

kali's wish

CANCER FOUNDATION



2021 - 2022 ANNUAL REPORT

WWW.KALISWISH.ORG

A MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR

It has been an exciting year for Kali's Wish Cancer Wish Foundation.

The pet families that have connected for support shared that our programs are working! We received a lot of feedback that the services we offer are a huge support as they work through cancer with their beloved animal. We took this information and ran with it, looking for every opportunity we could to share our programs with more families.

The request for our Kali Kares care packages alone grew by more than 800% since 2020. When pet Guardians connected with us for a care package, we called every one of them and talked to them about what they were facing and offered additional help!

It didn't end there. Now that we were connecting with more Guardians, we realized our help extended past that initial call. We started following up. At three months from first connecting, we would send a note to check in. The response was eye opening. Within three months, many Guardians had moved onto another phase of their pet cancer journey. For some, it was remission or a new treatment, but for many, sadly it was the loss of their pet.

Knowing this, we adapted and by the end of this year we started a loss package that contains a healing candle, information on grief and getting through loss, and the offer

for more help and connection to people who have been through it!

The more we learn from our Guardians, the more we can build the right programs to help them get through cancer and end-of-life of their pet.

This upcoming year will be filled with new knowledge. We received a grant from the Government of Alberta to support vulnerable populations through cancer and palliative care with their pets. Recognizing a person's mental health can drastically decrease after the loss of a beloved animal, we will be working with organizations in the Alberta non-profit sector to learn how we can better support vulnerable populations that are facing end-of-life with their companion animal.

It will be another exciting year where we trek across uncharted territory! As the only charity to offer this kind of support, we look forward to sharing what we learn!



Kate Smitko
Executive Director



Laura Leah English
Board Chair



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.



2022 CAMPAIGN KONG

One campaign to highlight was this year's "KONG Toys for Dogs with Cancer."

OUR MISSION & VISION



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.

Vision

No one faces pet cancer alone.

The fundraising took place in October by participating Pet Planet stores. They asked their customers for donations to a KONG toy drive. Once \$8 was reached, which is half the retail price of a toy, KONG donated a toy.

This year, the Pet Planet stores went above and beyond and fundraised just over \$10,000 for Kali's Wish and KONG donated 1371 toys!

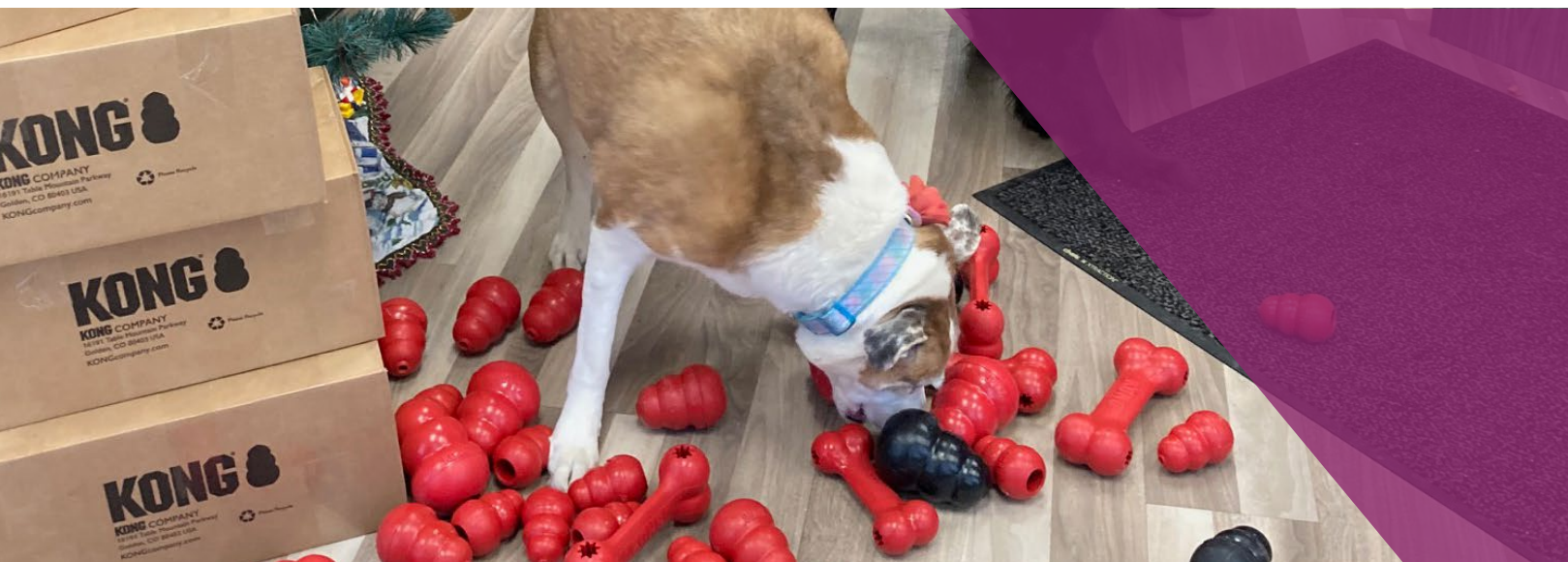
Kali's Wish received the toys in December, and with support from the Pet Planet stores we distributed them to organizations and

veterinary clinics and pet hospitals across Canada. It was our largest toy fundraising campaign and distribution of toys we have ever had! This campaign continues to grow and gain momentum, but it would not exist without our partners at Pet Planet and KONG. We thank you!

A new toy does make a difference to a sick animal, and it takes the stress off the whole family for a small moment while the animal enjoys a new toy!

**PET PLANET
STORES
FUNDRAISED OVER
\$10,000**

**KONG DONATED
1371 TOYS**





THANK YOU

TO OUR PET PLANET STORES

Thank you to the Pet Planet stores for their continued support for our cause. Each year, participating stores fundraise for Kali's Wish Cancer Foundation. We could not support the families the way we do without the support from the stores and from their generous customers who give to us each year.

TO OUR DONORS

Kali's Wish Cancer Foundation simply would not exist without the support from our generous donors. Many of our donors have faced pet cancer head on, and they know how hard it is facing this disease with a beloved pet.

We thank every one of them for their kind generosity. Their donations give us the opportunity to build this wonderful Foundation and extend our reach into communities across the country!



Thank you

to the Government of Alberta for their funding support through the Community Initiatives Program.



OUR PARTNERING SPONSORS

Thank you to our generous sponsors. We would not be able to support the families that we do without the financial support from our sponsors.

PLATINUM



GOLD



SILVER



BRONZE




THE DIFFERENCE WE'RE MAKING



care package requests are up **193%** — since last year —



Buddy Connections has increased by **200%** — since last year —



Since 2020 pet families **reaching out for support** increased by **800%**

WHAT WE'RE LEARNING



Average age of pets we see **5-10 years old** | **7** is the most common



Most common types of cancer that we see **Mast Cell Tumors + Lymphoma**



WHAT OUR FAMILIES ARE SAYING

We picked up Mia's care package today, and I just wanted to let you know the most deepest thanks to all of you that make this possible. We know we don't have much time with her left but seeing her today all smiles and the biggest smiles she has had in a long time made this bittersweet moment soooooo worth it. She was so happy opening up her package that was "just for her" and didn't have to share with the other dogs haha ... so my deepest and most heartfelt thanks for this memory that we will have with her that we will cherish forever.

— Many many thanks from Dorinda, Doug and Mia

My Buddy is amazing. Her words of wisdom and comfort have been of great support. I have been dealing with feelings of guilt and anger.

She really helped!

I can't thank you all enough for what you have done for us as well as being so kind and supportive.

— Sam's Guardian Dawn

Logan received her care package today and she just loves it! Thank you so, so much! With her circulation being impacted she loves/needs blankets.

— Logan's Guardian Greg



Thank you Kali's Wish for your generosity in sending us information and a wonderful care package. You have supported our family and helped us understand, through your buddy program, what has happened to our pet. Ms Shadow's death was really hard to process and accept, just like the death of any other family member would be.

The information you sent is going to help us through this loss. Thank you again Kali's Wish.

2022 AND BEYOND



kali's wish
CANCER FOUNDATION

Our strategic plan is set for the next two years.

Our annual action plan this year is an extension of the great work we've done this past year. We will focus on extending our reach and building our loss program, and further developing our relationships with the not-for-profit sector in Alberta to support vulnerable populations who have

companion animals. Our work to support seniors-serving agencies has already begun!

The Goal

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

2021 - 2022 FINANCIALS

Year End

Revenue	\$92,124
Expenses	\$99,385
Total Revenue over Expenditures from Operations	(\$7,261)

Other Income

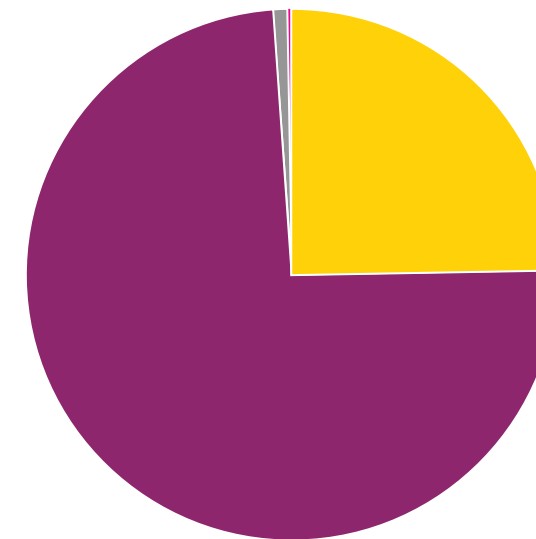
Deferred Grant Revenue	\$34,700
Foreign Exchange (Loss or Gain)	\$1,010
Interest	\$5
Total Revenue over Expenditures	\$28,454

2021-2022 STRATEGIC PLAN

Our work is intentional in achieving our goal.

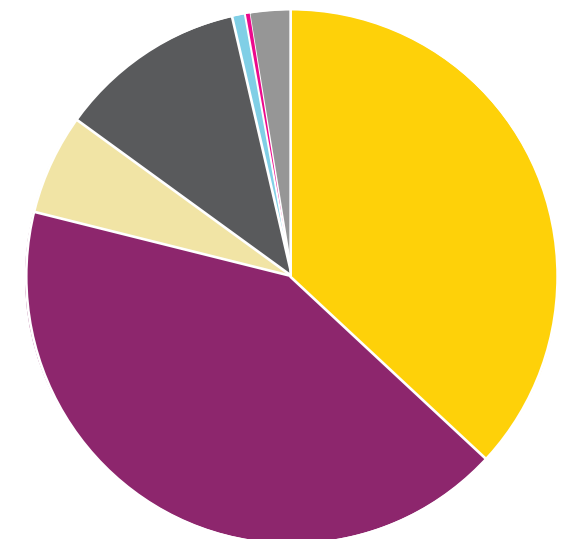
INNOVATE	LEVERAGE OUR WORK	BUILD OUR BRAND	EXTEND OUR REACH
Align our brand with like-minded partners to build impactful programs and initiatives that help families	Drive our current programmatic initiatives further into community to achieve more inbound clients	Tighten our messaging and be opportunistic in where we share it	Touch new communities

Revenue



- Unrestricted Donations
- Sponsorship
- Interest
- Deferred Grant Revenue

Expenses



- Compensation
- Outreach and Charitable Programs
- Website/Client Intake
- Insurance
- Advertising and Promotion
- Interest and Fees
- Office and Travel



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