



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Parking and By-law Services Division

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	January 17, 2017
SUBJECT/REPORT NO:	E-Donations System – Animal Services (PED17003) (City Wide)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY: SIGNATURE:	Jason Thorne General Manager Planning and Economic Development Department

RECOMMENDATION

That the opportunity for on-line donations from the City of Hamilton's Animal Services web page, in support of animal care at the Shelter located at 247 Dartnall Road be approved, and that any donations received be directed to Animal Services Donations – Account No. 22039.

EXECUTIVE SUMMARY

Animal Services is looking to expand their capability to receive donations that enhances the care and support for animals at the municipal Shelter. Presently, Animal Services receives donations over the phone, by mail, or through the donation boxes located at the Animal Services and Licensing Offices.

A donation button is being developed as part of the on-line dog licensing registration program that will further the capability for Animal Services to receive additional funds in support of animal care at the Shelter.

Alternatives for Consideration – See Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: There is a potential to increase monetary donations for Animal Services.

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Animal Services receives donations toward the care, comfort and rescue of animals at the Shelter. Animal Services' budget provides for the basic sheltering and care needs of animals, however, the money collected through donations also assists with minor medical care, as well as animal transfers and re-homing.

Prior to amalgamation, the Stoney Creek Animal Shelter received donations to help with its operation and to care for the animals. In 2001, the City assumed the management of the Stoney Creek Animal Shelter, and the donation account was inherited and transferred to the City of Hamilton. As a result, the practice of accepting donations through money drop boxes located at the Shelter and in the Municipal Licensing Office continues.

In 2015, public donations were enhanced by promoting the ability to donate to the municipal Shelter on the City's website. As well as expressing appreciation for their donation(s), donors are clearly advised that their contributions provide for the medical needs of animals suitable for adoption programs and animal rescue. Public donations also provide comfort and care of animals while staying in the City's Shelter. Notices are attached to the drop boxes conveying the same message (see Appendix "A" attached to Report PED17003).

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

The Information Technology Division has been consulted in the preparation of this Report.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Municipal Animal Shelters use charitable donations to help with the care and welfare of the animals in their shelter(s). Often, the public will donate blankets, pet beds, newspapers, food and toys for the animals in the shelter, as well as monetary donations. Hamilton Animal Services uses financial donations to provide for the

medical needs of animals suitable for re-homing that are then given to our rescue partners for enrichment programs for shelter animals, and to assist with the costs involved with sending animals out-of-province, allowing them a second chance on life.

Citizens who are passionate about the welfare of animals are in favour of contributing to the care and sheltering of animals at our municipal Shelter. By donating, citizens are engaged and are making a tangible difference in the way the Shelter operates.

The Shelter is a very traumatic experience for animals. Through donations, Animal Services can provide medical care to give an adoptable animal a second chance, help with the re-homing of an animal, and reduce the euthanasia rate of the City. Donors can see how their contributions help save animals' lives, and are now supporters of the municipal Shelter and the services offered. The public's perception of Animal Services has improved as a result of these endeavours.

Animal Services has identified on-line contributions as an innovative tool for citizens to use for donating. Electronic donations (E-Donations) are an accessible and effective tool for donating money toward animal Shelter care. E-Donations are in keeping with current technology.

The City of Toronto has implemented an on-line E-Donations system, and the feedback has been very positive. In 2015, over 7,100 donations were received by the City of Toronto, by allowing pet owners to contribute to Toronto Animal Services' spay and neuter program and animal care, while licensing their pets on-line.

Staff met with Information Technology staff to discuss the concept of an electronic contribution system similar to the City of Toronto. A donation button could be added to the Animal Services on-line pet licence page on the City's website. Currently, Animal Services does not have the ability to accept and give receipts for donations received electronically. The Web Design Team is developing an electronic donation portal that can be added to the on-line pet licencing application. The E-Donation will provide a more efficient and quicker tool for contributors.

Recently, donations have been used to redesign 21 cat cages so that cats have more space and a healthier environment. The cages provide cats with more room to move around, reducing the chance of respiratory illnesses. Historically, respiratory illness has been a problem in the Shelter resulting in increased medical costs and euthanasia of cats.

In 2015, a significant donation was given to Animal Services to create a healthier environment for the cats at the Shelter, and provide a "comfort and enrichment area". The area has been designated as "First Responders Room".

As part of the on-line dog licensing registration program, a donation button will simplify the capability for the community to make donations to Animal Services in support of animal care at the Shelter.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A": Poster from Donation Box

SR:KL:cab