

Canadian Horse Breeders Association

ANNUAL REPORT 2020



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The Convoy...

An association is a bit like a train.

First, you need rails. The smooth running of the convoy depends on them being straight, and strong, so no negligence! Thus, sound governance, supported by clear administrative regulations, a solid financial record, and optimal and functional operating processes, guarantees a bright future.

Then the locomotive! This is the engine. Without it, nothing moves! It could be, of course, the board of directors who volunteer for the cause. But it's also about you, the members! Without you, no *raison d'être*, no motivation, no inspiration, no legitimacy. You are the glue of this association, its backbone! The future of the Canadian Horse passes through you, through your involvement, your support, and your loyalty!

Then come the cars. One by one, methodically, they attach themselves to the convoy to make it a cohesive whole. Each idea turns into ambition, each ambition turns into a project, each completed project is added to the previous ones, and so history is written!

The stronger the locomotive, the more cars there will be, and the more passengers we will be able to carry.

I am happy to report that we are firmly on the right track.

Katy Harrouart,
Chairwoman

Administration Council 2020



Katy Harrouart
President
Director QC



Normand Litjens
Vice-president
Director QC



Claude Richer
Secretary
Director QC



Carole Grégoire
Director QC



Michel Allen
Director QC



Lisa Tardif
Director QC



Monique Boucher
Director ON



Heidi Eijgel
Director West
and USA



Deirdre Pickerell
Director West and
Maritimes

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Goals and Mission

1

The **Canadian Horse Breeders Association (CHBA)** is a non-profit organization established under the Animal Pedigree Act (APA). It is subject to federal regulations.

The association aims and mission:

- The registration of all animals belonging to the Canadian Horse breed,
- Promotion and maintenance of standards defining the breed,
- Providing services to Canadian horse breeders,

All in a perspective of constant improvement of the breed.



Links with the Canadian Livestock Records Corporation (CLRC)

The CLRC is mandated by the CHBA to manage the breed registry, as well as to maintain the membership database.

Accomplishments 2020

2

Governance :

- ❖ **8 board meetings** held by videoconference.
- ❖ **Analysis of existing processes** (CLRC and Gestion BF).
- ❖ **Redesign of all official forms.**
 - Updating;
 - Clarification and standardization;
 - Revision of the French translation.
- ❖ Review of the **procedure for welcoming** new members.
- ❖ Update of the **life membership database** and weekly verification of CLRC membership reports.
- ❖ More intensive use of the **Paypal account** to facilitate membership renewal.
- ❖ **Analysis of CLRC management costs** and validation of the various invoicing processes. Some decisions have been taken:
 - Price increases for certain services (requests rejected);
 - Increase of membership fees from September 1st 2021 (except junior members);
 - Registration fees remain UNCHANGED despite the loss suffered. The CHBA therefore continues to subsidize between \$60 and \$80 per registration for foals under 1 year of age.

Registry Management

- ❖ **Census completed** in 9 provinces and 3 territories of Canada and abroad (USA and Europe)
- ❖ **Update of the** Canadian Livestock Records Corporation (CLRC) **genealogy database** for horses declared deceased.

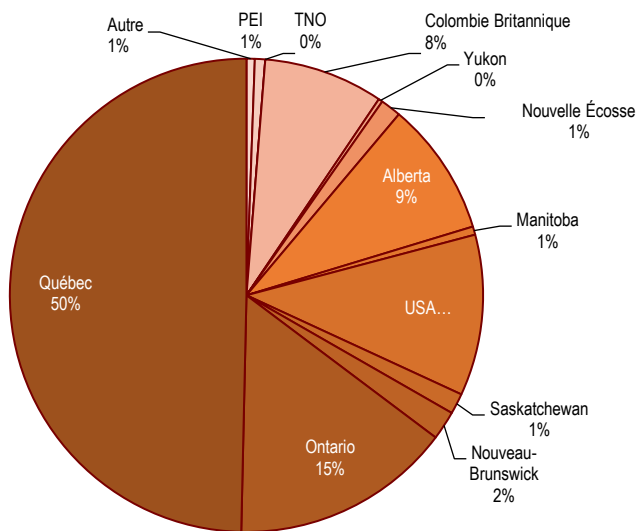
Communications

- ❖ **7 newsletters** sent.
- ❖ Complete **transformation** of **Le Cheval Canadien** Magazine.
 - New unilingual format;
 - Full-color;
 - More relevant topics;
 - Improved layout;
 - ⇒ Better readership.
- ❖ **Creation of information sheets** which summarize the processes and obligations for breeders, stallion owners and horse owners.
- ❖ Initiation of the redesign of the **website**.
- ❖ Creation of an **official discussion group** on **Facebook**.
- ❖ **Articles on the Canadian horse** published in 2 specialized magazines with a very high circulation rate: *Cheval Magazine* (Europe) and *Horse Illustrated* (North America)

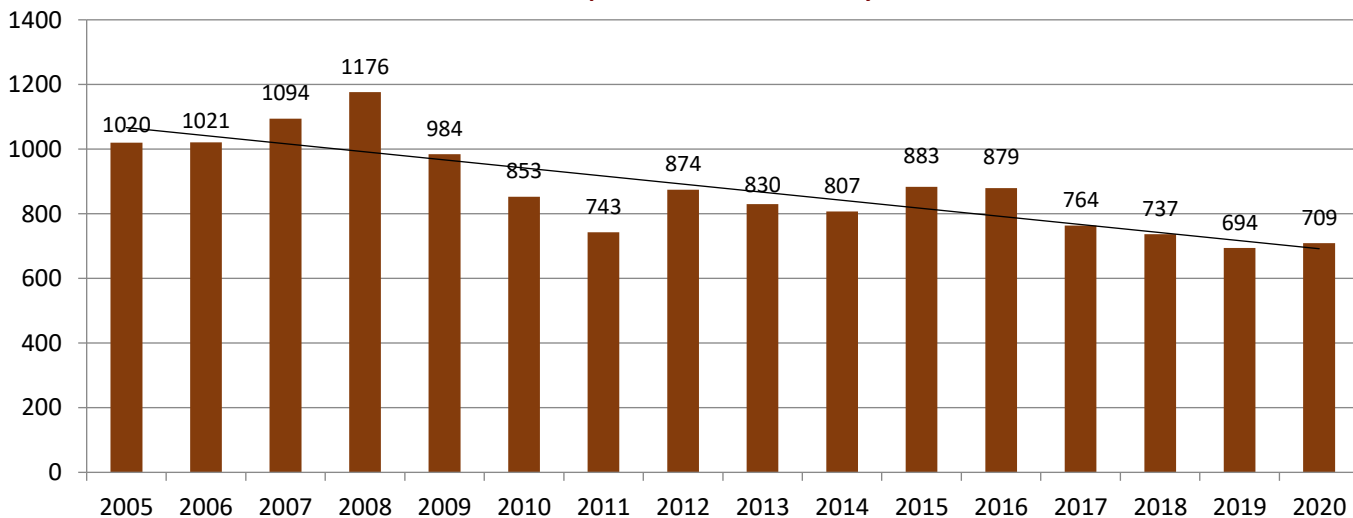
| | |
|------------------------------|---|
| 709 members in 2020 | ↑ |
| 592 active members | ↑ |
| 78 life members | ↓ |
| 34 supportive members | ↑ |
| 5 junior members | ↓ |

Number of horses under 26 years in the database:
7,519

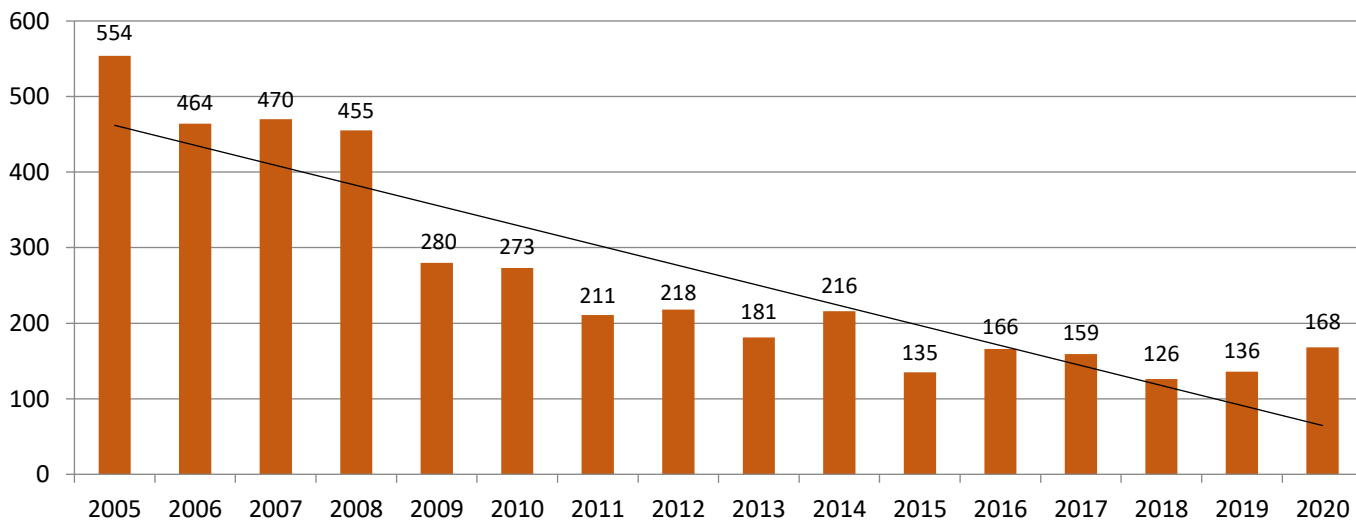
Geographical distribution of members



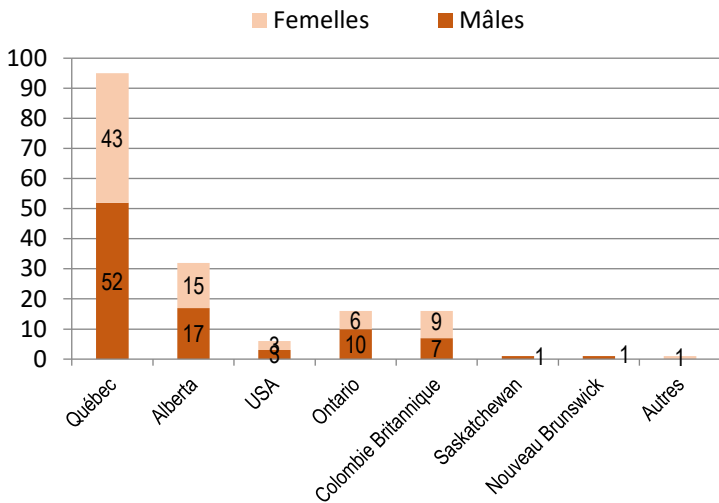
Membership trends over the last 15 years



Registration trends over the last 15 years

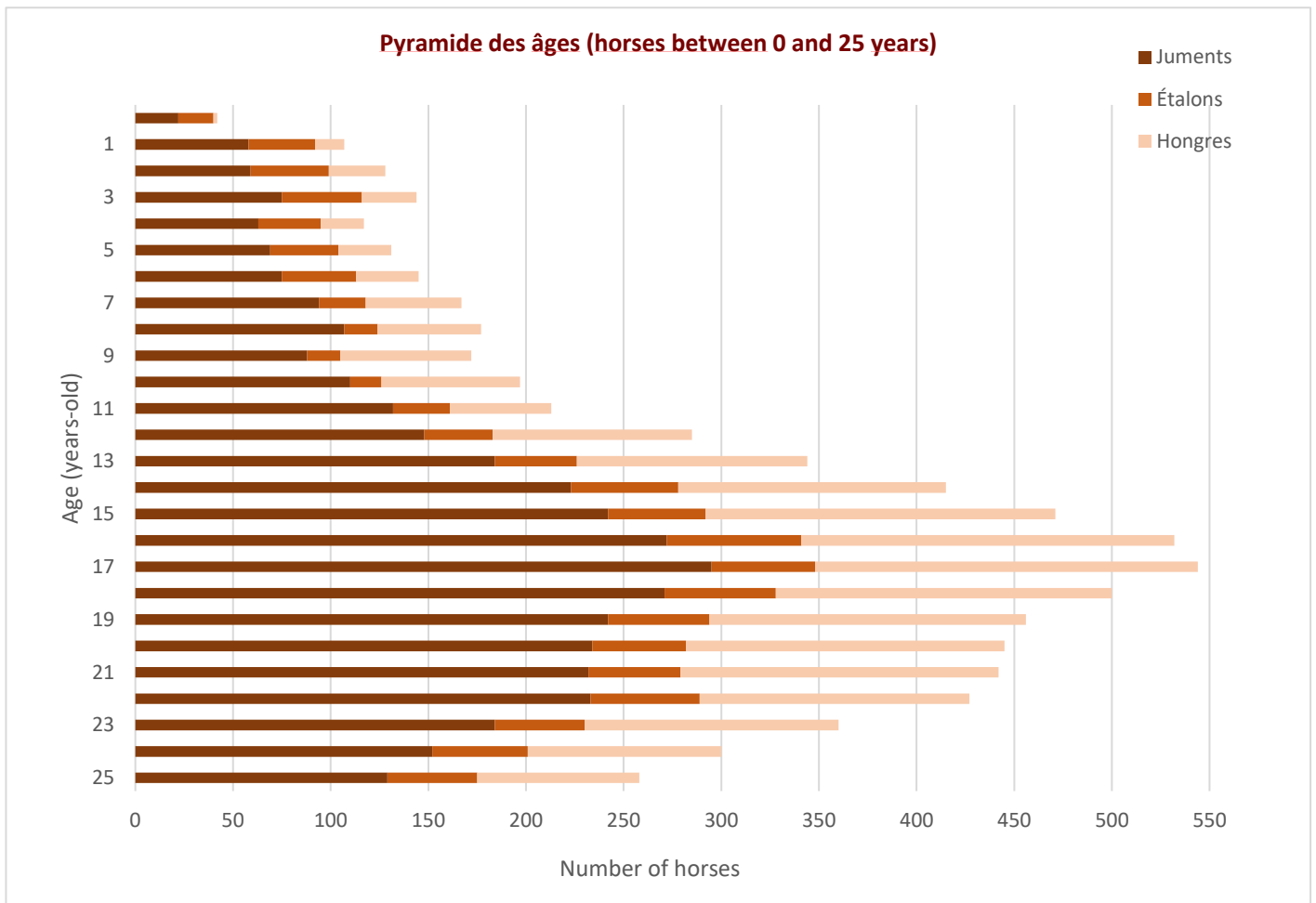


Registrations by province and sex



| | Mâles | Femelles | Total |
|----------------------|-----------|-----------|------------|
| Québec | 52 | 43 | 95 |
| Alberta | 17 | 15 | 32 |
| USA | 3 | 3 | 6 |
| Ontario | 10 | 6 | 16 |
| Colombie Britannique | 7 | 9 | 16 |
| Saskatchewan | 1 | 0 | 1 |
| Nouveau Brunswick | 1 | 0 | 1 |
| Autres | 0 | 1 | 1 |
| Total | 91 | 77 | 168 |

Pyramide des âges (horses between 0 and 25 years)



Average herd age from 0 to 25 years old:

15.55

(gelding, stallions and mares)

Number of mares of reproductive age (between 3 and 20 years old):

2,924

69 reports of stallions produced

190 stud mares

État des résultats 2020 / Statement of Income 2020

| PRODUITS / REVENUES | 2020 | 2019 |
|---|---------------|---------------|
| SCEA (1) CLRC (1) | 36 833 | 31 128 |
| Cotisations Memberships | 34 580 | 33 430 |
| Fonds mutuel Mutual funds | 1 631 | 1 527 |
| Gains (pertes) sur produits de placement Gain (loss) on Investment | 8 245 | 8 619 |
| Publicité (2) Advertising (2) | 350 | 750 |
| Articles promotionnels Promotional item | 55 | 140 |
| Autres revenus Miscellaneous | 22 | 76 |
| TOTAL | 81 716 | 75 670 |

- (1) Revenus d'enregistrements, de transferts de propriété, enregistrement de noms de troupeau, etc.
Income from registrations, transfers of ownership, herd names, etc.
- (2) Revenus de publicité du journal et du site internet.
Newspaper and website advertising revenues.
- (3) Site internet.
Website.
- (4) Cotisations payées aux autres associations provinciales et à l'USDF.
Membership fees paid to other provincial associations and to the USDF.
- (5) Coût du magazine (1 seul journal en 2020).
Cost of the magazine (only 1 magazine in 2020).
- (6) Coût annuel de la gestion de la SCEA
Annual cost of CLRC management fees
- (7) Coût des implants électroniques achetés directement au fournisseur.
Cost of electronic implants purchased directly from the supplier.
- (8) Entrepôt pour les archives de la SECC.
Warehouse for CHBA archives.
- (9) Les frais d'envoi des journaux 2020 ont été incrémentés dans ce compte.
Magazine shipping costs have been placed in this account.
- (10) Gestion BF + coût du comptable agréé pour les comptes de fin d'année.
Gestion BF (accountant) + cost of the chartered accountant for the end of year accounts.

| CHARGES / EXPENSES | 2020 | 2019 |
|---|---------------|---------------|
| Assemblée générale annuelle Annual General Meeting | 0 | 2 051 |
| Assurances Insurances | 790 | 796 |
| Communications (3) Communications (3) | 697 | 227 |
| Cotisations et affiliations (4) Subscriptions and memberships (4) | 849 | 418 |
| Créances douteuses Doubtful debts | 0 | 425 |
| Dépenses diverses Miscellaneous expenses | 142 | 495 |
| Documentation, brochures et publicité (5) Documentation, pamphlets and advertising (5) | 2 231 | 11 800 |
| Frais bancaires Bank charges | 1 211 | 1 036 |
| Frais de traduction Translation fees | 4 440 | 3 759 |
| Frais de gestion SCEA (6) CLRC management fees (6) | 42 467 | 31 304 |
| Honoraires du secrétaire Secretary fees | 0 | 817 |
| Implants électroniques (7) Electronic microchips (7) | 2 703 | 1 872 |
| Loyer (8) Rent (8) | 2 140 | 2 127 |
| Poste et messagerie (9) Mail and courier (9) | 1 848 | 6 470 |
| Représentation et déplacements Travel and representation | 0 | 390 |
| Services professionnels (10) Professional fees (10) | 5 242 | 4 972 |
| TOTAL | 64 760 | 68 959 |

| | | |
|---|--------|-------|
| Excédent (insuffisance) Surplus (deficiency) | 16 956 | 6 711 |
|---|--------|-------|

Bilan 2020 Balance Sheet 2020

| ACTIF / ASSETS | 2020 | 2019 |
|---|----------------|----------------|
| ACTIF À COURT TERME CURRENT ASSETS | | |
| Trésorerie Cash | 34 306 | 26 747 |
| Clients Accounts receivable | 220 | 250 |
| Stocks Inventories | 3 245 | 3 299 |
| Frais payés d'avance Prepaid expenses | 0 | 690 |
| | 37 771 | 30 986 |
| PLACEMENT INVESTMENT | 99 616 | 89 740 |
| | 137 387 | 120 726 |

| PASSIF / LIABILITIES | 2020 | 2019 |
|---|----------------|----------------|
| PASSIF À COURT TERME CURRENT LIABILITIES | | |
| Fournisseurs Accounts payable | 223 | 1 240 |
| Produits reportés Deferred revenues | 15 910 | 15 188 |
| | 16 133 | 16 428 |
| ACTIF NET NON AFFECTÉ UNRESTRICTED NET ASSET | 121 254 | 104 298 |
| | 137 387 | 120 726 |

Évolution de l'actif net Statement of Changes in Net Asset

| | 2020 | 2019 |
|--|----------------|----------------|
| Solde au début Balance, beginning of the year | 104 298 | 97 587 |
| Excédent (insuffisance) des produits sur les charges Surplus (deficiency) of revenues over expenses | 16 956 | 6 711 |
| Solde à la fin Balance, end of the year | 121 254 | 104 298 |



| REVENUS/REVENUES | Prévu |
|---|----------------------|
| Revenus d'enregistrement Registration revenues | 1 000,00 \$ |
| Revenus de transfert Transfert of ownership revenues | 10 500,00 \$ |
| Revenus Certificats et Mise à jour Certificates and Update revenues | 1 200,00 \$ |
| Revenus analyse ADN DNA tests revenues | 1 300,00 \$ |
| Revenus enr. Nom de troupeaux Herd names registration revenues | 500,00 \$ |
| Revenus divers Miscellaneous | - \$ |
| Revenus insc. Animal non enregistré Unregistered animal inscription revenues | 20 000,00 \$ |
| Revenus de cotisations Membership revenues | 38 000,00 \$ |
| Total revenu SCEA/CLRC | 72 500,00 \$ |
| Publicité - diverses Miscellaneous advertising | - \$ |
| Publicité - Journal Advertising newspaper | 2 000,00 \$ |
| Articles promotionnels Promotional item | - \$ |
| Revenus Transport Mailing revenues | - \$ |
| Revenus divers Miscellaneous | - \$ |
| Total revenu SECC/CHBA | 2 000,00 \$ |
| TOTAL REVENUS/REVENUES | 74 500,00 \$ |
| SURPLUS OU (DÉFICIT) | (2 810,00) \$ |

This budget was drawn up according to the following standards and facts:

- Study of forecasts and achievements for the past three years (2018, 2019 and 2020).
- Losses or interest on investment income have not been taken into account.
- The income trend is bullish.
- Membership fees are based on the membership of 690 paying members.
- The spending trend continues from year to year.
- All expenses considered superfluous have been cut and others have been renegotiated where possible. More savings are unlikely to occur in the short term.
- Communication costs as well as translation costs are high due to the complete overhaul of the website.
- Publication of 3 newspapers in 2021.

| DÉPENSES/EXPENSES | Prévu |
|---|---------------------|
| Loyer Rent | 2 200,00 \$ |
| Assurances Insurance | 800,00 \$ |
| Télécommunication Telecommunication | 8 000,00 \$ |
| Frais de bureau (SCEA) Management fees (CLRC) | 100,00 \$ |
| Poste & messagerie Mail and courier | 4 000,00 \$ |
| Photocopies & impressions Photocopies and prints | - \$ |
| Déplacements et représentations Travel and representation | - \$ |
| Cotisations Suscriptions and memberhips | 560,00 \$ |
| Impression du journal Newspaper printing | 7 000,00 \$ |
| Matériel promotionnel Promotional items | - \$ |
| Documents, brochures et publicité Documentation, pamphlets and advertising | - \$ |
| Frais réunion CA Board meeting fees | - \$ |
| Assemblée générale annuelle Annual General Meeting | - \$ |
| Frais d'enregistrement (SCEA) Registration fees (CLRC) | 30 000,00 \$ |
| Tests d'ADN (SCEA) DNA tests (CLRC) | 10 000,00 \$ |
| Implants électroniques Electronic microchips | 2 500,00 \$ |
| Vote postal postal vote | - \$ |
| Frais de traduction Translation fees | 6 500,00 \$ |
| Honoraires du secrétaire Secretary fees | - \$ |
| Frais de comptabilité Accountant fees | 2 000,00 \$ |
| Honoraires professionnels Professional fees | 2 300,00 \$ |
| Frais bancaires & intérêts Bank charges and interests | 150,00 \$ |
| Frais carte de crédit Credit card fees | 1 200,00 \$ |
| Divers Miscellaneous | - \$ |
| TOTAL DÉPENSES/EXPENSES | 77 310,00 \$ |

Communications

- ❖ Continue to develop the **magazine**.
 - Diversification and continuous improvement of content;
 - Lower production costs by increasing advertising;
- ❖ Create **new promotional tools** (leaflets, breed posters, etc.).
- ❖ Completion of the complete overhaul of the **website**.

Governance

- ❖ Finalize the **strategic plan** to guide and prioritize actions of the Board.
- ❖ Create effective **working committees** based on everyone's expertise and offer regular support and guidance.

Member Services

- ❖ Finalize the **stallion directory**
- ❖ Create a **breeders directory**.
- ❖ Develop the **training** offerings.
- ❖ Support the **promotion** of the Canadian Horse by setting up **specific programs** (grants, etc.).

