



like no
other.

CANINE TRAINING SERVICES

Program Summary

Executive Summary

The purpose of this program is to combat the gross amount of misinformation in the community surrounding training techniques, providing instead, a leading example of Least Invasive, Minimally Aversive training practices grounded in scientific principles. At the same time this service generates an alternative revenue stream to assist in the support of Toronto Humane Society operations as a whole. Our dedicated training team provides consistent first-class education and support to pet owners in an unregulated industry, in the form of group training classes, private behavioural consultations, and hands-on private training sessions.

Toronto Humane Society prides itself on the high-level certification our trainers carry along with the results orientated Least Intrusive, Minimally Aversive (LIMA) strategies they practice. Our commitment to our trainers` certification, continuing education and quality sets the bar for trainers outside our organization to strive harder.

We aim for our public-facing to bring in a significant source of revenue to Toronto Humane Society to supplement our fundraising efforts as we look inwards for ways to become more self-sufficient as an organization. Generated revenue will enable us to continue to serve the pet-owning public.

Program Objectives

Objective One: To Provide Humane, Evidence-Based Training and Care Support to All Levels of Pet Owners, Strengthening the Human-Animal Bond

Toronto Humane Society canine trainers bring compassion and a non-judgemental approach to behaviour problems, making them accessible and valued coaches to both animals and their humans. Certification requires a commitment to continued education coupled with a collaborative trainer approach to more complex cases, giving clients the benefit of a combined knowledge base. These paying clients fund our training subsidy program which works to repair the human-animal bond without lack of finances existing as a barrier. This enables Toronto Humane Society to continue to improve the lives of animals in all communities.

Objective Two: To Develop Revenue Streams to Support Shelter Operations. Providing Sustainable, Accessible Training Services to at Risk Animals and Guardians in Our Community

By expanding services from solely in-person sessions to include virtual packages, the canine training team is working towards greater revenue streams by enabling client base growth. Newly developed, targeted training packages align with the goal of delivering on-going consistent training services to a wider audience, thus generating more revenue. Toronto Humane Society aims for the canine training department to be financially self-sustaining with net revenue used to assist in the funding of Toronto Humane Society`s day-to day Sheltering & Rescue Programs.



Program Leadership

Division Manager, Public Programs and Services – Sam Jones, RVT

Sam brings an extensive range of managerial experience to Toronto Humane Society from years of working in the retail sector. During this time, she honed her business and staff management expertise and enhanced her reputation for being diligent, resourceful, and a great motivator.

In her 20 years in retail, Sam worked her way up from a Salesclerk to the Ontario Regional Manager of a multi-million-dollar enterprise. In 2011, Sam started on a new career path as a Registered Veterinary Technician (RVT) at Toronto Humane Society, and went from Assistant Manager, Shelter Care, in 2014 to Manager, Shelter Care.

In 2018, Sam became the Senior Manager, Shelter Operations tasked with overseeing the Foster, and Shelter Care departments and relaunching the Training department. During this period, she grew the training team from a staff of 3 to a team of 18 team, relaunched Toronto Humane Society's public training services and successfully implemented a public dog walking service.

Sam now oversees Toronto Humane Society's public service division which consists of the Training Department, Retail Department, and the Pet Parent Support Network. Sam is a passionate, proud member of Toronto Humane Society and is dedicated to Improving the Lives of Animals.

Program Manager, Public Training Services and Care Support – Beverley McKee, BA, CDBC, CPDT

Beverley McKee brings a wide range of experience to the world of dog training, pet care, and pet owner education period she is an entrepreneur, handler, trainer, educator, collaborator, and industry builder.

After a long career in the entertainment industry, Beverly launched a successful pet care and dog training company in 2011. She joined Toronto Humane Society in 2018 as a certified animal trainer and has worked up to the position of program manager, public training services and care support. Bev draws on her entrepreneurial skills to drive the growth of her department with a view of creating accessible, client friendly, evidenced based, results driven programs to achieve results an enrichment care support.

Bev is a certified animal trainer through The Certification Council of Professional Dog Trainers, a Certified Dog Behavior Consultant through the International Association of Animal Behavior Consultants (IAABC - on which she is also a board member) and a Fear Free Animal trainer professional through Fear Free Pets.

Director, Behaviour – Dr. Jacklyn Ellis, MRes PhD CAAB

Dr. Ellis is the Director, Behaviour at Toronto Humane Society. Prior to joining the position she served as Nestlé Purina's leading authority on feline behaviour in her role as a Behaviour Scientist in their research and development division. She earned her PhD in Animal Welfare at the Atlantic Veterinary College, University of Prince Edward Island, where she conducted research on methods for reducing stress in shelter cats. Her work has been published widely in peer reviewed journals and she has presented at many national and international conferences, particularly on feline stress and elimination behaviour. She is currently in the process of writing a chapter on feline behavioural assessment for a new edition of the leading textbook on the behaviour and welfare of shelter animals.

