

kali's wish

CANCER FOUNDATION



**2020 - 2021
ANNUAL REPORT**

A MESSAGE FROM THE EXECUTIVE DIRECTOR AND BOARD CHAIR

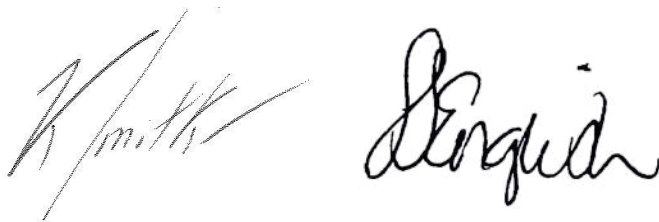
We started this year by having the Canada Revenue Agency grant us charitable status. This was a great step forward for our Foundation. It has opened the door to new fundraising opportunities, as well as given us a boost in recognition around the work we do to support pet families.

The pandemic of COVID-19 continued to impact our face-to-face outreach work in communities, but our online initiatives grew. This past year we served more clients than ever before.

We introduced the new “Kali Kares” care package program, which provides any Guardian facing pet cancer with a free care package. These care packages are designed to relieve stress for the entire family by giving a dog who is fighting cancer a new toy, bone, treats and blanket. The pet is happy, and the family is happy to see that pet’s joy.

These care packages have provided us another channel to connect with Guardians. When they request one, we chat with them and share our additional programs and ask if they would like more resources to help them. Almost every Guardian asked us for additional support in some area, whether it’s a question for one of our vets, a Buddy Connect, or online information and resources from our Health Hub! Through connecting and listening, we were able to offer other support services, which has become very meaningful work.

We ended the year, with a grant approval from the Community Initiatives Program through the Ministry of Culture and Status of Women. These additional funds will allow Kali’s Wish to dive deeper into community, to build sector partnerships and see where our programs and services can assist others and make a greater impact! This coming year is positioned to be another exciting step forward for our Foundation.

Two handwritten signatures in black ink. The signature on the left is more stylized and appears to be 'K. Smith'. The signature on the right is more legible and appears to be 'S. English'.



OUR STORY BEGAN WITH KALI

Laura Leah English's "heart dog", Kali was a Golden Retriever that at just seven years old sadly lost her battle to a blood-borne type of cancer. Gone but never forgotten.

OUR MISSION

We are a national network whose mission is to provide Guardians and their families with the resources and emotional supports needed to navigate pet cancer.

OUR VISION

No one should face pet cancer alone.

THANK YOU TO OUR DONORS

Thank you to Pet Planet stores and their customers! We simply could not support pet families like we do without their help!

This past year, participating Pet Planet stores ran three amazing fundraising campaigns for Kali's Wish.

The KONG campaign, in October, partnered with KONG for "KONG Toys for dogs with cancer". The stores asked customers if they would donate to Kali's Wish, and when the funds reached \$8 (half the price of a retail KONG toy), KONG donated a toy! 927 toys and over \$5,000 were raised.

In February we feature a LOVE campaign! The stores help promote specific in-store brands that will donate dollars from products sold in the month of February. Just under \$20,000 was raised! We are thankful for the support from the participating brands as well.

Lastly, May is Pet Cancer Awareness month. We set a goal of \$10,000 and Pet Planet stores did not disappoint. We ran a "Stars for Kali's Wish" campaign, where customers donated to our Foundation and were given a star to write their family name that was hung on the windows. Across Alberta, Pet Planet store windows were covered with stars, and exactly \$10,000 was raised.

These donations are put toward our programs and community work. They help us build the programs needed to assist families through pet cancer, and we are grateful for their continued support.





YOUR PET'S Natural GROCER



STARS FOR KALI

Stars for Kali is an annual fundraising initiative held at participating Pet Planet locations and partner locations.

Pictured is the window at Pet Planet Namao Centre.

OUR IMPACT

This past year, we have served more clients than ever before. We spent time writing and speaking with each client and asking how we could further help. This information provided us with the knowledge of how to develop a proper triage system and client journey. The result were Guardians using more of our services and staying in our network of support. It wasn't just a care package, but also now a Buddy, or a question for our volunteer vets, or information from our Health Hub.

We were able to provide wrap around support and connect our clients with further services that they needed.

This is the goal of Kali's Wish. We want to be there for families at any, or all parts, of the pet cancer journey. Because no one should face it alone.

On the next pages are some of the stories we heard from Guardians who we supported this past year.

The photo is of one of the many pets that had recieved a Kali Kares package this year and all the inclusions in the package that had been generously provided by our partners and sponsors.

*Sadly, Fitz lost his battle and has crossed Rainbow Bridge.
Gone but not forgotten.*





Thinking
pet p
your pet's



Kallie's Wish

Kallie's Wish Cancer Foundation is a non-profit organization dedicated to supporting guardians and families through pet cancer.

Visit our website and connect with us at www.kallieswish.org.

Because no one should face pet cancer alone.



ACANA
Prairie Poultry

FRESH OR RAW
CLASSICS 22

PROUD SPONSOR
Kallie's Wish Cancer Foundation

50%
50%
0%

Natural Balance
L.I.D.
LIMITED INGREDIENT DIETS

GRAIN FREE
CRUNCHY BISCUITS

LAMB FORMULA
NO FILLERS
NO CHICKEN OR POTATOES

REAL LAMB #1 INGREDIENT

BUDDY CONNECT

Dear Kali's Wish Buddy,

I just want you to know that you are an angel. You were sent to comfort me today. I will always remember you and our conversation.

Thank you so much. You do not realize the blessing that you brought to me today.

Love, Vicky

(Vicky lost her beloved dog Bo the day she had this call.)



Copper

Jackie Moore who lost Emma to cancer.

I talked to my buddy a few days before we let her go and then I called her the day I let her go. She's a very wonderful lady. She's very compassionate and she feels with people. She has a very good heart.

You know I could feel that she lived it with me, which is amazing because she doesn't even know me. She said I can feel your pain. I was very grateful that she was willing to do that with me.

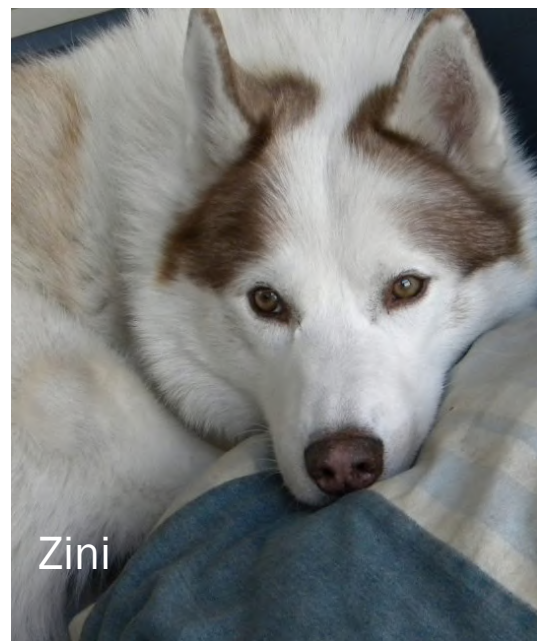
You do need somebody who really knows how you feel, and I could really feel that with her, it wasn't just like a talk. I didn't feel like I was just talking to somebody. I felt like I was connected, and I could let myself go. I don't know where you find people like that that are so good and so sweet and understanding.



Jackie & Emma

From Sharon - Guardian in Ottawa we connected with a Buddy

Before I even get to my question/concern, I have to say what a wonderful surprise it was to get a Kong toy and info on being set up with a buddy when leaving my vet clinic after chemo session number one. Despite working as an tech for several years in my 20's, oncology wasn't something my vet clinic dealt with so I found myself totally out of my depth when my dog was diagnosed with osteosarcoma. Being set up with another dog owner who was dealing with osteosarcoma/chemo was wonderful and reassuring on so many levels. Please never stop doing what you are doing.



Zini

KALI KARES



Enzo & Gigi

Thank you for the thoughtful care package...what a beautiful array of treats and gifts.

Enzo had a few really rough days last week.... we had our second chemo appointment on Thursday and thankfully, it seems to be working.

Their new "Kali" toy seems to fit right in and both Enzo and his sister Gigi are loving their snuggly new blanket.

You make it feel like we are not alone in this incredibly sad time.

Thank you for everything you do.... for our furry angels, and their humans.

Gratefully,

Janet, Enzo and Gigi



Bailey

We got Bailey's package this morning and WOW! Thank you so much!

Excited to try the food out with her, and she is loving the bone that was included. Has been going nuts for 20 minutes now ha-ha. She will love the blanket and other goodies.

We have booked her first round of chemo for next week. Fingers crossed she makes it through that like the champ she is.

Analysse



Mani

It's really One Day at a Time.

Receiving your generous and kind gift is a real boost for us both. I have attached a couple photos of Mani checking out the contents. You can also see a bit of my little white kitty on the right side having a sniff around too....

Thank you again for your kindness.

Janet

COMMUNITY OUTREACH RETURNS

BUTTERFLY RELEASE MEMORIAL EVENT

On August 25th, Rainbow Bridge Day, Kali's Wish held its first memorial events alongside our partner Montgomery Village Veterinary Clinic.

We invited our clients and theirs to join us for a memorable event where we released butterflies in memory of our lost pet(s). Volunteers from the PALS program also joined us to provide much-needed animal energy that morning.

This event was a place for our network to gather and share stories of the pets they have lost, but still deeply love. It was therapeutic for all.

We will run this event again in 2022 but look to grow it to include more Guardians and families.

COMMUNITY EVENTS

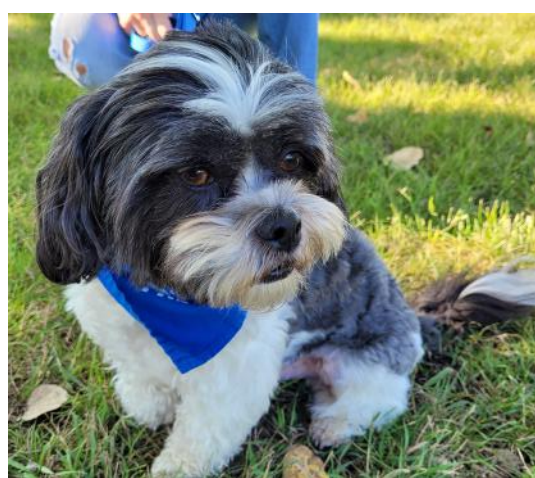
Community events came back for us at the end of the summer, and it felt wonderful be back out in community. We met many families, some who were dealing with a sick pet and were happy to connect and learn more about Kali's Wish. Despite some rain, these events were well received. People were really happy to be back out again.

Parkdale Petfest
Cougar Ridge Dog Pawty
The Calgary Home Show

Thank you to our Outreach sponsors for helping us take part in these events.

The photos on the Partnering Sponsors page are pets we met at our various events in 2020.





PARTNERING SPONSORS

Thank you to our sponsors who continue to support our cause and the work we do to help those facing pet cancer. Our Community Outreach Program is paid for through our sponsorship dollars. The extended reach into the Calgary and area community allows us to connect with more families and let them know, they are not alone if facing pet cancer. We plan to continue this program and extend it in the future to neighboring cities.

PLATINUM



GOLD



SILVER



BRONZE



2022 AND BEYOND

In 2022, Kali's Wish Cancer Foundation will dive deeper into community. We will look for partnerships within the non-profit sector to see how our work can best support the work of others.

We will continue to offer wrap-around support to any Guardian or pet family facing pet cancer and will adapt our programming to fit the need.

We will operate under this strategic plan that was approved by the Board of Directors in November of 2021.

kali's wish

CANCER FOUNDATION

2021-2022 STRATEGIC PLAN

THE GOAL

Meet the direct needs of (more) families facing pet cancer.

THE STRATEGY

INNOVATE

Align our brand with like-minded partners to build impactful programs and initiatives that help families

LEVERAGE OUR WORK

Drive our current programmatic initiatives further into community to achieve more inbound clients

BUILD OUR BRAND

Tighten our messaging and be opportunistic in where we share it

EXTEND OUR REACH

Touch new communities

OUR WORK IS INTENTIONAL IN ACHIEVING OUR GOAL

FINANCIALS

YEAR END

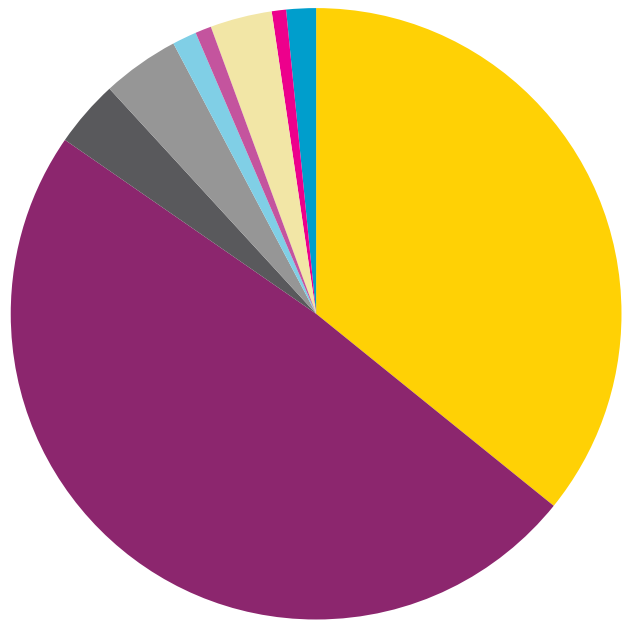
Revenue	\$85 268
Deferred Grant Income	\$64 700
Expenses	\$77 950
Total Revenue Over Expenditures.....	\$7 318

REVENUE



- Unrestricted Donations
- Sponsorship
- Deferred Grant Revenue
- Interest

EXPENSES



- Compensation
- Website/Client Intake
- Advertising and Promotion
- Interest and Fees
- Community Outreach and Charitable Programs
- Vehicle
- Foreign Exchange Loss
- Office and Travel
- Insurance



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