



FRIENDS OF THE  
*Aviary*  
SINCE 1927

Proposal to Public Works Committee  
February 4, 2019





## Addressing OSPCA Orders

- ▶ Worked with the City, OSPCA Inspector and Avian vet, Dr. Shannon Lee to resolve OSPCA orders by November 2017



# Health and Enrichment of Flock

In addition to addressing OSPCA orders, FOA has undertaken steps to improve the health of the flock:

- ▶ Changing environmental factors to increase humidity and better replicate native habitat
- ▶ Providing and continuously replacing toys and perches for increased activity and play
- ▶ Increasing volunteer interaction with birds for improved socialization opportunities
- ▶ Performing daily health checks and changing diets for individual birds, in consultation with Avian vet



## Relocation Efforts

Meetings were held with councillors in numerous wards to explore options, including councillors

- ▶ Matthew Green
- ▶ Jason Farr
- ▶ Terry Whitehead
- ▶ John Paul Danko
- ▶ Maureen Wilson



## The Printing House

- ▶ Approximately \$20,000 investment required to retrofit current space to meet daily care and cleaning needs for birds and create a suitable environment for an aviary
- ▶ Located next to dense residential space Potential noise concern for neighbours
- ▶ Lack of natural light
- ▶ Lack of parking



# Harper's Greenhouse

- ▶ No running water
- ▶ No kitchen
- ▶ No bathroom
- ▶ No climate/temperature control
- ▶ High cost to convert space for Aviary use



## Commercial & Retail Properties

Multiple commercial/retail properties were explored in the City. Concerns from potential Landlords include:

- ▶ the inability to provide insight into FOA's past and future financial credibility given the short amount of time the current Board of Directors has been in place
- ▶ concerns with the high number of animals on their property
- ▶ worries about neighbouring properties and the possible complaints from businesses and residents given the noise of the birds



## Relocation Efforts Summary

- ▶ Explored 7 locations within the City of Hamilton
- ▶ None of these locations proved suitable for live animals
- ▶ FOA continues to search via a real estate agent



# Activity Updates

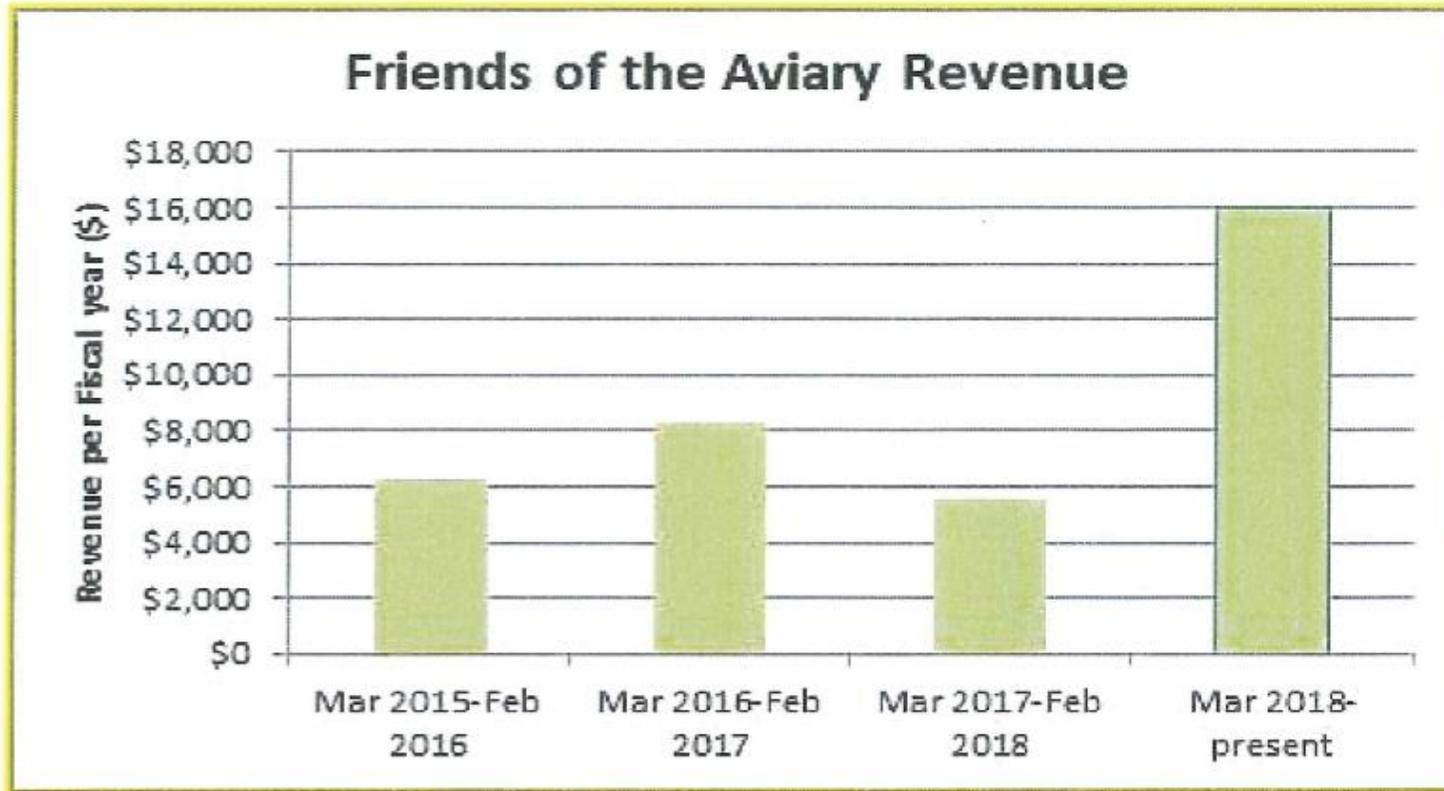
## Marketing & Fundraising

- ▶ Two industry professionals have supported FOA over the past year
- ▶ A new brand was designed and launched in conjunction with a new website
- ▶ A fundraising strategy was deployed and has successfully raised 164% more than the previous fiscal year





# Revenues



Revenue sources include: Open houses, Private Tours, Donations (Private and Canada Helps), Events, and organized Fundraisers.



# Activity Updates

## **Outreach and Public Events:**

With the goal of increasing public profile and community connection FOA undertook the following activities:

- ▶ Participation in public events
- ▶ Regular opening hours with volunteer tour guides
- ▶ Off-site presentations to groups
- ▶ Ongoing development of partnerships with other community organizations



# Activity Updates

## Operational

- ▶ Our volunteers continue to provide care for the Flock and facility 365 days a year
- ▶ New training and guidelines have been implemented to ensure quality of care



## Proposed Course of Action

To break our financial dependence on the City of Hamilton and build a relationship with the community as a reputable non-profit corporation



## Proposed Course of Action

- ▶ The Aviary remains at 85 Oak Knoll Drive
- ▶ FOA will hire our first paid manager to oversee all operations, finances and volunteers, as well as report regularly to the appropriate City officials



## Proposed Course of Action

- ▶ A 25% cut of monetary support from the City of Hamilton in the first year
- ▶ A further 35% reduction in city financial support the following year
- ▶ A final cut of 40% in the third year of the plan
- ▶ **Friends of the Aviary will no longer utilize money from the City's operating budget.** Instead, FOA will apply for City funding through appropriate channels like all of our fellow non-profit organizations.



## Proposed Course of Action

- ▶ A new agreement should be drafted to include:
  - ▶ a structured timeline for when the Aviary will achieve full financial independence
  - ▶ Reports submitted to the City of Hamilton at regular and established intervals
  - ▶ Criteria and timelines for transferring ownership of the birds to FOA



# Questions?

