



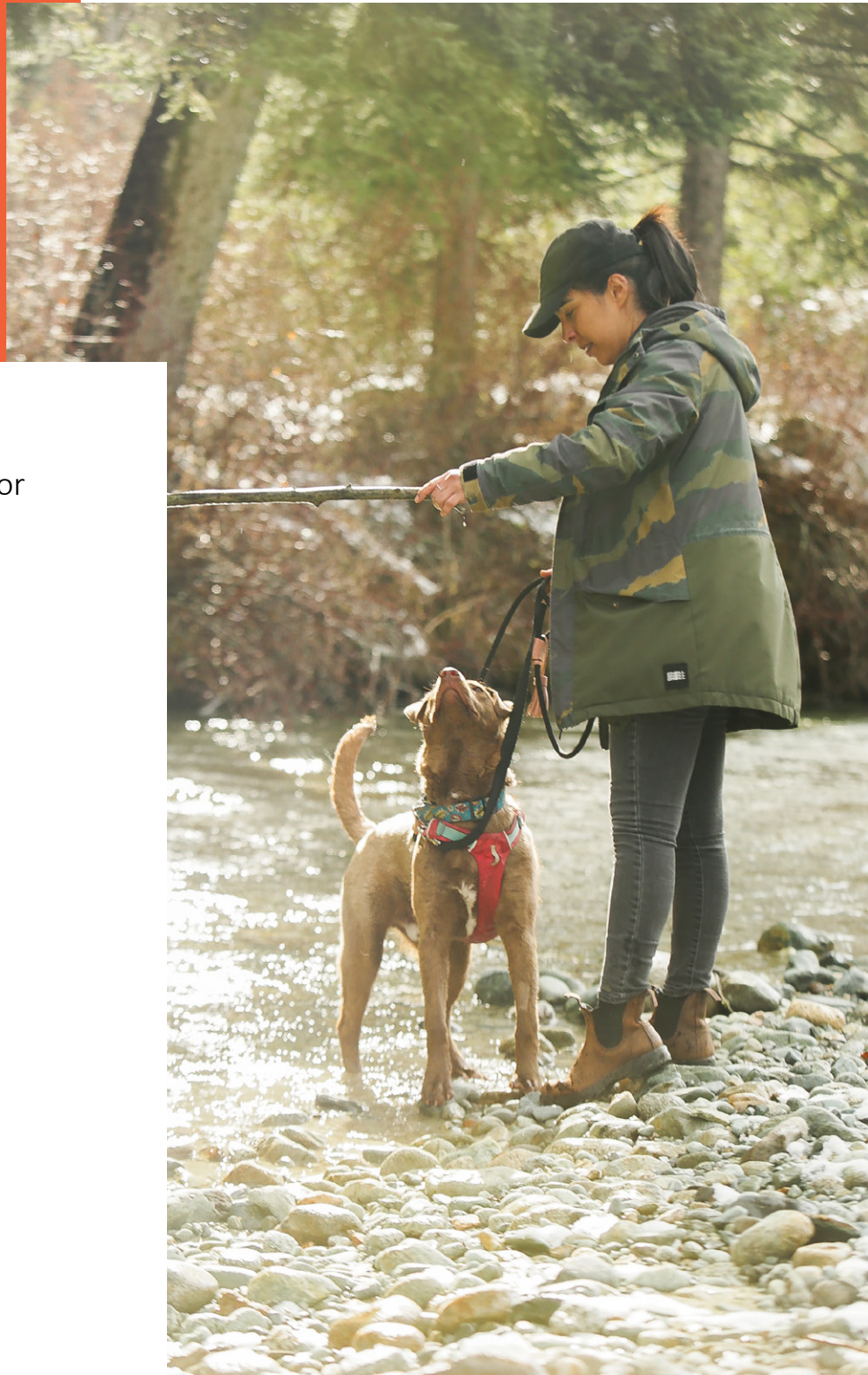
ANNUAL REPORT

2024



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DEAR FRIENDS OF WAG

As we reflect on 2024, I am filled with gratitude for the incredible community that surrounds and supports WAG. This year has been one of growth, challenges, and remarkable achievements, all made possible through your unwavering commitment to our mission.

Our journey this year has been shaped by the stories of the animals we serve and the people who care for them. Together, we have found forever homes for 63 animals, extended our outreach programs, and strengthened our bond with the Sea to Sky Corridor community. The compassion and generosity you have shown have directly impacted the lives of animals like Jimmy, a senior dog who now enjoys his golden years, and Winnie, who continues her journey toward finding her forever home.

One of our proudest milestones this year was hosting the first-ever WAGFest. This event brought our community together in celebration of the bond we share with our pets. From exciting agility courses to heartfelt conversations that sparked new adoptions and foster relationships, WAGFest was not just a fundraiser but a reminder of the love and joy that animals bring into our lives. Thanks to your support, we look forward to making it an annual tradition.

This year has also highlighted the critical need for sustainable funding to maintain and grow our services. With adoptions and donations fluctuating, we have focused on diversifying our funding streams, applying for grants, and cultivating relationships with key donors. Our outreach services and Wellness Clinics, a valuable collaboration with the Lil'wat Nation, received a significant boost through a grant from PetSmart, enabling us to enhance and expand

this essential work in 2025. Additionally, our Holiday Matching Campaign, supported by local businesses like Mogul's Coffee House and Zog's, set an ambitious goal of raising \$80,000 to ensure we can continue meeting the needs of our community's animals in the coming year. Thanks to your generosity, we exceeded last year's total and raised an incredible \$71,500.

Looking ahead, we are committed to strengthening WAG's impact by addressing challenges such as pet-friendly housing, access to spay and neuter programs, and affordability for pet owners. We will also continue to prioritize post-adoption support, ensuring that every adoption is a success story. Our vision remains clear: to be a beacon of hope for animals and a trusted partner for our community.

None of this would be possible without you—our donors, volunteers, adopters, fosters, and supporters. You are the heart of WAG, and your kindness inspires us every day. On behalf of our team, board, and the animals whose lives you've touched, thank you for being part of our family. A big thank you to my incredible team—Lindsay, Corinne, Martha, Seren, Kendall, Jaimee, Makayla, Annie—and the WAG Board for their dedication and hard work throughout the year. Thank you as well to the Resort Municipality of Whistler for their Fee for Service support, and to FirstMate, our provider of food for all the animals in our care, for their unwavering generosity.

With gratitude,

Peta Woolnough
Executive Director Whistler Animals Galore (WAG)

OUR STORY

Whistler Animals Galore (WAG) is a non-profit organization committed to the care and well-being of animals in need, focusing on homeless and lost dogs and cats. Our mission is to provide a safe and supportive environment where animals can heal and thrive, preparing them for their forever homes. Through rehabilitation, critical care, and a commitment to compassionate care, WAG empowers animals to overcome obstacles, whether medical, behavioral, or emotional, and promotes positive reinforcement training techniques to ensure their success.

Central to our approach is **rehabilitation** for animals recovering from injuries, surgeries, or behavioral challenges. Our experienced team works diligently to nurture each animal's confidence, helping them become well-adjusted and ready for adoption. For animals in critical condition or with complex medical needs, our **Critical & Compassionate Care program** provides vital medical treatment, including vaccinations, parasite control, and spay/neuter surgeries, addressing their needs at every stage of recovery.

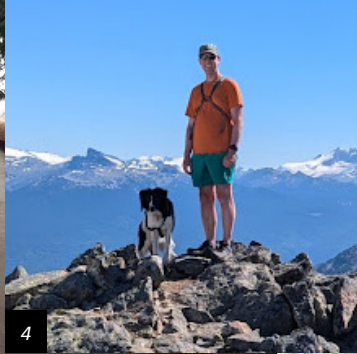
In 2024, WAG has continued to strengthen key partnerships that amplify our impact on the community. A vital partnership with the **Resort Municipality of Whistler (RMOW)** supports our shelter operations and provides funding grants, enabling WAG to offer essential animal bylaw services, public education, and rehoming support. Our role in the community is further reinforced by our ongoing collaboration with the RMOW, ensuring a well-rounded

approach to animal welfare in the region.

In addition to our work with RMOW, WAG has deepened its relationships with **Sea to Sky veterinary partners** and neighbouring communities, including the **SLRD Districts** and **First Nation communities**. This network allows us to provide critical support, including food, supplies, and veterinary services, directly addressing local animal welfare needs. Our collaborations with organizations like the **Pemberton Animal Wellbeing Society (PAWS)** also ensure that animals in need are given the care and attention they deserve, from intake to adoption.

With these partnerships and a focus on community-driven care, WAG is more than a shelter. We are a compassionate partner in the community, working together with our supporters and collaborators to create a sustainable and thriving environment where both animals and people can flourish.





BOARD OF DIRECTORS

Denise Wood
Chair Person (1)

Sarah Janyk
Vice Chair (2)

Sherry Klassen
Secretary (3)

Brent Morning-Smith
Treasurer (4)

Renée Erdman
Director & Behaviour Specialist (5)

Jessie Morden
Director & Municipality Representative (6)

As a behaviour consultant who specializes in fear, reactivity and behaviour challenges, working alongside WAG has been very rewarding. WAG is unique in that we can prioritize and give focused care to dogs that otherwise may not have a chance. With such a great team on board, we have implemented aversive-free training and behaviour modification in combination with local veterinarians & foster homes. This approach has enabled dogs to make great strides without causing damage through force or fear-based tactics. I'm so proud of the work WAG continues to do and the community for always stepping up to support our mission to do whatever we can to give animals the best quality of life possible.

RENÉE ERDMAN



WAG TEAM

Peta Woolnough
Executive Director

Lindsay Suckling
Director of Animal
Behaviour and Welfare

Martha Oliver
Adoptions Coordinator

Kendall Benbow
Marketing, Events &
Fundraising Coordinator

Jaimee Yates
Shelter Assistant &
Assistant Manager

Corinne Boles
Shelter Assistant

Jaimee Yates
Shelter Assistant

Makayla Swartz
Shelter Assistant

Annie Nelson
Shelter Assistant

Seren Lillistone
Shelter Assistant



2024 has truly been a year of growth and resilience at WAG, and I couldn't be prouder of the progress we've made as a team. While we've celebrated many happy tail stories, we still have some amazing long-term cats and dogs waiting for their forever homes. This has allowed us to devote even more care and attention to the animals in our shelter for longer periods. Their patience and strength motivate us every day, and we're hopeful that 2025 will bring the perfect families for each of them. As Assistant Manager, I'm incredibly grateful for our dedicated team—our staff, board of directors, volunteers, and fosters—and, of course, our adopters, sponsors, donors and community supporters. It's thanks to all of YOU that we're able to make such a difference. I'm excited to see what 2025 has in store for us!

CORINNE BOLES



**WAG
HIGHLIGHTS**



SHELTER HIGHLIGHT:

*Coming in 2025!
PetSmart Charities
Incubator Grant*

We are thrilled to announce that WAG has been selected as one of the few organizations to receive the PetSmart Charities Incubator Grant! This incredible opportunity allows us to continue and expand our work in collaboration with the Lil'wat Nation, focusing on sustainable, community-led solutions to improve animal welfare and improve access to veterinary care for remote communities.

The Incubator Grant aligns perfectly with WAG's mission to provide care and resources for animals and their families, while empowering communities to take ownership of animal welfare challenges.

Our past successes, including our Animals Wellness Clinic's with the Lil'wat Nation, have laid a strong foundation for this initiative. With the Incubator Grant, we can take this work even further, building trust, strengthening relationships, and addressing the unique challenges faced by the community.

We are deeply grateful to PetSmart Charities for this opportunity!





SHELTER HIGHLIGHT:

This year, our team made incredible strides in professional development, thanks to grant support.

MARTHA, our Adoptions Coordinator, was awarded two prestigious grants. The first was an AWFC Travel Grant, enabling her to attend the Humane Canada Summit for Animals in Halifax. There, she gained valuable insights into working with communities to divert animal intake and help keep pets in their homes. Her second grant, the Kathy Barnett Leadership Grant, supported her ongoing training with the Karen Pryor Academy, enhancing her expertise in animal behavior and training.

PETA, WAG's Executive Director, received a grant from the Whistler Community Foundation to begin her training with SFU's Nonprofit Management Program. This opportunity will strengthen her leadership skills and WAG's capacity to grow and serve the community.

MARTHA AND LONG-TIME WAG
RESIDENT, LOLA AT THE WAG
SHELTER

SHELTER HIGHLIGHT: WE LOVE OUR COMMUNITY AND RIVERSIDE RESORT!

In 2024, WAG underwent essential upgrades to our kennels, a project that required over a month of construction.

While these improvements were necessary, they posed a significant challenge: what could we do for our long-term residents, especially those with behavioral needs whom foster homes rarely can take. Construction brought extra foot traffic, loud noises, and heightened stress, making an already difficult environment even harder for these animals.

Faced with this challenge, our community rallied. Volunteers, fosters, and staff stepped up to go above and beyond for the animals who call WAG home. But the real game-changer came from the incredible support of the team at Riverside Resort. They generously offered a cabin and a yurt where WAG staff could bring our animals during the construction period.

This solution turned out to be even more impactful than we had imagined. The opportunity to live in a quiet, home-like environment gave our long-term animals a chance to decompress, experience new environments, and learn valuable life skills. One of the animals who benefited the most was Lola, who has been in our care for 7 years.

For Lola, her cabin stays were transformative. On her first visits, she slept so soundly on the warm, cozy couch that it was clear she was catching up on much-needed deep sleep. She adjusted to her new surroundings, learning to coexist with neighbors, watch the world go by through the window, and experience the joys of a real home.

This partnership with Riverside Resort reminded us of the incredible difference a small shift in environment can

make. It also inspired us to think outside the box. Whistler is a very wealthy town with many homes and suites sitting unused. What if we could tap into this resource to help more shelter animals?

We hope this example inspires more businesses, homeowners, and community members to consider offering accommodations for WAG animals. Even just a few nights away from the shelter can have a transformative impact on long-term residents, providing them with much-needed rest and exposure to new environments that help prepare them for adoption.

This effort also highlights a critical issue: the housing crisis. The lack of pet-friendly housing doesn't just affect fostering and adoption; it often forces people to make the heartbreaking decision to surrender their animals. We are calling on homeowners, apartment managers, housing authorities, hotels, and resorts, please, be pet-friendly! Our animals need homes!

We are grateful to the Riverside Resort and everyone who stepped up during this challenging time. Your generosity has made an incredible difference for our animals and team.

LINDSAY SUCKLING

Director of Animal Welfare and Behaviour





COMMUNITY & EVENT HIGHLIGHTS:

WAG HOLIDAY MATCHING CAMPAIGN

"We began our support for WAG in 2020, during a time when the pandemic severely limited fundraising opportunities. Our belief in the vital role dogs and cats play in the health and happiness of our community made it an easy decision to step in and help.

We are proud to continue to fund WAG's incredible work, including their community wellness clinics, access to spaying and neutering, critical medical care, and adoption support. Their efforts create a ripple effect of positive change, ensuring happy pets find loving forever homes and empowering owners with the knowledge and tools to provide the best possible care.

If you're looking for a cause that truly changes lives, please consider supporting WAG. Their impact extends far beyond the animals they care for—it strengthens families, fosters compassion, and uplifts our entire community."

DIANA & BRUCE CHAN
Owners of Moguls and Zogs

OPEN SHELTER DAYS

In 2024, we introduced "Open Shelter Day," welcoming the community through our doors on the last Saturday of every month. These special days gave potential adopters, volunteers, and supporters the chance to explore WAG, meet our staff, and connect with the animals in our care.

Whether learning about the adoption process, exploring volunteer and fostering opportunities, or simply seeing how WAG operates, Open Shelter Day brought the community closer to our mission.

Thank you to everyone who joined us to make these events a success and for showing your love and support for animals in need!



COMMUNITY & EVENT HIGHLIGHTS:

WAGFEST 2024

Thank you for making WAGFest 2024 such an incredible success! We had a wonderful time connecting with our community and hope you enjoyed the event as much as we did.

WAGFest was designed to engage the community, raise vital funds, and boost awareness of our mission—and thanks to your support, we achieved just that. Through meaningful conversations, we strengthened connections, sparked interest in future adoptions, and welcomed new foster families into the WAG family.



WAG VOLUNTEER & FOSTER PROGRAM: MAKING A DIFFERENCE TOGETHER

At WAG, our volunteers and fosters are the backbone of everything we do, dedicating their time and energy to help animals in need and strengthen our community. In 2024, **50 active volunteers** and **25 foster families** joined us in making a difference.

Our volunteers take on various roles, such as Foster Families, Shelter Volunteer, Transport Driver, and Fundraising and Event Volunteer, making meaningful impacts while building connections with animals and each other. For many in Whistler, volunteering at WAG also offers a unique way to find emotional and physical connection through time spent with our animals.

We're proud to recognize exceptional volunteers like Denise Wood, a 15-year WAG board member and four-time recipient of Pique Readers' "Favourite Volunteer" award. Denise's tireless efforts—organizing fundraisers, raising awareness, and crafting handmade dog bandanas—have directly supported animals like Winnie in finding loving forever homes.

Inspired to join our team? Visit whistlerwag.com to learn more about volunteering or fostering and become part of this compassionate community!



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CRITICAL CARE

At WAG, Critical Care encompasses any medical need or expense that goes beyond routine treatments like deworming, vaccinations, and spay/neuter procedures. Our dedication to lifesaving care includes a wide range of medical interventions, from providing essential antibiotics to performing complex surgeries and supporting long-term rehabilitation.

WAG often becomes the last hope for animals with severe medical needs. When other rescues are unable to help injured or sick animals, we step in as their safety net. Additionally, we support pet guardians facing financial hardships, helping prevent unnecessary euthanasia due to the high cost of veterinary care. Over the past year, 37 animals required emergency or critical care. Thanks to our efforts, these animals were either reunited with their loving families or found new forever homes.



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FANS

WAG's Financial Assistance for Spay and Neuter Program strives to make these essential services more affordable and accessible for low-income community members. Through a collaborative partnership with Pemberton Veterinary Hospital, Eagleview Veterinary Services, and the generous contributions to our Animal Wellness – Spay and Neuter Fund, this program plays a vital role in encouraging responsible pet ownership and addressing animal overpopulation. In the past year, we supported 16 spay and neuter surgeries and provided 5 veterinary health check-ups, making a meaningful impact on the well-being of pets in our community.



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ADOPTIONS

At WAG, we believe every animal is special and deserves a home that suits their unique needs. Our adoption program is designed to do more than just place animals in homes—we carefully match each one with the perfect family based on their temperament, age, health, strengths, and challenges. We are committed to ensuring their long-term happiness and success by providing both pre- and post-adoption support. This year, we proudly placed 59 animals into loving, forever homes.



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STRAYS

At WAG, we offer shelter and compassionate care for lost and stray animals, ensuring their safety and well-being while working to reunite them with their families. For animals that go unclaimed, we take full responsibility for their care, providing veterinary exams, behavioral assessments, and spay/neuter surgeries to prepare them for adoption. In 2024, WAG welcomed 18 stray animals. Of these, 14 were joyfully reunited with their families, and the remaining 4 were cared for until they found their loving forever homes.



3

WELLNESS CLINICS

In partnership with the Lil'wat Nation community, The Pemberton Veterinary Hospital and PAWS, we successfully hosted three Animal Wellness Clinics this year, despite facing staff shortages. These clinics are essential to our shared mission of reducing stray animal populations and alleviating animal suffering.

At the clinics, we provided care for 75 animals and their families. Each animal received vaccinations, a veterinary exam, parasite control, and a voucher for low-cost spay or neuter services. Additionally, our food bank program distributed 210 bags of pet food to families in need, ensuring pets stay healthy and cared for. We are grateful to Dr. White for volunteering her time and expertise, and to PAWS for their support and collaboration towards improving animal wellbeing in our communities.



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COMPASSIONATE BOARDINGS

WAG plays a critical role in supporting individuals and families during times of crisis by providing urgent temporary boarding for their animals. Whether facing emergencies such as fires, floods, incarceration, medical challenges, or housing loss, we ensure pets have a safe place to stay.



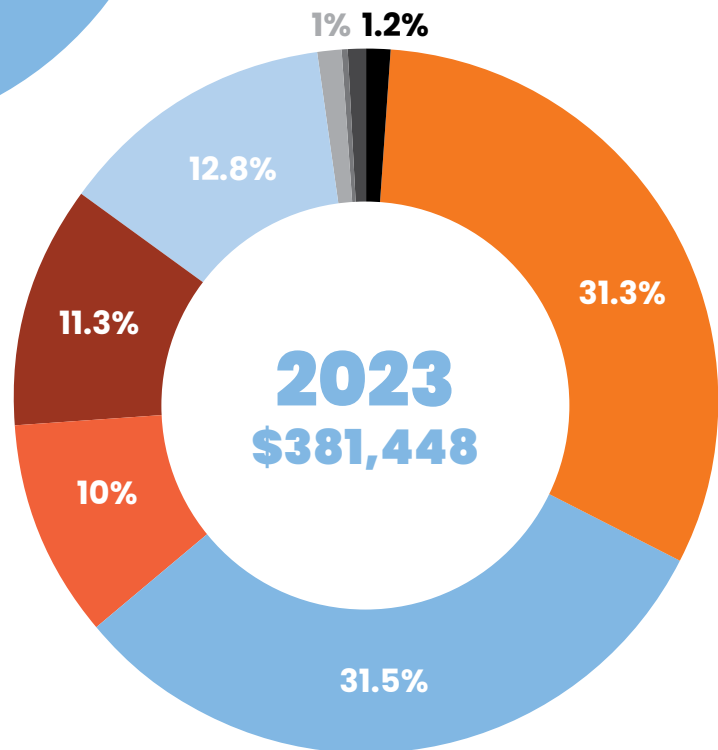
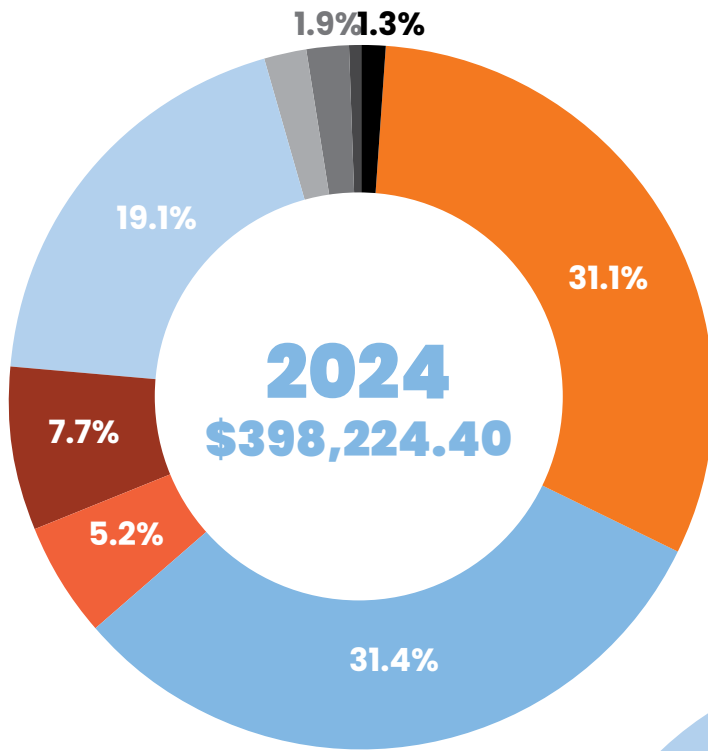
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SURRENDERS

Sadly, some community members face difficult circumstances that lead to surrendering their pets. Common challenges include financial hardships related to veterinary care, a lack of pet-friendly housing options, or behavioral concerns. In 2024, WAG took in 56 surrendered animals, and 7 transferred animals from other organizations highlighting the various obstacles that can impact pet ownership within our community.

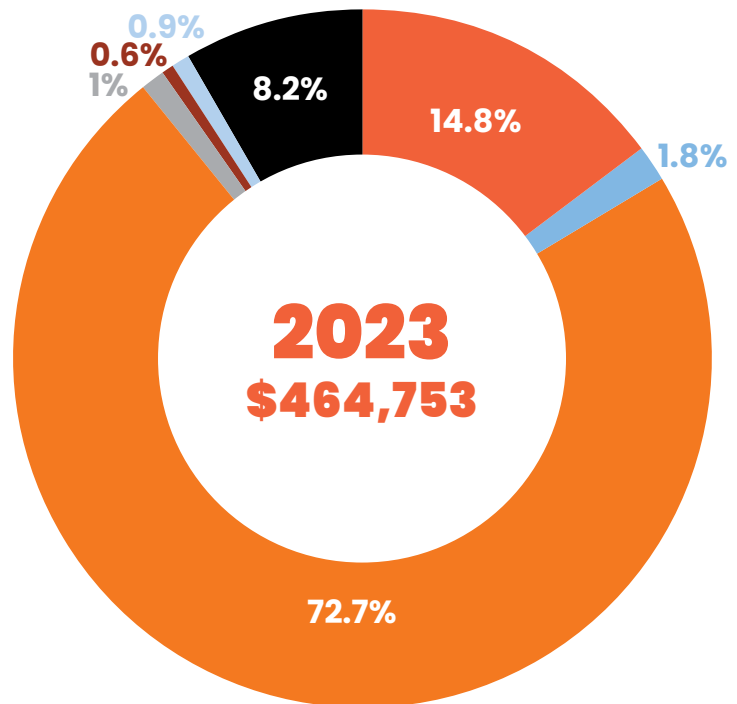
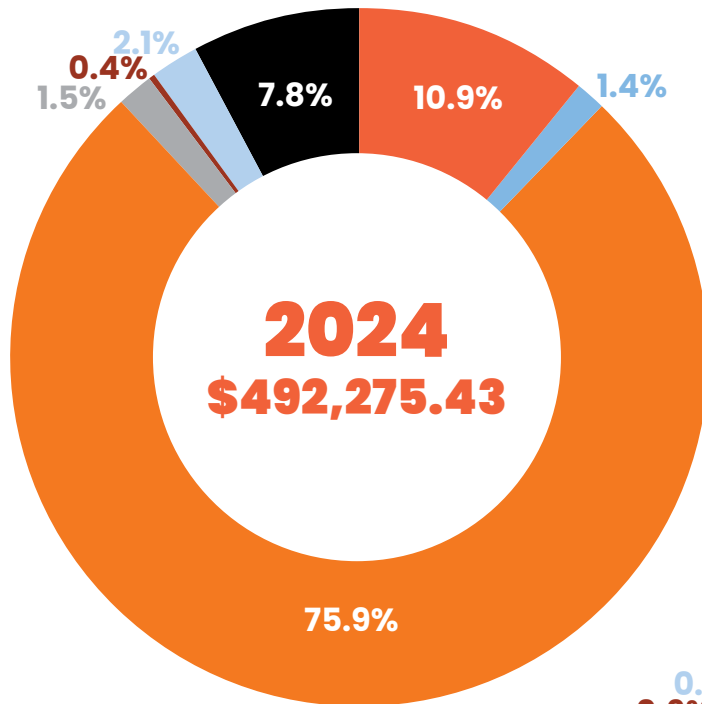
FINANCIAL REVENUE

- Outreach
- Fee for Service
- Dontations
- Adoptions
- Critical Care
- Fundraising
- Other
- Grants
- License Fees



FINANCIAL EXPENSES

- Animal Medical Costs
- Outreach
- Wages & Benefits
- Shelter Supplies
- Fundraising Expenses
- Other
- Administration & Building



ANIMAL STORY

TUNA

At 12 years old, Tuna arrived at WAG when his family could no longer care for him due to concerns about his behaviour, including a reported bite incident, left his future uncertain. With limited options and euthanasia being considered after the local shelter could not take him due to his "aggressive behavior," a vet clinic reached out to us as his last chance. We were grateful for the opportunity to step in and help this senior dog.

Upon assessment, it became clear that Tuna wasn't aggressive, he was a sweet little dog in significant pain. He suffered from severe dental disease, a heart murmur, obesity, sore joints, and overgrown nails. Thanks to the generosity of our supporters, we raised the funds needed for a specialist dental procedure to address his pain, as his heart murmur required extra care.

With the right medical treatment and the love of an amazing foster home, Tuna blossomed into a happy and healthy boy. His foster family brought him everywhere with them.

In February 2024, Tuna found his perfect forever home with a family who cherishes him and is dedicated to giving him the golden years he deserves. His new mom shared, *"I'm so insanely happy to call him mine, and he's going to be the most spoiled dog ever."*

We are always overjoyed when people open their hearts to senior animals. Tuna's story is a testament to the power of compassion, care, and second chances.



OUR INCREDIBLE SPONSORS

Without the support of sponsors and partners, our events, programs, and animals would not thrive. We extend our heartfelt gratitude to these invaluable contributors who make it possible for us to fulfill our mission and make a positive impact in the lives of our animals.

DOUBLE BLACK DIAMOND \$10,000+

Zogs Whistler
Moguls Coffee House, Whistler
FirstMate Pet Foods

BLACK DIAMOND \$5000+

LO'B Creative
Alice + Brohm Ice Cream Co.

BLUE SQUARE \$1000+

Whistler Happy Pets
Bravo Dog Behavioural Health
Whistler Dog Nanny
Pan Pacific Hotel
Made with Love - Bandannas by Denise
Coast Mountain Brewery
Dr. Dobias Healing Solutions
Firetail Pets
Janet Pashleigh Design

RESORT PARTNERS

RMOW
Squamish-Lillooet Regional District
Village of Pemberton

VETERINARY PARTNERS

Eagleview Veterinary Hospital
Pemberton Veterinary Hospital
Coast Mountain Veterinary Services
Mountainside Animal Hospital
Points East West Veterinary Services
Harmony Veterinary Services

RESCUE PARTNERS

Pemberton Animal Wellbeing Society

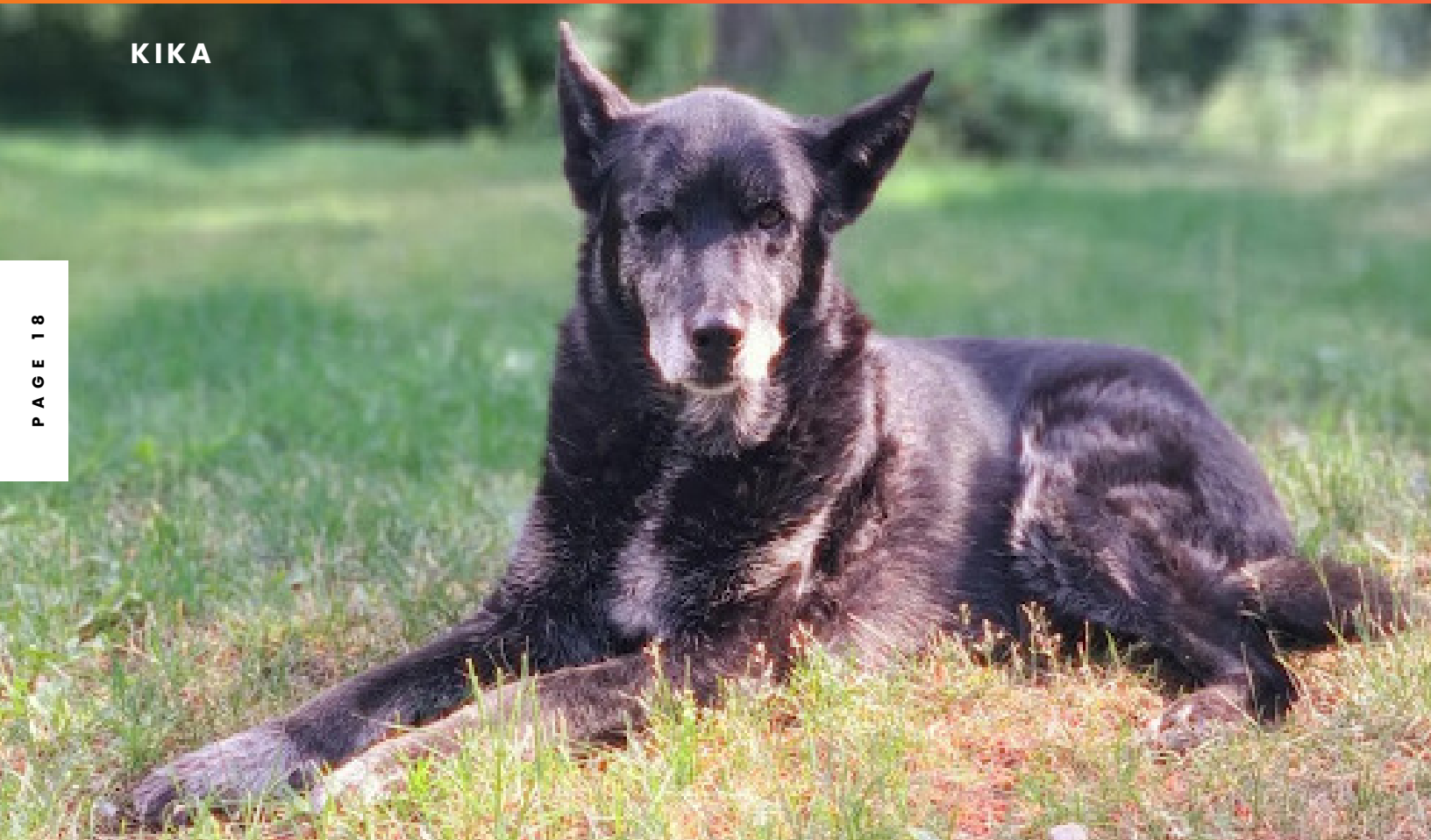


IN MEMORY

To the cherished companions who left us in 2024, your memory lives on in our hearts, forever a treasured part of the WAG family.

KIKA

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WHISTLER ANIMALS GALORE

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