



EDMONTON  
**HUMANE  
SOCIETY**

# Humane Education Program Plan

Cats On Your Mats: Cat Yoga with Brunch

Revised: April 17, 2018

## Program Title

Cats On Your Mats: Cat Yoga with Brunch

## Program Mission

This course is not only healthy and fun but also helps to socialize and enrich the lives of the shelter cats, as well as, encourages adoption by showing off the cats awesome personalities by interacting with them.

## Program Description

What do cats and yogis have in common? They both love to stretch! This course will include 45 minutes of class, followed by 15 minutes of meditation, and finish with 30 minutes of brunch. All 1.5 hours will include Edmonton Humane Society shelter cats roaming the room as you relax, stretch out, and brunch. Brunch will include mimosas, croissants, fruit, and cheese.

Don't know much about Hatha yoga? No problem! Hatha Yoga classes are designed for the beginner with none to some prior yoga experience. In the class, you will learn the foundational postures to create more flexibility and comfort in the body. Postures will be broken down to show proper alignment, and proper breathing and core control will be practiced. The class combines a focus of breathing, mindfulness, and physical movements. Participating in yoga has been known to help increase energy levels and muscle tone, as well as aid in better sleep and relief from muscle pain and stiffness.

This course is not only healthy and fun, it also helps to socialize and enrich the lives of the shelter cats, as well as, encourages adoption by showing off the cats awesome personalities by interacting with them.

The cost is \$30+GST and includes:

- 45 mins of class
- 15 mins of meditation/relaxation
- 30 mins of brunch, which includes 1 mimosa, croissants, cheese, fruit, and yogurt

\*Please arrive no earlier than 15 mins prior to class to class

## Operation Details

### a) Venue arrangements

- All Cats on your Mats brunch editions will be held in the EHS Education Classroom. Ensure room is booked prior to publicly promoting the schedule.

### b) Special arrangements

- Book Education Classroom
- Find volunteer instructors to teach class
  - Certified yoga instructor is on staff and will support in finding suitable volunteers
- 1 Creator of Fun will be scheduled for 3.5 hours for set-up, clean-up and food serving. Creator of Fun must have Pro-Serve Training.
- Create order for delivery with Save-On-Foods three days in advance
  - Food should be schedule to arrive between 8am-9am on the day of the class
  - Creator of Fun is responsible to meet delivery person at Education/Training Entrance
- Submit completed Volunteer Request Form for cat yoga helper to the Stakeholder Relations Department at least 4 weeks in advance
  - Volunteers must be 18+ and have cat-specific volunteer training
- Submit an Animal Selection Form to the Operation Supervisors 1-2 days prior to the presentation
- Must complete liquor license application and get approval from Edmonton Police, Edmonton Fire, and Alberta Health Services at least 8 weeks in advance
- Must purchase two bottles of Henkell Trocken Sparkling Wine
  - Order case at discounted price from liquor international by emailing Jim Pettinger. (must order Monday by noon for Thursday pickup, or by Saturday at noon for Tuesday pickup)
- Purchase alcohol by Thursday before class.

### c) Equipment, supply, and material needs

- Shelter Cats
- Water bottles (to sell, \$2/each)
- Champagne (2 bottles of Henkell Trocken Sparkling Wine)
- Groceries from Save-On-Foods

- Croissants, margarine, jam, orange juice, plastic cutlery, paper plates, fruit tray, fruit, yogurt
- Champagne glasses (purchased from dollar store)
- Salt lamps (optional)
- Electric candles
- Signage
- Sign-In Sheet
- Extra yoga mats for rent
- Cash box with change for mat rentals
- Yoga mat cleaner
- Serving tongs
- Napkins
- Tables & Chairs
- Pitcher for mimosas

#### **d) Promotion plan**

- Advertising on social media, posting on the website, Social Enterprise catalogue available in hard copy and online supported by EHS communications department
- No additional costs for promotions

#### **e) Budget and pricing information**

- General: \$30/person plus GST and Eventbrite fees
- Budget completed

#### **f) Registration plan**

- Use Eventbrite for registration
- Must pay upon registration
- Discount code for staff and volunteers is available by emailing [education@edmontonhumansociety.com](mailto:education@edmontonhumansociety.com)
- Setting up event on Eventbrite:

Order form:

- Collection type: Buyer Only
- Collect information by ticket type: General
- Information to collect

- First Name
- Last Name
- Email Address
- Mobile Phone

## Order Confirmation

- Message for order confirmation page:
  - Thank you for registering for an upcoming Cats On Your Mats: Cat Yoga with Brunch class at the Edmonton Humane Society. You will receive an email shortly confirming the details for this class.
- Change email address to [education@edmontonhumanesociety.com](mailto:education@edmontonhumanesociety.com)
- Message for email and printable pdf
  - Thank you for registering for the Cats on Your Mats: Cat Yoga with Brunch at the Edmonton Humane Society!

When you arrive at the Edmonton Humane Society on the day of your class, please enter through our Education & Training entrance (to the left of the main Adoption Gallery entrance). Check-in will start at 8:45AM, and class will begin promptly at 9:00AM.

\*\*\*Participants do not bring their own cat; cats in the class are shelter cats

\*\*\*Participants are required to bring their own mat

\*\*\*Tickets are non-transferable and non-refundable

\*\*\*Tickets cannot be changed for another date once purchased

Should you have any questions, please do not hesitate to contact us at [education@edmontonhumanesociety.com](mailto:education@edmontonhumanesociety.com) or 780-491-3504.

Thank you!

## EventBrite Registration Administrative Details

- **Event Type & Language:** Registration Event
- **Waitlist:** Enable, when "General" sells out, collect all information (including phone number)
- **Manage Attendees**
- **Emails to Attendees**
  - Add (to be sent out 48 hours prior to event):
  - Good Afternoon, This email is to confirm you are registered for Cats On Your Mats: Cat Yoga with Brunch this Saturday, March 10th from 9:00AM to 10:30AM.

When you arrive at the Edmonton Humane Society, please enter through the Education/Training Entrance (to the left of the main Adoption Gallery Entrance).

Check-in will start at 8:45AM, and class will begin promptly at 9:00AM.

Water bottles will be available for purchase for \$2, cash only

Please remember to bring with you:

A yoga mat (a limited amount of mats are available for rent at \$2/each)

- A water bottle

- Government issued photo ID (so we can serve you a nice cold mimosa following the class)

\*\*\*All participants must be age 18+

\*\*\*Participants do not bring their own cat; cats in the class are shelter cats

Should you have any questions, please do not hesitate to contact us at [education@edmontonhumanesociety.com](mailto:education@edmontonhumanesociety.com) or 780-491-3504.

Thank you!

### **g) Staffing and staff orientation plan**

- Instructor will be a volunteer instructor.
- Creator of Fun will manage sign-in, cat collection, alcohol, and food. Shift will be from 8am-11:30am.

### **h) Management plan**

- One activity event so management plan isn't necessary.

### **i) Cancellation plan**

- Must send email letting attendees know of the cancellation
- Must send email to let yoga instructor know of cancellation
- Must email Finance department to process refunds for those who were signed up
  - o Or if there is another class scheduled and participants choose to transfer their ticket, Humane Educator must process this transfer
- Must let Communications department know of the cancellation
- Must add on EHS website that the course is cancelled
- Must end ticket sales on Eventbrite

## **j) Set-up**

- Floor must be mopped and swept prior to the course
- Put up signage
- Put up yoga signs in window (shhh, yoga class in session and yoga rules)
- Salt lamps must be turned on and candles must be turned on and placed on counters around room
- Cats must be brought into room with at least 15 minutes of time to get used to the environment before participants enter
  - o Ensure GREEN posters (I'm with education! Be Back Soon!) are being placed on cat kennels noting that the animal is with the education department
- Once yoga is done and brunch is ready to begin, set-up some tables and chairs for participants.

## **k) Safety checks**

- Ensuring cats are not stressed or fighting. It is up to the CoF's discretion if a cat should be removed from the room.

## **l) Animation plan**

## **m) Program wrap-up**

- Cats returned to their rooms, GREEN signs removed from kennels
- Any garbage should be thrown into the garbage bin
- Tables and chairs must be put away
- Floor must be swept and mopped at the end of the course
- Turn off salt lamps and turn off candles and put them away

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## Program Evaluation

The [Humane Education Program Feedback Survey](#) will be sent to all participants following the course to evaluate the program.

## Disposition decision plan

We will decide whether to run the course again or not using the feedback we received from the survey plus based on the popularity of the program (i.e. how many were signed up for the course) and if we met our expected margin.