

# 2019 & 2020 IN REVIEW



**Ottawa Therapy Dogs**

# TABLE OF CONTENTS

- 3** Message From Leadership
- 4** Execution and Implementation of the Strategic Integrated Plan
- 5** 2019 & 2020 In Review: Overview of Successes
- 8** Community Engagement
- 9** Summary of Financial Statements
- 11** Our Team
- 13** Supporters



# MESSAGE FROM LEADERSHIP

Each year our Annual Report reminds us of the impact we are making in our community thanks to the collective efforts of our volunteers, partners and supporters who are committed to making a difference. Whether it's comforting children facing medical treatment, providing physical rehabilitation support to a patient recovering from a stroke, or helping a student struggling with literacy through our R.E.A.D program, your contributions help support the health and well-being of vulnerable individuals in our city.

Although much of 2020 involved navigating uncharted waters due to the ongoing COVID-19 pandemic, it also reinforced the dedication of our Ottawa Therapy Dogs volunteer teams. While this past year looked different, several of our teams pivoted to deliver virtual visits to diverse sites across Ottawa as a source of emotional support. As our handlers and four-legged friends stepped into the world of virtual pet therapy, we found that these visits also sparked joy and positive support for the incredible frontline workers who were on the receiving end of the call.

With the vaccine programs underway, we remain optimistic and look forward to resuming our in-person visits in the future once we are permitted to do so. Throughout the pandemic we have maintained our connection with our existing sites who are eager for our return, and have cultivated new partnerships to expand our efforts. In response to this, we will be ramping up our recruitment for 2021-2022 to ensure that we have the number of teams required to fulfill these requests.

Community engagement remains a priority, and we have recently launched new outreach initiatives including the Paw-Pal Program to support children's literacy. Established in collaboration with local school boards across the National Capital Region, children at the elementary level have an opportunity to write to one of our Ottawa Therapy Dogs to enhance their writing skills. We have received an overwhelmingly positive response, which is just one example of the meaningful impact we can make when we diversify our programs.

While we look back on 2019 & 2020, we are grateful for the successes that we have achieved thanks to our donors, volunteers and partners. The level of support we have received inspires us as we look ahead to 2021 and the future growth of Ottawa Therapy Dogs.

**Mireille Pitre,**

**Chair, Ottawa Therapy Dogs**



# EXECUTION AND IMPLEMENTATION OF THE STRATEGIC INTEGRATED PLAN

Ottawa Therapy Dogs (OTD) has a core mission to serve people of all ages who are coping with physical and mental health challenges. To both sustain and expand this mission across the National Capital

Region, OTD employs three Key Result (KR) areas in line with our Strategic Plan that prioritizes our diverse programming and initiatives.

## Key Result Areas:



Define and concentrate on key areas for animal-assisted interventions to increase our impact.



Improve the effectiveness and reduce wait times of recruitment, training & evaluation processes.



Develop financial and human resources to build capacity through focused programs & processes.



# 2019 & 2020 IN REVIEW: OVERVIEW OF SUCCESSES



Define and concentrate on key areas for animal-assisted interventions to increase our impact.

- As a generous supporter of OTD's programs, Cedarview Animal Hospital recruited three talented writers back in 2018—Judy Beltzner, Julianne Labreche and Karen Luker—to write a series of compelling stories about the work of OTD that continued through 2019 to show the impact of our programs to our broader community;
- Our in-person visits were suspended in March 2020 due to the COVID-19 pandemic. Our resilient volunteer teams continue to provide support through "The Zoomies" - virtual visits to seniors, children and hospital patients - until we can resume in-person visits;
- The impact of our virtual visits is also being felt by a number of frontline workers in our partner facilities who have the opportunity to join the virtual session for a dose of 'pawsitive support';
- In 2020, we launched an educational series, How do Puppies Grow?, in collaboration with OTD member, Ann Lambert. These videos were recorded in collaboration with a local school to support the Primary Science curriculum and serve as a valuable learning resource on animal growth and development
- Prior to the pandemic, we continued to cultivate local partnerships by taking part in special events as part of the Government of Canada's Workplace Charitable Campaign including visits with Natural Resources Canada and Health Canada;
- During the high school exam period, we visited Sacred Heart High School, Immaculata High School, St. Mother Teresa High School, and Ottawa Public Library's Sunnyside branch;
- In a time of urgent need, we visited John McRae Secondary School to provide support to students;
- Continued our ongoing partnership with Hydro Ottawa to offer special sessions with our R.E.A.D. teams for children at the Ottawa Public Library's Centennial Branch, and hosted an OTD dog wash in collaboration with Hydro Ottawa volunteers at Pet Valu Beechwood;
- Hosted a visit with 30 students at Crystal Bay Special Education Centre;
- Participated in a number of community events with local organizations including; CHEO's annual Teddy Bear Picnic, Family Fun Day as part of the Navigator Program at CHEO for families of children with medical complexities, Exam Cram at Sunnyside Public Library, Manor Park Community Summer Day Camps, and 'Reading Short Stories with Therapy Dogs' at the Multiple Sclerosis Society of Canada

# 2019 & 2020 IN REVIEW: OVERVIEW OF SUCCESSES



Improve the effectiveness and reduce wait times of recruitment, training & evaluation processes.

- Launched our On-Demand Information Session video to streamline information on commitments and requirements to those interested in becoming an OTD team;
- Consulted with our Standards & Practices Committee to develop an assessment to determine the readiness of our OTD to return to in-person visits;
- In 2019, 20 new teams successfully completed an evaluation and mentoring and have been placed at one of our partner facilities;
- Held 7 evaluations, 3 information sessions and 2 orientations in 2019;
- The transition to full-time hours for Lorraine Douglas has allowed for quicker response times to help advance the onboarding of new OTD teams

*"Residents were excited, connected, even brought to tears with the happiness they felt. Our first visit showed me immediately that this was the way to continue our partnership with Ottawa Therapy Dogs. We are so very grateful for the people who came together to bring this joy to our residents."*

-Erika Hollander, recreologist at St. Patrick's Home speaking on our virtual visits (Excerpt from 'The Power of Zoom Dogs' blog by Julianne Labreche)



# 2019 & 2020 IN REVIEW: OVERVIEW OF SUCCESSES



Develop financial and human resources to build capacity through focused programs & processes.

- Promoted Lorraine Douglas from Program Manager to Operations Manager to reflect her role in expanding community partnerships, liaising with donors and members, executing new outreach/recruitment programs and providing overall support to the organization;
- Hired John Bouza in January of 2020 for a one-year term position in the role as Director of Development to provide expertise on advancing our fundraising efforts;
- Hired Jenna Hobin as a part-time Communications Consultant in 2020 to develop and execute a communications strategy that aligns with our strategic plan;
- Expanded our Board of Directors team to provide multi-faceted support in areas such as financial assessments, communications support, by-law development and strategic planning;
- Launched the Best Friends initiative in 2020 to encourage consecutive giving through a monthly contribution to go towards sponsoring an OTD's team of the donor's choice
- Launched a fundraising challenge in 2020 in partnership with Access Storage, who offered to match the first \$3000 in donations to OTD dollar-for-dollar. Our generous donors helped to exceed this goal, raising over \$6000 in support of our virtual visits;
- Continued our partnership with John Fluevog shoes through a community event that provided 50% of sales from the evening to OTD. They also helped us raise funds through our 'Fluevogs for Therapy Dogs 2019' raffle for a free pair of shoes;
- Participated in a Giving Tuesday challenge in 2019 in collaboration with Canada Helps who provided an extra \$5 in funding for each donation of \$25 or more made to OTD

# COMMUNITY ENGAGEMENT

Despite the ongoing challenges with the global COVID-19 pandemic, OTD remains dedicated to providing support through virtual visits and a bi-weekly Instagram Live session accessible to the general public. With the health and safety of our volunteer teams as our top priority, we will continue to closely monitor the guidelines of Ottawa Public Health and the Government of Ontario to determine when in-person visits may resume. In the interim, we have focused on maintaining and cultivating new partnerships with local sites to ensure we are prepared once we are permitted to continue our visits in the community.

56  
Therapy  
Dog Teams

51  
Visitation Sites



*"The dog and volunteer were extremely compassionate and I felt comforted by the kind words of the volunteer, who kept my family and I encouraged throughout the surgical and recovery process. I would like to extend my sincere appreciation and thanks to the Ottawa Therapy Dogs organization, who not only brought positivity in a time of darkness to me but to my parents as well who were facing all sorts of emotions having to watch and experience their only child go through life threatening surgery."*

**-Youth patient at The Ottawa Hospital**



# SUMMARY OF FINANCIAL STATEMENTS

INCOME	2020 Actual	2019 Actual
Donations	\$ 23,492	\$ 56,439
Fundraising	-	5,347
Grants	15,000	28,250
Membership Revenue	1,445	3,110
Other Income	1,503	11,878
<b>Total Income</b>	<b>\$ 41,440</b>	<b>\$ 105,025</b>

EXPENSES	2020 Actual	2019 Actual
Administrative Expenses	\$6,783	\$ 5,665
Advertising & Marketing	378	1,028
Meals and Entertainment	46	-
Payroll & Related	58,500	102,420
Professional & Outside Services	24,267	7,915
Program	272	935
<b>Total Expenses</b>	<b>\$ 90,246</b>	<b>\$ 117,963</b>
OTHER EXPENSES	1	170
<b>OPERATING LOSS</b>	<b>-\$ 48,807</b>	<b>-\$ 13,109</b>

<b>Total Cash and Cash Equivalents on hand as at December 31, current</b>	<b>\$ 130,059</b>	<b>\$ 179,215</b>
<b>Endowment Fund with the Community Foundation of Ottawa as at December 31, non-current</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>

# CONNECTING WITH OUR ONLINE COMMUNITY

OTD's social media platforms are one of the ways that we engage with our community to expand our network of donors and partners. They are a valuable tool that

we will continue to utilize in a number of ways including promotion of giving campaigns, recruitment efforts and community outreach initiatives.



1,152 Followers



1,369 Followers



2,033 Followers

## OTTAWA THERAPY DOGS IN THE MEDIA

### **CTV Ottawa, February 17, 2021**

Dona Bowers and Sandy joined CTV Morning Live to highlight the impact of our virtual visits

### **Daytime Rogers TV, October 29, 2019**

Dona Bowers and Julie Jolicoeur joined Rogers TV to talk about OTD's programs



# OUR TEAM

Below are the people and four-legged friends who are working to sustain, diversify and expand our programs to make a wider impact in the National Capital Region.

**Board of Directors:** Mireille Pitre (Chair), Shannon Noonan (Vice Chair), Lynn Douglas (Secretary), Randy McCoy (Co-Treasurer), Kevin Pei (Co-Treasurer), Thalia McCready (Director at Large), Sho Sengupta (Director at Large), Desiree Pachkowski (Director at Large)

**Staff:** Lorraine Douglas (Operations Manager), Jenna Hobin (Communications Consultant)

**Standards and Practices Committee:** Catherine Mirsky and Frances Holmes

**Evaluators:** Catherine Mirsky, Frances Holmes, Chantal LaFlèche and Ann Lambert (Lead Evaluators), Carol Eldridge, Beth McKibbin, Dee Brasseur and Shannon Noonan (Assistant Evaluators)

**Volunteers:** Marie-Adèle Davis, Chantal Lafleche, John Rathier, (Information & Orientation Sessions), Karen Luker, Julianne Labreche and Judy Beltzner (contributing writers) Krista Walsh-Murray, Holly Michael, Ashley Ferguson (social media/graphic design), André Angelino (video production consulting)

**Associate Members (Associate Members assist OTD with mentorship and assist with various volunteer opportunities):** Judy Beltzner, Dee Brasseur, Rosemary Chisholm, Marie Adèle, Lise Dazé, Doreen Doré, Lynn Douglas, Susan Ford, Jennifer Fowler, Stephanie Hault, Frances Holmes, Chantel Hutter, Chantal Laflèche, Sharon MacDonald, April MacInnes, Sylvie Martel, Kate Miller, Catherine Mirsky, Camille Munro, Deborah Smith, Jill Sullivan, Mary Lou Trappitt, Barry Wilson, Pamela Yarrow

**Therapy Teams:** Christine Apt & Atticus Finch, Carsen Banister & Monte, Michel Bourassa & Copain, Dona Bowers & Sandy, Sandra Brewster & Ava, Manon Circé & Wes, Melanie Clement & Leila, Eric Crighton & Miso, Tina De Brienne & Disney, Pascal de Brienne & Disney, Gabrielle Dugas & Agua, Catherine DuPuy & Harley, Carole Eldridge & Haiku, Eileen Emmonds & Sam, Julie Gagnon & Youki, Vanessa Gale & Olive, Debbie Geller & Kayleigh, Ana Grande & Bailey, Sheryl Green & Lucy, Julie Jolicoeur & Isaac, Siobhan Kiely & Barkley, Ann Lambert & Bracken/Lark, Christian Landry & Remy, Min Landry & Remy, Ioana Lazarovici & Lola, Carrie LeGault & Winter, Natalie Little & Rocky, Tanja Mackin & Riley, Judy Makinen & Fraser, Yvonne Makosz & Prima, Sylvie Marko & Kima, Antonia McGuire & Sadie, Beth McKibbin & Scotch, Rebecca Menard & Artemis, Martin Methot & Rufus, Melanie Mohammed & Grits/Beans, Margot Montgomery & Marty, Alison Montpetit & Apollo, Louise Page & Dash, Mireille Pitre & Loki, Kirsten Poirier & Jaxon, Marie-Christine Ranger & Pablo, Robert Ryan & Zippy, Shirley Serafini & Abby, Bob Simpson & Keaton, Marilyn Stock & Monte, Gordon Stock & Monte, Jenny Tighe & Merlin, Anick Touchette & Lucas, Beverley Turner & Swift, Lise Vaillancourt & Agua, Stephanie VanRyswyk & Nellie, Virginia Wood & Winston, Alexandra Wood & Harry, Silvia Zanon & Shadow



# IN RECOGNITION OF THOSE WHO MADE A DIFFERENCE

**Retired Therapy Teams:** Jennifer Fowler & Paris, Sharon Macdonald & Vezna, Susan Ford & Ceilidh, Doreen Doré & Rufus, Annette Johnson & Jack, Brenda Dikland & Marley, April McInnes & Benton, Deborah Smith & Lulu, Jacqueline Chan & Soba, Louise & Weesie

**In remembrance of two special individuals who made immense contributions to Ottawa Therapy Dogs over the years—‘A life that touches others goes on forever’:** Sylvie Lambert (Handler for 16 years), Susan Roberts (17 year member, evaluator and a key supporter in restructuring and renewing OTD after the passing of its founder, Marilyn Benoit)

**In loving memory of our OTD dogs who will never be forgotten, as they have left their pawprints on the hearts of so many:** Jaz, Maya, Jake, Bloo, Blue, Pico, Gable, Tara, Sophie, Chara

*“You and Artemis truly made such a difference. I saw my students smile in a way they haven’t in a long time.”*

-Elementary teacher at the Ottawa Catholic School Board in response to our newly launched Paw-Pal Program





# SUPPORTERS

## Foundations:

J.P. Bickell Foundation

Ottawa Community Foundation

Quickie Community Foundation

Harry P. Ward Foundation

## Corporate:

Telus Corporation

## In Kind:

The Training Hall

Best Friends Dog Training

Paramedic Headquarters Ottawa and Access Storage

Pet Valu (Beechwood)

## Community Enterprises:

Access Storage

Hearty Tails Gourmet Pet Treats, care of Ottawa Carleton Association for Persons with Developmental Disabilities

John Fluevog Shoes

Mattamy Homes

Ontario Public Service Employees Union (OPSEU) Local 474

Ontario Teachers Insurance Plan

Race Roster North America Corp.

Ronald McDonald House

Solicitor General of Canada



Thank you to our individual donors for your commitment to Ottawa Therapy Dogs. We appreciate your loyal generosity in support of our mission.