

16,991
animals adopted

On average, **44%** of our animals were in foster care each month

Stepping in where needed, our teams assisted MPI with several civil emergency responses in the last year – in Gisborne, Taranaki and on the West Coast. In Buller, we set up our facilities at our SPCA Greymouth Centre as a temporary animal evacuation centre, with SPCA Inspectors in Canterbury taking to the road (pictured) to deliver supplies including food, blankets and crates to those needing to evacuate animals.



Visual design of the new South Auckland Centre build

Shelters for the future

Last financial year, the former Auckland SPCA Trust (a separate entity) gifted SPCA funds of \$33 million to support the ongoing sustainability of SPCA.

These funds were held, and a significant portion earmarked for our upcoming new Centre build in South Auckland. This new Centre is much needed to ensure our animals are cared for into the future, as our largest Centre, Māngere, ages and becomes increasingly ill-suited for the animals’ needs. Based in Wiri, this will become Auckland’s main facility and has been designed to ensure the animals will be in the best possible housing while in our care. These will include newly designed feline units, natural daylight into all animal spaces, and improved

animal housing unit sizes, which research suggests helps reduce length of stay. At the end of the financial year, the concept was moving towards Resource Consent Application, with work to begin on-site in the new calendar year.

We forecast that it will soon cost us more than \$65 million a year to operate SPCA across the country (an increase of \$8 million on current costs). Once the funds for the build have been expended, SPCA’s reserves will be less than four months’ cover of our expenses.

THE RESEARCH BEHIND SHELTERS

Housing quality has been shown to influence an animal’s length of stay in a shelter. As shelters are inherently stressful environments, increased lengths of stay is the single greatest risk factor for illness and behaviour problems, because of the longer duration of stress. Incorporating high-quality housing units (larger spaces that are well furnished for the animal’s need) have been found to lower

stress, lower disease rates and lower the amount of time in care. Housing and care of cats, particularly during their first week of stay in an animal shelter, significantly affects disease rates. Research also demonstrates that stress scores decrease dramatically faster in cats housed in larger cages and this in turn correlates with a decreased risk of disease and increased rate of adoption.



National Desexing Programme

The overpopulation of animals is one of the biggest issues faced by SPCA and animal welfare organisations across Aotearoa. The National Desexing Programme (NDP) was created in September 2021 to help achieve one of SPCA's core goals: reducing the number of animals needing SPCA's help through desexing. Creating a unified, consistent, and national approach to desexing is a major milestone and, despite extended lockdown setbacks, we're seeing great projections for us toward achieving this goal.

We desex all animals that come into our care, so our Programme focuses on desexing animals outside our Centres. We know there are three main barriers for individuals having their animal desexed – cost, transport and not understanding why it is important. Our Programme targets all three of these through:

- **Snip 'n' Chip campaigns:** where external veterinary clinics assist us in desexing animals whose owners need a helping hand, providing subsidised vouchers to desex and microchip felines.
- **Community desexing:** this campaign aims to reach people we miss with Snip 'n' Chip, such as those people who we interact with in our day-

to-day activities. For example, someone may surrender a litter of kittens, but want to keep the mother cat, so we would desex that cat and prevent further unwanted litters.

- **Mobile desexing:** this is an even more targeted approach, designed to break down the barrier of transportation that hinders access to desexing. These are most commonly rural areas with significant numbers of cats and dogs, which are at higher risk of negative welfare outcomes.
- **Desexing Grants:** we are assisting rescue groups with desexing by funding the SPCA Desexing Grant, which Companion Animals Trust New Zealand (CATNZ) administers on our behalf.

Following the launch of our online process for our Snip 'n' Chip campaigns in January, we issued almost 8,000 vouchers, with 3,100 already redeemed in a six-month period. Adding to those desexed prior to the online system launch, as well as our other external desexing work including community desexing and grants, we desexed a total of 12,029 animals in this financial year. From these numbers, we estimate we have prevented roughly 45,000 unwanted animals being born in a one-year period.

While extended lockdowns slowed our progress, our acceleration in the second half of the financial year will see numbers climb sharply in the remainder of 2022 – preventing tens of thousands more unwanted puppies and kittens, with many of the 18,355 vouchers issued in the past months still to be redeemed.

Rising costs of living have pushed desexing further down the priority list for many people, so we're seeing an exponential increase in the need for our services in this area if we are to avoid an animal welfare crisis in the next few years. We hope to work alongside groups such as Kāinga Ora, Aviva, the Ministry of Social Development, District Councils, and local community leaders to help identify people and animals at risk.

Partnering with other organisations will assist with the education on why desexing is essential, which is fundamental to the long-term reduction of unwanted animals. This will complement our advocacy work focused on ensuring desexing is front-of-mind for public bodies and the general public. We have created visual infographics that are available in six languages to better engage our diverse audiences and are in the process of creating a desexing website where people can learn more about the importance of desexing and where they can get assistance.

“ Helping people desex their pets when they are experiencing financial hardship has improved our relationship with the public, and has resulted in a decrease in risk of abandonment or threats to the lives of unwanted litters. ”

Joy Walker – Napier and Hastings Manager

We are also in the process of building another desexing vehicle, joining the one vehicle we have currently, which is effective but heavy and difficult to move. This is a very expensive undertaking and we're extremely grateful for the fundraising efforts and generosity enabling this work to begin.

Of concern to us is the increasing shortage of veterinarians across the country, which is putting unprecedented strain and pressure on Clinics. Often the prices we offer as part of our programme do not always meet the true costs of desexing, so we are eternally grateful for the veterinary practices partnering with us to tackle this national issue. Desexing and responsible ownership are the only way to address the cause of unwanted animals being born, abused and neglected – and this will take a truly coordinated approach with our communities.

Key to our success will be having measurable outcomes and using the data we capture to inform where our resources are needed most – this new Programme will provide this. We're able to gather a national picture so we can target areas where we'll have the greatest impact. We are very proud of the progress we have made in a short timeframe, and look forward to seeing the National Desexing Programme make a sizeable impact in the coming year.

12,029

desexed through our National Desexing Programme

18,355

vouchers issued

45,000

unwanted animals estimated to have been prevented

SPCA Impact

Advocate

35

Submissions to Government, local authorities and industry bodies

15

Expert and informal opinions written for cruelty investigations

537

Stakeholder meetings attended to advocate and advance animal welfare

37

Involvements in advisory groups and committees



Reduce, Rehabilitate and Rehome

31,119

Total animals cared for

16,991

Animals adopted

44%

Of our animals were in foster care each month



Desexing

25,766

Total animals desexed

Including:

13,737

Animals desexed in SPCA Centres

12,029

Animals desexed through our National Desexing Programme, including Snip 'n' Chip, community desexing and grants - preventing approximately **45,000 unwanted animals being born**

National Desexing Programme breakdown:

3,153

Animals desexed as part of our SPCA Desexing Grant work – gifted to animal rescue groups

5,691

Snip 'n' Chip vouchers redeemed (18,355 Snip 'n' Chip vouchers issued in total)

3,185

Desexed through our Community Desexing and other desexing activities



Protect and Seek Justice



13,019

Cruelty complaints received:

- 20 prosecution charges filed in court
- 2,882 verbal advice and assistance
- 1,355 involved warnings and education letters

9,558

Ambulance jobs recorded

- 559 of which were animal rescue jobs

More than **3,300** animals brought into SPCA care by Inspectors

22

Species of animals at jobs attended – ranging from alpacas to reptiles.



Educate

77,760

Books gifted to schools



1,147

Schools using the SPCA Teachers' Portal

51,071

Kids' Portal sessions

75

Educational videos created for 15 animal species

2,566

Downloads of our Kind Matters Newsletter

1,684

Downloads of our Animal Welfare Learning at Home Booklets

Op Shops



10

New general Op Shops, raising \$1 million for the animals

2

New concept stores and a new online Op Shop

Engagement

14.9 million

Website views



\$332,798

Raised from generous supporters and partners as part of our Give to Get Them Home day, raising enough for three new animal transport vehicles



Education

SPCA's Education Department continues to develop learning opportunities that help to achieve positive, empathetic and compassionate outcomes for both animals and humans in our society.

Our fourth series of storybooks for kids was provided free to every primary and intermediate school in the country in June 2022 – gifting 77,760 books in total to encourage children to think deeply about their relationships with animals. Focusing on responsible animal guardianship, the stories explore different actions people can take to ensure the safety and wellbeing of animals in their home and wider community.

From paper to digital, we also collaborated with Microsoft NZ, ImpactEd, and primary school students in Christchurch to build a Minecraft education resource. "SPCA Care and Create" provides a fun,

interactive platform for young learners to build animal-friendly enriched environments, helping to teach children what animals need to be properly cared for while also enhancing their digital skills.

Providing varied learning opportunities remains a key strategy, with the development of 75 education videos, five issues of the regular Kind Matters publication and the opportunity for students to join 36 live education webinars. There have also been various animal welfare-themed competitions throughout the last year.

We're thrilled to have Suzy Cato join our SPCA family in an ambassador role, with her love for animals and education meaning she is a perfect fit to promote our resources and the healthy, loving connections that should exist between animals and their carers.



Inspectorate

Our team of law enforcement officers demonstrate daily commitment and resilience in the face of very difficult situations and tight legal restrictions.

The Inspectorate Team continues to investigate distressing deliberate acts of violence or extreme cases of neglect. They are also working hard on collaboration with communities and animal owners guilty of lower-level offending, to instigate behaviour change that we know will have a long-term impact.

In a year shaped once again by lockdown interruptions and general increase in mental health issues, our Inspectors have seen financial hardship and veterinary shortages change the landscape for the issues they help resolve around the country. Our Inspectors have received more calls enquiring about financial assistance for animal care, as well as some well-meaning people falling into animal welfare scenarios due to difficulty obtaining the care required for their animal. We're observing across the country – both with our teams and for rescue groups – an increasing number of dogs needing help, including high numbers of dogs that are subject to prolonged chaining.

We filed 20 new prosecution charges in court and we issued 75 infringement notices. There were 17 successful convictions obtained for concluded prosecutions (with others remaining before the court), and we took more than 3,300 animals into SPCA care. We also completed the fifth and final year of legal work leading into our largest prosecution ever, relating to two German Shepherd breeders. Following substantial work involved in bringing this case to a close, we were so pleased to know justice for the dogs and puppies that were so severely neglected was going to finally be served in the 2022-2023 financial year.

Last year we implemented a new internal Inspectorate structure with one national leader, and nine team leaders across the country, charged with overseeing their regions. The team has flourished under this new structure and it has resulted in our services being more strategic, efficient and consistent. Twelve Intern Inspectors also graduated this past year to join the ranks of our incredible team with the powers to investigate cruelty, abuse, neglect and abandonment.



Science & Advocacy

SPCA’s Science team work tirelessly to influence decision-makers, in order to make enduring changes to the animal welfare landscape, working on behalf of all animals in New Zealand – not just our companion pets. Trusted as a credible source of information, our small team are frequently invited to engage with industry, Government and other stakeholders.

In the last year, significant groundwork has been laid for initiatives that will change the lives of hundreds of thousands of animals in research, testing and teaching as well as the welfare of cats up and down the country.

Advocating for animals in Research, Testing, and Teaching

SPCA was a founding signatory of the Australia New Zealand Committee for the Care of Animals used in Research and Teaching (ANZCCART) Openness Agreement on Animal Research and Teaching in New Zealand. This is the first such agreement to exist

outside of Europe, demonstrating SPCA’s leadership in advancing the welfare of animals used in Research, Testing and Teaching (RTT).

SPCA was also awarded a grant from the International Council for Laboratory Animal Science (ICLAS) to develop an educational programme to increase the Animal Ethics Committee’s knowledge of animal welfare, science, ethics, and law. The Committee oversees use of animals in RTT within New Zealand and this support will offer greater protections to approximately 287,000 animals.



bylaw that requires the over 15,500 households with cats in this area to ensure their cats are desexed and microchipped starting 1 July 2022, as well as securing funding for Snip ‘n’ Chip through our submission on the Council’s “Long Term Plan”, meaning approximately 170 cats will be desexed per year, preventing up to 24,000 unwanted kittens from being born across their lifetime.

Animal Welfare Committee

The Animal Welfare Committee was established November 2017 and is a Committee of the SPCA Board responsible for providing oversight on animal welfare issues. The Committee includes two SPCA Board members and three independent advisors. They are responsible for recommending animal welfare matters to the SPCA Board for approval. These matters include, but are not limited to: agreeing animal welfare principles, reviewing animal welfare position statements, shelter and veterinary standards, the SPCA Certified programme and proactive campaigns on national welfare issues.

Promoting responsible cat ownership to improve cat welfare

There are approximately 1.2 million companion cats in New Zealand, of which an estimated 146,000 are not desexed. During the past year, we made progress in our advocacy for desexing cats before they enter puberty, microchipping and microchip registration, and keeping cats at home. These steps are important to safeguard cat welfare and break the cycle of unwanted kittens in the community.

Key steps taken include:

- Developing a stay-at-home cat guide for owners that provides information on how to keep your cat safe and happy at home and avoiding the dangers of letting them roam, with 14,000 guides added to our adoption packs, thanks to one generous donor.
- Publishing a scientific article in the Journal Animals, which reviewed existing cat-related Government policies in New Zealand, achieving more than 1,200 views so far.
- An invitation by the Parliament Petitions Committee to submit on a petition in support of national desexing and registration of cats in New Zealand.
- Submitting on four local bylaws, advocating for desexing and microchipping requirements for companion cats. Participating in local council initiatives to promote responsible cat ownership in Nelson, Dunedin, Gore, and Auckland, allowing us to advocate for cat welfare as a main priority.
- In Whangārei, we celebrated success with a new

A NOTE ON GREYHOUNDS

The Government has given the greyhound racing industry until the end of 2022 to demonstrate meaningful improvement in record keeping, transparency and animal welfare, or face closure. The industry has a history of being unwilling or unable to adequately address significant animal welfare concerns.



Since being removed from the Greyhound Racing Health and Welfare Committee in early 2022, an act that demonstrated the industry’s lack of commitment to transparency or animal welfare, we have strengthened our work to advocate for the end of the New Zealand greyhound racing industry. We submitted to the Petition Select Committee in support of a petition advocating for a ban on commercial greyhound racing. SPCA has also offered to discuss with Greyhound Racing New Zealand (GRNZ) how we can help existing rehoming organisations and other rescues rehabilitate and rehome the thousands of dogs used by this industry, should the industry face closure. This is high on our agenda for the coming year, along with other key areas of concern including the prolonged chaining and confining of dogs as well as advocating for an Animal Welfare Commissioner.

35

Submissions to Government, local authorities and industry bodies

15

Expert and informal opinions written for cruelty investigations

537

Stakeholder meetings attended to advocate and advance animal welfare

37

Involvement in advisory groups and committees





Beachlands Store

Op Shops are a growth space with the money we receive from them for the animals being increasingly important as we face limited Government funding and witness the higher cost of living hindering the ability of some past supporters donating to us in more traditional ways.

The success of our Op Shop network wouldn't be possible without the amazing work from our retail team and volunteers, as well as the donated items from members of the public. Our teams go the extra mile on a daily basis. From garnering donations, personally cleaning items, right down to taking clothes home to be priced to creative ideas to recycling and repurposing items that cannot be re-sold.

Thank you – we are so grateful for your support.

Our new stores:

- Turangi
- Kumeu
- Frankton
- Papanui
- Wairau
- Linwood
- Beachlands
- Te Awamutu
- Hornby
- Kaiapoi



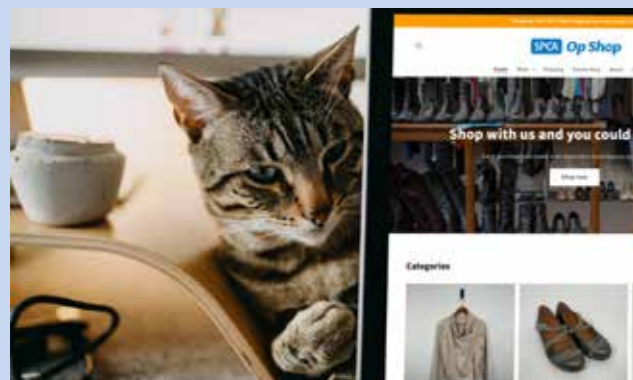
Our Op Shop network

SPCA's important work is supported by 58 Op Shops around the country. In the last year, our retail network has been expanding and optimising, to ensure we're harnessing the support of our communities who shop, donate and volunteer with us.

We opened 10 new general stores, which contributed an additional \$1 million to our \$7.3 million annual Op Shop revenue. We also launched two new retail store concepts: Boutique for SPCA, a higher-value apparel and collectable offering on Ponsonby Road

in Auckland, as well as our Home store concept, focusing on higher-value furniture and homeware. We're seeing people keen to do their bit for the environment and support New Zealand's animals, and we couldn't be more grateful for the generous contributions we receive from all corners of the country.

We also introduced online retailing with our SPCA Online Op Shop, and added Trade Me sales in our existing Op Shops to gain additional fundraising revenue. The pandemic has accelerated the shift towards a more digital world and triggered changes in online shopping behaviours that are likely to have lasting effects. Actively stepping into this space will capture those people looking to engage in e-commerce activities which also have charitable impacts.



SPCA PURINA NATIONAL VOLUNTEER AWARDS

Taking out two prestigious awards in our SPCA Purina National Volunteer Awards were Carolyn Callister in Nelson, for Going The Extra Mile and our Hastings team for Best Op Shop Team.

Congratulations once again and a massive thank you to all our wonderful staff and volunteers who put their heart and soul into each store to help support the animals.



Grant funders & trusts

In 2021-22 the following grant funders, charitable estates and trusts have generously supported SPCA. We would like to acknowledge and thank these organisations for helping to make our work possible throughout the year.

Acorn Charitable Trust, Public Trust
Acorn Foundation
Aotearoa Gaming Trust
Auckland City Council
Brian Whiteacre Charitable Trust, Public Trust
Carterton District Council
Crawshaw-Milligan Animal Welfare Charitable Trust
Danesmead Charitable Trust, Public Trust
Dr Marjorie Barclay Trust
Dunedin City Council
Elaine Gurr Endowment Trust, managed by Perpetual Guardian
Evergreen Charitable Trust, managed by Perpetual Guardian
Four Winds Foundation
Grey District Council
Greymouth Masonic Lodge Charitable Trust

Grummitt Sisters Charitable Trust, managed by Perpetual Guardian
Hamilton City Council
Hilda Curtis Charitable Trust, Public Trust
Invercargill Licensening Trust
Joyce Fisher Charitable Trust
Lake Memorial Trust, managed by Perpetual Guardian
Lindsay Foundation
Lottery Minister’s Discretionary Fund
Mainland Foundation
Margaret Olive Russell Charitable Trust, managed by Perpetual Guardian
Masterton District Council
Matheson Animal Trust, Public Trust
Maungakiekie-Tamaki Local Board
Nikau Foundation
Northland Community Foundation
Pelorus Trust

Ray White We Can Help With That Fund
Redwood Trust
Reed Charitable Trust, Public Trust
Robert & Barbara Stewart Charitable Trust
Room Simmonds Charitable Trust, managed by Perpetual Guardian
Rotorua Trust
Shacklock Charitable Trust
The Lion Foundation
Toi Foundation
Trust House Foundation
Waitaki District Council
Whakatane District Council
Whangarei District Council
William Downie Stewart Charitable Trust
Zelda Roberts Charitable Trust, Public Trust

DAME CINDY KIRO

SPCA is delighted to have The Rt Hon Dame Cindy Kiro (GNZM, QSO) as our Patron. Dame Cindy kindly helped us celebrate our 150th Anniversary with a lovely video congratulating us. She also visited our Auckland Māngere Centre in early 2022, meeting the team of staff and volunteers and enjoying the resident cuddles too. Dame Cindy’s love for animals is evident and her support for our work with New Zealand’s most vulnerable animals is most appreciated.



SPCA Certified

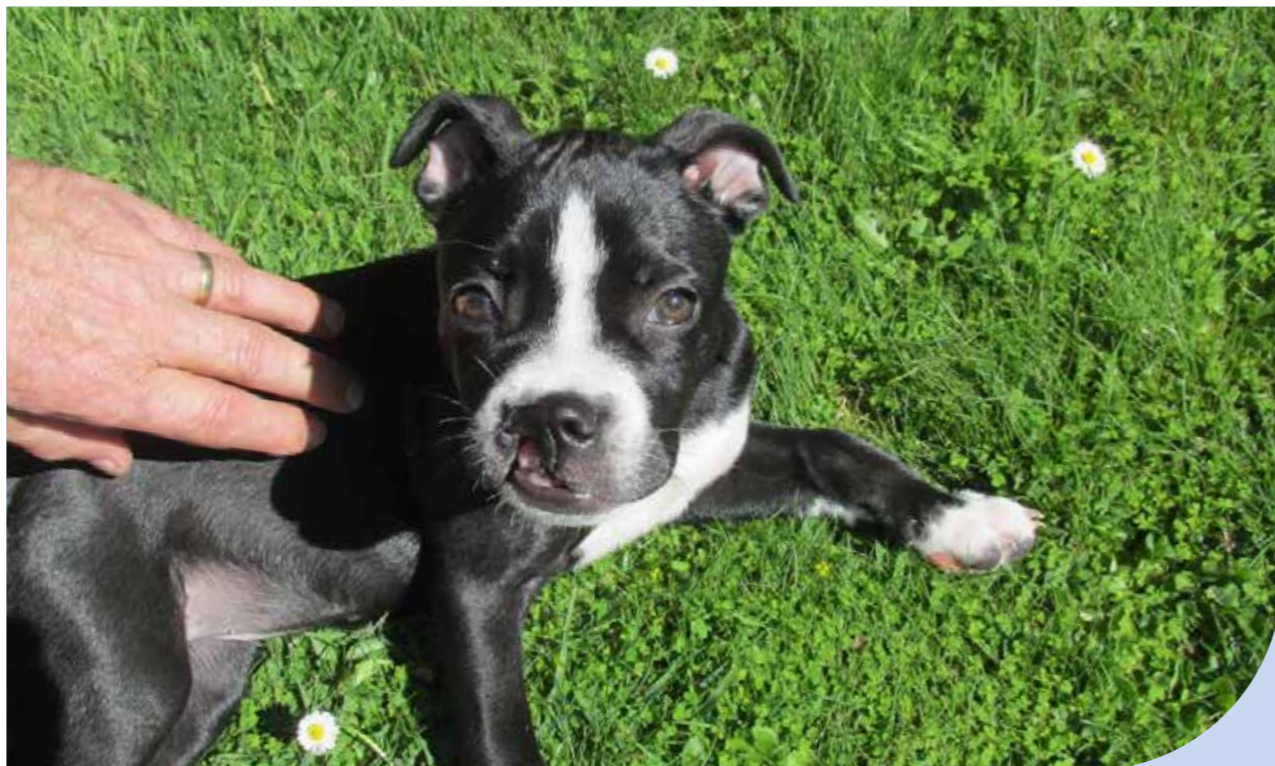
The SPCA Certified team work collaboratively with industry bodies, building trust and credibility across both the farmed and companion animal sectors. This year we welcomed new members to the programme, expanded into the food service industry and developed new animal welfare standards.

OUR IMPACT INCLUDES:

- **Launching two new SPCA Certified Standards;** Chinook King Salmon and Dairy Cattle, giving a total of nine published SPCA Certified Standards.
- **Welcoming Tegel Foods to the programme;** improving the lives of an additional 12.3 million free range chickens each year.
- **Welcoming Bostock Brothers to the programme;** improving the lives of an additional 800,000 free range organic chickens each year, and working with one of New Zealand’s premium Free Range organic chicken farms.
- **Welcoming our first Sheep & Beef member;** Nurture Farms, improving the welfare for 40 sheep and lambs and 40 beef cattle.
- **Bringing on board our first retail member;** The Coffee Club, who now use SPCA Certified eggs for all menu items across all New Zealand stores.

We are proud to have 72 individual facilities under SPCA Certified standards and 115 SPCA Certified branded products available for purchase at local supermarkets.





Dove's story

Born with a cleft palate, Dove had the odds stacked against her from the start. Unable to suckle from her mother as a newborn puppy, Dove's first hours in the world were increasingly desperate.

Rushed into SPCA's care, our teams were determined to help Dove win the fight she never asked for. We appealed to supporters – as we knew the surgeries required would be costly – and our plea on this wee girl's behalf was met with an amazing show of support from people across New Zealand.

Dove received several surgeries to close the gap inside her mouth, but there was another vital factor that helped her not only survive, but thrive: her invaluable foster parents. Cherie and Graeme worked tirelessly to keep this girl alive, spending hours syringe-feeding her to get food down. After all the time and love they poured into Dove, when the time came for Dove to head back to the SPCA Centre for adopting, they couldn't bear the thought of parting with her!

"She just completes our little family," they said. The pair – who also foster countless vulnerable litters including bottle-feeding kittens – were acknowledged in SPCA's National Volunteer Awards this year too, awarded the title of Fantastic Foster Family. From start to finish, Dove's story is a perfect example of how the care of vulnerable animals in New Zealand is such a team effort, and we couldn't be more grateful to everyone who helps.



Volunteers

Our dedicated group of nearly 5,000 volunteers are the lifeblood of our organisation. Whether they're in our Centres, our Op Shops or fostering animals, our work is only possible because of those donating their time to help the vulnerable animals.

During Auckland's extended lockdown period, we relied more heavily on our foster parents to ensure the animals in our care were in the best possible place to thrive, as well as best preparing our shelters for the unknown that lockdowns would bring. Foster parents, like Suchi and Jay in our story below, were fundamental to giving so many animals the chance at life they deserved.

From frequent incidents that can stink out their house, to four-hourly eye drops, this pair have it covered. But Suchi and Jay are quick to stress that ringworm fostering is not as daunting as it sounds – it just requires preparation and time, and is well worth the opportunity to give precious lives a second chance. Giving the animals back? Now that is the hard part.

FRIENDS WHO FOSTER

Since 2013, Dr Suchi Mouly and Dr Jay Sankaran have fostered 237 animals for SPCA in Auckland. Starting out with cats requiring weight gain and kittens with the flu, they then quickly advanced to being knowledgeable ringworm foster parents, known for their incredible dedication and care.

Such is their commitment over the years, they even converted their only bathroom into a foster room! It is well ventilated and has everything needed to accommodate animals in their care, as well as providing a confined space to monitor ringworm. This means they often shower at a nearby swimming pool complex, giving up the convenience of their own shower at home for the sake of the animals.

"All this we do out of our love for the animals that come to us for a second chance. It is not a sacrifice, but a labour of love. We feel grateful that we play a small but significant role in their precious lives."

Suchi and Jay felt fostering was increasingly important during lockdown periods. There was an increased pressure to monitor vulnerable animals knowing veterinarian appointments would be harder to access. Communication between foster parents, foster coordinators and vets needed to be frequent and detailed to identify any cause for concern with the animals. Field officers were also vital, being that crucial link providing the weekly supplies to many households to minimise physical interactions.

Foster parents are the cornerstone of our animal care framework and will continue to play a vital role into the future.

"The heartache is always there. By fostering these lives through difficult times, we bond with them and vice versa. But we know we cannot adopt them all and that keeps us going. We also believe that if we didn't hurt that much, we are not putting our heart and soul into it."

Suchi and Jay are superheroes in our eyes, saving so many lives in their nine years helping SPCA. Thank you from the bottom of our hearts.



Jay pictured with "My Boy" – one of many foster cats who stole their hearts

Engagement & Fundraising

New ways to help the animals

We're finding new ways to engage our audiences and make it both easy and exciting for supporters around the country to help animals. The face of fundraising has changed significantly since the beginning of the pandemic, and we initiated new digital fundraising initiatives to ensure safe and accessible ways for our supporters to contribute and understand their impact. Our 'Give to Get Them Home' day held at the end of the financial year was one example, and we were blown away by the response. In just one day of matched giving, thanks to our generous partners and friends at The Coffee

Club, we were able to raise enough for three animal buses to be built in the near future. These specialist vehicles are so important to support our national network of Centres, transporting animals safely for specialised medical care that's not available locally, moving them to Centres where there are higher rehoming opportunities and easing the pressure for space in Centres that are reaching capacity.

These initiatives build on other extremely generous ways people show their support – from the very personal gesture of knitting mice for felines in our Centres, to the privilege of having financial contributions left to us as a legacy in a Will. Every small action and every dollar makes a difference, helping countless animals go on to lead a happy, healthy life. We want to express our deepest thanks and gratitude to every single person who has contributed to SPCA and the animals.

32,159
Guardians

59,634
individuals who gave a donation to SPCA



Digital

New Zealand is a country with hugely varied communities from one end of the country to the other, and there are animal lovers in all of them.

SPCA communicates with the hundreds of thousands of people who already support our work in a number of ways, and we're always evaluating how we can reach all New Zealanders to bring them on the animal welfare journey. We aim to tell our story in a way that'll resonate, incite change and unite people behind our cause. Using all the channels available to us, we take a holistic approach to communicating – including personalising direct communications, telling the SPCA story in the media, and using social media as a key space to engage and converse with people.

On Facebook, we reached more than 2.2 million people who join us to hear our news and have dialogue with us. In April, as part of Prevention of Cruelty to Animals month, we shared stories of the inspiring animals and people within SPCA, and the ways in which we strive to prevent animal cruelty across New Zealand every day. These posts reached more than 60,000 people and helped to build a clearer picture of the role we play and the impact we have.

SPCA Website: total number of page views

14.9 million

Instagram followers

22,500k

LinkedIn followers

4,442k

Facebook followers

435,760

People who subscribe to our e-newsletter

159,815

Our SPCA website traffic also increased by 10% with 14.9 million page views, and our Instagram page welcomed many new followers, reaching a total of 22,500 people.

On top of our own social media content, our SPCA Ambassador programme helps access new audiences and our wonderful Ambassadors, who strongly support SPCA's values and mission, spread the word of our work and how people can get involved.



Legacies

in support of SPCA

We would like to recognise the kindness of the following people from whom SPCA generously received a gift left in their Will in 2021-22. These gifts will make a difference to New Zealand's animals for generations to come.

Acorn Foundation	Doris M Patridge Trust	Gwendoline Ngairé Warnecke	Kaye Patricia Kingston
Adrienne Rae Bedford	Doris Plank Trust	H & K Reynolds Charitable Trust	Keiko Wahren
Agnes Grace McCracken	Dorothy Bailey	Heather Della Dobson	Kelleher Charitable Trust
Agnes Helen Richardson	Dorothy Christina Foster	Helen Alice Isabella Clark	Kenneth Frank McKenzie
Aileen Edith Elizabeth Jackson	Dorothy Frisken	Helen Robertshaw	Lalita Sundari Natali
Alan David McRae	Dorothy Mary McElroy	Hugh Peter Smith	Laszlo Zoltan Fule
Albert George Sidney Dunnill	Dorothy Rae Imlach	HWS & CE Lubeck Family Trust	Leeanne Claire Aubrey
Alexander Murray Ireland	Dudley Bambery	Ian Robert Black	Leo James Murphy
Alison Jane Browning	Edith Irene Adamson	Irene & Stanley Sawtell Charitable Trust	Leonard Monk Charitable Trust
Alison Jenkins Foundation	Edith LJ Tongue Trust	Irene Alana Gilcrist	Lesley Adrienne Alexandre
Allan & Louisa Stewart Charitable Trust	Edith Violet Dilkes	Irene Erica Cowan Charitable Trust	Lesley Anne Paterson
Ann Lesley Salt	Edna Tate	Irene Marjorie Davis Trust	Lesley Joan Middlebrook
Anne Jean Grenfell	Edward (Ted) Hugh Erskine-Legget	Jacqueline Nicole Watson	Leslie Herbert Appleton
Arthur Barry Williams	Edward Alexander Belton Jenner	James McCormick Irwin	Leslie Mary Janet Anderson
Aubrey Keith Lane	Eileen Marie Claudine McIntosh	Janet Benson	Lillian McNeil Campbell McLellan
Audrey Alice Curd	Eleanor May Pharazyn Trust	Janet Dalrymple Willis	Lillian Patricia Gibbs
Audrey Simpson Trust Fund	Elizabeth Macey Dawson	Janet Dorothy Clapcott	Lilly Hogg
Barbara Ellen Algie	Elizabeth Mary Jewell	Janice Anne Kimberley	Linda Christine Phillips
Barbara Pauline McPherson	Elvaretta Orr	Jean Alice Evans	Lois Mabel Elizabeth Hunter
Barrie Alan Maxwell	Eric David Laws	Jean Margaret Taylor	Lola Melva Stow
Barry George Neville-White	Estate of Agnes Elizabeth Fraser	Jean McLean Littlejohn	Lynne Rosemarie Bennett
Barry Norman Head	Estate of Agnes Isabella Wood	Jeffrey Alan Adams	Madeline Joyce Adams Charitable Trust
Barry Raymond Morris	Estate of Archibella Joan Wilson	Jennifer Anne Hyland	Malcolm James Robertson
Beryl May Warder	Estate of Douglas Hooper	Jill Clela Proctor	Malcolm John Yockney
Betty Valmai Mawdsley	Estate of Helena Blanche Sullivan	Joan Denise Burgess	Mallissa Tanner
Beverley Tregga & Dorothy Bromley Trust	Estate of John James Gracie	Joan Gertrude Hoyles	Marcella Veronica Richardson
Beverly Harry Beacham	Estate of Leslie C Doubleday	Joan Neale Garman	Margaret (Peggy) & Erick Kershaw Fund
Brian Ramsden Trust	Estate of Ronald Lewis Jeffery	John Anthony Lathom Croft	Margaret and Allan James Bosson
Bruce John Hood	Estate of Russell John Stedman Wells	John Barry Christie Cudby	Margaret Anne Pollock
Burns Family Charitable Trust	Estate of Walter Stanley Middlemiss	John David Owen Trust	Margaret Eleanor Frances Suthrell
Carol Bithell Fund	Estate of William Hanna	John De Silva	Margaret Elwy Parkinson
Carole Ann Mutschel	Eunice L Chick Endowment	John Edward Charles McLoughlin	Margaret Elmy Wright
Chakras Trust	Evelyn Lorraine Redmond	John Ernest Clapson	Margaret Fay Wright
Charles Murray Smith	Faith Crook	John Maxwell Cryer	Margaret Louise Hay
Charles Robert Francis Gallagher	Faye Jacqueline Peters	John Mortlock	Margaret Mary Hancock
Cherrie Elizabeth Horlock	Florence Emery	John Ramon Clews	Margaret Mortimer
Cheryl Patricia Butterworth	Frances Kathleen Cunningham	John William Harris	Margaret Patricia Plank
Cicely Petre Memorial Trust	Frances Muter Charitable Trust	John Wilson Robb	Margaret Pollock Trust
Claire Gerarda Cornelia Wolfe	Frederick & Audrey Adams Trust	Josephine Lynne Karavasil	Margaret Robina Brown
Clare Susan Crawley	Garry & Norah Madden Trust	Josephine Ward	Marg-Rose Linder Charitable Trust
Cynthia Anne Young	George Dear	Joy Elizabeth Berryman	Marie Elsie Allingham
David Barry McIvor	George Dennis Warman	Joyce & Laurence Olliver Charitable Trust	Marie Joyce Turner
David Bruce Crow	George Edward Brinsdon	Joyce Christine Pearson	Marilyn Theresa Cameron
David Robertson	George Pearson Horton	Joyce Helen Lamont	Marjorie Anne Thomas
Dawn Frances Buckley	Githa Bender Charitable Trust	June Audrey Smith	Marjorie Irene Beath
Dawn Patricia Kennedy	Gladys Margaret Carlton Draper	June EC Kahn Charitable Trust	Marjory Tosh Scott
Debra May Collins	Gloria Flora Foote	Kathleen James	Mary Cecelia Brown
Deirdre Mary Ross	Goodwill Chartiable Trust	Kathleen Laws	Mary Cecelia Vaughan
Denis Bergman	Gordon Teagle	Kathleen Whyte Charitable Trust	Mary Evelyn Giles
Derek Albert Levett	Gretta Josephine Beck	Kathryn Lynda Thomson	Mary Loyola Murphy
			Mary Rose McKenzie

Maureen Edith Evans
Maureen Edson
Maureen Joy Wykes
Maurice J A Woods & Grace E Taylor Memorial Trust
May Roberts
Melville Robert & Thelma Eleanor Overend Perpetual Trust
Michael & Kathleen Nuttall Memorial Trust
Michael Phillip Duffy
Michael Richard Turner
Michael Roger Tandy
Michael William Harold Fleming
Mollie Irene Gower
Mona Gane Charitable Trust
Morris & Mary Evans Charitable Trust
Muir Campbell Templeton
Myra Heinekamp Perpetual Trust
Myrtle Cox
Natalie Olive Elwin
Ngairé Patricia Rickard
Nola Christina Lippelt
Norah Hamblin Memorial Trust
Norah Hobcroft
Norman Brown
Norman Francis Paton Charitable Trust

Pamela Maisie Boyce
Pamela O'Neal
Pamela Webb Charitable Trust
Patricia Betty Keeper
Patricia Olive Llewellyn
Patrick Malcolm Reynolds
Pauline Elizabeth Collett
Peggy Dorothy May Hyslop
Penelope Joan Williams
Peter Arvid Ramutenas
Peter Cornelis De Graaff
Peter Edward Culmer Read
Peter George Hutchins
Peter Gibson
Peter Richard Jackson
Peter Ronald Nicholson
Phillip Verry Charitable Trust
Phyllis Mary Cleaver
Phyllis Ruby Perrin
Phyllis Thomas & Roy Thomas Charitable Trust
Pukerua Bay Charitable Trust
Raewyn Catherine Dalton
Ralph William Pollett
Raymond Leslie Jones
Raynor Elizabeth Stevens
Reginald & Alma Langley Trust
Rex Barry Baker

Rhona Elizabeth Olds
Richard Harrington Noel Dench
Rita Wearn
Rita Yvonne Van der Meer
Robert Hamilton McCallum
Robert Seccombe Mowbray
Robert Sydney Cretney
Robert Tubbs
Roberta & Enid Griffin Fund
Robin Elspie Philip Charitable Trust
Robyn Clara Fowler
Rodney Maxwell Levy
Ronald Ivan Sare
Ronald James Low
Rose Ann Brennan
Rosemarie Shireen Ashton
Rosemary June Everett
Russell James Towns
Ruth Petty Trust
Ruth Seline Filler
S M Wells
Sandra Joy Tosland
Sara Ann Willcox
Sheila Agnes Downey
Sheila Douglas Dunbar
Shirley Veronica Ratcliffe
SPCA Fund - Perpetual Guardian Foundation

Stanley V Ratley Trust
Susanna Maria Stevens
Suzanne Torbett
Sybil Mary Gaudin Charitable Trust
Sylvia Burton
Sylvia Dorothy Playne
Thelma B Mitchell Estate
Timothy Joseph Smith
Tracey Lee Stapp
Trevor James Ellis
Una May Dowding
Valda Dorothy Mann
Valerie Claire Hutchinson
Valerie Patricia Steele
Violet Filomena Cox
Violet May Johnson
Walter Joseph Howard
Wanda Elizabeth Wheeler
Wellington Sisters Charitable Trust
Wendy Graham Jones
William Francis French
William Noel Pharazyn Charitable Trust
William Norman Stewart
William Reilly
William Robert Marshall
Woodville Charitable Trust
Worcester Trust

Partners and Sponsors

We work with incredibly generous and creative businesses who choose to support SPCA in countless ways. They stand by us - from raising awareness, supporting our team, and generously funding the work of SPCA.



Nestlé Purina believe pets and people are better together, and are committed to helping SPCA with animal care and welfare. That care starts with the right nutrition and this is why the cats and dogs of SPCA are fed the premium nutrition of Purina ONE. Over 100,000kg of pet food is donated by Purina each year to SPCA, to ensure the animals in our care are kept happy and healthy.



SPCA Pet Insurance are committed to helping build a stronger bond with your cat or dog. They believe every animal is exceptional and needs to be appreciated for who they are. With SPCA Pet Insurance, you can say yes to your cat or dog's next adventure, without worrying about what a trip to the veterinary might cost you, knowing you may be reimbursed a portion of eligible veterinary bills. By purchasing a policy, you're helping support the great work of SPCA! SPCA Pet Insurance are distributed by Greenstone Financial Services NZ Limited.



Pet Depot is an online pet supplies store and SPCA's official retail partner with 30 percent of all profits going directly to SPCA. All food, treatments and supplies stocked by Pet Depot, can be delivered straight to your door. Funds received will help SPCA to rescue, shelter and rehome injured, abandoned and abused animals; provide medical treatment, as well as vaccinations, microchips and desexing services.



Named New Zealand Law Firm of the Year by Chambers and Partners in 2020, MinterEllisonRuddWatts is a leading full service law firm. They proudly support SPCA by providing pro bono legal advice.



Ezeleash donates \$1.00 to SPCA from every Ezeleash purchase made in-store and through their website. An Ezeleash is a dog lead with an integrated hand-sanitiser spray, an easily accessible dog poop bag dispenser, utility pocket and quick tether point. Designed to make your life easier.

A photograph showing a brown chicken being held gently by a person in a dark jacket. In the background, another person is wearing a blue t-shirt with the SPCA logo and the word 'Volunteer' partially visible. The text 'Together, we can give' is overlaid in white at the top.

**Together,
we can give**

them a better life.