

kali's wish

CANCER FOUNDATION



2022 - 2023
ANNUAL REPORT

WWW.KALISWISH.ORG

A MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR

This year has been one of tremendous growth for Kali's Wish Cancer Foundation.

We started out the year by running one of the most successful KONG toy campaigns we've ever run. With the amazing support from Pet Planet stores, the campaign raised over \$10,000 for Kali's Wish and KONG donated over 1,000 toys. We shared these toys with veterinary clinics across Canada; new clinics such as the University of Saskatchewan's Veterinary School joined. We also shared them in our "Kali Kares" care packages.

This was just the beginning of the growth we saw this past year. By reaching more clinics, parks, and community events (that have come back since COVID-19), we reached more pet families than ever before to help them through pet cancer. We learned from a qualitative research study, conducted by a professor at Colorado State University, that our programs are making a lasting impact on the families that we're supporting.

We're doing what we set out to do, but we know there is more we can do. We learned that many of our Guardians sadly experienced loss less than three months after connecting with us. We learned that vulnerable communities such as our seniors' communities across Alberta need

extra attention when working through serious illness and the end-of-life journey with their companion animals. And, we intend to be there.

Our next steps will be an expansion of our current programming into new communities. We will continue to look at how we can better support vulnerable populations such as seniors and veterans that may be deeply impacted by the loss or serious illness of their pet. We will also build more supports around loss, so that we can truly wrap around our Guardians from diagnosis straight through to potential loss.

There is a lot of work to do be done. Kali's Wish is still the only charity in Canada that helps families through pet cancer and now pet loss, but we are proud of what we have accomplished, and are energized about the path ahead. We look forward to sharing!

Sincerely,



Laura Leah English
Board Chair



Kate Smitko
Executive Director



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.

Forever cherished.



OUR MISSION & VISION



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CANCER FOUNDATION

Vision

No one faces pet cancer alone.

Mission

We are a network whose mission is to provide Guardians and their families with the resources and emotional supports needed to navigate pet cancer and end-of-life care.

OUR GOAL IS SIMPLE: To support families through pet cancer and end-of-life care with their pet.



OUR GROWTH

PET LOSS SUPPORT

PACKAGES

When we saw the requests for “Kali Kares” care packages skyrocket after starting the program in 2020, we started calling every Guardian who requested one to talk to them about what they were facing and see if we could offer additional support. It became clear that we could do more to help.

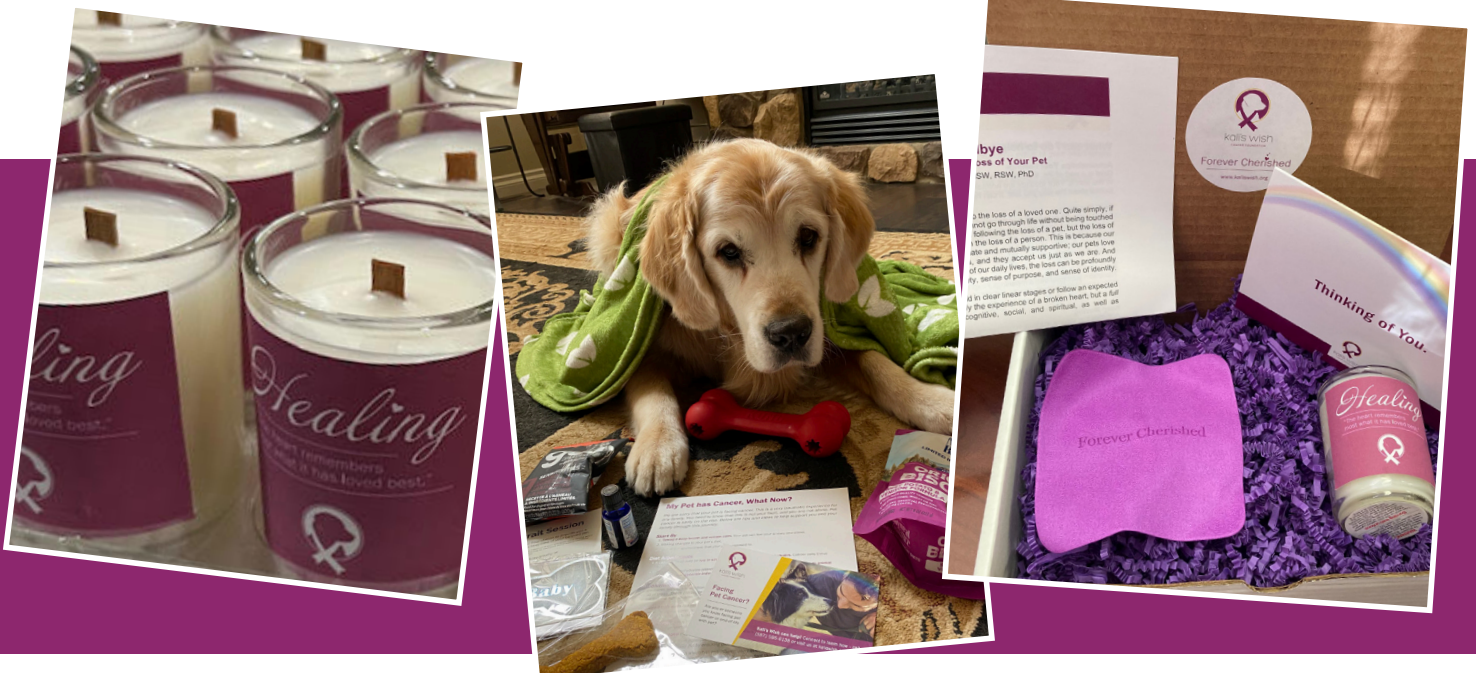
We started following up after three months to check in, and the results were eye-opening! Some Guardians had moved onto a remission or new treatment phase of their pet cancer journey, but many, sadly, had lost their pet. Recognizing a need, we introduced a loss package program in late 2022 to support those who had a pet pass away.

Recipients were incredibly appreciative, telling us the loss package helped them feel supported and less alone as they worked

through their grief. While that was our goal, we’ve since been thrilled to see many recipients become vocal ambassadors, donors, and volunteers.

Each loss package currently includes:

- A sympathy card & healing candle
- Information on pet loss & grief from a registered social worker and veterinarian
- If applicable, a book to help children work through the loss of their beloved pet





SUPPORTING OUR SENIORS COMMUNITIES



Thank you to the Government of Alberta for supporting this work through the Community Initiatives Program.

A key mandate of Kali's Wish is reaching, educating, and supporting ALL pet Guardians facing pet cancer to help ensure "No One Faces Pet Cancer Alone". As a result, we're committed to our outreach and engagement initiatives that work together to grow and engage our inclusive, informative, and supportive community network of care.

Through our work, and ever-expanding connections in – and feedback from – our pet care community, Kali's Wish recognizes that many pet Guardians within our more vulnerable community populations could greatly benefit from our services and programs. These populations are typically more difficult to reach via common channels, but their need for support is often greater.

One significant, and often vulnerable, population group Kali's Wish has identified as being in need is SENIORS:

- 7.6M Canadians are 65+ years of age – 19.3% of the population. One of the fastest-growing age groups, this number is expected to exceed 11M by 2043
- 40% of Canadians aged 65-69, and 27% aged 65+ years, are Guardians

With incredible thanks Alberta Government's Community Initiatives Grant, Kali's Wish has been able to amplify efforts to support senior pet Guardians through their pet cancer and end-of-life journey.

Kali's Wish has connected with numerous local seniors-serving agencies to discover how to best support seniors facing pet cancer and/or end-of-life of their pet. The result of this intensive discovery has led to outcomes and tangible next steps on how best to support this community going forward.

We look forward to sharing more on this impactful community work, as we've only just begun!

COMMUNITY OUTREACH



Our Community Outreach continues to grow! We have been out at numerous community events in Calgary and its surrounding communities this past year.

Building a network of care is now a staple in everything we do. Whether we touch and support families with a Buddy, "Kali Kares" care package, information through our online "Health Hub", chat on our Facebook support

group, or meet-and-greet at an event, the help these families need is there.

Thank you to the Calgary Foundation for supporting our outreach work through their Community Grants program. We received funds to hire a Community Outreach Manager for the year to advance our outreach work in and around the Calgary community.

WHAT WE'RE HEARING FROM OUR GUARDIANS



Your kindness has made this difficult journey more bearable. Goku is responding well to the treatment.

- Goku's Guardian



Thank you so much for the care package. It was lovely!!! Such a thoughtful thing to do when going through a difficult time.

Zoey is my service dog and life has been anything but consistent since her Cancer diagnosis May 17th. The ups and downs have been challenging not knowing what the future holds. After chemo she will be finished with treatments and pray that she doesn't metastasize soon after. It is very hard to stay positive when you know "its just a matter of time". Hard part of high grade aggressive cancers is you just don't know how long you will have them.

Your gift will be cherished as a reminder that thoughtful people are out there!

Thank you - Tammy



"I picked up Bruce's package today and he immediately took the KONG with no treats to chew on and snuggled with the new blanket all day, he's been loving the treats too!

I've figured out why he wasn't eating, it had something to do with his food dish that he's used since a puppy. He's now eating off a plate or shallow bowl and we've been slowly increasing his food so he doesn't get sick. I'm hopeful that will bring some of his strength back. It's such a relief to see him eating and hopefully he will get some of his strength back that he's lost.

We know that we have a tough decision to make sooner than later, but it has been so helpful to connect with this organization, it really helped me with my husband being away over the last week."

Thank you! - Sherry



Thank you for sending our Golden girl, Luna, this amazing care package to help during this difficult time. We also appreciate the phone calls to help answer questions and provide guidance. Luna will be packing her new blanket for the car ride to and from her second chemotherapy treatment this Thursday. She really enjoyed the homemade dog treat from her package and I am sure will enjoy the other items just as much!!

Thank you -
Dalene and Brian Murray



Thank you so much for everything, Sally. I appreciate the kindness, support, and love you always send. I am grateful for you guys. I will call to make sure on the 14th. Thank you again :) hope all is well.

- Victoria Love



We are so very grateful for your kindness, generosity and for making our precious little fella feel so special. It means more than I can say. He was so excited to help open the package and was thrilled that all of the goodies were just for him. Thanks as well for your support as we struggle to navigate through this terrifying time. Having wonderful people like you to lean on helps us to be stronger for Dodger.

With gratitude - Karen



THANK YOU



THANK YOU TO OUR FUNDERS

CALGARY FOUNDATION

Supporting our Community Outreach Manager position through the Community Grants program. This position is moving forward our work in building sector partnerships in the non-profit community to better support the Calgary community through pet cancer and end-of-life care with their pets.

THE GOVERNMENT OF ALBERTA'S COMMUNITY INITIATIVES PROGRAM

Kali's Wish received funding from this program to support our outreach efforts in supporting vulnerable populations across Alberta.

OUR COMMUNITY OF SUPPORTERS

Thank you to PET PLANET stores across Western Canada for their continued commitment to Kali's Wish. Participating stores fundraise for our cause several times a year and help spread the word to their Guardian customers so that more pet Guardians know that our Foundation exists and is here to help.

Pet Planet, we truly thank you!

INDIVIDUAL GIVERS

This year, we had a significant jump in individuals who donated to support our cause. They experienced pet cancer and donated in memory of their beloved pet(s).

While we are never happy to hear that a pet has been lost, we appreciate the financial gifts that enable us to continue our work in building a community that helps families through pet cancer.



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



2023 AND BEYOND



Our Next Steps

Our work will continue under these strategic pillars. We have new programs and new community work that we will continue to build this coming year. We will pilot-test strategies and scale the programs that are successful. From the growth we've

had and the impact we've made, we have learned where we need to go next and look to offering more to families to this coming year.

2023-2023 STRATEGIC PILLARS

Our work is intentional in achieving our goal.

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 the 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

2021 - 2022 FINANCIALS

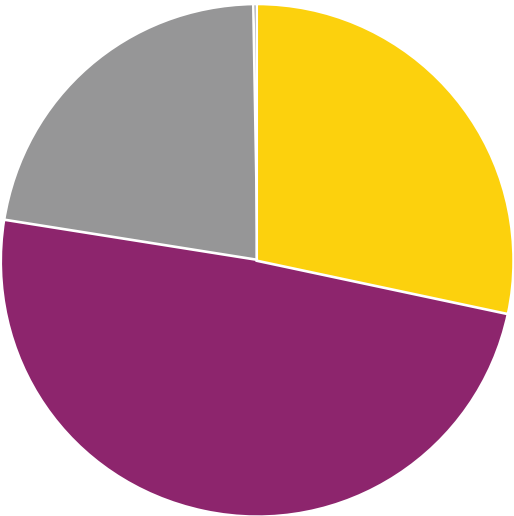
Year End

Revenue _____	\$86,371
Expenses _____	\$105,112
Total Revenue Over Expenditures From Operations _____	(\$18,741)

Other Income

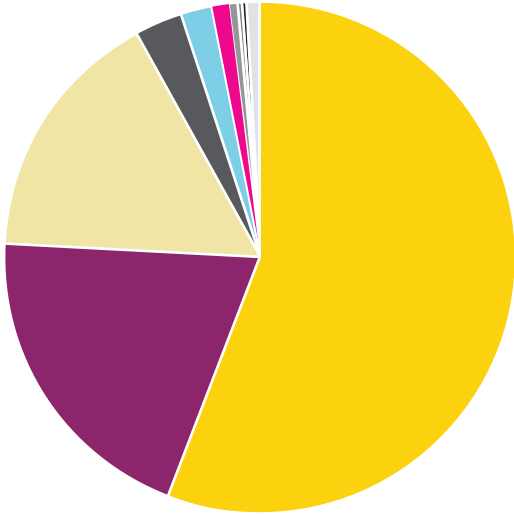
Deferred Grant Revenue _____	\$34,167
Foreign Exchange (Loss or Gain) _____	(\$650)
Interest _____	\$38
Total Revenue over Expenditures _____	\$14,814

Revenue



- Deferred Grant Revenue
- Sponsorship Income
- Interest
- Unrestricted Donations

Expenses



- Community Outreach
- Compensation
- Promotion & Advertising
- Insurance
- Telephone
- Interest & Bank Charges
- Website
- Office
- Travel
- Foreign Exchange Loss



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