



like no
other.

SUPPLY SUPPORT AND RETAIL

Program Summary

Executive Summary

The aim of our in-shelter and online retail outlets is to bring in a significant source of revenue to Toronto Humane Society as we look inwards for ways to become more self-sufficient as an organization and supplement our fundraising programs. Generated revenue will enable us to continue to thrive, supporting our Sheltering and Rehoming programs as well as some of our Community Support programs, such as the Pet Food Bank.

Toronto Humane Society will focus on limiting our retail apparel to ethically sourced products that are made in Canada. Not only to support other Canadian businesses, but to try, in part, to do what we can to support ethical supply chains that combat poverty and social injustice. We aim to show our commitment to sustainable methods by procuring ethically sourced merchandise from responsible manufacturers and passing those recommendations onto the pet-owning public.

In addition to our apparel sales, Toronto Humane Society will continue to ensure that products and supplies needed to support adoption placements are available for purchase at time of adoption so that as an organization we are able to best set each adoption up for success. As part of this adoption support, our retail team will assist our adoption program by supplying the human resources necessary to process and finalize the administrative end of our rehoming systems and alleviate the additional financial expense this would otherwise place on the shelter programs division.

Program Objectives

Objective One: To Create a Significant Recurring Revenue Source to Support Toronto Humane Society's Charitable Programs

The aim of the in-shelter branch of this program is to create an environment that best sets adopters up for success in the transference of new animals into their forever homes, while generating revenue for other ongoing Toronto Humane Society programs. Dedicated pet support agents impart valuable knowledge and offer the option of purchasing food and supplies at the time of adoption to enhance the adopter's overall experience.

The opening of Toronto Humane Society's new e-store, coupled with the future launch of a new value model apparel line of select products for both pet owners and their parents, is aimed at reaching a wider client base. The onsite store, coupled with the e-commerce platform, are targeted to generate upwards of \$200,000 annual revenue forward Toronto Humane Society, while also offsetting the expenditure of finalization administration from the shelter programs, worth an approximate \$120,000 annually.

Objective Two – To Provide Expert Recommended Pet Products Whilst Supporting Canadian an Ethically Sourced Suppliers

The staff complement of Toronto Humane Society boasts a plethora of knowledgeable experts whose vast experience in their fields gives them an insiders view of best-practice products. Tapping into these expert opinions enables the retail team to recommend the best options for food, apparel, and pet equipment so the general public that can be achieved by an average consumer.

By striving to focus on stocking ethically sourced and Canadian made apparel, our clients can have faith that Toronto Humane Society is working not only to improve the lives of animals but also to build and support the development of healthy communities for those pets to live.



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, Supply, Support and Retail – Neil Reilly

Neil brings a comprehensive skill set honed during his 25 years of working in the retail sector, from independent businesses to larger UK-wide retailers. His experience ranges from pet stores to furniture sales, in small and large establishments, moving up from sales to store management.

In 2013, Neil joined Toronto Humane Society as an Animal Care Worker and quickly moved to the position of Special Species Adoption Agent. Subsequently, in 2018, he took on the role of Manager of Adoptions, and successfully oversaw all animal adoptions shelter-wide whilst also managing on-site retail and the Pet Food Bank.

As of 2020, Neil has moved over to the role of Program Manager, Supply, Support and Retail. In this position he continues to manage the Retail department and Foodbank programs as well as overseeing all animal adoption finalizations processed by his team of Pet Support Agents. Also, during this period Neil assisted in the opening, and continues to manage, our first ever online retail platform here at Toronto Humane Society.

