

Isabel Botha

Samples of work





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**Brand journalism:
Articles and news releases**

Trent University

News releases

My time as Communications & Media Relations Officer at Trent University has given me the opportunity to really hone my news release writing skills. Below are links to just a few recent releases:

- [Advancing Long-term Care in Peterborough](#)
- [Dr. Maggie Xenopoulos Making Waves as Tier I Canada Research Chair in Global Change of Freshwater Ecosystems](#)
- [Former Trent Chancellor Appointed Canada's First Indigenous Governor General](#)
- [Nine Social Science and Science Research Projects at Trent Receive Over \\$1.3 Million in Federal Funding](#)

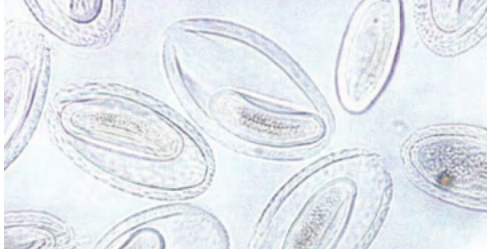
Other news stories

I've also written a number of other news stories, here are a few of my favourites:

- ["Alpaca my bags": Trent's Alpacas, Mac and Hollister, Embarking on a New Adventure](#)
- [Fretting and Our Feathered Friends](#)
- [Translating Academia: Broadening Research Impact through Relatable Communication](#)
- [Bringing History to Life – Virtually](#)
- [Linking Clean Technology Innovators to Investors and Customers to Accelerate Impact](#)



Early in my career, I was fortunate to hone my journalistic skills with AgriConnect. Here I learned to write for a range of audiences with different language proficiencies. Below are only a few samples of work during my time there.



Extension officers well-informed about parasites

by Isabel Basson

In November last year, Jas Wasserman from the Intervet MPO Institute for Dairy Technology visited extension officers of Kroonstad and surrounding areas. With him was the energetic Dr Fafsa Malan from Intervet, who taught the officers more about parasites and how to control them in a two-day course.

This course empowered the officers to assist their farmers when their local animal health technicians are not available. "I'm having a problem. Our animal health technician has been gone for a long time and I couldn't help the farmers who came to me with questions. Now I am well-prepared, I can fight with this weapon (manual). Now we can do anything," says Mamohaphe Rantso.

The extension officers are now able to identify the symptoms of diseases caused by parasites. They can also identify the different parasites and help their farmers with advice about how to get rid of them. Parasites do not only affect your cattle and grains. If not managed properly, you can also get sick.

Dr Malan is a very energetic lecturer. No one wants to fall asleep in one of his classes, for they might miss something! He travels with his bottles of worms, ticks and other

"It was clear that, although they were flooded with information, the extension officers were all very positive about what they have learned."

UBISI MAIL | MARCH 2006

parasites, and informs farmers, farm workers and extension officers about the dangers of parasites.

At the end of the course, some of the students got the chance to present a short lecture on some of the parasites. This prepares them for when they have to inform their farmers about the parasites. It also shows who has not paid enough attention in the class.

To end the course with a bang, Dr Malan taught the students a funny little song to sing to the parasites on their cattle. "When you look them in the eye and sing this, the parasites will run away," he joked. Everyone had a good laugh trying to do the moves that goes with the song.

After their lectures, every extension officer got the chance to tell the others what they found most memorable about the course. It was clear that, although they were flooded with information, the extension officers were all very positive about what they have learned. It is clear that a special bond was formed between them and Dr Malan.

"When the ticks see me, they are going to run away. They will see that this person is coming with something," said Sopye Khoza. "My farmers are going to be beneficiaries of Intervet," she added.

It is clear that anyone can benefit from these courses. This group of extension officers are now ready for battle. With their manuals and everything that they have learned by their side, they will be able to fight parasites in their communities.

For more information about these courses, contact Jas Wasserman on 012 843 5743 or 082 490 2465. **UM**



UBISI MAIL

Students get the opportunity to present the class. Mtsosane Mtsosane tells a member of the group more about ticks



Dr Fafsa Malan is a very energetic lecturer. Here he teaches the officers a little song to sing to their cattle. Julius Sebeli plays the cattle



The group of extension officers. They are all well-informed about parasites, and can now help their farmers

UBISI MAIL | MARCH 2006 9

INAFU FARMER EMPOWERMENT

Independence through mentorship

by Isabel Basson

The Intervet Institute for Dairy Technology, which is affiliated to the Milk Producers' Organisation (MPO), received almost R1 million from the national Department of Agriculture to mentor emerging dairy farmers. This initiative was recently announced by Dr Nico Schutte, joint Managing Director of the Institute.

He said that it is already difficult for existing commercial farmers to survive. A lot of them are struggling to stay in business. They have to handle factors beyond their control and still remain profitable.

"It is therefore important that emerging dairy farmers are guided by the very best experience existing in the primary dairy sector." This, says Dr Schutte, will enable them to play to their own optimum and utilise their resources.

The project involves the mentoring of emerging dairy farmers by qualified mentors for a period of 12 months. The mentors must spend at least eight hours per week with each emerging dairy farmer. This mentoring process incorporates all aspects of successful farming – from feed flow planning and animal health to marketing.

The key to success

The secret of the mentorship programme is to ensure the long-term survival of the mentees. "It is a step-by-step accompaniment, so that the mentees can eventually become financially independent dairy farmers," explains Dr Schutte. "The key to success is trust, cooperation and the desire to succeed." This of course applies to both the mentor and the mentee.

With the amount of money received from the Department of Agriculture, the Institute can intensively mentor 15 emerging dairy farmers for one year. Each mentor will be responsible for a maximum of four mentees," Schutte confirms.

Eleven mentees have already been identified in Over-Dev, North-west and the Western Cape. The Institute is currently negotiating with them. They were nominated by their various provincial departments of agriculture through the existing mentorship services, as well as by the MPO, of which some of the farmers are members.

Dr Schutte believes that, if they can demonstrate that the project is a success and that the farmers involved have made progress towards becoming profitable dairy farmers, they will receive further funding to help more emerging farmers who would like to enter the dairy sector.

The Institute still needs experienced mentors and interested parties are invited to contact Dr Schutte on 012 843 5600.

The government funding is only for one year. Yet

UBISI MAIL | MARCH 2006 25

The fortification fizz

by Isabel Basson



"Fortification is one of the latest buzz words in the food industry, but why fortify a product such as dairy, which is already classified as healthy? Simply because modern lifestyles often comprise of bad eating habits, stress and less food preparation time. We also live in an ageing society with rising cases of obesity, and in South Africa, Aids"

There are certain criteria set out for the food vehicle by the Food and Agricultural Organisation and International Life Sciences that include:

- Food should be consumed by all population groups at risk of nutritional deficiencies or the majority of the group
- Food should be used regularly and in consistent amounts
- The smell, taste and appearance of the food should not change
- The fortifier should remain stable under extreme conditions such as cooking, food processing, delivery and storage

Food fortification is the addition of specific micronutrients to certain foods, called the food vehicle, and has been practiced worldwide for almost 50 years. According to the FAO, it is one of the most cost-effective ways of improving the health of a nation and it is also a very effective way of using public resources to promote health for all.

Dairy perspectives

In South Africa certain products such as maize meal and bread flour are by law fortified with certain products, while others such as dairy and juice are fortified by choice. Dairy products can be fortified with, among others, iron and potassium, dietary fibre, minerals, calcium, magnesium, potassium, omega 3 and proteins. In fact, milk was one of the first foods to be fortified with vitamin D to prevent the bone disease rickets of 1930.

Dairy is an ideal product to fortify since it is one of the most nutritious foods available to humans. It is also readily available and is part of the daily diet of people around the globe. Now

will can provide consumers with all its healthier ingredients and more, says Dilene Koekemoer from Grest Foods.

According to her, there is an increasing demand among consumers for the development of food with specific functionalities that improve health, stimulate mental functions and help prevent disease. She states that the consumer wants to look and feel healthier, younger and better. "As consumers continue their quest for health and wellness, the fortification trend will increase," she says.

Mega omega 3

Although we have seen calcium and vitamin D fortification for a while now in South Africa, the latest addition to the milking stable is omega 3 fatty acids. According to Dairy Foods, omega 3s are polyunsaturated fatty acids that are naturally found in fish and fish oil. They also report that research shows that a diet low in saturated fat and high in omega 3, can have significant long-term health benefits, including protection against cardiovascular disease and various inflammatory and autoimmune conditions.

Soy growth

As the food industry and the consumer continue to demand more from their food, soy-based products are becoming a popular choice. Soy-based products are rich in protein and contain essential amino acids. They also contain isoflavones, which are natural plant compounds that have been shown to have health benefits, such as reducing the risk of heart disease and osteoporosis.

Dr Schutte says that the Institute will continue to work with the government and other stakeholders to ensure that the mentorship programme is successful and that emerging dairy farmers are able to thrive in the industry.

TABLE 1: Estimation of people (in millions) at risk of micronutrient malnutrition

| REGION | OOB at risk | OOB affected | VITA at risk | VITA affected | Iron affected |
|-----------------------|-------------|--------------|--------------|---------------|---------------|
| Africa | 181 | 86 | 86 | 1,0 | 206 |
| Americas | 108 | 63 | 36 | 0,1 | 94 |
| South East Asia | 486 | 176 | 125 | 1,5 | 616 |
| Europe | 141 | 97 | - | - | 27 |
| Eastern Mediterranean | 173 | 93 | 36 | 0,1 | 149 |
| Vital Pacific | 423 | 141 | 42 | 0,1 | 1 058 |
| TOTAL | 1 572 | 655 | 251 | 2,8 | 2 150 |

1/WHO/UNICEF/AOCD (1994)
2/WHO/UNICEF (1995)
3/WHO (1992b)

M&J RETAIL | 19



**Annual reports and other
business documents**

AgriConnect

I worked for Kashan Advertising for almost eight years, specializing in the writing and editing of integrated annual reports and other strategic documents.

Some samples include:

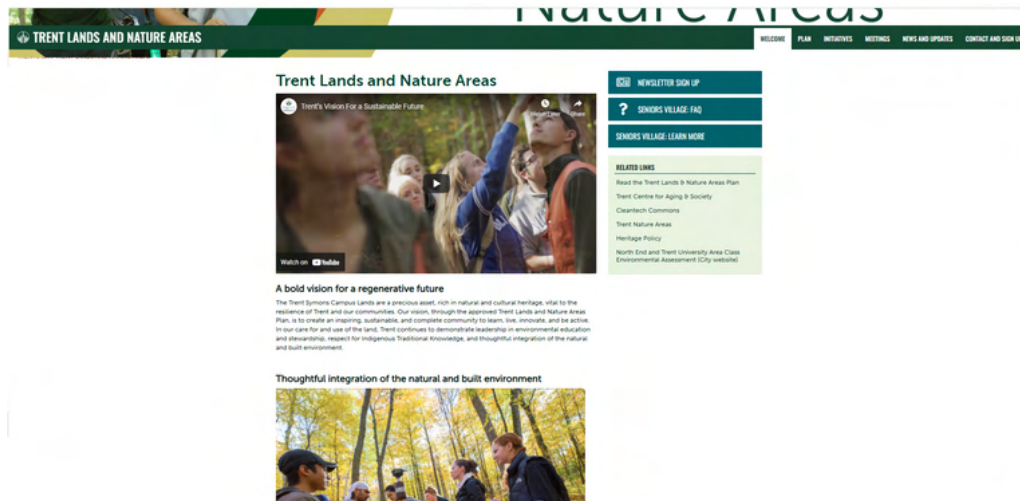
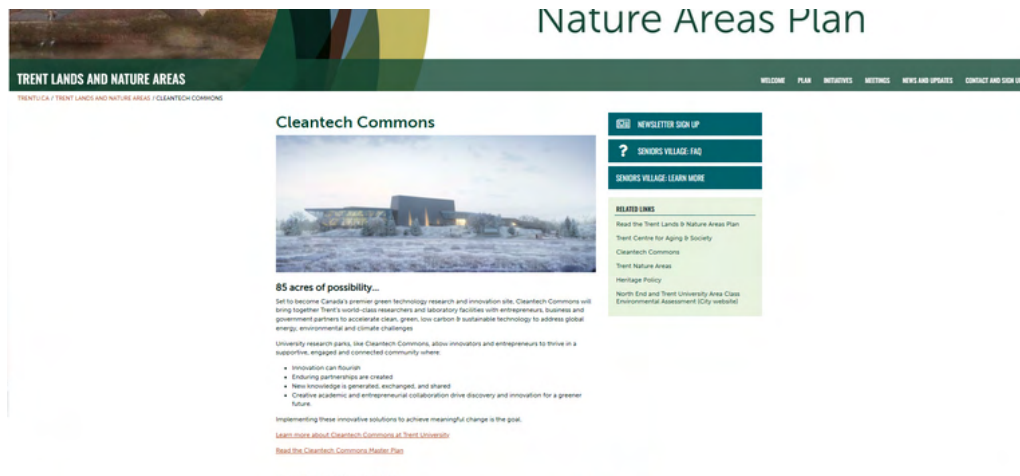
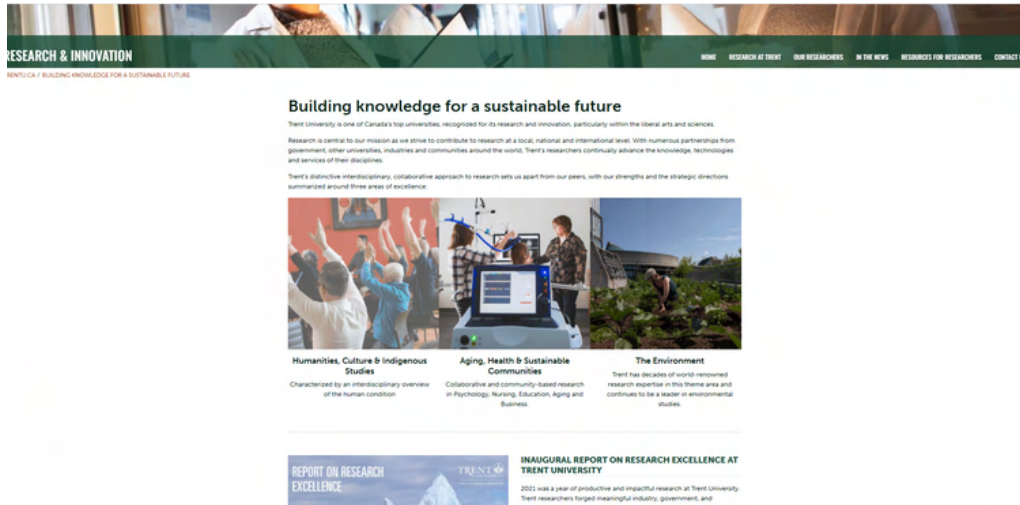
- Wrote the Trent University Report on Research Excellence 2021
- Edited the South African Nuclear Energy Corporation Annual Report for several years while working for Kashan Advertising
- Worked in close collaboration with another writer at Kashan Advertising on the South African Department of Energy's Integrated Resource Plan 2019 (content writing, editing and proofreading):
- Wrote the Gauteng Film Commission's Annual Report for three consecutive years: 2013, 2014 and 2015
- South Africa Agency for Science and Technology Advancement (SAASTA) Highlights Report 2011/12



Website content development

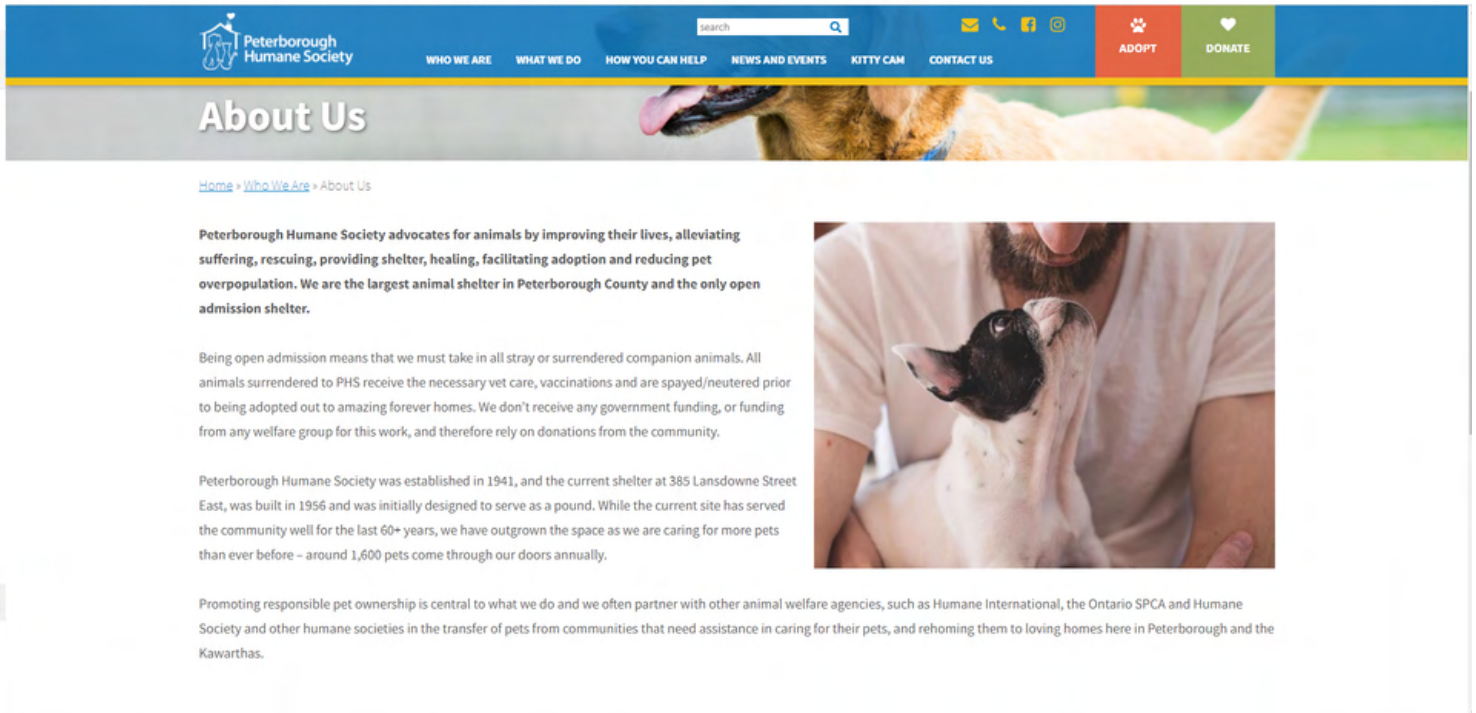


- As the lead Communications Officer for research at Trent, I played a leading role in developing content for the new [Research and Innovation website](#) (launched in 2021)
- I also wrote the content for the [Trent Lands and Nature Areas landing page](#) and its [Cleantech Commons initiative](#) (2022)



Peterborough Humane Society

In 2018, I was the lead content writer/editor for the revamp of the [Peterborough Humane Society](#) website, bringing the look and feel in line with the organization's new branding.



The screenshot shows the top navigation bar of the Peterborough Humane Society website. It features the organization's logo on the left, a search bar, and several menu items: WHO WE ARE, WHAT WE DO, HOW YOU CAN HELP, NEWS AND EVENTS, KITTY CAM, CONTACT US, ADOPT, and DONATE. Below the navigation bar is a large banner image of a dog's head. The main heading is 'About Us'. A breadcrumb trail reads 'Home > Who We Are > About Us'. The main content area contains several paragraphs of text and a photograph of a man holding a small black and white dog.

Peterborough Humane Society advocates for animals by improving their lives, alleviating suffering, rescuing, providing shelter, healing, facilitating adoption and reducing pet overpopulation. We are the largest animal shelter in Peterborough County and the only open admission shelter.

Being open admission means that we must take in all stray or surrendered companion animals. All animals surrendered to PHS receive the necessary vet care, vaccinations and are spayed/neutered prior to being adopted out to amazing forever homes. We don't receive any government funding, or funding from any welfare group for this work, and therefore rely on donations from the community.

Peterborough Humane Society was established in 1941, and the current shelter at 385 Lansdowne Street East, was built in 1956 and was initially designed to serve as a pound. While the current site has served the community well for the last 60+ years, we have outgrown the space as we are caring for more pets than ever before – around 1,600 pets come through our doors annually.

Promoting responsible pet ownership is central to what we do and we often partner with other animal welfare agencies, such as Humane International, the Ontario SPCA and Humane Society and other humane societies in the transfer of pets from communities that need assistance in caring for their pets, and rehoming them to loving homes here in Peterborough and the Kawarthas.

Peterborough Area Fundraisers Network

I serve on the Executive of the Peterborough Area Fundraisers Network and am responsible for all the group's communication needs, including maintaining the website. We are a really small community organization. In time, I have worked on refreshing the existing website with a new template and content, but much work remains - the goal is to eventually redesign the website completely.

PAFN ETHICAL PROFESSIONAL FUNDRAISING THROUGH KNOWLEDGE

ABOUT US JOIN/RENEW PROFESSIONAL DEVELOPMENT NEWS CONTACT

MEMBERS AREA

Peterborough and Area Fundraisers' Network (PAFN) was formally created in 1997 to strengthen professionalism within our local charitable sector including our members, interested individuals and organizations.

Over the years, PAFN has grown into a robust network of individuals and organizations who work collaboratively to share ideas and strengthen our local community. Our members are all from non-profit organizations across Peterborough and the Kawarthas. PAFN offers numerous networking opportunities as well as an exceptional speaker series for our members (as well as their boards), to continue their professional development.

NEXT MEETING **2022 WORKSHOP** **LATEST NEWS**

The Peterborough and Area Fundraisers Network respectfully acknowledges that we are on the treaty and traditional territory of the Michi Saagiig Anishinaabeg. As we continue our learning through this community network, we offer our gratitude to our First Peoples for their care for, and teachings about our relations and our earth. We, as the PAFN executive are committed to being active participants in reconciliation, amplifying Indigenous voices, and to learning how our work affects Indigenous People


"I am a long time member of PAFN as well I have had the fortunate opportunity to sit on the Executive and have been called upon to consult. It was unfortunate my position was eliminated [when the Peterborough & Kawarthas MS Society branch closed earlier this year] but I remain committed to professional development in fundraising and volunteer management in our changing world"




Anne Driscoll

Program for Infrastructure Development

While working for Kashan Advertising, we were contracted by the NEPAD Planning and Coordination Agency (now the African Union Development Agency-NEPAD) to develop all the content for the Virtual PIDA Information Centre. The work done through this project, resulted in several further contracts with NEPAD. This project was completed in 2013.

Contact Us

 **PIDA** Virtual PIDA Information Centre
Programme for Infrastructure Development in Africa

[About PIDA](#) [PIDA Implementation](#) [PIDA Projects](#) [News & Events](#) [Resources](#)

Dakar-Bamako-Niamey Multimodal Transport Corridor

Programme Description

Comprises the modernisation of the African Regional Transport Infrastructure Network in West Africa and the roll-out of a smart corridor system for both road and rail transport.

Programme Background

This corridor will increase the ease of access for people and goods across the borders of Senegal, Mali, Burkina Faso and Niger and will assist in the modernisation of the multimodal African Regional Transport Infrastructure Network (ARTIN) Corridor in West Africa. ARTIN's purpose is to link large African centres of consumption and production with the rest of the world via modern and efficient regional transport infrastructure networks and gateways. The project falls within the scope of the Economic Community of West African States.

Expected Results

As with the other multimodal corridors, the Dakar-Niamey Corridor will increase the ease within which people and goods can cross borders. This, in turn, will increase the efficiency and capacity of transport. The increased transport efficiency will lead to better regional trade and integration, as well as cost savings. This corridor will also lead to increased trade between Mauritania and Mali.

Programme Milestone

Some sections are already under construction as part of national projects, and the Corridor Management Committee has been formed. Now norms and standards can be harmonised between the countries involved. In Phase 1 the focus will be on the Dakar-Bamako section of the project.

Technical Information

The project entails the modernisation of ARTIN in West Africa, as well as the roll-out of a smart corridor system for both road and rail transport. This smart corridor system will later be extended to four additional modes. Four one-stop border posts will be constructed at various borders in the region. In Phase 1, 500 kilometres of highway will be upgraded, while 1 200 kilometres of rail will be modernised.

Countries



Burkina Faso, Mali, Niger, Senegal

Regions


West Africa


Regional Economic Communities (RECs)


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Latest News



 MSMEs, Key drivers to inclusive and sustainable development for emerging markets in Africa
February 28, 2022

 President Kenyatta Invites African Leaders To Attend Nairobi Infrastructure Event
February 4, 2022



 SBAS, for Africa, leverages on satellites to enhance aviation performance and safety throughout Africa.
January 26, 2022


Recent Tweets

 Programme for Infrastructure Development in Africa Retweeted

 **Moussa Faki Mahamat** 
@AUC_MoussaFaki

On #InternationalWomensDay & every day, may we celebrate & continue the fight to ensure that gender equality is achieved. #BreakingTheBias against women is one crucial step to achieve the rightful place of women alongside men in society. It is not charity. It is justice. #IWD2022

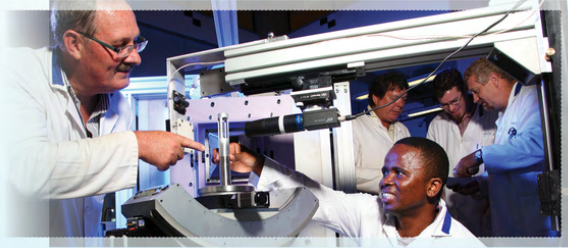
 

 African Union recognises that Africa's future is intimately linked to our ability to fully benefit from the economic potential that women represent.
Moussa Faki Mahamat, Chairman, African Union Commission



**Flyers, brochures,
infographics and ads**

Offering powder diffraction facilities which are unique to the African continent



Powder Diffraction

Necsa is currently the only organisation in Africa that offers both X-ray and neutron powder diffraction facilities on one site. These facilities are available to all users via the Necsa User Programme and support research and development within South Africa's National System of Innovation and in support of Industry.

Diffraction-based techniques can best be described as 'super microscopes' that 'see' and 'feel' atomic phenomena without disrupting or modifying the materials being investigated. These probes therefore directly visualise the microstructure of crystalline matter at the atomic level (10^{-10} m sizes) in a rapid, non-destructive manner without extensive sample preparation.

Powder diffraction techniques are not only used to analyse unknown materials, but also to perform material characterisation and determine how materials interact and perform under controlled conditions such as temperature, magnetic field and external loading. These techniques are used around the world in the fields of metallurgy, mineralogy, archaeology, condensed matter physics, chemistry, forensics, biology and pharmaceuticals.

At Necsa, the powder diffraction facilities are used for:

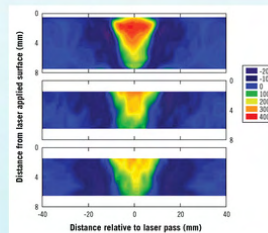
- Qualitative and quantitative chemical phase identification
- Refinement of crystallographic or magnetic structure properties using Rietveld techniques
- *In situ* following of phase transformations and reaction pathways as a function of external parameters (temperature, magnetic or electric field, mechanical strain or pressure)
- Analysis of residual strain on engineering materials (surface and depth resolved)
- Analysis of texture (preferred crystallographic orientation) on engineering materials (surface and bulk).



X-ray diffraction

X-ray diffraction is used to determine the atomic and molecular structure of a crystal. X-rays interact primarily with the *electron cloud* surrounding each atom. The contribution to the diffracted intensity is, however, dominated by atoms with larger atomic number (Z). This inhibits the detection of low Z elements in mixed chemical phases.

The X-ray facilities at Necsa are used by internal and external researchers each year, and the Necsa R&D team have in recent years been involved in various significant research projects, which will contribute to a number of economic sectors in the near future.



Stress field below heated surface associated with laser forming of mild steel plate. AM Venter et al., *Materials Science Forum*, 63, (2008) 571.

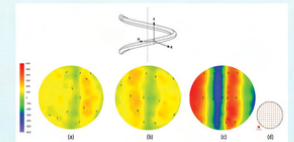
Necsa's X-ray diffraction facilities comprise:

- Bruker D8 Advance instrument equipped with Göbel mirror, LynxEye detector, goniometer (configured for the addition of a sample environment) and hermetically sealed sample holders
- Bruker D8 Discover instrument equipped with Vantec 500 area detector, heavy duty ¼ Eulerian cradle, a video laser alignment system, and incident beam diameters of 2, 0.8, 0.3, 0.1 and 0.05 mm to facilitate micro-diffraction analyses.

Neutron diffraction

Neutrons interact with materials in two distinct manners – directly with the nucleus of the atom, as well as sense magnetic phenomena.

With the upgrade of the two neutron diffraction facilities at Necsa's SAFARI-1 research reactor, many new developments were established in-house. Amongst these, the establishment of the specialised instrumentation floors, which easily qualify as the most precise on the African continent, was a major technical achievement.



Two-dimensional residual stress field maps measured inside the cross-sectional area of an as-coiled helical spring (measurement positions indicated in (d) comprised 137 locations for each stress component on a 1 mm grid). The contour plots respectively represent: (a) axial; (b) radial; and (c) hoop stress components dependences. The rod internal bore is on the left side of each plot. AM Venter et al., Accepted for publication, *Material Science Forum* (2014).

Necsa's neutron diffraction facilities at SAFARI-1 comprise:

- Powder Instrument for Transition in Structure Investigations (PITSI) equipped with high accuracy sample stages and a 600 (hor.) x 380 (ver.) mm² pseudo area detector. Existing *in situ* sample environments comprise low temperature cryostat, 3.5 K ≤ T ≤ 350 K, and vacuum furnace, 300 K ≤ T ≤ 1800 K
- Materials Probe for Internal Strain Investigations (MPSI) equipped with high accuracy gauge volume definition apertures, alignment system (measurement planning system), 300 x 300 mm² area detector, as well as a ¼ Eulerian cradle and texture attachment.

The diffraction instruments are available to users under the Necsa User Programme.



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- communicator promoting SET and innovation
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- NGO involved in technology transfer and/or education and training, or
- business (including SMME's)

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Advanced ^{195m}Pt-Cisplatin results in improved cancer treatment

Cisplatin-based chemotherapy has been the standard treatment method for many cancers over the past 30 years, but scientists at Necsa have now optimised this product by attaching radioactive ^{195m}Pt to Cisplatin. This innovation will pave the way for oncologists to tailor cancer treatment with "cold" Cisplatin for individual patients.

Benefits:

- Ability to monitor directly the Cis-platinum
- Individualisation of chemical dose
- Rapid determination of tumour resistance
- Improved treatment effectiveness

^{195m}Pt-Cisplatin as new companion diagnostic

What is Cisplatin?

Cisplatin, a very commonly used chemotherapeutic pharmaceutical, is a product that has, since its registration in 1978, demonstrated efficacy in the treatment of ovarian, cervical, testicular, bladder and head and neck carcinomas.

The Necsa technology

Scientists at the South African Nuclear Energy Corporation SOC Ltd (Necsa) have optimised this product by synthesising Cisplatin using ^{195m}Pt. This innovation will pave the way for oncologists to tailor cancer treatment with "cold" Cisplatin for individual patients.

The need and gap

A growing tendency in medicine today is the quest for personalised therapy whereby patients' treatments can be tailor-made to suit their genetic, physiological and anatomical makeup. Personalised medicine and the techniques that support its attainment are well-known amongst the medical academic community as well as organisations such as Necsa which are involved in drug discovery initiatives.

Despite its popularity over the past 30 years, the side-effects of Cisplatin administration can be serious if the effect of the drug conflicts with the unique physiological characteristics of the patient. It is therefore necessary to determine the dose of the drug and to customise the administration to the needs of the individual. This vital information could be obtained if minute amounts of the drug are "tagged" with a radioactive compound.

Benefits of ^{195m}Pt-Cisplatin

- Ability to monitor directly the Cis-platinum
- Individualisation of chemical dose
- Rapid determination of tumour resistance
- Improved treatment effectiveness

The Necsa value proposition

^{195m}Pt-Cisplatin, used as a companion diagnostic, will help in the individualisation of chemical dose. This technology therefore has the potential to eliminate over- or under-dosage, as well as reducing the side effects. Improved treatment of a wide range of cancers, such as testicular, ovarian, bladder, head and neck, oesophageal, small cell and non-small cell lung, breast, cervical, stomach and prostate cancer will be possible.

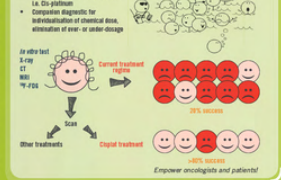
^{195m}Pt-Cisplatin will be sold to nuclear medicine practitioners and radiopharmaceuticals, both locally and abroad. The effectiveness of this product has already been proven, and oncologists, as the principal referring specialists to nuclear medicine departments, can endorse ^{195m}Pt-Cisplatin with confidence.

How ^{195m}Pt-Cisplatin works

1. After being charged neutral overall, the ^{195m}Pt-Cisplatin crosses the tumour cell membrane.
2. Once inside the cancer cell, it is then activated by replacing one of the chloride ions with a water molecule.
3. Water itself is then easily displaced by the basic nitrogen atoms on DNA, specifically on a guanine nucleobase.
4. Once bound to DNA the second chloride ion is replaced by a guanine nitrogen atom from an adjacent DNA strand. The result is a platinum fragment, cross-linking two DNA strands within the double helix. This cross-linking prevents the cell from dividing by mitosis and so the tumour starts growing.

Making the body biochemically transparent

- Ability to directly monitor the drug, in the patient
- Companion diagnostic for individualisation of chemical dose, elimination of over- or under-dosage



Technology readiness level (TRL) and intellectual property protection

- TRL 7 – The Prototype can be Demonstrated in its Relevant Environment of Use (Possibly in a Commercial Setting). The prototype is being completed, and fewer hearings and iterations are needed. The product has undergone Phase 0 clinical trial on humans yielding positive results.
- Patent granted
- Exclusive licensed technology from ANSTO
- Steve Biko Academic Hospital is Necsa's clinical partner on this project, and the Technology Innovation Agency (TIA) provided funding for the clinical protocol development phase I/II in December 2014.

Become a partner in this technology
The following people can be contacted with regard to ^{195m}Pt-Cisplatin.

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✉ heidi.wagner@necsa.co.za

About Necsa

Nuclear technology plays a fundamental role in the electricity (E), applications such as medical isotopes, and in cancer treatment, and for research, used in medicine, environmental monitoring and in the field of nuclear energy production. Necsa is one of the top three producers of nuclear medicine in the world, while the South African Nuclear Energy Corporation SOC Ltd is the only manufacturer of production, sales and distribution company in the southern hemisphere. The Radiopharmacy Group of Necsa undertakes R&D in all fields of radiochemicals and radiopharmaceuticals. This includes, amongst others, the synthesis of compounds for pre-clinical or clinical evaluation to determine the potential of these labelled compounds as diagnostic or therapeutic agents, to determine their biocompatibility to avoid other treatments.





BECOME A MONTHLY DONOR

A little goes a long way



The impact of A MONTHLY DONOR



WHY GIVE MONTHLY?

QUICK & CONVENIENT

Whether you choose to set it up online or to phone through your credit card details, setting up your monthly donation is quick and convenient. You'll also receive an annual tax receipt.

LONG-TERM IMPACT

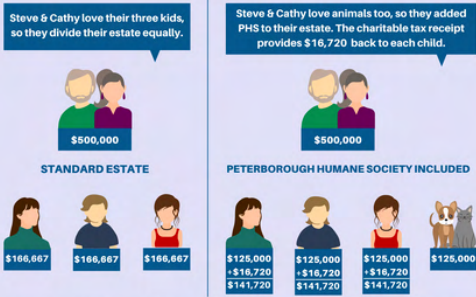
Your donation allows us to take a planned, long-term approach to our shelter's operations. As a monthly donor, you have a long-lasting impact on the lives of animals.

COST-EFFECTIVE

Monthly giving means lower administration costs, which means that more of your money goes to where it's needed the most - our animals.



Leave a PAWsitve legacy that benefits you, your family and animals in need



ABOUT BRAND SA



TO BUILD SOUTH AFRICA'S NATION BRAND REPUTATION FOR 2 PURPOSES:

- To strengthen South Africa's global competitiveness
- To encourage and support active citizenship among South Africans

FOCUS

Creating a positive and compelling brand image for South Africa, thereby contributing to the reputation of the country

5 OPERATIONAL PLATFORMS

- Raising awareness internationally of all that South Africa has to offer investors
- Conducting operational missions abroad to promote investment and export industries
- Mobilising influential South Africans as well as members of the media abroad
- Boosting local pride and patriotism
- Inspiring all South Africans to contribute to positive change through the flagship active citizenship campaign, Play Your Part

PRIMARY OBJECTIVE

Proactive reputation management and brand strategy; its aim is to create a positive and unified image of South Africa. Alignment of messaging and a consolidated brand image serve to engender pride and patriotism among South Africans and encourage investment and tourism



Unlike perceptions created through mediated debate, South Africans are extremely **PROUD** of the country. Over 80% claim that they are extremely proud to be South African and being a South African is how the people in the country identify themselves. Culture, race, religion, gender are distant seconds.



There is a much stronger feeling of inclusion among citizens of South Africa than inclusion with government and its policies. The top concerns on the minds of citizens are matters that affect them on a daily basis - safety and security, local governance, and employment opportunities.

Long-term engagement (e.g. joining local community initiative or projects) ranks comparatively low in terms of importance. Keeping informed about what is happening in their community, supporting local businesses and voting are of much higher importance. When considering whether to take part in community projects, citizens are more likely to participate in preparing and distributing food parcels/meals, learnership programmes and attending to the elderly, and less likely to be active in street cleaning and knowledge transfer (teaching).



Citizens agree that the beautiful landscape, rich heritage and religious freedom define South Africa as a country. Religious freedom and the spirit of **UBUNTU** (79% indicate that the country embraces this concept) are the most reflective of South Africa.



Citizens are more inclined to recommend South Africa as a travel destination or to live in, rather than a country to invest, work or study in. **79%** of respondents, however, indicate they believe South Africa is a competitive nation.



The majority of respondents feel that South Africa's social and **CULTURAL DIVERSITY** is a major advantage and despite the problems the country faces, they have no desire to leave. **78%** intend to continue to live and work in South Africa and **76%** of respondents believe that this is a country where it is possible for your dreams to come true.



Quality and access to **EDUCATION** are perceived to have made the greatest improvement in the past ten years, and people expect this positive trend to continue. However, the majority of respondents still believe that the education system does not prepare learners adequately for the job market. This is followed by public transport, which is also seen to have made significant improvement.



Inspiring new ways

Word-of-mouth from people close to respondents as well as news and advertising are strong external driving forces of influence and have a positive impact on their views. Very few citizens are aware of Brand South Africa - only one in every ten, with over four-fifths of the population unaware or unsure.

82 PRIDE INDEX

Citizens have a strong commitment to their country; **96%** of respondents have a strong or good sense of pride, an increase from the previous round of research

61 ACTIVE CITIZENSHIP INDEX

Over two-thirds of South Africans have a Good to Strong score for Active Citizenship - not as strong as their feeling of cohesion and pride

76 SOCIAL COHESION INDEX

Almost half of South African citizens have a strong feeling of cohesion

Valentine's Day



Dancing under the stars
Saturday 12 February and Monday 14 February 2011

Join us for a romantic night under the stars, starting off with a 6-course dinner and followed by dancing to live music under the moonlight. Our luxurious accommodation will prove to be the perfect ending to your fantastic evening.

R1195 per person sharing

Valid 12 and 14 February 2011
Terms and conditions apply

Package includes

- Glass of sparkling wine
- 6 course gourmet dinner
- Specially selected wines from our award winning wine list, paired with the gourmet dinner
- Live music performance by Lemon n' LimeLight. Enjoy the romantic atmosphere and music under the stars on the outdoor dance floor
- Luxurious accommodation
- Sumptuous Champagne breakfast

Valentine's Brunch
Sunday 13 February 2011

R175 per person

Valid 13 February 2011
Brunch is served between 10:30 and 14:00
Terms and conditions apply

Spoil your loved one with a sumptuous buffet brunch including sparkling wine, oysters and strawberry pavlova. A special Valentine's treat will await you at your table.

Package includes

- Champagne brunch served in Kingsley's restaurant
- Special gift for the ladies

Valentine's Dinner
Monday 14 February 2011

A romantic 6-course food and wine pairing is the perfect way to spend Valentine's Day. Dance the night away with our live entertainment under the stars.

R495 per person

Valid 14 February 2011
Terms and conditions apply

Package includes

- Glass of sparkling wine
- 6 course gourmet dinner
- Specially selected wines from our award winning wine list, paired with the gourmet dinner
- Live music performance by Lemon n' LimeLight. Enjoy the romantic atmosphere and music under the stars on the outdoor dance floor



Kievits Kroon Spa - Treatment List

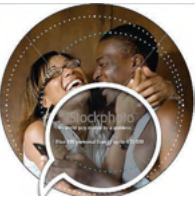
Spa treatment list
Kievits Kroon spa treatment list

The health benefits of wine and grapes have been widely praised for centuries, and even Hippocrates described how he used wine when treating patients. The advantages of grapes and grape products have become a world-wide spa sensation and Kievits Kroon is no exception.

Being the 'Winelands in Gauteng', Kievits Kroon Spa has incorporated products from both the TheraVine™ and Moya ranges throughout our treatment range.

TheraVine™'s products are designed using both botanical and essential oils known to have medicinal properties. They also make use of the grape by-products known to be 50 times stronger than Vitamin E and 20 times stronger than Vitamin C in anti-oxidant levels.

The indigenous Fynbos of the southern tip of Africa is the inspiration behind the Moya (meaning soul or wind) range. The diverse Cape Fynbos flourishes where many plants simply cannot survive, and has been used for its restorative properties for many generations. Moya have captured these restorative oils in a unique range of blends they call "Fynbos Synergies". Each synergy transforms the oils into active ingredients that unlock their healing powers.



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www.blue.com.ng

DO YOU HAVE WHAT IT TAKES TO **OUTSHINE THE REST?**

DO YOU HAVE EXCEPTIONAL **COLLECTING SKILLS?**

Then show us what you're made of and stand a chance to share your knowledge with the rest of Blue. We are looking for those candidates who go the **extra mile** to ensure additional collections.

You stand a chance to **WIN** & A LIMITED EDITION BLUE WATCH

an **exclusive interview** with the Blue Bulletin to share your collections secret with the rest of Blue

Candidates will be nominated by the Country Managers, after which HR and Collections will determine the winner per country.

The competition runs over three months, so you have three chances to win!

COMPETITION MEASURING DATES:

- 15 January – 14 February
- 15 February – 14 March
- 15 March – 14 April

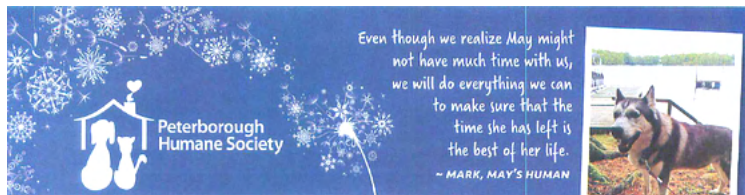
Fundraising campaign samples
Peterborough Humane Society



Holiday Appeal 2019

The heartwarming story of May, the starving elderly husky, resulted in PHS doubling the funds raised through the annual holiday appeal. Sharing May's story is where I really fell in love with non-profit storytelling.

Direct Mail



November 18, 2019

Dear _____,

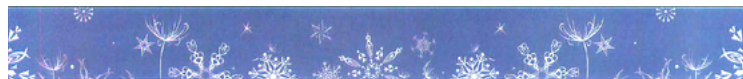
On May 5th the Peterborough Humane Society received a call about a stray dog lying under a tree just outside Peterborough. Staff found an elderly husky, so weak and emaciated that she could barely walk. She was taken to the shelter to start her journey to recovery. The team named her May, and this is her story.

At a mere 36.6 lbs, May was skin and bone and estimated to be at least 10 years old. She was ready to give up. She wouldn't eat or drink. But the dedicated team at the Peterborough Humane Society rallied. Animal Care staff tried different brands of food. They brought in soft home-cooked meals to entice her. When they discovered she's a social eater, they brought her to the office where she had constant human company and love.

After a month, May slowly started coming around, eating more willingly. The life was returning to her eyes. She loved her short daily walks. Her weight started going up. That is when my wife, a PHS employee, introduced me to May. And like everyone else who met her, I just fell in love with her gentle nature.

I didn't realize how much goes into rehabilitating a dog like May. She was put on a strict feeding regimen to slowly build up tolerance to food. Because she had suffered extensive muscle wastage, daily exercise had to be reintroduced slowly. As an older girl, she has some arthritis and was treated for that. As a monthly donor, it has been fantastic to see first-hand the impact of my contributions. **I hope you'll join with me and my wife and donate today to help more animals like May. You can send in a cheque or credit card donation or go online to peterboroughhumaneociety.ca/make-an-impact.**

(over...)



By mid-June May was doing well, but still had a long road of recovery ahead of her. My wife broached the subject of possibly fostering (really meaning adopting!) May. I was a bit apprehensive – we already have a younger dog, Grizzly. Would they get along? What about the possible heartbreak of taking in an older dog? After meeting May I simply couldn't say no, and she became a part of the Nicoletti-Tindale household.

It has been such a learning experience for all of us – we had to learn to slow down and do things at May's pace. She has taught us to appreciate the good times that we have together and seize the day. It is so amazing to see an animal, initially so defeated, now have so much energy, bounding forward after squirrels and getting up to mischief! Seeing her happy just brings so much joy to my life. She continues to thrive and constantly has a smile on her face (quite literally!) – she now weighs 64 lbs and loves going for longer strolls through our neighborhood with her protective little brother, Grizzly.

As a donor, I hope you realize the impact you are making on the lives of the over 1,700 animals Peterborough Humane Society takes in and rehomes annually. However, **I want to thank you for the impact you've had on MY life by giving May, and others like her, a second chance.** She has become such a big part of our family.

Your support means more pets like May can overcome the challenges that led them to Peterborough Humane Society and to be matched with families like mine. I hope you'll join me, and donate today and support the animals at Peterborough Humane Society.

Sincerely,

Mark Nicoletti,
May's fur-ever dad and proud supporter of the Peterborough Humane Society

P.S. May recently went on her first cottage trip and thoroughly enjoyed the family adventure. Even though we realize that she might not have much time with us, we will ensure that the time she has left is the best years of her life. I hope that you'll donate and support Peterborough Humane Society as they continue to save lives, giving animals like May the chance at a happy life and making families like ours whole. **You can send your cheque in the return envelope or make your donation online by going to peterboroughhumaneociety.ca/make-an-impact.** I hope you'll consider becoming a monthly donor. It's easy to sign up and helps Peterborough Humane Society know they can count on you the way the animals count on them.



Elizabeth Ambler
208-1742 Ravenwood Dr
Peterborough ON K9K 2R5

Yes, Mark! I will join you and help nurse animals back to health and keep them safe until they are matched with their perfect family!

- \$40 \$62 \$150 Other: \$ _____
 I've enclosed a cheque made payable to Peterborough Humane Society.
 Please charge my gift to my credit card: MASTERCARD VISA AMERICAN EXPRESS

Card No: _____
 CVC: _____ Exp: _____ Signature: _____
 Phone: Home Cell _____

Provide your email address and we'll send you updates on how your gift helps save lives every day

- Email: _____
 I have left a gift in my Will to Peterborough Humane Society.
 Please send me information on leaving a gift in my Will to Peterborough Humane Society.

A tax receipt will be issued for donations over \$10. Charitable Registration #: 113051056-RR001

Yes, Mark! I would like to make an impact all year long with a MONTHLY DONATION of:

- \$20 \$35 \$50 Other: \$ _____
 Please process my monthly donation on the 15th or 30th of each month.
 Automatic withdrawal from my bank account (I have enclosed a VOID cheque)
 I will use my credit card MASTERCARD VISA AMERICAN EXPRESS

Card No: _____
 CVC: _____ Exp: _____ Signature: _____
 Phone: Home Cell _____

We respect your privacy and will email you about how your support is making a difference, as well as upcoming events, volunteer opportunities and important announcements.

You will receive one income tax receipt for all your contributions in a calendar year

Monthly donations provide Peterborough Humane Society with a steady and predictable source of funding so that we can continue to care for lost, abandoned or injured animals and match them with their perfect family. It's easy for you (and us!) – with lower administrative costs than any other fundraising – your donation will provide animals with the love and care they need all-year round.

Provide your email address and we'll send you updates on how your monthly donations are making a difference all year round

Email: _____
Our Guarantee: We guarantee your monthly gift will be used for the most important animals in need. By giving monthly you avoid the administrative costs of one-time donations. Your gift will be used for the most important animals in need.

If you wish to opt out of our mailing list, please email info@peterboroughhumaneociety.ca or call 705-751-1111.

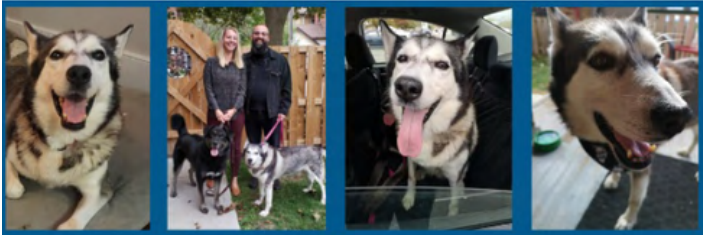
PHS 385 Lansdowne Street East, Peterborough, ON K9L 2A3

E-comms

Dear friend

With Christmas just around the corner, one cannot help but reflect on the past year. 2019 has been a fantastic year for us at the Peterborough Humane Society, with over 900 animals adopted into loving forever homes to date. Each animal that enters our shelter is special, but there are some that leave a few extra paw prints on your heart.

If you ask our team which animal stood out to them this year, the answer would be unanimous - May.



She came to us early in May this year, so emaciated and frail that she had to be carried into her kennel. She was estimated to be around 10 years old weighed only 36.6 lbs.

Our team rallied to get her to eat, going as far as making special home cooked meals and giving her a special place in the shelter office so she wouldn't feel alone. Thanks to the dedication of the team, May slowly started coming around and was adopted by a loving family. She quickly became a major part of their family.

Supporters like you make these happy stories possible. **If you haven't done so yet, I hope that you'll donate to give animals like May the gift of a happy, healthy life.**

[Donate now](#)

According to May's Dad, Mark:

"It's so amazing to see how May has changed. She has so much energy now and brings so much joy to our lives. She continues to thrive and constantly has a smile on her face (quite literally!) – she has nearly doubled her weight at 64 pounds, and loves going for walks with her little brother, Grizzly."



May and Grizzly are the best of friends, [click here to watch a quick video of some of their adventures](#)

[Donate now](#)

Thank you making the world a better place for animals and their families. On behalf of myself and the entire team, we wish you a happy and joyful holiday season.

With gratitude,

Sincerely,

Shawn Morey
Executive Director, Peterborough Humane Society

PS. [DONATE TODAY](#) to help animals like May receive the care that they need



Peterborough Humane Society
peterboroughhumanesociety.ca



Hallo,

This Holiday Season we introduced you to May the husky who is living her best life thanks to donors like you. It's not too late to help more dogs, cats and other adorable animals match with their perfect family and find their forever homes.

Now is the time to make a year-end gift and get your 2019 tax receipt.

Your support will help care for lost, abandoned or injured animals and match them with their perfect people so they can find their forever homes.

Your donation of:



- **\$35** will provide core vaccine and rabies vaccine, microchip, deworming and a flea treatment for 1 animal
- **\$50** will provide kitten formula for two weeks to orphaned/bottle fed kittens
- **\$175** will allow us to get one animal adoption ready (spayed/neutered, vaccinated and microchipped)
- **\$625** will allow us to purchase one cat suite, improving the socialisation and wellbeing of our cats

If you have already given, thank you so much for your generous support!

With a tax-deductible gift today, you can care for animals that need your help. Please consider making your year-end gift now.

[DONATE NOW](#)

Regards,
Shawn Morey
Executive Director, Peterborough Humane Society

Connect with us



Peterborough Humane Society
peterboroughhumanesociety.ca



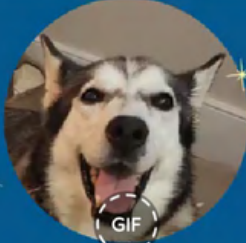
Social media campaign

It is important to note that for all these social campaigns, we had zero budget for paid ads or boosted posts.

Click on photos to view on Facebook

Peterborough Humane Society
25 November 2019 · 🌐

One of our 2019 highlights is the story of May the elderly husky who came to us extremely emaciated and ready to give up. Our team wasn't ready to give up on her, and after a long recovery, she's thriving and making the most of life with her fur-ever family. This would not have been possible without the support of our regular donors! This Holiday Season you can help us ensure a happily ever after for more pets like May. Click here: <http://ow.ly/2Q6150xhpE1> ✓

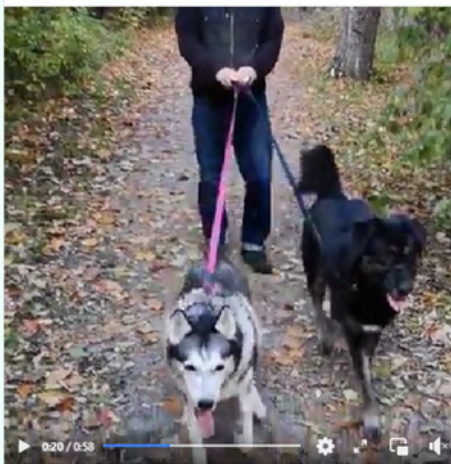


GIF

Your support means more pets like May can overcome the challenges that led them to Peterborough Humane Society and be matched with families like mine that are so incredibly grateful for all the lessons they teach us."
Mark Nicoletti, May's fur-ever dad

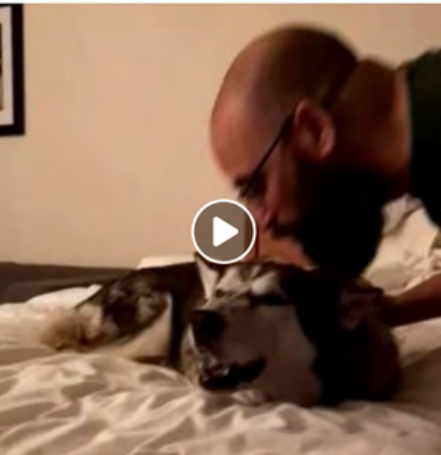
Peterborough Humane Society
13 December 2019 · 🌐

Each animal that enters our shelter is special, but there are some that leave a few extra paw prints on your heart. If you ask our team which animal stood out to them this year, the answer would be unanimous - May. We've put together this little video to show how far she's come. If you haven't done so yet, you can click the link below to give animals like May the gift of a happy, healthy life.
<http://ow.ly/rimm50xySnD> ✓



Peterborough Humane Society
18 December 2019 · 🌐

We just received this cute update from May's mom. Our girl was treated to a hotel stay in Toronto this past weekend and clearly enjoyed the TLC! This holiday season, you can give more animals like May the happy life they deserve. Click here to donate: <http://ow.ly/dmTx50xDq8I> ✓




Peterborough Humane Society
24 December 2019 · 🌐

This Christmas you can give more animals like May the joy of a warm and loving home by donating to the Peterborough Humane Society. Click here to share the love: <http://ow.ly/Qzkk50xHsNo> ✓



Peterborough Humane Society
31 December 2019 · 🌐

Today is the last day to make a year-end gift and help more animals like May find their forever homes. All donations are eligible for a 2019 charitable tax receipt. Click this link to donate: <http://ow.ly/Tyai50xk5Uw> ✓



GIF

Pandemic Appeal 2020

When the pandemic hit, the shelter had to close to the public. During this time it was vital to show that we continue to take in animals in need and provide them with daily enrichment and care. We increased our social media content significantly with fun in-shelter updates, educational pieces, posts that encouraged engagement and, of course, a fundraising appeal. We supported this with several e-comms to our database. We initially sent out informational e-comms with a very soft ask, with stronger asks a few weeks later. We exceeded our \$20,000 fundraising goal.

E-comms

Dear friend,

As we progress together to slow the spread of COVID-19, we are watching the situation closely and continue to rely on sources like the Ministry of Health, Public Health, World Health Organization and World Organization for Animal Health. In an effort to minimize exposure to our staff and animals in our care, our centre will be closed to the public until further notice.

We will continue to provide daily care and enrichment to the animals in our care. We're pleased to share their stories with you on our social media sites. Here's an update on how we're helping and important contact information:

- We are still taking in stray or abandoned animals, please call 705-745-4722 ext 205, 705-749-8410 or 705-760-0746
- Adoptions are by appointment only, email adoptions@ptbohs.com and view our available animals on our [website](#)
- Our Safe Nights for Pets (SNooPY) and Owner Surrender programs are on hold
- Pet licencing can be done [online](#)

Many of our supporters are reaching out to lend a helping hand, and we are immensely grateful to have such a caring community. Here's how you can help:

- Support your local pet food bank!
- Check in on your neighbors with pets, especially our seniors
- Adopt a pet while you're at home and can help them settle in
- Be a responsible pet owner and follow the [Bylaws](#) for the City of Peterborough to keep unnecessary calls about bylaw infractions at bay
- Keep your kids busy by having them make some pet toys at home [here](#) are some ideas)
- View our online wish list [here](#). You can order online (Amazon/Coscto) and have items delivered directly to our door
- We encourage you to hold on to any in-kind donations until we are open for the public
- Make a monetary donation [here](#)

Stay tuned for more updates on the animals in our care.

Sincerely,

Your friends at Peterborough Humane Society



peterboroughhumaneociety.ca



Good afternoon

You are amazing! Thank you for continuing to support Peterborough Humane Society, despite these challenging and ever-changing times.

We are pleased to let you know that animal welfare services, such as ours, was included in the list of Essential Workplaces released by the Province of Ontario on March 23rd. This means that we can and will continue to serve the pets and people of Peterborough.

In our efforts to protect the health of our front-line staff, as well as our community, our current business model is as follows:

- We have a small animal care team on duty to **provide our animals with the care** and enrichment they need
- We are still facilitating **adoptions by appointment only**. Our standard adoption process still applies, meaning that we still ensure that each animal goes to the best possible home
- We still continue to **provide animal control services** to the City of Peterborough and surrounding townships
- We're still **taking in stray or abandoned animals**, as required
- To protect our community and staff, we ask that you **hold off on any physical donations**, such as food, towels or shoe boxes, for the time being
- All **volunteer programs are suspended**, including our Thrift Store
- We will **continue to share updates**, educational resources and behind the scenes content on our social media channels

We've received so many messages of encouragement and offers to help and we cannot thank you enough for that. Despite offering limited services, there are still ways in which you can help:

- [Donate online](#)
- ADOPT! We are still doing adoptions by appointment – visit our [website](#) to view our available animals and [email](#) our Adoption Coordinator for more info or an appointment
- Share the love with our team – send us adoption updates, share our posts and keep chatting with us on social media!

Sincerely,

Shawn Morey
Executive Director, Peterborough Humane Society

[DONATE NOW](#)

peterboroughhumaneociety.ca



Hi PHS friend,

It's hard to believe how much our world has changed in the past few weeks. The one thing that has remained constant though, is the love and laughs that our pets bring to our lives.

My own dogs, Iris and Augusta, have been keeping myself, and my two daughters, active and happy. I adopted Iris from Peterborough Humane Society (PHS) in the Fall of 2018, and she has since become a key part of both my family at home and our PHS family. **Thanks to supporters like you, our amazing team continues to provide animals such as Iris with the love and compassion they deserve.**



IRIS + AUGUSTA



IRIS LOVES WORKING AT PHS!



AUGUSTA + MY OLDEST DAUGHTER, RYLEE

We've had to make some difficult decisions in the past few weeks in an effort to protect our staff and community. **Despite these changes, your support has been unwavering, and for that I cannot thank you enough.**

It is so easy to feel isolated, and even lonely, during these times. Your phone calls, emails, and social media comments do not go unnoticed and we share these messages of encouragement with our team. We may be physically distancing, but with a community like ours, we are most definitely not social distancing. **We're all in this together and are finding new ways to stay connected.**

Friend, we might be closed to the public at the moment, but the care we provide to our animals continues. We currently have 27 animals in the shelter, with another 30 in foster care, and we expect an influx of kittens and pregnant cats now that spring is here.

With fundraising events, such as our annual Gala being cancelled for the foreseeable future, and our adoption centre being closed, we are really feeling the impact on our operations. The current state of emergency has a huge financial impact on all of us, but **you can help us weather this storm**. Thanks to your contributions, we can continue to take in stray and abandoned animals and provide them with the food, shelter, medical care and love they deserve.

You can help to provide care for rescue animals:

- **\$27 will feed 10 cats for a day**
- **\$52 will feed 2 dogs for a week**
- **\$115 - will spay or neuter one kitten**

Yes! I want to donate

"Gussy makes me feel happy and joyful and makes me feel better when I am not well. She lays with me when and makes things better. She is my best friend" Rylee

My daughter, Rylee, sharing why she loves Augusta aka Gussy

Thank you so much for your kind-heartedness and love for the animals. Together we'll continue to care for the pets and people of Peterborough.

Shawn Morey
Executive Director, Peterborough Humane Society

Dear PHS Supporter,

How much the world has changed in just a few short weeks! Like any other business, we've had to pivot and pivot again to ensure that we do what is best for our animals, staff and community.

On Monday, March 16th, we made the decision to suspend our volunteer programs and close our shelter's doors to the public in light of the COVID-19 pandemic. At that stage we still did a few low contact adoptions. By March 27th we realized that as much as we would love to see our animals go to amazing new homes sooner rather than later, we need to do what we can to protect our team and community and to help flatten the curve. In consultation with our partners in animal welfare at the Ontario SPCA and Humane Society and other affiliates, we decided to suspend adoptions for the time being.

The mass cancellation of upcoming events has also had a significant impact on our bottom line and fundraising plans for the year. Many of our supporters, such as Delta Bingo, have had to cancel their fundraising events, and earlier this month we decided to cancel our FurBall Gala, our biggest annual fundraising event. We will be moving a lot of our fundraising plans to a virtual platform this year and will keep you posted on all our exciting plans!

Friend, I can assure you that despite all these changes and tough decisions, we remain positive. The loyalty and dedication of our team has been unwavering, and I cannot thank them enough. We only have a small team working in the shelter, and they continue to provide our animals with love, kindness and enrichment to make their time with us a home away from home.



We do however, miss seeing our volunteers, adopters and regular visitors. The shelter feels empty without the many happy faces we are so used to seeing.

Valued friend, I also want to thank you. Thanks to supporters like you, we continue to take in stray, abandoned and emergency care animals. The donations, social media shares and messages of encouragement that we receive daily are carrying us through these challenging times.

We will continue to update you on any changes via email and on our social media channels. PHS friend, thank you again for your continued support, we are all in this together! For now, our centre will remain closed for the time being.

Sincerely,

Shawn Morey
Executive Director, Peterborough Humane Society



PS. If you are in a position to help, please consider making a donation towards the care of the shelter animals during this time.

DONATE



peterboroughhumanesociety.ca



Peterborough Humane Society



www.peterboroughhumanesociety.ca

Social media campaign

Peterborough Humane Society
23 March 2020 · 🌐

YOUR SUPPORT MEANS THE WORLD TO US!

We've been overwhelmed with heartwarming messages from our supporters offering to help and checking whether our animals need foster homes.

At this time, our shelter animals are being cared for by our amazing animal care team, and we can ensure you that they are receiving much love and enrichment. However, as you've seen over the past week, things can change quickly, so should we need to recruit foster volunteers, we'll make sure to let our followers know.


Here are some other ways you can still help us:

- ✔️ **Donate online:** <https://peterboroughhumanesociety.ca/donations/>
- ✔️ Even though we are grateful for any donations, we ask that you please hold on to any physical donations (e.g. food, towels, shoe boxes) for the time being
- ✔️ **ADOPT!** We are still doing adoptions by appointment – visit <https://peterboroughhumanesociety.ca/available-animals/> and send an email to adoptions@ptbhs.com for more information
- ✔️ **Share the love with our team** – send us adoption updates, share our posts and keep chatting with us on social media!



Peterborough Humane Society
6 April 2020 · 🌐

During these uncertain times, your continued support has been nothing short of inspiring. We've been overwhelmed with people reaching out to see how they can help us and the animals in our care during these unprecedented times. At this point, it is best to stay home and abide by physical distancing recommendations. Keep on liking and sharing our social media posts and advocating for the work we do. If you are in a position to make a financial donation, it would be greatly appreciated. Click here <https://peterboroughhumanesociety.ca/donatenow/> to donate online [#closedbutstillcaring](https://peterboroughhumanesociety.ca/donatenow/)



Peterborough Humane Society
8 April 2020 · 🌐

We might be closed to the public, but our centre is still abuzz with activity. We still take in stray, abandoned & emergency care pets & provide them with shelter, love & medical care. If you are in a position to help, click <https://peterboroughhumanesociety.ca/donatenow/> to donate [#closedbutstillcaring](https://peterboroughhumanesociety.ca/donatenow/)



Peterborough Humane Society
11 April 2020 · 🌐

This little cutie is just one of the stray, abandoned and emergency boarding animals we continue to take in and provide with shelter, medical care, food and love. You can help make a difference in their lives too. If you are in a position to make a donation, visit <http://ow.ly/nHp950zay8k>

PS. This little one and her siblings are now safely with one of our experienced foster families



Peterborough Humane Society
16 April 2020 · 🌐

It's Thankful Thursday and today's thank you goes out to all of you! We've seen such an outpouring of love and support during these uncertain times, and we cannot thank you enough. Thanks to you, the animals in our care continue to thrive [#closedbutstillcaring](https://peterboroughhumanesociety.ca/donatenow/)




Click to expand

0:17 / 0:42

Peterborough Humane Society
20 April 2020 · 🌐

We might be closed to the public, but we're still taking in stray and abandoned animals, like this little guy, who need food, love, shelter and medical care. If you are in a position to donate, it would be greatly appreciated. Click <http://ow.ly/nh0o50zjvYE> [#closedbutstillcaring](https://peterboroughhumanesociety.ca/donatenow/)



"Fur the Love of Moms" 2020

Digital campaign in lieu of in-person events. May is kitten season in the world of animal welfare, which ties in nicely with Mothers' Day. The campaign played with the concept of motherhood - introducing some of our cat moms and foster moms, and amplifying our pandemic messaging of continued care and compassion in the shelter. We exceeded our goal of raising \$10,000 in 10 days.

E-comms

Hi PHS Friend

It has been a couple of weeks since we've sent out an update on our work here at Peterborough Humane Society. Thanks to supporters like you, our animals continue to thrive and do well, despite their longer stays in the shelter.



Loyal Friend, I cannot thank you enough for your support these past few weeks. With our world changing so drastically, we are all feeling the strain - financially, physically and mentally. Yet, the support for our team who continues to provide the love and care our animals deserve continues to pour in. We are also feeling the strain of not seeing all our team members and the public daily. The shelter is eerily quiet without you here. Your messages of encouragement and support serve as a constant reminder that we continue to serve an amazing community.

Although we are still closed to the public, we continue to take in stray, abandoned and emergency care animals. In an effort to support our frontline workers, who are all fighting to keep us safe and healthy, we've donated PPE to the PRHC, Peterborough Paramedics and DeafBlind Ontario Services. This is just a small gesture to offer some support to this great community that has been so supportive of us.

We are also happy to announce that we've opened up for contactless adoptions! We have put a strict protocol in place to keep both our team and the public safe, while still ensuring that each animal goes to the best possible home.

You will be receiving a few emails from us in the next couple of days as we launch our [Fur the Love of Moms](#) fundraising campaign for *Giving Tuesday Now* and Mother's Day. We are heading into what we call Kitten Season here at the shelter and will be taking in hundreds of kittens and pregnant cats in the next few months. These animals all require longer and special care to ensure that they grow up healthy and strong before moving up for adoption.

We'll be sharing some stories of the feline friends who recently entered our shelter and encourage those of you who do have the capacity to support this campaign, to please do so. Friend, if you have supported us financially in the last few weeks, I again want to thank you. Thanks to you, animals in need receive the nurturing, love and care they deserve.



Shawn Morey,
Executive Director, Peterborough Humane Society



PS. Momma Freckles pictured here, missed the memo that Kitten Season only starts in the spring, and joined the PHS family on a cold January morning. This sweet girl was heavily pregnant and quite emaciated and needed urgent care to ensure that both herself and her babies are strong and healthy before giving birth. I'm happy to say that Momma Freckles and her five babies are doing well in foster care with Abi, one of our Animal Care Attendants

Learn
more



peterboroughhumanesociety.ca



Hi PHS Friend

If you follow us on social media, you are sure to have met little Sam. What we haven't shared yet is that this cutie has a very sad back story.

In the midst of our worlds being thrown into turmoil with the outbreak of COVID-19, we received a call about a little kitten who appeared to be in pain. A couple of weeks earlier, his brother, Bob, was found and brought in to us.



Meet Sam

We took Sam, and his mom Skye, into our care and quickly realized that this little man had a broken front leg. Surgery on a young kitten (he was only 5 weeks old, weighing 21 oz), is always risky, and we were not sure that the leg could be saved. Fortunately, we have some amazing veterinary partners, and thanks to supporters like you, friend, Sam's leg was repaired, and he quickly bounced back - quite literally!

Friend, did you know that we have a special surgery fund, the [Milo Fund](#), specifically to provide animals like Sam with the life-changing surgery they need? In 2019, 38 animals received the surgery they needed before being adopted into loving fur-ever homes. These surgeries amounted to over \$11,000 and would not have been possible without the regular donations of our supporters towards the Milo Fund.

GIVING TUESDAY | NOW



Today, people around the world unite for **Giving Tuesday NOW**, a day of action to demonstrate the power of kindness and generosity and support their favourite charities. **In the spirit of Giving Tuesday, our friends at Fox Law have pledged to double your donations* today!** That means that a \$20 donation becomes \$40, \$50 becomes \$100 or \$100 becomes \$200 in support of the kittens at PHS!

Dear Friend, we realize that you might have supported us in the past few weeks, and we are incredibly grateful for that. However, if you are considering a Giving Tuesday donation, we'd appreciate the support!

I want to help



PS. Sam is growing up so fast! Thanks to you, he will be going for his neuter soon, after which he will be available for adoption.

* Fox Law is matching all donations up to \$1,500 on May 5th.



peterboroughhumanesociety.ca

Hi PHS Friend

Tomorrow we celebrate Mother's Day, and our "new normal" means that many of us, including myself, will not get to spend the day with our beloved moms. I do, however, get to BE a mother (more precisely foster mom) this year. I'd like to share the story of my foster kitten, Blossom with you.



Early on Easter Sunday, Peterborough Humane Society received a call from a concerned member of the public about a litter of newborn kittens found without a mom in sight. Animal Control staff member, Zoe, rushed to collect the babies, and found that two had already passed away. Sadly, this is often the case for babies born outside – the mom might be scared away from her nest, might be inexperienced, or might just instinctively know that her babies will not survive. Zoe took the remaining kitten in, ensured that she's warm and comfortable and headed back to the shelter where the Amazing Animal Care team jumped in to stabilize the baby.



Newborn kittens are so dependent on their moms – they cannot see or hear, they need vital nutrition, especially during the first few hours, to build their immune systems, they cannot regulate their body temperature, and they quickly become hypothermic and hypoglycemic without urgent care.

The team wasn't sure that this kitten will pull through, it was clearly only a couple of hours old and they didn't know how long she'd been without her mother. As an experienced neonate foster mom I received the call to try and pull this little one through.

PHS Friend, I can tell you that despite being an introvert, being isolated from friends and family has been hard. Taking in Blossom and giving it my all to pull her through gave me a sense of purpose during a time when our world seems to have been turned upside down. This tiny little baby, that fit in the palm of my hand, was so delicate and frail, yet strong and a fighter. Blossom immediately took to her bottle and was drinking well.

I've been fostering neonate kittens for many years, they are the most challenging babies to help due to their fragility and the round the clock care they need. However, the support from the entire PHS team has been amazing.



As with most neonate kittens, Blossom's body had to adjust to drinking formula rather than her mommy's milk, and she struggled with a bout of constipation. Thanks to supporters like you, Peterborough Humane Society can help foster moms like me with the necessary medical care, food, formula, supplements and advice to ensure that our babies grow up strong and healthy.

Today Blossom is four weeks old. Her eyes and ears are open and she reacts to the sound of my voice. She's also consumed a whole can of kitten formula (this is one chonky baby!) and is slowly being introduced to canned food.

Friend, we might not be able to spend the day with our mothers, but we sure can make them proud by giving kittens like Blossom the gift of love and life this Mother's Day.

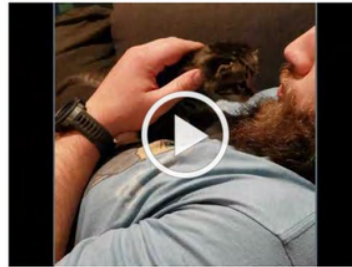
Every donation helps the over 100 kittens that PHS will be taking in this year. For example:

- \$25 will buy a week's worth of canned food for a mom with four kittens
- A \$50 donation will feed a newborn kitten for three weeks
- By giving \$115, you'll be helping to spay/neuter one kitten and get them adoption ready

I want to help

, I realize that you might have supported us already in the past few weeks, and I want to thank you from the bottom of my heart. Thanks to you, Peterborough Humane Society continues to provide animals in need with the best possible care.

Isabel Botha
Blossom's foster mom and Marketing & Communication Coordinator,
Peterborough Humane Society



PS. At four weeks old, little Blossom is a purr machine and loves attention! Watch this video of her cuddling with her dad.

Fur the Love of Moms

GIVE THE GIFT OF LOVE THIS MOTHER'S DAY AND HELP US RAISE \$10,000 IN 10 DAYS TO HELP KITTENS IN NEED



peterboroughhumanesociety.ca

PHS Friend,

You are a kitten superhero. Your feline philanthropy these past 10 days has had a tremendous impact on the lives of the little kittens and their moms in our care and those who will be coming through our doors over the next few months. But more than that, you have also changed the lives of each person that adopts these kittens into their families. But more than that, you have also changed the lives of each person that adopts these kittens into their families.

We recently received this update from one of our adopters, and wanted to share the difference you are making in the lives of cats like Oliver and their families:

"Just a quick note to thank you for the attention you paid to our kitten. In January we adopted Austen, now known to us as Oliver. He is PURRFECT. **We know he was born in the shelter, but he would not have been so friendly and 'people ready' without the attention you gave him.**"



"He wants to be with someone, anyone, all the time, and a substitute for people is our 2 year-old cockapoo. They sleep together (small kitten takes up more bed than he needs), eat together and when we take the dog for a walk, Oliver waits inside the door for his friend to come home." – *Riviere Apelle*

Thanks to you, cats like Sam, Blossom, Momma Freckles and her babies, will all become a part of a loving family. **Together with our corporate partners, Fox Law and Darling Insurance, our supporters raised over \$10,600 in much needed funds to support the care of stray and abandoned cats and kittens entering the Peterborough Humane Society this spring.**



Shawn Morey,
Executive Director
Peterborough Humane Society

Thank you!



peterboroughhumanesociety.ca

Social media campaign

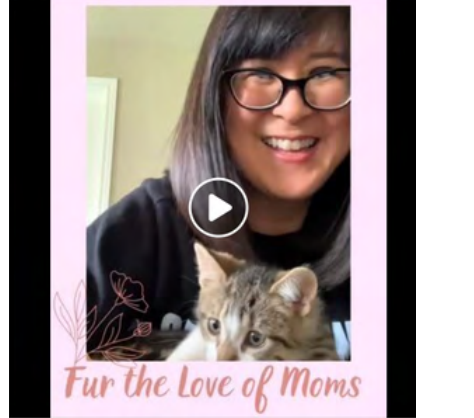
Peterborough Humane Society
1 May 2020 · 🌐

With Mother's Day around the corner, it's also time for mom's and babies to enter our shelter. Last year we took in over 150 kittens during kitten season, and this year will be no exception. Give the gift of love this Mother's Day: <http://ow.ly/Vbq150ztqAC> 🌱
#FURtheloveofMoms #GivingTuesdayNOW



Peterborough Humane Society
2 May 2020 · 🌐

Most of our kittens and nursing moms are placed in foster homes to keep them safe and calm and provide them with the extra care they need. Sacha, one of our amazing foster moms, introduces you to some of her babies and why they need your support. Click here to help: <http://ow.ly/Kg850zuANQ> 🌱
#FURtheloveofMoms #GivingTuesdayNOW



Peterborough Humane Society
3 May 2020 · 🌐

If you follow us on social media, you already know our cute little Sam. What you don't know is that Sam came to us with a broken leg when he was only 5 weeks old. Our amazing vets managed to save the leg and repair the break. You can help more kittens like Sam receive the medical care they need. Click here to donate: <http://ow.ly/BtNw50ztqO7> 🌱
#FURtheloveofMoms #GivingTuesdayNOW



Peterborough Humane Society
4 May 2020 · 🌐

Did you know? Kittens and nursing moms require loads of food, a mom with 4 weaning kittens can easily consume up to four cans of wet food per day, plus a large bowl of kibble (or two!). Help us to give more than 150 kittens full tummies and happy hearts, click here to donate: <http://ow.ly/gB2f50ztqT3> 🌱
#FURtheloveofMoms #GivingTuesdayNOW



Peterborough Humane Society
5 May 2020 · 🌐

Join us as we put our paws together for our friends at Fox Law and thank them for supporting Peterborough Humane Society's Fur the Love of Moms campaign! In the spirit of GivingTuesday Fox Law has pledged to match all donations made today up to \$1,500! Click here to support the campaign: <http://ow.ly/881x50zwG8K> 🌱



Peterborough Humane Society
5 May 2020 · 🌐

Today is GivingTuesday a global day of action rallying people across the globe to demonstrate the power of kindness and generosity. Your generosity can help provide kittens and their moms with the care long-term care they need until they can move up for adoption. Our kittens remain in our care for the first 3-4 months of their lives, and many of them had to wait longer in the last few weeks due to COVID-19 restrictions. You can help us to provide them with the care they deserve by donating: <http://ow.ly/BeBKS0ztrn2> 🌱
#FURtheloveofMoms



Peterborough Humane Society
5 May 2020 · 🌐

We cannot thank you enough for your continued support of our Fur the Love of Moms campaign 🌱 Thanks to your generosity we are halfway towards our \$10,000 fundraising goal with another 5 days to go! Help us to raise \$10,000 to take care of the over 100 kittens and their moms who will be entering our shelter this year: <http://ow.ly/ryc750zN8B> 🌱



Peterborough Humane Society
6 May 2020 · 🌐

On Easter Sunday we received a call from a concerned member of the public who found a litter of newborn kittens. Sadly, two of the kittens had already passed away, but the last little one proved to be a fighter. We named her Blossom and she was placed into foster care with one of our neonate foster moms. Newborn kittens are extremely fragile and need round the clock care. You can help to provide care for our neonate orphans, click here to donate: <http://ow.ly/lb1d50ztrEh> 🌱
#FURtheloveofMoms



Peterborough Humane Society
7 May 2020 · 🌐

Yesterday we introduced you to Blossom. Newborn kittens need to be bottle fed every 2-3 hours for the first 4-5 weeks of their life. Blossom started off on about 0.2 oz of milk every two hours and now drinks 0.5 oz every three hours. She has already consumed almost a whole can of kitten milk replacer! Can you imagine the milk needed for a litter of 5? Give the gift of love and life this Mother's Day and help feed little ones like Blossom: <http://ow.ly/p5UK50ztrPI> 🌱
#FURtheloveofMoms



Peterborough Humane Society
8 May 2020 · 🌐

Our kittens remain in our care until they are old enough to undergo spay/neuter surgery, usually at around 3-4 months old. This means that we are providing them with food, care, love and shelter for 1-3 months! You can help by donating towards their care: <http://ow.ly/Vkdi50zts0A> 🟢
#FURtheLoveofMoms



Fur the Love of Moms

Peterborough Humane Society
9 May 2020 · 🌐

Tomorrow is Mother's Day, and many of us won't be able to spend the day with our moms. Newborn kittens need their moms too, mother's milk helps them build up immunity and grow up strong. This means that orphan kittens are often more susceptible to getting sick when they are young. We provide our babies with the best possible care, medical help and nutrition to help them grow up strong and healthy. Give the gift of love and life this Mother's Day by donating to help our orphan babies: <http://ow.ly/h9eL50zts56> 🟢
#FURtheLoveofMoms



Fur the Love of Moms

Peterborough Humane Society
10 May 2020 · 🌐

It is Mother's Day and we simply had to share the story of Momma Freckles. She arrived at our shelter on a cold January morning as a stray, very skinny despite being heavily pregnant. She was sent to our vets for a check-up and was put on a calcium supplement and good quality food to help her and her unborn babies. She gave birth to five healthy babies two weeks later and went into foster care with Animal Care Attendant, Abi. Give the gift of love this Mother's Day and honour moms like Momma Freckles: <http://ow.ly/Domi50zts9t> 🟢
#FURtheLoveofMoms



Fur the Love of Moms

Peterborough Humane Society
11 May 2020 · 🌐

Good morning from Blossom! She did three new things this weekend: tried food, used the litter box and started playing with toys. What did you get up to?



Peterborough Humane Society
11 May 2020 · 🌐

Our #FurtheLoveofMoms campaign is coming to an end, and we'd like to share the impact your donations have on our kittens' adoptive families:
"In January we adopted Austen, now known to us as Oliver. He is PURRFECT. We know he was born in the shelter, but he would not have been so friendly and 'people ready' without the attention you gave him."
Your support has a rippling effect, click here for a final chance to support this campaign: <http://ow.ly/ldEH50zD9Uq> 🟢



Fur the Love of Moms

Peterborough Humane Society
13 May 2020 · 🌐

You are simply amazing! A big thank you to everyone who donated towards our Fur the Love of Moms campaign, thanks to you, we've exceeded our \$10,000 fundraising goal to provide over 100 kittens and their moms with the love and care they need before finding their forever homes.



Peterborough Humane Society



Fur the Love of Moms

Post campaign updates

Peterborough Humane Society
5 June 2020 · 🌐

Remember Sam? He came into our shelter in March with a broken leg. Well, thanks to YOUR support of our Milo Fund for life-changing surgery Sam's leg was repaired, and today he went off to his fur-ever home! He was so excited, he pulled his new momma's face mask off so you can see her smile 😊 Click here to learn more about the Milo Fund: <http://ow.ly/4ni150A0cgg> 🟢



Peterborough Humane Society
8 June 2020 · 🌐

Just look how big Blossom is now, can you believe this is the newborn kitten we got in on Easter weekend?! She now has a new friend, Ophelia, a very shy kitten who's still learning to trust humans 🐾



Legacy Giving Month 2020

E-comm

Hi PHS Friend

As an avid supporter of the Peterborough Humane Society and animal welfare, you are making a difference in the lives of lost, stray and abandoned animals. Our animals experience your kind-heartedness daily, but you can make a lasting impact and it's easier than you think.

May is National Leave a Legacy Month, or as we say at Peterborough Humane Society, Leave a *Paws-itive* Legacy month! It is a public awareness campaign that encourages people to leave a gift in their Will to a charity or cause that is meaningful to them.

[LEARN MORE](#)

Meet Todd Leask, a huge dog lover and volunteer dog walker at the Peterborough Humane Society. Todd and his wife, Susan, decided to leave a gift in their Will, here's why:



Why love one dog when you can love thousands?

As a volunteer overseeing the Peterborough Humane Society's dog walking program, I get to build a bond with each new dog that comes in. It's such a special feeling. I feel fortunate to be part of a team that matches pets with the right people, and helps to provide more love in homes.

And, I feel grateful to be in a position to help animals in another way, too. I have decided to leave a gift in my Will to the Peterborough Humane Society (PHS).

Many people like to leave gifts to charity in their Will. That's why PHS created the **Leave a Paws-itive Legacy Society**: to honour and thank donors who remember PHS in their Will.

When Alex, the Campaign Manager at PHS mentioned the new Bequest Program she was working on, I immediately let her know that my wife and I had been thinking about our Will.

Todd getting smooches from Baxter, PHS Alumni and one of the thousands of dogs Todd has loved over the years.

Friend,, I know that choosing to leave a gift to charity in your Will is a sensitive decision, and one that you will likely want to discuss with loved ones or a financial advisor. Regardless of what you decide, I want to thank you for your ongoing support. So many animals have been cared for and found families to love, thanks to supporters like you.

If you are thinking about leaving a gift in your Will or have already left a gift to PHS in your Will and want to notify us, please don't hesitate to reach out to me by replying to this email or giving me a call anytime.

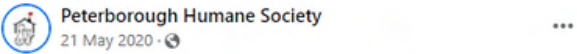
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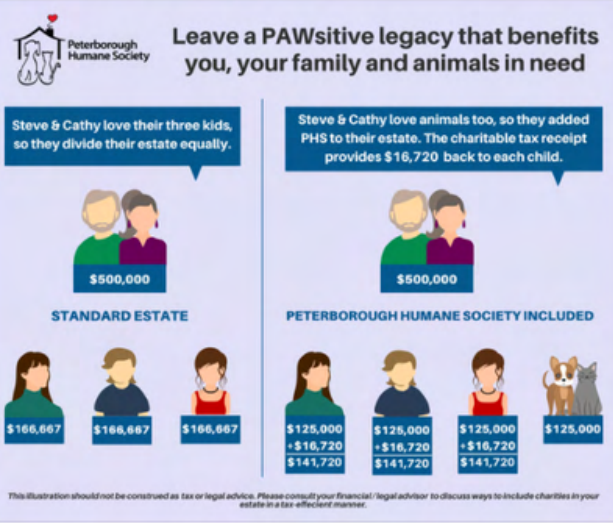
Alex Tindale
Campaign Manager
705-760-4451
a.tindale@ptbhohs.com

[LEARN MORE](#)

Social media



Did you know that May is National Leave a Legacy Month, or as we say at Peterborough Humane Society, Leave a Paws-itive Legacy month? It is a public awareness campaign that encourages people to leave a gift in their Will to a charity or cause that is meaningful to them. Learn more about our Leave a Paws-itive Legacy Society and how you can help change the future of animal welfare here: <http://ow.ly/gNSG50zMyjA>



peterboroughhumanesociety.ca

Donor Stewardship June 2020

In mid-2000 we launched two donor stewardship campaigns: a check in call with all recent donors (no ask) and an Impact Report.

PAW POSITIVE impact report

Learn how your donations are changing lives

Valued donor, you are amazing! When we had to close our doors to the public on March 16th we had no idea what the next few months would hold. And, although we are all still faced with much uncertainty, we know that thanks to supporters like you, we'll continue to have a positive impact on the lives of the pets and people of Peterborough and the Kawarthas.



As a non-profit organization that doesn't receive government or institutional funding, your continued support has had a tremendous impact on the animals we take in daily, and we cannot thank you enough. This report serves as a snapshot of the work you have made possible in the past few weeks.

Your impact

Mar 16 - June 10

139

Animals entered our doors and were fed, received medical care, shelter and enrichment

2

Pets received life-changing surgery through our Milo Fund prior to adoption

59

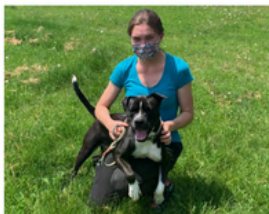
Animals adopted into loving fur-ever homes

36

Pets reunited with their families

WORKING IN ANIMAL WELLNESS DURING A PANDEMIC

A message from Sarah, one of our frontline workers



Hello, my name is Sarah and I am an Animal Care Attendant here at the Peterborough Humane Society. You may know me from some of our social media posts with the amazing animals we have in our care. I am responsible for the daily cleaning, feeding, health treatment and socializing our animals every day. I think I have the best job, because I get to make sure our animals are healthy and socialized so that they can find their best forever home.

I also love fostering animals that may need a little extra help that maybe aren't adapting to the shelter life as well as others. My most recent foster, Billie, a puppy from Antigua, was recently adopted, and nothing makes you feel better than that special adoption day!

With the shelter being closed due COVID-19, working at PHS has been a bit different! Our public contact has been limited, and we've even updated our adoption process to minimize contact and keep everyone safe.

We are all craving some human interaction, BUT we are taking full advantage devoting even more of our time to our animals. Our animals are healthy, happier and more sociable because we spend more time outside exercising and fooling around with the dogs. Our cats and kittens are getting LOTS and LOTS of time in the Cat Condo to run around and burn off some energy.

"We at PHS are extremely grateful for everything our supporters are doing to help us out during this weird time. We are appreciative of all the continuous donations, the amazing support with making masks and also raising money to help us better care for the animals. We also appreciate all the support and kind words on our social media posts. We especially enjoy sharing videos of our kittens, they are a crazy bunch!"

We look forward to when we can welcome visitors back into our shelter and to seeing all of you face-to-face. Our staff and animals are patiently awaiting you!

8 WEEKS IN LESS THAN A MINUTE



Valued friend, thanks to your support of our Fur the Love of Moms campaign, little kittens like Blossom have the opportunity to grow and find fur-ever homes of their very own.

Blossom came to us when she was only a couple of hours old. Watch her grow in this little video!

BUILDING OUR FUTURE - UPDATE ON OUR NEW PETERBOROUGH ANIMAL CARE CENTRE

Now that we're spending more time at home, the impact our pets have on our lives is more evident than ever. Their unconditional love and companionship help to stave off loneliness and keep us happy and healthy. Studies show that our environment and having access to the outdoors has a big impact on our health, and it is the same for animals. They need ample space, access to natural light, fresh air, and opportunities to socialize with one another, and people too. This need is one of the many reasons we're building our new Peterborough Animal Care Centre.

The Centre will be located at 1999 Technology Drive and will enable our staff to deliver optimal animal care and treatment in a modern facility. Our current shelter was built in 1956 (over 64 years ago!) and designed as a pound for a 1950s style animal welfare system. The times have changed, and so have we. Our team is incredible grateful and excited to be leading the way for animal welfare in Canada.

Thanks to our generous community, we continue to receive contributions and are thrilled to announce that local pups, Aube Barrie and Sammy Lockington have donated their inheritance and pledged \$25,000 to the project! We have also partnered with the team at Havelock Metals on our new roof!

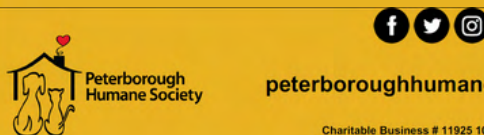


The generosity of our community has secured \$6.6 million of the \$10 million needed to build our new Centre.

A truly local campaign, the building was designed by Lett Architects, based in downtown Peterborough, and relies on local experts and services. Our Centre will create over 20 new, local F.T.E. jobs, and impact 50+ local jobs during construction.

It is a "shovel-ready" project, with all planning approvals and permits in place. We plan to begin construction as soon as funding and government regulations allow.

To learn more about our plans for the future, please [email](#) our Campaign Manager, Alex Tindale.



peterboroughhumanesociety.ca

Charitable Business # 11925 1056 RR0001

Other PHS stats October 2019 - June 2020

- Doubled e-mail subscribers
- Tripled new, first time online donors
- Tripled funds raised via CanadaHelps platform
- Doubled monthly donor revenue



Other writing samples




Other content

- I wrote several video scripts/storyboards during my time at Trent, some of my favourites are the new [Trent Lands promo video](#) and our initial vaccination [campaign video](#) (P.S. I also came up with the slogan - Get the shot. For me, for you, for TrentU).
- I was the lead writer on several recruitment e-comms, digital ad content and social media content, the university has a digital team who runs the ad campaigns and social media channels though.
- I am still the content lead for the Trent Lands and Nature Areas social media channels, which were dormant for a few months. This has really been a challenging one as all content has to be pre-approved, which takes some time. I now develop content for 3-4 weeks in advance to post at least once a week on all channels. Check [@Trent_Lands](#) on Facebook, Twitter and Instagram.
- I am still writing news stories for Trent on a freelance basis, which includes social content for each story.





Contact us

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