



OHS Animal Welfare Club

A Guidebook for Starting a Club in Your School



INTRODUCTION

OHS Animal Welfare Club

Dear teacher volunteer,

Thank you for bringing humane education into your school! The Ottawa Humane Society's *Animal Welfare Club* is an extra-curricular program available for Grade 6-8 students in Ottawa-area schools. This program is designed to inspire students to learn more about a variety of humane education topics and take action on local issues related to animal welfare in their community.

Each OHS *Animal Welfare Club* chapter is led by a teacher volunteer, like you! This package contains guided plans and comprehensive learning materials that will help your students lead a successful club in their school. OHS coordinators: humane education are always available to provide support for teachers and club members and will be actively involved in helping your students achieve their goals throughout the year.

In June, the Humane Education team will host an *Animal Welfare Club Conference* at the Ottawa Humane Society, where your students will be invited to celebrate the success of their club throughout the school year with other likeminded students in Ottawa.

The main goals of the *Animal Welfare Club* are to:

1. Help build a more humane community for all animals.
2. Help students understand their relationship with animals in the community.
3. Encourage students to develop enhanced communication, organization and leadership skills.
4. Inspire and empower students to act upon their beliefs related to animal welfare issues in their community.

Thank you again for supporting your students and bringing animal awareness into your school. We greatly look forward to working with you throughout the school year. We wish you the best of luck in launching a successful club!

Respectfully,

OHS Coordinators: Humane Education
humaneeducation@ottawahumane.ca
(613) 725-3166, ext. 235



CLUB REQUIREMENTS

OHS Animal Welfare Club

Once an official partnership between a school and the OHS has been established, coordinators: humane education will begin to support you in launching the club in your school.

Each club should have between ten and fifteen students to function effectively. Once the club roster is full, a regular bi-weekly meeting time and room location should be established (during lunch or after school hours), for approximately 45 minutes. This regularly scheduled time is at the discretion of each school (based on pre-existing extra-curricular activities, space and teacher availability).



Role	Responsibilities
Teacher Volunteer	<ul style="list-style-type: none">• Attend bi-weekly meetings• Supervise club meetings• Liaise with coordinators: humane education• Support and approve club initiatives• Coordinate club initiatives within the school• Attend the annual conference hosted at the OHS
Co-Leaders	<ul style="list-style-type: none">• Lead club meetings• Ensure club members have a chance to express their ideas freely
Club Secretary	<ul style="list-style-type: none">• Take notes during meetings• Share important information with the rest of the club
All Club Members	<ul style="list-style-type: none">• Attend semi-monthly meetings• Elect club co-leaders and secretary• Actively participate in club meetings• Host at least one event/initiative throughout the year• Attend the annual conference in June
OHS Staff	<ul style="list-style-type: none">• Support teacher volunteer and club members as needed• Prepare and distribute program learning materials• Prepare certificates for club members• Host annual conference in June

**For the typical school year, the club will operate from October through May with the annual conference taking place in June.*

CLUB REGISTRATION

OHS Animal Welfare Club

Teacher Volunteer/School Contact Information

School Name: _____ School Address: _____

Teacher Name: _____ Teacher Phone Number: _____

Teacher Email Address: _____

Club Members

Please include the full name and email address of each club member.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Thank you for starting an OHS Animal Welfare Club in your school! You can submit the completed form by email to humaneeducation@ottawahumane.ca or by fax at 613-725-5674. We will send along an official welcome email once this form is received by our humane education team.

Teacher Signature: _____ Date: _____



WHAT IS ANIMAL WELFARE?

OHS Animal Welfare Club

Animal welfare groups seek to improve the treatment and well-being of animals. They believe that people can humanely use animals for food, clothing and recreation as long as they provide:

- Responsible care;
- Proper nutrition;
- Disease prevention and treatment;
- Humane handling;
- Proper housing;
- And humane euthanasia (when required).

On the other hand, animal rights groups believe that animals have intrinsic rights and **should not** be used by people for:

- Food;
- Clothing;
- Medical research and experimentation;
- Entertainment;
- Recreation (including horseback riding, hunting and the keeping of pets).



People for the Ethical Treatment of Animals (PETA) and the Animal Liberation Front (ALF) are two well-known examples of animal rights organizations.

The Ottawa Humane Society is an animal welfare organization.

The OHS helps close to 10,000 animals each year, providing food, water, shelter, medical attention and affection, and encourages pet owners to do the same. The OHS cares for more than dogs and cats – they also care for rabbits, mice, rats, guinea pigs, chinchillas, birds and more! The OHS champions treating every animal in a kind and humane manner.



CLUB TIMELINE

OHS Animal Welfare Club

This timeline is based on a full school year of operation for your club, running from October through May (14 meetings total). Review the headings below to keep your club on track and refer to the sample discussion topics to guide your club meetings. *Please note that this timeline is approximate and can always be adjusted based on the needs of your group. If your club is going to have a shorter duration, you can simply use this timeline as a guide.*

MEETING 1 - WELCOME

New club members get to know each other and begin the process of electing two co-leaders and a club secretary. The election of these roles should be based on experience and demonstrated commitment to the club's goals. Those who wish to run for one of the three lead roles will prepare a brief speech to present at the second meeting and all club members will take a vote to elect their peers for these roles. During this meeting, the teacher volunteer confirms regular meeting time, dates and location with club members.

Discussion Topics:

1. Why did you join this club?
2. Do you own any pets?
3. What does animal welfare mean to you?

MEETING 2 – CLUB VOTE

Each candidate interested in a lead role will explain why they are a suitable choice before the club votes. Teacher volunteer facilitates a club vote. Co-leaders and secretary are elected.

Discussion Topic:

1. What are some important animal welfare issues in your community?

MEETING 3– CHOOSING YOUR PATH

Club members choose three animal welfare topics/issues they want to focus on this year. Club members break into groups to discuss and research the three topics.

NOTE: *Research can be completed at home.*



MEETING 4– CHOOSING YOUR PATH

Club members split back into their groups to share their research. Each group works together to combine their research into a short presentation to share with the rest of the club the following week.

Discussion Topics:

1. How are these issues impacting the students at your school or the people in your community?
2. Do most students in your school know about these issues and how they can help?

MEETING 5 – SELECTING A CAUSE

All three groups present the information on their topics to their fellow club members. They can use handouts, PowerPoint, posters, props, etc. Collectively, club members decide which primary topic they want to proceed with taking action on as a group.

MEETING 6 – LEARNING MORE

Club members look more closely at the topic they've selected. They come up with ideas on how to raise awareness and educate their peers about the topic.

Discussion Topics:

1. What is the message we want to share?
2. How can we accomplish this?

MEETING 7 – BRAINSTORMING

Club members continue to brainstorm ways to take action on the topic and educate other students. Use the **Brainstorming Worksheet** included in the appendix of this guide as a tool to keep you on track (Appendix 2).

Discussion Topic:

1. How can we raise awareness on this topic and how we can educate others around us?



MEETING 8 – MAKING A PLAN

Club members finalize their ideas. Club members divide up roles and responsibilities to get the project going.

Discussion Topics:

1. What are we going to do?
2. What do we need to do it?
3. Who should we consult?
4. Why is this important?

MEETINGS 9, 10 & 11 – PROJECT DEVELOPMENT

Club members work together to prepare a project plan and get ready to launch the project.

MEETINGS 12 & 13 – MAKING A DIFFERENCE

Club members launch their project in their school/community.

MEETING 14 – DEBRIEF

Club members discuss their experience throughout the year and all that they've accomplished. Club members share what they think other students were able to retain from what they brought forward and the impact of their project in the school. Based on these discussions, club members prepare a five to ten minute presentation to share with students from other clubs at the annual *OHS Animal Welfare Conference* in June.

Discussion Topics:

1. How did everything go? Did our fellow students learn anything about the topic?
2. If we could do it all again, is there anything we would do differently next time?
3. How can we continue to be animal welfare advocates in the community?

MEETING 15 – THE GRAND FINALE

Club members share and celebrate their success at the *OHS Animal Welfare Club Conference* (hosted at the OHS).



KEEP IN TOUCH!

OHS Animal Welfare Club

Let the humane education team hear about the triumphs and challenges of your club. This gives the OHS an opportunity to recognize your club's efforts, so don't be shy! They love to receive photos and stories that show club members having a good time while creating awareness about issues that matter to them.

Send Photos

Teacher volunteers and club members are encouraged to send photos throughout the year that can be shared on the OHS website and social media pages. Photos can be sent my email to humaneeducation@ottawahumane.ca. Of course, all shared photos require parental consent. Please see the **Model Release Form** included in this guide (Appendix 1).



BRAINSTORMING

OHS Animal Welfare Club

It's easy for young animal advocates to brainstorm several animal welfare topics that interest and inspire them. Your club members are encouraged to use the **Brainstorming Worksheet** included in this guide (Appendix 2).

Here are some other tips to keep you on track...

1. Do your research and find a topic that inspires you. A good place to start learning about animal welfare topics that are relevant to our community is on the OHS website at: <http://www.ottawahumane.ca/about-us/media/position-statements/>.
2. In order for your club to be successful, it will be important to pick one topic with a clear message and goal.

Here is an example of a topic that is too broad:

- "Pets Need Our Care!"

While pets do need our care, this topic does not have a clear take-home message. What does this club want people to do or change about the way that they care for their pets?

Here is an example of a topic that is clear and specific:

- "Indoor Cats Live Long and Healthy Lives!"

This awareness campaign has a clear message. The message encourages pet owners to keep their cats indoors, to ensure that they live long and healthy lives.

Once your club has agreed to focus on one animal welfare topic, it's time to brainstorm the different activities and/or events that your club can plan. Planning activities and events will help your club raise awareness at school about the animal welfare topic you've selected. Included in the following pages are some tips for creating successful:

- *Letters*
- *Brochures & posters*
- *Petitions*
- *Presentations & videos*
- *Fundraising events*

Remember! Your club is not limited to the suggestions and tips in this guidebook. Be creative and use your own unique skills to get your project going.

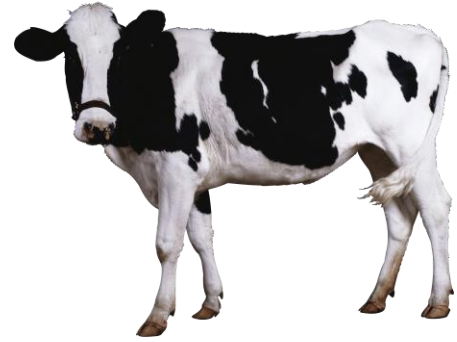


LETTER WRITING TIPS

OHS Animal Welfare Club

Letters can be a persuasive and powerful tool for you to use. You are encouraged to write letters to those who have a direct impact on how animals are treated. Some examples may include:

- Writing to large corporations who test their products on animals.
- Writing to the mayor or a city councilor about a local by-law (e.g. the use of animals in entertainment).
- Writing to your local newspaper to educate the community on an animal-related public issue (e.g. not leaving dogs in hot cars).
- Writing to your local Member of Parliament (MP) about a legislation in need of change.
- Writing to a local farm that treats food animals inhumanely before they go to market.



When writing a letter it's important to format it in a way that is easy for the recipient to read. With that in mind, be sure to include the following:

Date

Your Name and Address

Recipient Name and Address

Salutation

Do not refer to the recipient by their first name. For example, you can use "Dear Mr. Smith."

Body Text

Introduce yourself and state why you are writing this letter. Explain your animal welfare issue and why you are passionate about it. Use facts and be concise. Feel free to personalize your letter and explain what your club is doing to help make a difference and encourage the recipient to learn more about the issue themselves before they take action.

Signature

Sign your name and print/type it again underneath. For example:

Sincerely,

A handwritten signature in black ink, appearing to read 'Kristen Brooker'. The signature is stylized with a long horizontal line extending from the end.

Kristen Brooker



CREATING A BROCHURE/POSTER

OHS Animal Welfare Club

Brochures and posters are a great way to share information with a large group of people. They can be handed out to your classmates after a presentation, as a part of a bake sale or even by themselves.

Here are some tips to help you with your design...

Layout

- Use a free template on Microsoft Word, Microsoft Publisher or Canva (www.canva.com).
- Keep it clean and easy to follow for readers.
- Limit text and use photos to grab attention.

Size & Style of Text

- Make important words or text a bit larger, so they stand out (e.g. title).
- Use a maximum of two different fonts, one for the title/headers and another for the body text.

Images & Graphics

- Use clear images that are not fuzzy or too small to see.
- Use complementary colours that are consistent throughout.



Title & Text

- Create a catchy title that will draw readers in.
- Write your text separately before you begin designing the brochure/poster. That way you will know what you need to make room for.
- Ensure that the content is age-appropriate for your audience (younger vs. older students).

Message

- As always, focus on your message and goal. Make sure it's clear what you want recipients to do once they read the brochure/poster (e.g. make a donation, sign a petition or attend an event).

Check with your club's teacher lead! Most brochures and posters require approval before they are distributed or displayed in a public place.

OHS Animal Welfare Club

1. Focus on the issue that you want changed and clearly define who will be receiving this petition.
2. Establish a deadline and the number of signatures you need.
3. Make sure that people know their personal information will not be shared with anyone other than the intended recipient.
4. Leave room for people to neatly print their personal information (i.e. names, addresses and signatures).
5. Have clip boards and pens on hand when you are encouraging people to sign.
6. Complement your petition with an informative brochure/poster.
7. Be prepared to defend your position on the topic. You must be able to speak about the issue and bring forward examples/research to support your goal.



Remember! Not everyone will want to sign your petition and some people might disagree with you. Everyone has a right to their own opinion, so be polite and treat everyone with respect.

A photograph of a blank petition form on a clipboard. The word "PETITION" is printed in large, bold, black capital letters at the top center. Below it, there are two horizontal lines. The first line is labeled "Name" on the left and "Phone" on the right. The second line is a solid horizontal line. Below these lines, the form is divided into two columns by a vertical line. The left column is wider than the right column. A silver and gold fountain pen is lying diagonally across the left column. The clipboard is resting on a light-colored wooden surface.

Most petitions require more than just a name and phone number. Details can be found on the City of Ottawa website at <http://ottawa.ca/calendar/ottawa/citycouncil/occ/2010/12-08/GOV%20Doc%2011%20-%20Petition%20Policy.htm>.



PRESENTATIONS & VIDEOS

OHS Animal Welfare Club

Presentations and videos are a great way to reach large audiences with detailed information about your topic. Effective presenters are passionate, energetic, knowledgeable and well-spoken. A good way to get started with planning your presentation or video is to reflect on other presentations and advertisements that have made an impact on you. What was it about them that made them stand out?

Visit the OHS YouTube channel at <https://www.youtube.com/user/OHSWalkathon> for inspiration.

Here are some tips to help you with planning your presentation or video...

Storyboard

- A storyboard is a great way to plan out how your presentation or video will run. We recommend using the free online storyboard tool on Canva to get started: <https://www.canva.com/create/storyboards/>.

Script

- Once your visual story board is created, you should begin working on the script.
- Keep focused on your message and goal to ensure that you don't lose your audience's focus throughout.

Establishing Roles

- Select which club members will participate as actors in the presentation or video. Keep in mind that for presentations, actors must be comfortable performing in front of a live audience.
- Other roles might include, camera operator, director, prop/costume design or script supervisor.

Practice

- Practice, practice, practice! This is an important part of making your presentation go smoothly and is the best way to work out any logistical issues before filming takes place.

Gathering Supplies

- Make a list of all the props, costumes and supplies you need.
- Establish a budget for how much you will spend on supplies and stick to this budget.
- Stores like Value Village are a great place to find inexpensive costumes and props that can be donated back once your project is complete.

Filming – Video Only

- A video isn't filmed in one take. You will need to film each scene individually.
- Rely on your storyboard and plan in advance.
- You might need to do more than one or two takes to get it right.



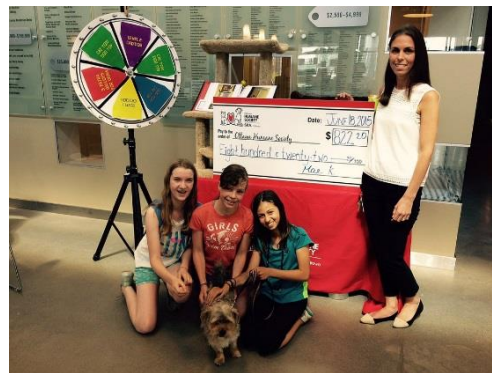
FUNDRAISING EVENTS

OHS Animal Welfare Club

The OHS is a not-for-profit organization that cares for close to 10,000 animals every year that need food, water, shelter, medical attention. Everything the OHS does to help animals is made possible by generous donations from members of the community. Donations are collected online, in-person or by mail. The OHS also relies on in-kind donations from our Wish List to care for the animals in need (<http://www.ottawahumane.ca/donate/wish-list/>).

Here are some great fundraising event ideas students have hosted in the past:

- *Bake sales*
- *Craft sales*
- *Garage sales*
- *Pizza lunch*
- *Lemonade sales*
- *Pajama or hat day (by donation)*
- *Blanket/towel drive*
- *Pet supply drive*
- *Movie day (by donation)*
- *Recess walkathon*



Here are a few other tips to keep you on track with planning a successful fundraiser at your school:

1. **Set a Fundraising Goal:** Make your goal realistic and attainable. You can use the chart below to see how much it costs to care for an animal in need at the OHS.
2. **Make a Plan:** We encourage you to use the **Fun with Fundraising: Brainstorming and Event Plan Worksheets** (Appendices 3 & 4) at the end of this document to plan your fundraising event. You can also visit <http://www.ottawahumane.ca/get-involved/special-events/hold-an-event-for-the-animals/> to learn more about holding a fundraising event for the animals at the OHS.
3. **Advertising:** Once you've made a plan, be sure to promote the date/time of your event at least a few weeks before. This ensures that your fellow students have enough time to bring money with them to school on the day-of.

Donation Drop-Off: Once you've held your fundraising event and collected funds, email humaneeducation@ottawahumane.ca to arrange a time to have your donations picked up by a volunteer. During the OHS *Animal Welfare Conference*, the humane education team can take a photo of your club members with an OHS animal and a large OHS cheque (pictured above).



ANNUAL CONFERENCE

OHS Animal Welfare Club

There are multiple chapters of the OHS *Animal Welfare Club* in Ottawa and it's important that as the school year ends, we celebrate each club's accomplishments. Your entire club will be invited to attend the annual *Animal Welfare Club Conference* at the OHS in June.

During the conference, you will have the opportunity to meet like-minded club members from other schools, learning about the topics they chose to focus on throughout the year and how they accomplished their goals.

Prior to attending the conference, your club should prepare a short five to ten minute presentation to share with the other students about your work throughout the school year and select one or two members to present that day.

Awards will be given out to students with outstanding achievements, followed by a pizza lunch, club photos, a behind-the-scenes tour of the OHS and of course, visits with a few OHS animals.



Appendix 1: Model Release Form



Model Release Form

I give the Ottawa Humane Society permission to use my child's name, video or photograph for publicity or promotional purposes for the Ottawa Humane Society without any obligation to me or my child. I understand that these may be used on the Ottawa Humane Society's website, in print, electronic media, social and/or community newspapers for the promotion of programs and services. I give the Ottawa Humane Society permission to photograph, reproduce, and use my child's artwork, written work, and other reproductions of physical likeness for the promotion of Ottawa Humane Society programs and services.

Parent Name: _____ **Signature:** _____ **Date:** _____



Appendix 2: Brainstorming Worksheet

Brainstorming Worksheet

1. What are your project goals? What do you wish to accomplish? Check all that apply:
 - ☐ To raise awareness
 - ☐ To raise funds
 - ☐ To change laws
 - ☐ To educate
 - ☐ Other:

2. Who is the audience you would like to reach through this project? Check all that apply:
 - ☐ Fellow students at our school
 - ☐ Teachers
 - ☐ Parents/siblings
 - ☐ The general public
 - ☐ Other:

3. What might your audience already know or *think* they know about your topic?
Example: Our fellow students have probably never thought about why getting a puppy or kitten from a store isn't a good idea. They probably think that all puppies and kittens in pet stores are treated well.

4. What do you want your audience to know or to do?
Example: We want our audience to know that when your family is ready for a pet, the best place to get a pet is from a humane society, shelter or rescue organization.

5. What are your strategies for accomplishing your goal?
Example: Our club will spread the message "Adopt, Don't Shop" by making posters to hang in the hallways of our school.

6. What supplies do you need in order to make this project successful and meet your goal?





Fun with Fundraising!



Event Name: _____

Group Member Names: _____

WHO?

*Who do you want to participate in
your event?
How will you get the word out?*

Our goal is to raise

\$ _____

for the animals at the OHS.

WHAT?

Describe your event idea.

WHERE?

*Where will you hold your
event?*

WHEN?

*When will you hold your
event?*

WHY?

*Why do you think this idea
will work?*



Appendix 4: Fun with Fundraising – Event Plan Worksheet

Fun with Fundraising – Event Plan Worksheet

Use the table below to list the tasks that must be completed as a part of planning your fundraiser.

Assign club members to be responsible for each task.

- For example – *A bake sale requires the use of at least one table. Decide who will coordinate getting a table for your fundraiser.*

Event Name	
Event Location	
Date and Time of Event	

Task	Responsibility	Due Date