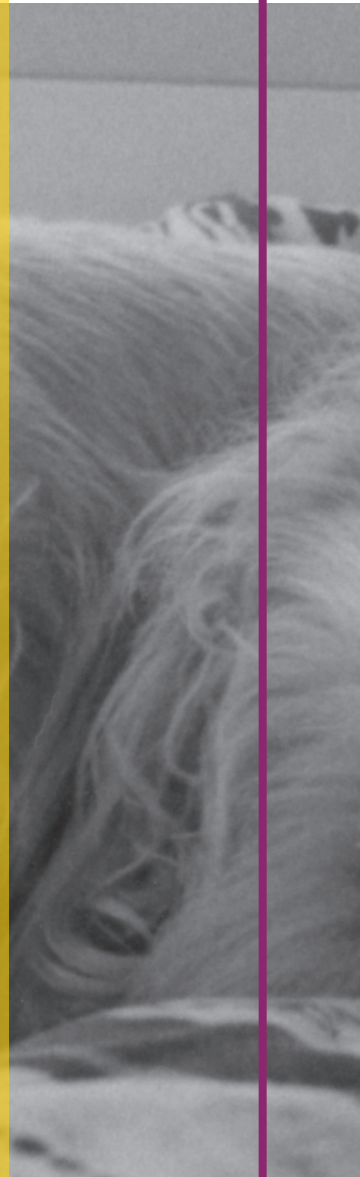




kali's wish  
CANCER FOUNDATION

# Annual Report 2020



## A message from our Board Chair and Executive Director

This has been one of the most unique years for all of us. Kali's Wish started the year strong by engaging at trade shows, meeting new/key stakeholders, and running creative campaigns that proved to be successful.

However, unlike no other organization, the COVID-19 pandemic threw us a curve and forced us to think differently about our outreach work. No longer able to visit the parks and participate in tradeshow, we had to revisit our community impact and how to best honour our partnering sponsors that support this program.

Already offering services online, we now needed to extend our reach and build a greater sense of online community. We brought in social influencers, strengthened online brand partnerships and simply shared and pushed our message a lot more, to find those who needed help! We have learned that the isolation so many of us have felt during this past year was deeply felt by pet families experiencing pet cancer.

This year has taught us adaptability and the importance of being nimble.

In 2021, we will take what we have learned and use it to build new programs that align with this new virtual world. We hope to engage with people face-to-face again soon, but in the meantime we will rework our outreach to reflect the current environment.

Thank you to everyone who reached out to us and kept engaged with Kali's Wish; this includes our Board of Directors, who have helped steer Kali's Wish into new waters.

In December, we received very long exciting and long awaited news that Kali's Wish was approved by the Canada Revenue agency as an official tax exempt charity. This means Kali's Wish is now the only charity in Canada that supports a family through pet cancer. We can now also provide tax receipts to donors who wish to receive one.

We look to exciting new work in 2021 as a registered charity.

Sincerely,

*Laura Leah English, Chair of the Board of Directors*

*Kate Smitko, Executive Director*



*Laura Leah English*



*Kate Smitko*





## Our Work

Kali's Wish Cancer Foundation is the first and only not-for-profit organization to solely support pet guardians and their families facing pet cancer.

## Ask the Vet

Connect with a vet for advice and/or a second opinion. Guardians can write us through our website and ask a veterinarian any question about their pet's cancer journey for free.

Our vets volunteer their time to provide quality information in a timely manner.

## Buddy Up!

A buddy, a friend. We have a network of Guardians impacted by pet cancer who now give their time to support others facing the disease.

Write us through our website and ask to connect with a guardian. We try our best to match the types of cancer and where you are in your journey, so you can have some comfort from a person who has faced a similar experience.

## Information

The Kali's Wish Website hosts and links to pet cancer information in the areas of prevention, types and symptoms and treatment and support. Visit our information hub to learn more and let us know if you are looking for something that is not currently posted – we will find the answer!

## The Buddy Up Program

Read the impact of connecting with someone who cares. The testament below shares one Guardian (who has faced pet cancer) connecting with one who is currently facing the disease. You can read the difference a partner, a friend, a buddy can make:

*"I am pleased to make your acquaintance, but I am also devastated for you. There is no tougher thing than going through cancer with a loved one. (Furry or otherwise). You have my most sincere sympathy ... in that you need to deal with this at all... but as you are making your choice to go forward I would love to be a sounding board for you.*

*I did write the Kali's wish experts... but I wanted to talk to someone who had seen their dog before and after treatment and find out their point of view. I didn't know that option was available to me. I would love to be that option for you ...*

*For the time being ... I wonder if we could start out with emails ... and go from there. Please don't hesitate ... drop me a line.*

*Along with everything you are hearing from the oncologist, let's make this an informative experience."*



## 2019 - 2020: Oh, the places we went...

### December 2019: To VCA Canada Western Emergency Hospital

After a successful KONG campaign, raising 660 toys for pets with cancer, the Kali's Wish team delivered them to the team at VCA Canada Western. We brought holiday cheer to the beloved pets fighting cancer with a gift of new toys for any of them undergoing cancer treatment.

Thank you to every participating Pet Planet store and its customers for raising \$5280 and 660 toys!



### March 2020: The University of Calgary Veterinary Trade Show

Engaging with the next generation of veterinarians, Kali's Wish was invited to join this trade show and share our positive of message on the ways we help support pet families through pet cancer.



### February 2020: Into Pet Planet Stores

We launched our new "Love for Kali's Wish" campaign with brand partners. Participating brand partners spread the love and offered \$1 or \$2 off a chosen product(s) for the month of February. Pet Planet stores shared the love and promoted this special campaign. At the end of the month we raised Kali's Wish raises \$19, 373. Our most successful campaign to-date.

### February 2020: The Calgary Home and Garden Show

Our highest attended show booth! The Home and Garden show was a huge success because of the number of guardians we spoke with; and, we also raised almost \$1, 000 from attendees who visited with us.

### April 2020: Online (along with the rest of the world)

It was sad to see our in-person community outreach shut down. We also lost out on our biggest fundraising campaign in May during pet cancer awareness month.

However, we continued to connect with Guardians online and supported them through our "Ask the Expert" and "Buddy Up" programs.



## 2021 and beyond

### Oh, where we plan to go...

Sharing “Kali Kare” through care packages

Relieving stress for the entire family (pet and Guardian) is one of the best ways to show emotional support.

Our Community Outreach partners have come on board to show “Kali Kare” by donating products for our new care package program. Across Alberta, anyone facing pet cancer can apply for a free care package through our website with medical records proving illness shared.

The goal of offering these packages is to first and foremost show care to those who need it. Secondly, it helps us grow and strengthen relationships directly with our community, building our network of care.

Our care packages will include:

- ◆ Kali’s Wish Cookie from Chef Liana
- ◆ KONG Toy
- ◆ Treats from Natural Balance
- ◆ Dog Bone from Dave’s Bones
- ◆ Fleece Blanket
- ◆ Information on Kali’s Wish and our free support services

Our partners at PETSlink Distribution and Pet Planet have come on board to help us distribute across the province of Alberta.



# Our Valued Sponsors

## Platinum + \$20,000

Thank you Pet Planet for all the support you continue to provide Kali's Wish.



## Gold \$10, 000 - \$19, 999

Natural Balance



## Silver \$2500 - \$9, 999

Nature's Variety – Instinct



321 Growth Academy



KONG



## Bronze

Spring Meadows Natural Pet Food



WellPet and Whimzees



## Revenue

Partnering Sponsors	\$22,100
Fundraising Campaigns	\$27,302
Community Outreach events & Online Giving	\$7,348
	<b>\$56,750</b>





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Helping  
pet Guardians  
and families  
through pet  
cancer since  
2003