



2014 Annual Review



A message from our Chief Executive

Cats are at the heart of everything we do. As the UK's leading feline welfare charity we have achieved great things in 2014 and we have a lot to celebrate.

The charity's Trustees, together with the Advisory Council and management team, have developed a revised Cats Protection strategy for 2015 and beyond. The new strategy recognises that through neutering and education we can ultimately reduce the need for homing in the long term. By providing people with education and information we can increase the welfare of all cats by improving understanding of their needs. Our new strategy also sets out our commitment to increase awareness of Cats Protection and our work to ensure we can continue to help even more cats in years to come.

For the present it is still vitally important that we continue to neuter more cats, home more cats and educate more people about cat welfare – and we need more suitable locations where we can do this. During 2014 we began developing and refurbishing our existing adoption and homing centres and identifying sites for new Cats Protection centres. Following on from the opening

of our Gildersome Homing Centre – a great success – we have begun an ambitious programme of developing new centres, starting with a homing centre in Mitcham, south London and our plans are well advanced for further sites in Tyneside and elsewhere.

During the year we have worked hard to strengthen the charity by giving our volunteers and staff the best tools and support to help them help more cats. We have invested in IT systems such as our Cat-a-log system for recording information on cats in our care. We also upgraded CatNav, our vital extranet information system. I am immensely proud of all that we have achieved – to mention just two examples, our Gateshead & District Branch homed their thousandth cat during 2014. Meanwhile, our first Homing & Information Centre, based in Pets At Home in Newbury, celebrated its first year. Despite having only three pens, it has found new homes for over 100 cats, many of whom had spent a long time waiting for a home when in other branches and centres. The centre also welcomed over 12,000 visitors, providing them with cat-related information. Again we have plans to open more small centres like this at a variety of host locations.

Finally, I'd like to thank you for supporting Cats Protection. Your support has allowed us to provide better futures for thousands of cats in 2014 and will ensure we can continue to do so for years to come.

Peter Hepburn

Peter Hepburn

What we do

In 2014 Cats Protection helped over 205,000 cats through our national network of over 250 volunteer-run branches and 31 adoption centres. That's an average of more than 550 cats a day. We are very fortunate to have devoted supporters, staff and around 9,700 volunteers, and our charity wouldn't be what it is without their tireless dedication. Our volunteers generously donated over 4.8 million hours of their time through the year.

Our vision is a world where every cat is treated with kindness and an understanding of its needs and we hope to achieve it through the following objectives:

- homing – finding good homes for cats in need
- neutering – supporting and encouraging the neutering of cats
- education and information – improving people's understanding of cats and their care

We educate people of all ages about cats and provide an array of cat care information via our publications, websites, social media and national Helpline. We promote the importance of neutering to prevent unwanted litters from being born and becoming the abandoned cats of tomorrow; we find loving new homes for thousands of cats and we reunite lost cats with their relieved owners.

Reducing overpopulation

Neutering continues to be an essential part of our work, helping to reduce the number of unwanted cats and kittens. In 2014 we helped neuter 163,000 cats, including 28,000 ferals and supported thousands of people with neutering advice and vouchers through our national neutering helpline and our branch network.

Schoolboy Abbas Hussain was one resident in north Birmingham who got involved with our neutering project for community cats. Abbas really understood the benefits and said: "We've been collecting cats and getting them neutered – it stops them from producing kittens. Get your cat neutered!"

In partnership with the RSPCA we neutered 129 community cats during a 10-day Trap-Neuter-Return programme in the north Birmingham area. These cats can now continue to lead happy and healthy lives as much loved members of this community. This wasn't the only area to benefit from our community-focused collaborative work. 2014 saw us set up the Swansea neutering campaign which also provides microchipping and de-fleaing and de-worming treatment for the city's cats.

Our East Midlands neutering campaign began in June with the support of veterinary practices in Derbyshire and Nottinghamshire. We are also funding a masters degree student as part of this project who will help us evaluate the success factors for campaigns like this. Our Community Neutering Officer based in the area worked hard to engage with vets and reach out to the community, delivering educational talks and supplying informative literature about neutering and raising awareness of the campaign. We are convinced of the value of campaigns like this, which target areas of urban deprivation and help people who otherwise couldn't afford to get their cat neutered. By the end of 2014, the East Midlands campaign had neutered 1,642 cats.

Our collaborative work around the UK continued during 2014 with long term initiatives like the PDSA joint scheme, the London Cat Care & Control Consortium (C4) project and

our Protect Your Pet events in Wales, which provide a community base where owners can bring their cats for an all-inclusive health check and microchip as well as neutering, de-fleaing and de-worming vouchers.

New in 2014 was our Swansea collaboration with RSPCA Llys Nini. This fantastic project was also supported by the Pettifor Trust and local veterinary practices. Eligible owners can get their cat neutered and microchipped for just £5, and receive de-fleaing and de-worming treatment.

Into 2015 During 2014, we began working on a rebrand of our early neutering register, which became the Kitten Neutering Database (KIND) in April 2015. This microsite is a one-stop toolkit for the veterinary profession, supporting them with the neutering of kittens at four months of age or younger. We know many pregnancies are unplanned, so pre-pubertal neutering is vital to prevent these. We've also been talking to student vets and vets in practice, educating about the importance of earlier neutering as well as techniques and protocols for surgery and anaesthesia.

We've invested in research to better inform us about the impact of our neutering work, in particular looking at the distribution of neutering vouchers. We expect to see results in 2015. We will also receive the next set of data from our research in Birmingham on changing public attitudes to neutering.

Rehoming

Little Betsy was abandoned at the side of the road in Nant-Y-Moel, a small village near Bridgend, Wales. Luckily a kind passer-by spotted her and took her to our Bridgend Adoption Centre.

She was estimated to be just 12 weeks old and she was in a poor condition. We never put a healthy cat to sleep so we did all that we could to help Betsy. Despite being very hungry she kept vomiting so she was admitted to the vets for fluid therapy and treatment where she stayed for five days.

A week later Betsy was given the all clear and was a completely different kitten: bright eyed and full of mischief. She found a loving new home with Jordan Lloyd and his girlfriend, Lauren. Jordan said: "When we went to the centre my girlfriend and I fell in love with Betsy straight away. We asked one of the staff about her and her sad story just made us want to rehome her all the more."

We found new homes for 45,000 cats and kittens like Betsy in 2014 and our work didn't stop there – we also reunited 3,000 lost cats with their owners – on average that's happy homes for 130 cats every single day of the year.

David and Alison Price from Harby in Leicestershire thought they'd never again see their cat Patch when he disappeared in early 2013. Unbeknown to them, he'd crossed the county boundary and was handed into Cats Protection's Nottingham Adoption Centre. Thankfully he was microchipped so the centre found his owners' contact details and gave them the good news – after 15 months apart they would be reunited with their beloved Patch!

"You can imagine how surprised we were when the adoption centre called us," said David. "It was really nice to have Patch back, he's one of the family. I'd really recommend microchipping your cat."

We microchipped more than 33,000 cats through the year as the procedure offers cats a safe and permanent method of identification. If a microchipped cat goes missing they have a much greater chance of being reunited with their owner.

Into 2015 Following the success of our Homing & Information Centre located in Pets at Home's Newbury store, we will be looking to open more centres like these. This will further expand our capacity to find unwanted and abandoned cats new homes and to offer help and advice to all cat owners.

As well as considering how best to develop new branches in locations where there is very little cat work at present, we will be looking at ways to help our existing branches to grow and flourish.

Raising awareness

We are very conscious that raising awareness of Cats Protection with the UK public plays a big part in enabling us to help more cats. In 2014 we had a presence at 12 consumer shows reaching approximately 13,500 visitors to our stands with the charity's core messages. With the support of volunteers, we engaged with almost 1,000 Cats Protection supporters, members and well-wishers and responded to around 65 cat adoption, 35 volunteering and 200 cat care-related queries.

We increased our number of full-time education officers to five posts. They recruit and support dedicated teams of volunteers, who together gave 572 education talks to audiences of over 16,000 children and adults in schools and community groups across the UK in 2014.

Our national Helpline was revamped to enable new home-based volunteers to help us handle the many phone calls we receive from the public each day. Queries topped 35,000 by the end of the year and ranged from adopting a cat to giving out important cat care information.

Our online fanbase grew with 'likes' on our national Facebook page rising from 123,000 to nearly 226,000 by the end of the year; we had over 53,000 followers

on our national Twitter profile; and our *Meow!* blog had over 77,000 views in the last year. Cats Protection's national website had over 2.5 million unique views in 2014. Our online rehoming search tool, called Find-a-cat, had over 500,000 views. Further enhancements to this postcode search application during the year enabled even more potential adopters to adopt a suitable cat from us.

We launched an online facility enabling our branches and adoption centres to use a range of branded templates to produce posters, flyers and adverts to promote themselves in their region, ensuring a consistent look and feel and strengthening the CP brand. We also worked hard to improve branding and graphics at our sites including the new centre within the Newbury Pets at Home store where we aim to promote awareness of the charity among the local community's pet lovers.

We developed Cat Match, a fun game app for mobile devices that communicates important CP messages during game play and we produced a new style of Cat Calendar featuring cats that were all adopted from Cats Protection.

Coverage in press and broadcast media was boosted this year thanks to the National Cat Awards. The biennial event, hosted by TV presenter Maggie Philbin and held at The Savoy in London courtesy of our sponsor Purina, celebrated the role cats play in our lives and was attended by eight cat-loving celebrities including former BBC newsreader Jan Leeming, actress Lesley Joseph from BBC sitcom *Birds of a Feather* and actor Paul Copley

from ITV's *Downton Abbey*. The event produced 192 articles, radio and TV interviews including in *The Telegraph*, the *Daily Mirror*, *The Sun* and on BBC and ITV News websites.

Another highlight during the year was the release of survey findings that drew attention to the stress cats can suffer in modern life, which generated coverage in national press including the *Daily Express*, *Mail Online*, *The Scotsman* and *The Irish Sun*. Views of Cats Protection's Understanding Feline Origins (UFO) online educational video increased by over 7,000 in just a few days as a result of the *Mail Online* publishing a link to it.

Into 2015 We are continuing to explore ways of reaching new audiences to further increase awareness of the charity. We're also planning additional volunteer recruitment during 2015 to continue improving the service we offer to the public via our national Helpline.

Speaking up for cats

In the third year of our advocacy programme we built on established contacts with politicians, decision makers and other animal welfare charities to "Speak up for cats" wherever we could.

Highlights included hosting a reception in Stormont, the Northern Ireland parliament. Over 15 members of the Northern Ireland Assembly pledged to "Speak up for cats". We are now part of a Government group reviewing the implementation of Northern Ireland law on the welfare of animals.

We launched a three-month public consultation on 10 suggested priority policies for a Manifesto for Cats ahead of the 2015 General Election. Over 2,500 people gave us their views on issues of longstanding concern such as the need to update the law on the breeding and sale of cats, teach animal welfare in schools and ban snares. Ninety-three per cent of respondents agreed with all 10 Manifesto priorities.

As part of the Canine and Feline Sector Group we were pleased to collaborate on a Government guidance document regarding irresponsible dog ownership and anti-social behaviour. We secured inclusion of a case study which shows how the new measures can be used where cat owners are concerned that their cat might be injured or killed by a dog that is not being properly controlled.

We offered representation as part of the cross party group for animal welfare at a stand within the Scottish Parliament to promote "pets and people". Members of the Scottish Parliament and Ministers pledged to support animal welfare issues. A Government review of pet welfare and the pet trade has recently been announced in Scotland.

We reached an agreement through the Microchipping Alliance that the Royal Mail includes reference to the importance of updating pet microchip details in their Home Movers Packs.

Our parliamentary and media work included submission of evidence on cat welfare to the Welsh Assembly, briefing MPs for a debate on puppy and kitten sales and presenting a Private Members' Bill in the Lords on cat welfare. We also briefed MPs about antifreeze toxicity, submitted evidence to an EU research project on commercial cat breeding and compiled statistics and evidence to support advocacy work.

Into 2015 2015 will see a new Government established in Westminster which we hope will offer fresh opportunities to "Speak up for cats". We will also be raising the profile of cat welfare issues in advance of the 2016 elections in the devolved administrations in Wales, Scotland and Northern Ireland.

Fundraising

More cat lovers than ever before now support CP and are doing great things to raise funds for us. Supporter Alayne Malkin, for example, ran 145 miles non-stop from Birmingham to London to raise money for her local branch. "It's been amazing to have so many people excited by my endeavour," Alayne said. "It's a tough event but the thought of running to raise much-needed funds for my favourite charity meant not finishing was not an option!"

We have again enjoyed a very successful year in terms of new donor recruitment. Our new Lottery and Cat sponsorship schemes now have 13,000 players and 30,000 sponsors respectively. We also enjoyed good returns from mailings to prospective donors asking for donations or offering the chance to play our raffles, with 18,000 new supporters recruited as a result.

The total number of donors giving a regular amount by Direct Debit at the end of the year was 85,000, an increase of 30 per cent on the previous year. Existing supporters giving one-off gifts were also incredibly generous in 2014, with membership, appeal and raffle income all increasing substantially, allowing us to help more and more cats.

The number of current supporters who said they would recognise Cats Protection in their will continued to grow, with 50 per cent more individuals informing us that they have already included us in their will in 2014 than in 2013. Part of this increase has been the result of the growth of the Cat Guardians service, with more than 800 people registering in 2014, giving them the peace of mind that should their

cat outlive them, the charity will find the cat a loving new home. Of these people, more than 80 per cent indicated they were also including CP in their will. Legacies are absolutely vital for our current and future work, so the generosity of these people is valued and appreciated.

We opened new shops in Canford Heath, Banstead, Telford, Finchley, Walsall, Glasgow and Arbroath and relocated to new premises in Wolverhampton, Honiton, Leamington Spa and Lincoln. Tills to enable us to claim Gift Aid on stock donations have been installed in our shops.

Into 2015 2015 will see us talking to more people than ever before about becoming a sponsor, playing our weekly lottery or using our Cat Guardians service. We will also launch a new 'In Memoriam' offer which will give people whose cat has passed away the chance to remember their pet while helping the charity.

Veterinary

Our Veterinary team are experts in feline welfare and their work is key to the charity's activities, influencing and informing all that we do. They share their expertise both within and outside the charity, promoting cat welfare and the charity's messages and strengthening our relationship with the veterinary profession.

We gave 50 training sessions to staff and volunteers and 58 talks on cat welfare, behaviour and shelter medicine (a discipline which focuses on the physical and mental health

of un-owned animals) to a variety of external audiences including veterinary and animal welfare professionals. We used social media to answer queries from the public and took part in a 'Tweetathon' with the Department for Environment, Food and Rural Affairs (Defra) and undertook regular Facebook Q&A sessions.

It is important that the vets of the future understand the challenges faced by animal charities so we increased our work with vet students. Groups of students from Nottingham, Bristol and the new vet school at Surrey visited some of our sites and we worked on developing similar schemes with Glasgow, Edinburgh and the Royal Veterinary College. Twelve students undertook placements at the National Cat Centre's vet clinic and submitted reports which are then judged by CP staff for our Veterinary Students Awards.

We worked on a veterinary module of our web-based cat management system, Cat-a-log. This will not only help us to keep better records on each cat but will enable us to gather more accurate data for research that could help all cats.

Simon Tofield, the creator of *Simon's Cat* cartoons visited the vet clinic at the National Cat Centre in November to do research for his next film *Off to the Vet*. He wanted to put tips in the film about how to make a trip to the vet less stressful for cats and got lots of advice from our Behaviour Manager and Veterinary Officer.

Two Cats Protection teams entered the annual Vet Charity Challenge which involves trail running, kayaking and mountain biking and raised over £12,000 for the charity.

Into 2015 Shelter medicine is becoming a more formally recognised discipline and our vet team is at the forefront of its promotion. We are working alongside other experts in the field on the BSAVA Manual of Shelter Medicine which is the first British textbook on this subject, planned for publication in late 2015. We are also helping to organise events for the Association of Charity Vets and taking part in a new lecture stream on shelter medicine at the annual BSAVA congress in April 2015.

We plan to update *Cats Protection: The veterinary guide*, and information specifically for vets on our website; these outline the charity's aims and policies and provide a wealth of information about the veterinary care of CP cats.

Looking ahead

To achieve our vision of a world where every cat is treated with kindness and an understanding of its needs, we will:

- open new branches and centres and develop our existing ones
- expand the scope of our digital communications
- run more targeted neutering campaigns in areas of need
- increase our impact and influence by working in partnership with other animal welfare organisations, businesses and charities
- further strengthen the long term sustainability of Cats Protection

Financial

The following is a summary of our *Annual Report & Accounts 2014* which can be read in full on our website www.cats.org.uk

Total income for 2014: £45.7million
How our funds were received*
• Legacies: 53%
• Donations, subscriptions and other fundraising activity: 41%
• Other activities: 6%

Total expenditure for 2014: £38.8million
How we used our funds*
• Rehoming: 47%
• Neutering: 13%
• Education and information: 5%
• Raising funds: 34%
• Other: 1%

Our network

- 9,700 volunteers
- 254 volunteer-run branches
- 77 charity shops
- 31 adoption centres

Support us

There are lots of ways you can help us, from adopting a cat to making a donation, leaving a legacy or following us on Facebook. For more information on how to help, see our website www.cats.org.uk/get-involved

Contact us by phoning our Helpline on 03000 12 12 12, or email helpline@cats.org.uk. You can also visit www.cats.org.uk or write to us at: Cats Protection, National Cat Centre, Chelwood Gate, Haywards Heath, Sussex, RH17 7TT.

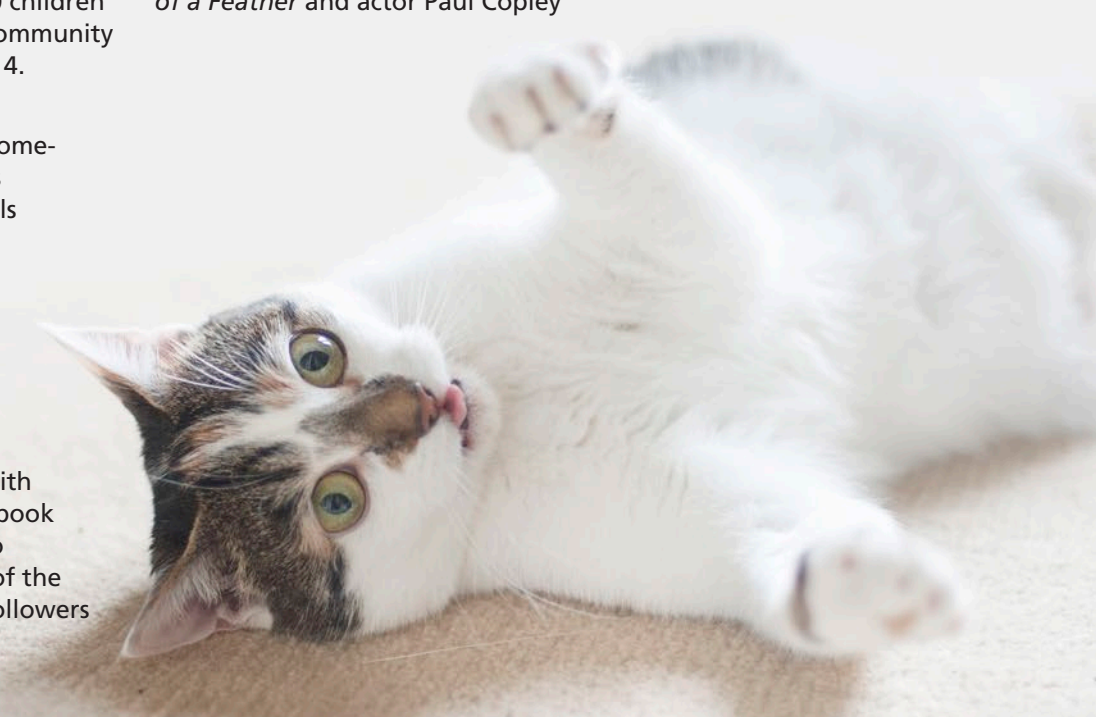
Thank you, on behalf of the cats!

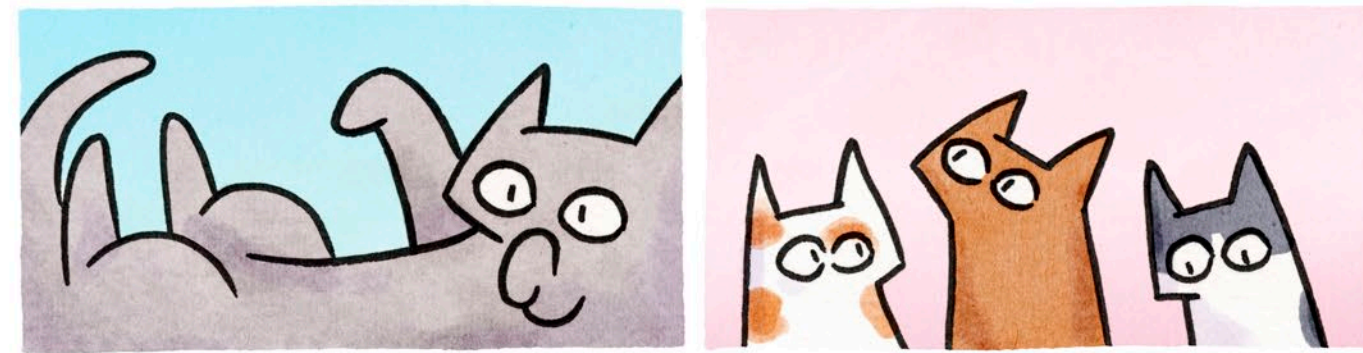
Our vision is a world where every cat is treated with kindness and an understanding of its needs.

All cats pictured have been helped by Cats Protection branches and adoption centres.

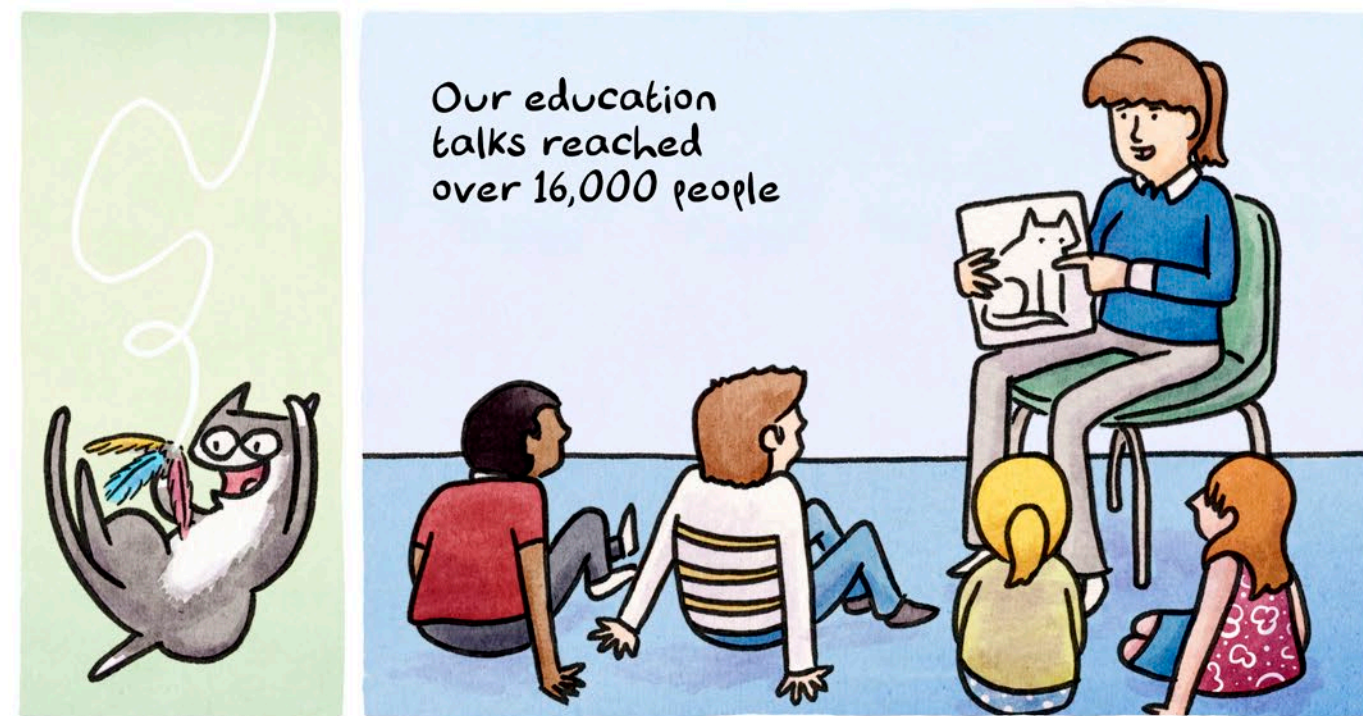
*Income and expenditure figures have been extracted from the full audited and unqualified accounts for the year ended 31 December 2014. Copies can be obtained from www.cats.org.uk or by applying to the National Cat Centre at the address above.

Reg Charity 203644 (England and Wales) SC037711 (Scotland)





In 2014 we rehomed 45,000 cats and kittens



Our education talks reached over 16,000 people

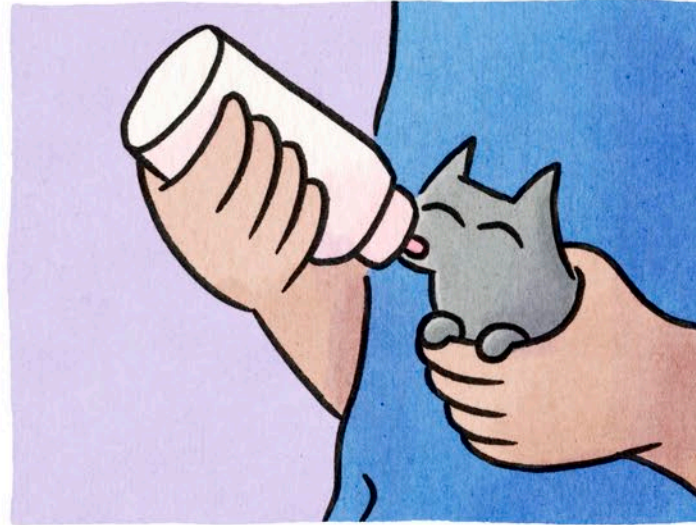


More than 800 people registered for our Cat Guardians service in 2014



Our supporters continue to do great things to raise funds from jumble sales to long-distance runs

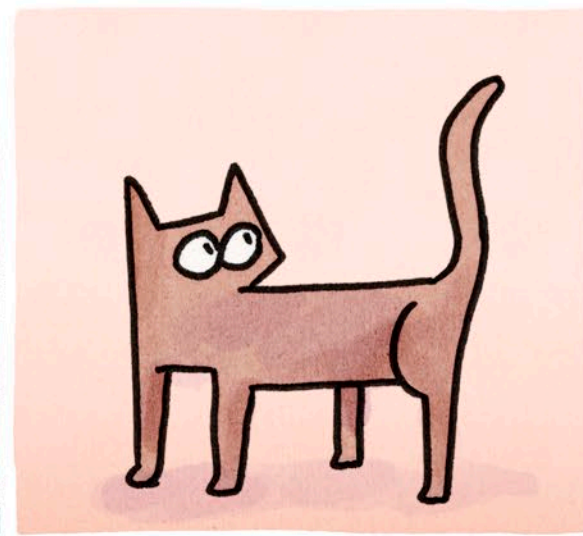
85,000 people now regularly give to Cats Protection



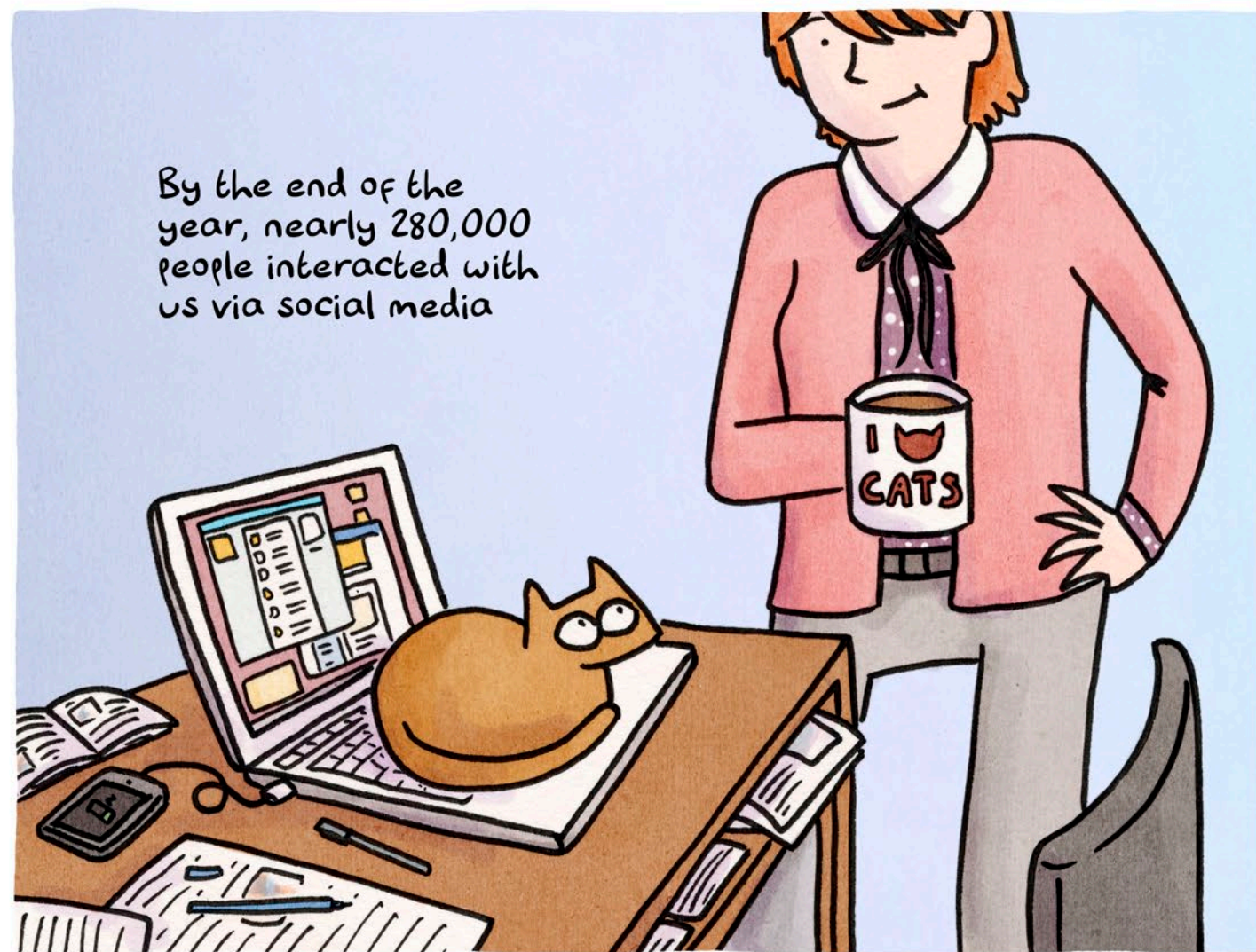
Over 2,500 people responded to our Cat Manifesto consultation



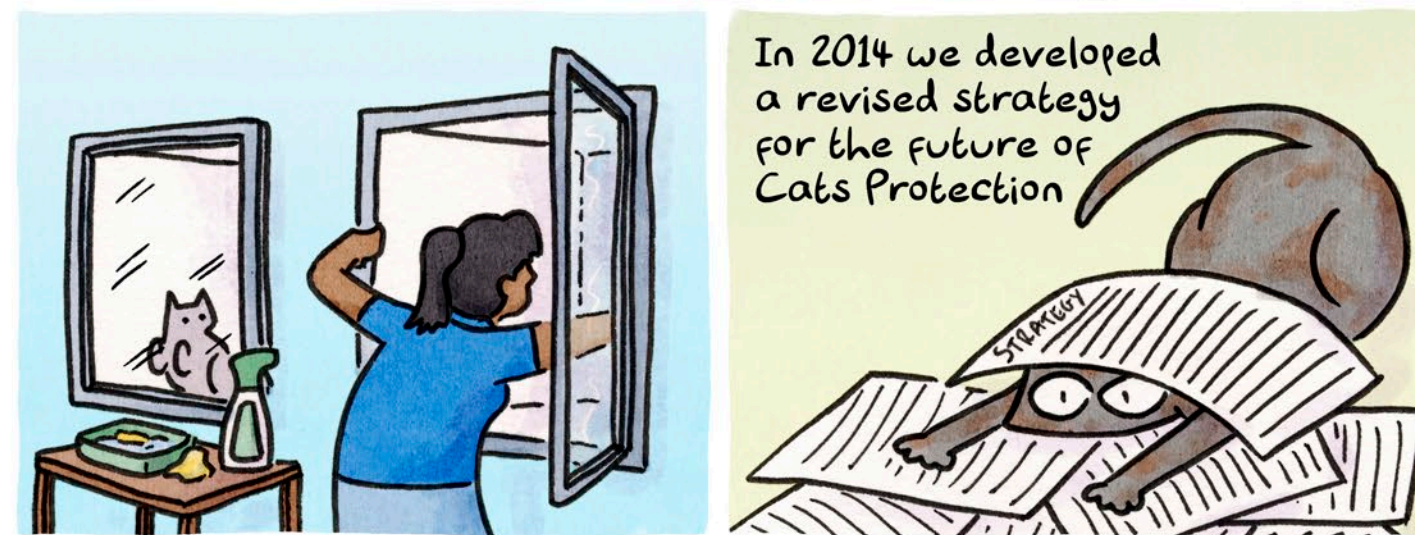
In 2014 we helped neuter 163,000 cats, including 28,000 ferals



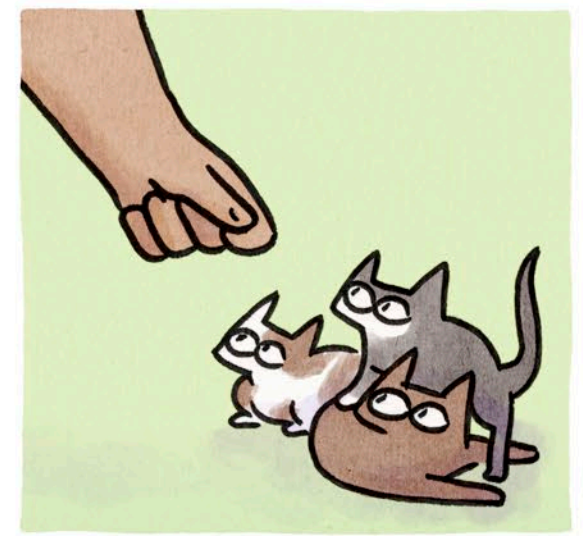
We microchipped over 33,000 cats through the year



By the end of the year, nearly 280,000 people interacted with us via social media



In 2014 we developed a revised strategy for the future of Cats Protection



Our vets hosted regular cat care Q&As



We celebrated 10 years of The Freedom Project, in partnership with Dogs Trust. This life-saving work helps pets from families experiencing domestic abuse

