



Annual Report
for the Financial Year ended
31 December 2021

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The **Cat Welfare Society (CWS)** is a Singapore-based society registered under the Societies Act (Cap. 311 of Singapore).

It is also a charity and an institute of public character ("**IPC**") pursuant to the Charities Act (Cap. 37 of Singapore).

UEN Number: S99SS0144E

Date of Society Registration: 23 October 1999

Date of Charity Registration: 28 June 2004

Current Period of IPC: Renewed from 9 Dec 2020 to 8 Dec 2022

Website: <http://www.catwelfare.org>

Store: www.catwelfare.store

1. About the Cat Welfare Society

1.1 Our Vision

A humane society where every cat in Singapore has a place to call home.

1.2 Our Mission

Engaging the community to achieve sustainable and humane management of cats in Singapore through advocacy, sterilisation, mediation and educational outreach programs.

1.3 Principle Source of Funds

CWS is supported primarily through the generous donations from the public.

1.4 Reserves Policy

The Society shall set aside and maintain at all times reserves of funds of at least 6 months' value of operating expenses. Such value is to be calculated with reference to the Society's operating expenses for the preceding financial year. The Society shall not draw on these reserves without the approval of the Chief Executive Officer or equivalent staff member, and an 80% approval in number of the currently serving executive Board by a resolution in writing.

1.5 Conflicts of Interest Policy

CWS requires all Board Members and employees to submit an annual conflict of interest declaration in the form provided by CWS at the start of their serving period.

Board Members and employees are also required to declare, as soon as they are aware that they have any conflict of interest or potential conflict of interest in relation to any transaction or matter involving CWS.

Board Members are not allowed to vote on any matters in which they have a conflict of interest. They are also not allowed to participate in any discussion on matters in which they are personally interested. A Board Member is required to recuse himself or herself from any meeting where such discussion takes place. The reason for how a final decision is made on the matter is also required to be recorded in the minutes of meeting.

1.6 Rewards and Compensation

No Board Member was paid any remuneration for their services as Board Members during the financial year.

There is no employee whose annual remuneration was \$100,000 or more during the financial year.

There is no paid staff, being a close member of the family belonging to the Executive Head or a governing board member of the charity, who has received remuneration exceeding \$50,000 during the financial year.

2. President's Message

In 2020, we found ourselves in extremely difficult circumstances with the circuit breaker and the uncertainties caused by COVID-19. We adapted to work within our resource and manpower constraints and took stock of our programmes. We then introduced a new programme to help financially disadvantaged families and to serve the cat community better. These actions took us into 2021 on solid footing.

In 2021, we helped sterilise 5355 community and pet cats belonging to financially disadvantaged families. The latter programme was launched in November 2020.

Our team of three mediators tackled 3118 cases of cat-related feedback leading to their successful resolution. There was a small decrease in the number of cases since 2020.

We also held 41 public engagement sessions in 2021 and organised a few larger scale events to promote adoption during the brief lifting of restrictions during the year. Our education and outreach work continued primarily through online adoption drives and other forms of engagement. We also revised our collateral to make it easier to read and have made it publicly available for everyone.

The Cat Mama Store continued to operate successfully with excellent sales as well.

On advocacy, we weighed in heavily on several topics including the penalties for animal abuse, calling for an increase in the duration of disqualification orders, and participating in AVS' call for a revision in standards for breeders.

CWS continues to serve our community and pet cats through the community of caregivers and responsible cat owners. We hope you will continue to support our journey in 2022 and the years to come.



Thenuga Vijakumar
President

3. Board, Auditors, Advisors, and Staff

3.1 Board

For the financial year ended 31 December 2021 (“FY2021”), our Board comprised:

Name	Designation	Occupation	Date of Appointment
Thenuga Vijakumar	President	Manager, CEO Office at Adani Global Pte Ltd	26 June 2021
Deborah Ong	Vice-President	Event Producer at TwentyThreeTwelve	26 June 2021
Matsumoto Emi	Treasurer	Premier Partner Operations Specialist at Meta	26 June 2021
Jasmine Lim	Secretary	Senior Technical Specialist at Grab	26 June 2021
Nadiah Hazman	Member	Regional CRM Manager at Zalora	26 June 2021
Ng Lin Zhi Shayna	Member	National athlete at Singapore Sports Institute	26 June 2021
Shelby Doshi	Member	Proprietor at The Cat Whisperer Singapore LLP	26 June 2021
Kee Qiuling Julianne	Member	Ecologist at Mott MacDonald Singapore	26 June 2021
Theresa Goh Rui Si	Member	Pathway and Performance Executive at Singapore Disability Sports Council	26 June 2021
Wang Yinuo	Member	Accountant, APJ at Acronis	26 June 2021

3.1.2 Board Meetings Attendance

Since the Annual General Meeting on 26 June 2021, there have been a total of 4 Board meetings, before 18 June 2022.

Name	Attendance
Thenuga Vijakumar	4/4
Deborah Ong	4/4
Matsumoto Emi	4/4
Jasmine Lim	4/4

Nadiah Hazman	4/4
Ng Lin Zhi Shayna	3/4
Shelby Doshi	3/4
Kee Qiuling Julienne	4/4
Theresa Goh Rui Si	4/4
Wang YINUO	4/4

3.2 Our Bankers

DBS Bank Ltd

3.3 Our Accountant

Pikai Pte Ltd

3.4 Our Auditors

Tan, Chan & Partners

3.5 Employees

Senior Community Engagement Manager: Michelle Siau

Community Engagement Manager: Jiehui Li

Community Engagement Manager: Safiah Mohamed

4. The Year in Review

4.1 An Overview of numbers

5355

Cats Sterilised

3118

Cases Mediated

41

Public Engagement
Sessions

4.2 Mediation

CWS fights for the right of community cats to live peacefully and co-exist harmoniously with human beings by promoting the humane handling of cat issues through its work in community engagement, sterilisation, advocacy and education. We aim to create a more tolerant, harmonious and humane Singapore.

In 2021, the team of three mediators mediated and resolved 3118 cases of cat-related feedback stemming largely from irresponsible cat ownership and irresponsible cat caregiving. As with the past years, the lack of regulation in respect of cat ownership, especially in HDBs, has resulted in many errant owners refusing to change their ways. Their cats continue to cause disamenities for their neighbours and they stall calls for legalisation of cat ownership in HDBs.

We expect to continue to work closely with the authorities on making this a reality.

4.3 Sterilisation

CWS has two sterilisation programmes - for community cats and for pet cats belonging to financially disadvantaged families.

Community cats

In 2021 we helped sterilise 3214 community cats island-wide. The principle behind the community cat sterilisation programme is humane management and ultimately the reduction of population across the island. With reduced numbers, community cats will have more resources and be better managed. Further, the burden on community caregivers to care for these cats will also be alleviated. Responsible caregiving education is provided via our mediation model (i.e population control, responsible feeding practices, reporting of abandoned cats to agencies). The sterilisation of community cats will continue into 2022 with CWS budgeting to pay for the sterilisation and microchipping of 250 community cats per month.

Pet cats

In 2021 we also helped sterilise 2141 pet cats island-wide. We commenced this programme formally in November 2020 to tackle abandonment that was occurring because families in financial distress exacerbated by COVID-19 could not afford to sterilise their cats leading to overpopulation within the house. When the family is unable to feed or care for the population or maintain cleanliness and become the subject of complaints, they then chose to abandon their cats as a quick fix.

We intend to continue to help sterilise and microchip 250 cats a month from financially distressed families in 2022.

4.4 Education and Outreach

Cat Welfare Society holds outreach events to promote responsible pet ownership and increase mind & heart share to create an empathetic nation towards our community cats. We do this by raising awareness on the journey of cats in Singapore from rescue through sterilisation and rehoming at our public adoption events.

As physical events were still largely limited in 2021, we held 20 engagement sessions with caregivers, 1 with a mosque, 15 with residents' networks and 5 at schools to continue to engage the community. Our #AdoptionSaturdays on our instagram account of more than 20,000 followers continued into 2021 on a weekly basis.

We also revamped our collateral to streamline and create a unified brand and messaging to be disseminated in public. These are shared with the public and also made available for download for anyone who requires the information.

Our education and outreach efforts will expand in 2022 with the lifting of restrictions and we will continue to promote adoption of cats throughout.

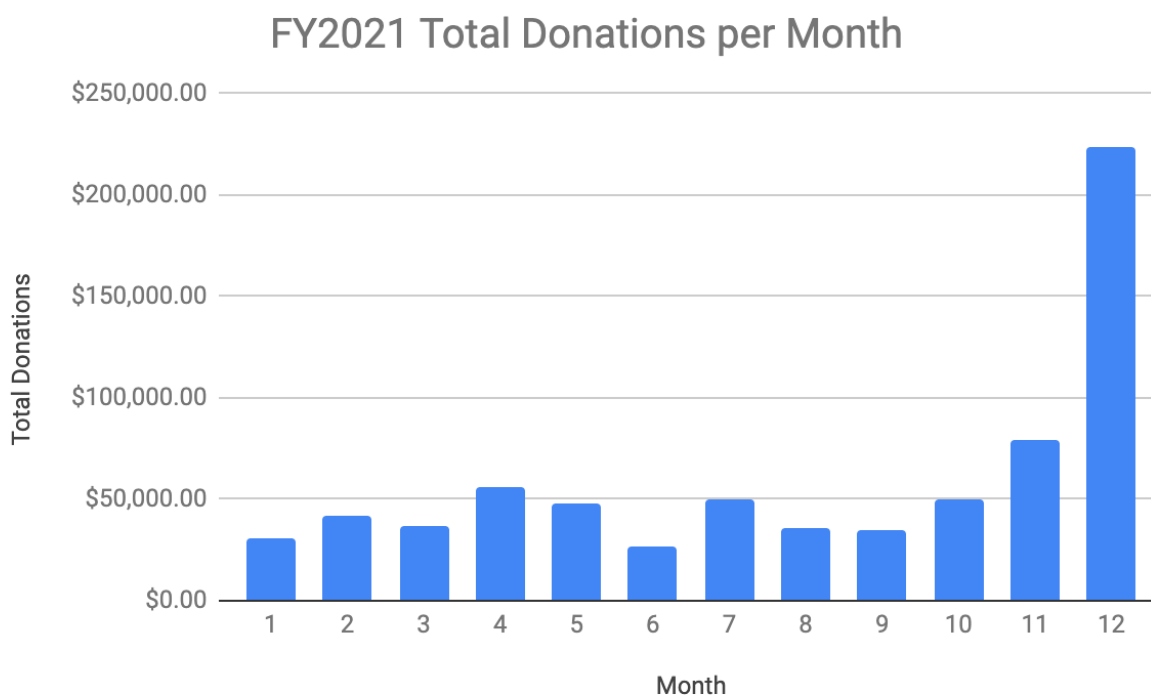
4.5 Advocacy

In 2021 we engaged in several themes in our advocacy work.

1. We provided our opinions and input as an organisation to AVS on the licensing of breeders and boarding facilities. Our full opinion can be found here: <https://www.catwelfare.org/30-july-2021-participate-in-the-avs-public-consultation-for-proposed-revised-licensing-standards-for-pet-breeders-and-boarders/>
2. We followed up on abuse protocols and provided our opinions on the penalties for animal abuse and cruelty cases. Our opinion can be found here: <https://www.catwelfare.org/8-october-2021-revisiting-the-penalties-for-animal-abuse-and-cruelty/>
3. We also opined on the need for mental health to become a focal point in dealing with animal-related issues. Our opinion can be found here: <https://www.catwelfare.org/11-november-2021-mental-health-and-cat-welfare/>

We continue to engage with the governmental authorities closely on these topics and hope that 2022 will bring us much-needed change.

4.6 Fundraising



	FY2021 (\$)	FY2020 (\$)
Tax Deductible Donations	548,663	448,194
Non-Tax Deductible Donations	163,998	161,035
Total Donations	712,661	609,230

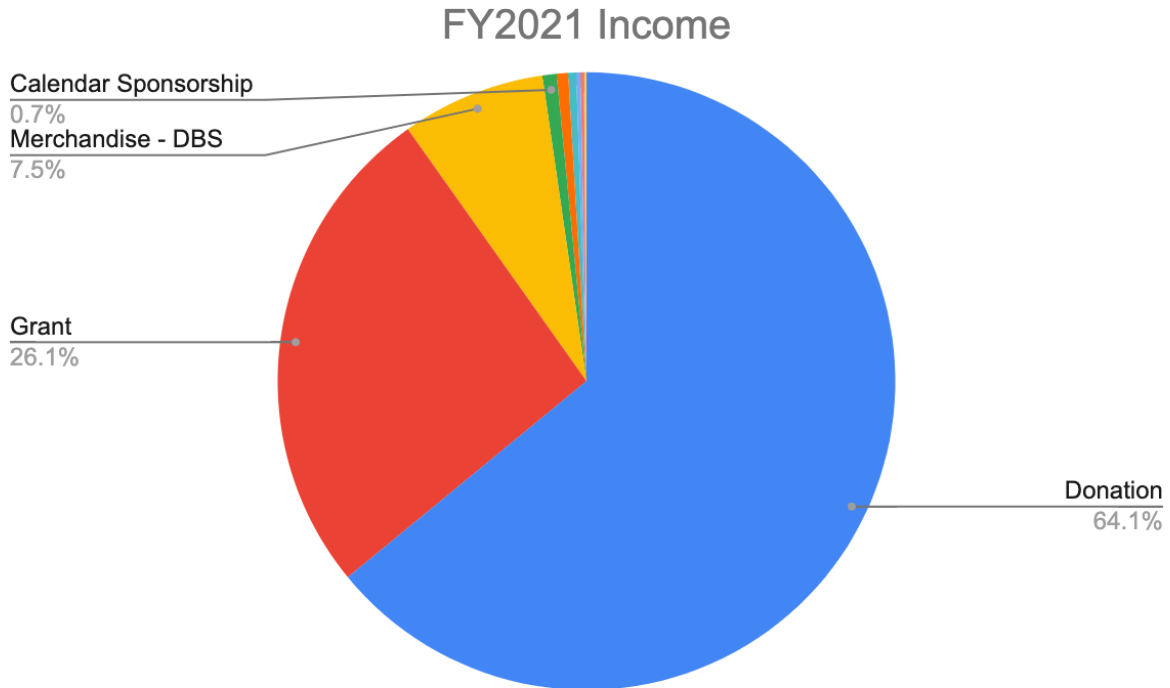
In 2021, the society received a total of \$712,660 in donations, a 17% increase compared to 2020. The society held the 'The Snip Project' Fundraiser from October to December 2021.

During the year, we continued to focus largely on online merchandise sales as we were unable to hold physical events for a large fraction of the year. Our total profit from the sale of merchandise was \$25,533.

As Covid-19 related restrictions ease during the year in 2022, we hope to hold more physical events where merchandise sales can take place, while continuing to run our online merchandise store. Fundraising campaigns will continue to be online focused, due to the convenience of payment as well as providing a wider reach to our supporters and donors via social media.

5. Review of Financial Statement for FY2021

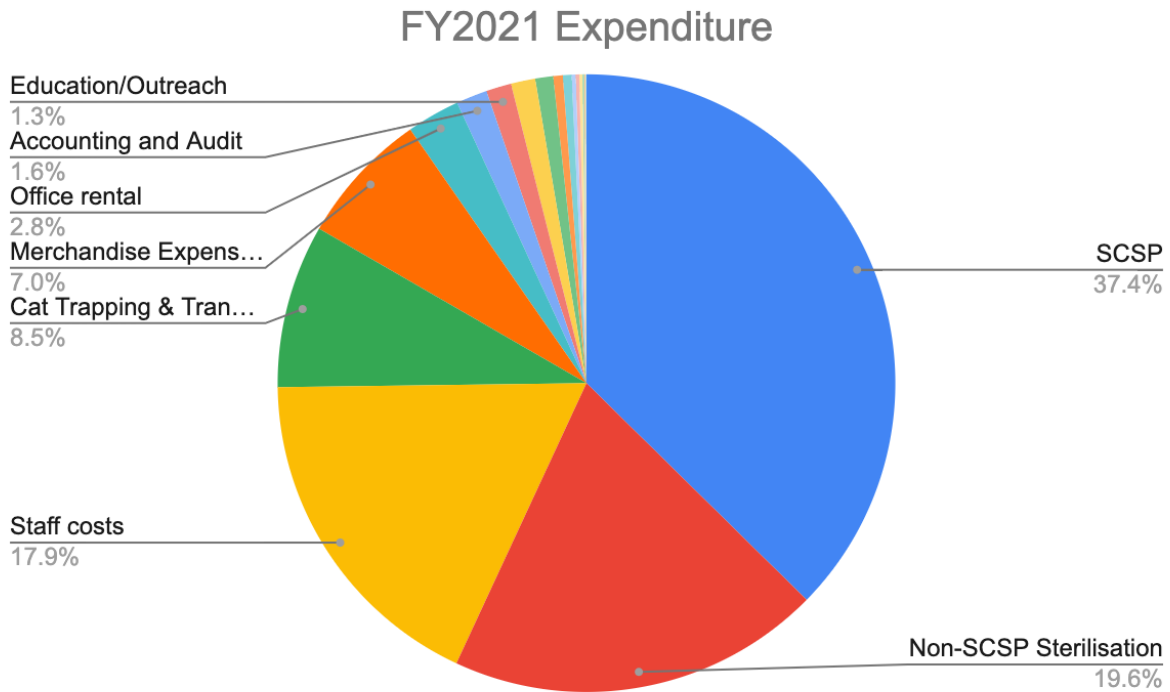
5.1 Revenue



CWS's total revenue for FY2021 was \$1,113,847. This is a 16% increase from FY2020. A large portion of the increase in revenue was an increase of donations from the public, as well as from grants. We received 1-for-1 matching from the Tote Board for donations via the 'Enhanced Fund-Raising Programme'.

Our income for FY2021 consisted largely of public donations (64.1%), Government Grants (reimbursement from AVA for SCSP, Tote Board Matching Programme) (26.1%) and revenue from online merchandise sales (7.5%).

5.2 Expenditure



Expenditure for FY2021 was \$830,373, which is an increase of 14% as compared to FY2020. Most of CWS's expenditure for FY2021 continues to be for sterilisation programs and related costs (SCSP: 37.4%, Non-SCSP Sterilisation: 19.6%, Cat trapping and transport: 8.5%). Staff costs (17.9%) was the second largest expenditure for FY2020.

5.3 Net Profit

Overall, we saw a net profit of \$282,045 for FY2021. These funds will be put toward good use in FY2022 as we continue to run our mediation, sterilisation and educational programmes and toward our reserves in accordance with our Reserves policy.

6. Our Volunteers and Partners

At the heart of CWS's operations are the goodwill and hard work of our volunteers and partner organisations.

We'd like to take this chance to give our heartfelt thanks to the following volunteers -

Our core operations volunteers who help keep the society's operations running smoothly:

Angelina Foo	Carlyn Law	Eve Woo	Marlene Wan
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Ad-hoc/Project Based Volunteers who had helped with the running of our programmes:

Charlotte Ong	Joel Kuek	Lasalle College of the Arts	Aroozoo Wesley Leon (Lasalle)	Cordelia Tan wen ting
Jady toh Hui jie	Nathaniel Jareth Nonis	Glenda Chong Qi Min	Muhamad Zaihan Bin Zulkipli	Jurong West Secondary School Class 4T2
Mr Yaw (JWSS)	Mdm Felicia Tan (JWSS0)	The Tunstall family	Godma Story	Rachell Tan (Pxdkitty)
Kent Kee	Malcolm	Jacinta (ChairmanMaow)	Ruzhen	Michelle Lim
Aloysius Lim	Victor Liaw	Jeremy Lim	Michelle Shoo	Kathy
Ryan Koh & Joyce Wong	Amanda Lim	Amy Lee & Hugo	Chelsea & Delvin	Clare Teo
Julie Wulandari	The Goh Family + Lobster & Seb	Vincent Chew	Marco, Ray & Samuel	Alison Meow&Wuff
Clarrisa Lin	Yusuf & Musa	Sylvia & Hakeem	Amriq Ali	Angie Ng
Sara Wee	Marisa Goh & Lauren Han	Bernard Goh	Guillaume Levy-Lambert	Annie Cheng
Sabrina Lee	Mark Goh	Kartika Angkawijaya	Jenny Cheong	

Our Network of Rescuers, Caregivers, Rehomers who are a constant pillar of support:

Ah Bang	Aishah	Alan Boey	Alison Soh	Ann Yew '	Apple
Aunty Ivy	Candy Kang	Carmen Shih	Carol	Charlotte Ong	Charmaine foo
Chelsia Lee	Cheng Tiong	Chew Shi Qi	Christina Ng	Chua Mui Mui	Clarissa Yew
Connie	Corinne Goh	Crystal Tan	Daiane	Dayne Poon	Dennis Wee
Diane Lee Fang	Dorothy Goh	Dorrees Woo	Elaine Yap	Elle Tusya Bte Salim	Ena Oh

Esah	Eva	Evina	Faezah	Farizah Arsat	Ferdyna
Fida Omar	Gwen Tan	Hani	Hui Ting	Jaezy Chor	Jaime Kong
Janet Li	Jenn Low	Jenny Mah	Joel Kuek	Julie Chong	Karen Wan
Kim Foo	Leesa	Lily Koh	Lydia Lee	Maria	Mary Wee
Mdm Chen	Mdm Hashimah Bte Hassan	Mdm Law	Mdm Mok Hooi Huan	Mdm Mok Sau Hiong	Mdm Soon
Ms Hani	Ong Beng Lay	Peggy Loh	Rachel	Ronnie	Serene
Sharifa Nafisa	Shiyun Goh	Susan Lee	Susan Liu	Tan Soo Keat	Teety
Teng Lew	Teo Soo Yee	Tiffany Heng	Wati	Wong Ling	Yee Soo Yong

Our valuable partners:

Age D'or Group	Amy Handmade Ceramics	Animal & Veterinary Service	Barkway Pet Health	Butterknife Folk
Cats of the World	Chia S Arul LLC	DHKS	Eat To Draw	Hang with Dora
Housing and Development Board	Kedai Koolcats	Lovorth Media	Momshoo	Mount Pleasant Veterinary
Mu Yu Studio	National Parks Board	NBCUniversal	Oatsie's Trunk	Pet Lovers Center
Pet Lovers Foundation	Polypet	Print & Print	Purrballs	Sixth Sense Media
Sixth Sense Media	StuffSusieMade	Team Singapore	The Cat Cafe	The Cat Vet
The Cat Whisperer SG	The Lighthouse Productions	The Projector	The Silent Foundation	Troops On Print
UltraSuperNew Gallery	Yappy Global Pets			

Our ever-supportive partner vet clinics:

Animal World Veterinary Clinic	Care Veterinary Clinic	Clinic for Pets
Genesis Veterinary Clinic Pte Ltd	Island Veterinary Clinic (Bedok)	Island Veterinary Clinic (Jurong)
The Cat Vet	Vet for Pets	Vet for Pets (Lengkok Bahru)
Animal World Veterinary Clinic	Care Veterinary Clinic	Clinic for Pets
Genesis Veterinary Clinic Pte Ltd	Island Veterinary Clinic (Bedok)	Island Veterinary Clinic (Jurong)
The Cat Vet	Vet for Pets	Vet for Pets (Lengkok Bahru)



For and on behalf of the Executive Board,

A handwritten signature in black ink, which appears to read "Thenuga". The signature is written in a cursive, flowing style.

Thenuga Vijakumar
President