



## **Société Québécoise pour la Défense des Animaux**

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**1976-2016 / 40 YEARS**

### **MEMBERS AND FRIENDS OF ANIMALS**

#### **MOVING CAMPAIGN 2016 – DO NOT ABANDONED YOUR PETS**

#### **THINK GLOBALLY AND ACT LOCALLY**

For 40 years, the QSDA did much for the animal cause. However, there is still much to do to improve the welfare and fate of animals, raise awareness about the animal world, preserve the wildlife heritage of Quebec and improve municipal regulations as well as federal and provincial legislation regarding animal rights.

However, we must mention that a big step has been made in the unanimous adoption by the Quebec National Assembly on December 4<sup>th</sup>, 2015 of Bill 54 that amends the legal status of the animal and establishes prison sentences for those convicted of animal cruelty. This bill is for Quebec and for SQDA a great victory, after 40 years of hard work. At the same time, we congratulate all organizations defending animals who have worked directly for this bill and its final adoption.

After this great victory, it is important not to give up and we must continue our work to have a better living environment for our animals. One objective of the QSDA is to counter the abandonment of pets in the approach of the great annual July 1<sup>st</sup> moving and raise awareness on this scourge; our principal activity towards this objective is the relocation campaign. An article in the magazine L'Express on Wednesday, August 7<sup>th</sup>, 2013 headlined: The number of abandoned animals has doubled in July. The Express described a situation that was happening on the South Shore of Montreal. Also, they stated that The Animal Services of the South Shore welcomed during winter on average between 150 and 200 abandoned or stray cats per month. We hope that this situation is not similar in other regions of Québec and, if so, we would like our 2016 Relocation Campaign enables to decrease the number of pets abandoned. Certainly, we would like to read in the newspapers that the number of dropouts this year decreased by half.

This year, members and grantees from all regions of Quebec, in addition to participating in our removal campaign, will send us any information, such as copies of newspaper articles, magazines or other media related to abandoned pets during the moving period. This information will be very useful for QSDA to analyze the results of our campaign, positive or not, and adjust future QSDA activities to counter the abandonment of pets. We wish you good luck in collecting information on the situation in your area and sent it to QSDA.

As you can see, the problem of pets abandonment which is happening mainly in the period of the big move from the end of June to early July remains throughout the year. Note that there are also, but to a lesser extent, dropouts pets without the main cause being connected to moves. Thus, our campaign will always be annual, but on a continual basis. We are aware that the removals come from the vast majority in June and July, and that most pets are left behind during this short period. However, several moves happen during the rest of the year and we will raise awareness of population especially in our quarterly newsletters and through mouth to ear all year. Finally, this campaign will be on a smaller scale during the winter season when the moves are at their lowest level.

Our campaign aims to counter the abandonment of pets that occurs during removal in all regions of Quebec. The means used are first, the posters of the relocation campaign with the theme "You're moving! ... Did you forget me? ... ". These posters represent a signed drawing by Frédéric Back, who died at the end of 2013, and it is very representative. These posters were printed in two formats: 8½ x 11 in. and 11 x 17 in. In addition, we will use the QSDA T-shirts that represent the same design and the same theme. Finally, other means will be added over time and will be based on available resources from donations of our members.

To do this, we ask members of the QSDA and all friend (s) of animals to participate in this campaign. For your participation, we will provide you the means mentioned above which were used during the relocation campaign for the last ten years. However, this campaign was mainly in the Montreal area and it had a very low impact in other regions of Quebec. Since 2014, this campaign is ongoing throughout the year and in all regions of Quebec who have the same problem concerning the abandonment of pets during moves.

In order to raise awareness, you can use the posters 8½ x 11 in., letter size, as follows:

- 1) Place the poster in a display, preferably in a public area;
- 2) Gave up posters to family and friends by mentioning them our goals so that they can use them adequately and for good visibility in the workplace and leisure.

We will also provide for interested members and grantees one or more T-shirts to do the same promotion and the same awareness. We ask you to put your T-shirt as many times as possible so as to sensitize the society for animal welfare and rely also on one or more of your family or friends who are adopting the animal cause. Members can also sell T-shirts to fund their activities to help animals in their region or return the funds or part thereof to QSDA for financing this campaign because every activity has a cost.

You will be able to order the number of posters (8½ x 11 in. or 11 x 17 in.) and the number of T-shirts (S-M-L-XL) on the QSDA donations form that is included with this letter. We are confident that this campaign will have a positive impact on the number of abandoned animals throughout Quebec during moves and also to the pet owners whose responsibility is to ensure their welfare.

In 2015, we put up posters in the greater Montreal area and we met with members to use their posters and T-shirts. Most people appreciated this approach and we have received encouragement for our work. In addition, much work has been done in the area of St-Eustache for this awareness campaign using the means provided by the QSDA. Finally, several members from different regions of Quebec have ordered T-shirts to participate in this campaign and we thank them for their work. We will continue to contact members and donators of QSDA to participate in this awareness directly with their posters and T-shirts. We call this volunteer work PARTICIPATION.

Analysis of the 2015 results allows us to conclude that much work has been done in the Montreal area, St-Eustache, Quebec, Rivière-du-Loup, Granby and to a lesser extent, in other Quebec regions. It should be mentioned that much work is done in the Montreal area, for it is the city where the QSDA emerged. As for St-Eustache, work done in this area comes from the fact that one of our members took responsibility for the removal of campaign activities in this region and we are confident that the results will be positive in the medium and long term. Our goal is to appoint officials in every region of Quebec (Quebec, Sherbrooke, Trois-Rivières, Gatineau, Estrie, Laurentides, Lac St-Jean, etc.) to represent the QSDA and take action to help animals. We ask our members to indicate their interest on the donation form.

In 2016, another task for QSDA members and donators is to combine all information relating to the abandonment of animals that are found in newspapers and other media in their respective region and send it the QSDA. We'll let you know the results of the abandonment of pets following the analysis of the information received from our members and donators.

We do not believe we ask you too much, because you only need a few hours of volunteer work to promote the relocation campaign with a drawing of Mr. Frédéric Back, or by placing the poster for public view or wearing the T-shirt while walking, running or chatting. Mr. Frédéric Back worked all his life for animal rights and environmental protection in order that people and animals live in harmony. We are not asking the impossible, but only to make an effort according to your abilities and good will. PARTICIPATING IS ALREADY POSITIVE.

In our organization:

- We help;
- We raise awareness in the population;
- We inform;
- We help each other;
- We educate people.

And that, for the welfare of pets and wildlife protection.

Remember the following:

- THINK GLOBALLY AND ACT LOCALLY;
- PARTICIPATE FOR ACTION, THIS IS POSITIVE;
- CUMULATE INFORMATION ON THE ABANDONMENT OF DOMESTIC ANIMALS IN ALL REGIONS OF QUÉBEC.

For more information, you can reach us by phone at (514) 524-1970 or by email at the following address: [sqda1976@gmail.com](mailto:sqda1976@gmail.com). We will respond in the shortest possible time so as to maximize the volunteer work in all regions of Quebec.

We wish you good luck as volunteers and a great summer. Enjoy the nice weather, walk in nature with your favorite animal and enjoy the wildlife.

Please accept, dear members and friends of animals, our cordial greetings.

Ghislain A. Arsenault  
President of the QSDA