



Annual Review

2017



## *The five animal welfare needs*

### *Diet*

To have suitable  
food and fresh water

### *Environment*

To have a suitable place to  
live with everything they need

### *Health*

To be protected from pain,  
suffering, injury and disease

### *Behaviour*

To be able to express  
normal behaviour

### *Company*

To have the choice to  
be apart from other cats



It is a legal requirement that all cat owners must ensure that the five welfare needs are met for their cats: Animal Welfare Acts 2006-11.

# Trustee's report

Founded in 1927, Cats Protection is the UK's leading feline welfare charity. In 2017, our 90th anniversary year, we helped over 193,000 cats and kittens, including 28,000 feral cats, through our national network of over 250 volunteer-run branches and 34 centres (in 2016 we helped almost 190,000 cats, including 26,000 ferals). That's the equivalent of helping more than 520 cats a day, through homing, neutering and education.

This report covers the period 1 January 2017 to 31 December 2017 and was approved by the Trustee on 12 April 2018.

## Our values

- Cats and their welfare are at the centre of everything we do
- We never put a healthy cat to sleep
- We value and respect our volunteers, supporters and staff
- We are committed to providing a high-quality service
- We are open and honest

## Our strategy identifies four aims to help us help more cats:

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**06** Increasing awareness. We will significantly increase awareness of Cats Protection and our work.

**09** Improving understanding of cats' needs. As the leading authority on cats we will help people better understand their needs in order to improve the welfare of all cats.

**12** Reducing overpopulation of cats. We will help to reduce overpopulation of cats through targeted neutering campaigns and education, by directing more resources to the promotion of early neutering and by doing more research and gathering better data on the impact of our neutering work.

**15** Rehoming cats. We will home more cats until our work on information, education and neutering reduces the long-term need for homing. In the longer term our work will mean that there are fewer cats needing our help.

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

## Helping us to get there:

*Page*

**20** Growing income and managing funds. We will significantly grow income and manage our funds to enable us to help more cats, now and in the future.

**23** How we ensure we fundraise responsibly. We will work to maintain the trust and confidence of the public in our fundraising activities.

**25** Speaking up for cats. We will speak up for cats and represent their interests.

**28** Partnership working. We will increase the extent and effectiveness of our collaboration with animal welfare charities and other organisations, for the benefit of cats.

**30** Supporting volunteers and staff. We will value and support our dedicated team to help more cats and kittens.

**31** Plans for the future. We will aim to help even more cats in 2018 and beyond.

# Chairman's report

## An introduction from

### Linda Upson, Chairman

2017 was a year of important milestones and achievements for Cats Protection, as we continued to work towards our vision of a world where every cat is treated with kindness and an understanding of its needs.

We marked the charity's 90th anniversary with several wonderful fundraising events, giving us the opportunity to celebrate just how far we have come over those nine decades. From a small group of like-minded cat lovers gathered in a hall in London in 1927, we have grown into a nationwide network of branches, centres and shops and have so far rehomed, neutered and helped over five million cats through our work.

As well as opening several new branches in 2017 and building a new centre, we also welcomed our 10,000th volunteer. Our volunteers make a huge difference in all areas of the charity and it is truly wonderful to see their commitment and extraordinary passion. I had the opportunity to meet many members of our growing cat community at Cats Protection's National Conference in November, which proved to be an excellent way for volunteers and staff to share ideas on how we can all work together to better help cats in the future.

In addition to rehoming thousands of cats, we have continued to promote the importance of neutering in keeping the UK's cat population under control. I have been particularly impressed with the success of our Cat Watch scheme in Bulwell, Nottingham, which has seen us build up strong relationships with the community so that we can support the people and cats that need it.

Of course, none of the incredibly important work we do would be possible without the generosity of our supporters. We are extremely grateful to every single person who enables us to help unwanted cats and kittens, whether they sponsor a cat pen at one of our centres, take part in a fundraising event or leave a gift in their will.

Our network of shops continue to grow and raise funds for our work. In 2017 we were proud to win the Charity Retail Association's prestigious Best Charity Retailer award for the second year running!

2017 was also my first year as Chairman of the charity's Board of Trustees, after I was elected to carry on the amazing work of Heather McCann. Heather did a wonderful job over the last 12 years, leading the charity with great skill and judgement through a period of immense growth and development. I am honoured to succeed as Chairman and continue her fantastic work making a difference to the lives of cats. As a member of Cats Protection for over 30 years, the volunteer coordinator for the Basildon, Brentwood & District Branch for 17 years, and a Trustee for five years, I have a lot of experience within the charity and I am very much looking forward to helping to shape its future in the years to come.

Finally, I would also like to wish Peter Hepburn, our Chief Executive since 2007, a fond farewell as he steps down from his role within the charity. He has made such an incredible contribution to the welfare of cats over the past decade and we will all miss him greatly.



Linda Upson



# Interim Chief Executive's report

## An introduction from

### Dominic Sullivan, Interim CEO

Changes to the law and regulation of fundraising by charities came into effect in 2017 and the political and economic climate remained uncertain. It is a tribute to the strength of the support which Cats Protection enjoys that, despite the challenges, Cats Protection emerged from 2017 in a strong financial position to carry forward its current work and its future plans to help unwanted cats and kittens throughout the UK.

That work, of course, includes the work of the charity's 10,200 volunteers throughout the UK; without their dedication and commitment, the prospects for the hundreds of cats which the charity helps each and every day would be very bleak indeed.

In 2017, Cats Protection looked at ways in which its volunteer-run branches could work together with its staff-run centres to help find homes for the cats in the charity's care; this initiative helped branches to find homes for some of their harder to home cats and also helped to find homes for cats generally. Work will continue on this and other initiatives, including the use of digital technology, to help find homes for as many unwanted cats and kittens as possible.

Sadly, the demand for unwanted cats to be taken into Cats Protection's care continues to outstrip not only the number of pens and foster facilities that the charity has but also the number of homes that can be found for such cats. In 2017, Cats Protection expanded its volunteer branch network and built a new centre in Tyneside; there are plans for further branches and centres in 2018.

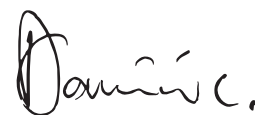
Part of the solution to the problem of the sheer numbers of stray, abandoned and unwanted cats is neutering and in 2017 Cats Protection neutered 153,000 cats through various campaigns which provide those on low incomes with financial assistance to have their cats neutered. Work continues with community neutering programmes and the provision of advice and information on neutering and on cat welfare in general.

Cat welfare is at the heart of everything that Cats Protection does and in 2017 the charity published new guides on welfare and behaviour as part of its strategy to help improve the welfare of all cats.

Cats Protection is working not only on the challenges that digital technology and social media present in terms of unregulated sales of

cats and kittens online but also on the myriad opportunities that technology provides to help home unwanted cats and to provide information and advice about cat welfare.

In 2017, with the help of its many supporters, Cats Protection was instrumental in bringing about a change to the law on the sale of cats and kittens from pet shops, from private homes and over the internet; these sales were previously unregulated and the new regulations, which are due to become law in 2018, will require those selling cats and kittens on a commercial basis to be licensed by local authorities.



Dominic Sullivan



# Objectives, activities, achievements and performance

## Increasing awareness

As the UK's leading feline welfare charity, we strive to raise awareness of our work so that we are the first organisation people turn to when they wish to rehome a cat or find cat care advice. This year our volunteers and staff have worked hard to engage with the public and gain national and local media coverage for our cat welfare messages.

## Celebrity support

In 2017 we teamed up with comedian Bob Mortimer to raise awareness of the charity as well as much-needed funds for cats. Since July, Bob and online gift company Wordynumnum had been donating a portion of the sales of their limited edition art prints featuring funny cat names and had raised over £3,000 for cats in need by the end of the year. They also kindly donated a unique signed print for us to auction, which raised £412 for the kitties. Bob said: "I'm a big cat lover and have always had them in my life so it's great to be supporting Cats Protection, which does so much to help unwanted moggies." Some big names also attended our National Cat Awards in support of our work, including Tim Vincent, John Challis, Peter Egan, Andrew Collins and Anita Dobson.



## In the news

In August, we hosted the now-annual National Cat Awards, sponsored by PURINA®, to celebrate extraordinary tales of survival, heroism and companionship in the cat world. The 2017 awards received over 1,300 entries and the star-studded ceremony was attended by 200 cat lovers. The reach of our UK media coverage for the event was greatly increased compared to the previous year (2017 UK circulation: 243 million vs 2016: 203 million) with coverage highlights including *BBC Radio 5 live*, *BBC1 Breakfast TV*, *ITV.com* and *The Mirror*. The awards



◀ National Cat of the Year Genie with owner Evie Henderson and her mum. Photo credit: Fabio De Paola - PA Wire

showcased some truly heart-warming feline tales, including that of 12-year-old Evie Henderson and her cat Genie who was declared National Cat of the Year. Evie was diagnosed with bone cancer in March 2016, but her trusty moggy Genie kept her going through lengthy hospital stays and gruelling chemotherapy. Now on the road to recovery, Evie is thrilled she can spend more time with Genie at home. She says: "I missed her every day when I was in hospital, and my family could tell she missed me. She's my best friend and is always there when I need her."

◀ Bob Mortimer's funny cat names include Sergeant Walnuts, Buttery Ken and Tender Gary

## Online activity

Our branch, centre and national websites continue to be an excellent source of cat care and adoption information and combined were visited almost 3.85 million times in 2017 (2016: 3.5 million). Work to

Find us online:  
[www.cats.org.uk](http://www.cats.org.uk)

Meow Blog:  
[meowblog.cats.org.uk](http://meowblog.cats.org.uk)

Facebook:  
[/CatsProtection](https://www.facebook.com/CatsProtection)

Twitter:  
[@CatsProtection](https://twitter.com/CatsProtection)

Instagram:  
[@CatsProtection](https://www.instagram.com/CatsProtection)

YouTube:  
[/CatsProtectionUK](https://www.youtube.com/CatsProtectionUK)

further develop our national website is currently underway and plans to develop the content of our national Meow Blog are in place for 2018.

On social media our following has also continued to grow and by the end of 2017 502,000 people had liked our national Facebook page (2016: 438,000) and 98,000 fans were following our national Twitter account (2016: 86,000). This, in addition to the thousands of followers gathered by the dedicated volunteers running our individual branch and centre social media accounts, allows us to share our cat welfare messages with an even wider audience and make more people aware of the services we offer. Our pages were particularly popular on National Black Cat Day (27 October), our annual day of

► Handsome Joffrey was declared our National Black Cat Day hero



celebration for black and black-and-white cats. #BlackCatDay was once again trending all day on Twitter and the campaign received media coverage from the *Daily Express*, *The People* and *Metro.co.uk*. Our competition to find the UK's black cat hero received over 3,000 entries and the winner was Joffrey, an inspiring moggy owned by Fay Schofield. She said: "Unlike his *Game of Thrones* namesake, Joffrey is definitely one of the most generous and loving individuals you'll ever meet... I'm really privileged that Joffrey and I can lend our voices to the needs of cats around the UK."

Following the success of Black Cat Day, we also launched our inaugural #MatureMoggies Week (13-17 November 2017), dedicated to celebrating the

many older cats who, on average, have to wait twice as long to find their forever homes compared to their younger counterparts. All week we encouraged owners to share stories of their lovable senior citizens and provided advice on caring for older cats on our website, blog and social media channels. The campaign received a high level of public engagement and helped to bring attention to many of the long-stay older cats in our care, including the handsome Kozal who became the star of our Christmas animation.

### *Engaging with supporters*

We transformed our email marketing campaigns in 2017 by optimising their content so that our supporters always receive interesting and engaging information about how they can get involved with the charity. As a result, interaction with our campaigns has increased by 121% from 2016 and we are working hard to grow the number of people signed up to receive our messages. On Facebook, advertising campaigns for our weekly lottery and cat sponsorship programme were seen by over 11 million people, resulting in 8,007 new raffle players and 2,597 new sponsorships.

People looking to adopt a cat

***“Interaction with our campaigns has increased by 121% from 2016”***

continue to be directed to our online Find-a-cat service, which saw a massive increase in the number



◀ Our heart-warming Christmas animation tells the true story of Kozal the cat, who waited seven months to be homed

of enquiries received (2017: 41,142 vs 2016: 30,550). This is thanks, in part, to our successful advertising campaigns which highlight our rehoming service and encourage people to adopt a cat in need instead of buying from a pet breeder.

For those that have sadly lost their beloved cat, we continue to offer our Paws to Listen grief support service which provides helpful resources and information through our website and a free phone line for those in need of emotional support. In 2017 we began offering a call back option for callers unable to get through to one of our trained volunteers, giving us the opportunity to help more callers as well as maximise the time donated by our dedicated volunteers.

### *Going viral*

On our YouTube channel, we continue to produce engaging videos on a range of cat-related topics, helping to provide cat owners with useful tips on caring for their cats and highlighting the important work we do for the feline population. By the end of 2017 we had 7,500 YouTube subscribers (2016: 4,900) and our videos had been viewed a million

times throughout the year on YouTube alone (2016: 470,000). Two videos that proved particularly popular were an adorable time-lapse of kittens growing up, which has been watched over 120,000 times across YouTube and our social media channels, and our heart-warming Christmas animation about Kozal the cat, which has had over 900,000 views.

*“Our videos had been viewed a million times throughout the year”*

### *Out and about*

As well as spreading the word online about our work, our volunteers and staff have been engaging with their local communities by running fantastic events such as homing shows, open days, fairs and tea parties, making sure people know to come to us for their cat care needs.

Our staff also worked hard to raise awareness of the charity and its services at 16 large events attended by members of the public around the UK. We beat around 250 stands to win first prize in the Trade Stand Competition at the South of England Show, had a first-time presence at the prestigious Royal Horticultural Society (RHS) Tatton Park Flower Show, supported our advocacy work by encouraging hundreds of stand visitors to sign our air gun petition and won a Three Star Award at RHS Malvern.



## Improving understanding of cats' needs

Cats perceive the world in a very different way from we humans, and for that reason can be a difficult species to understand, even for those people who have lived or worked with them for years. This is one of the biggest challenges in feline welfare and we see it as our responsibility to tackle this issue by educating the public and animal welfare workers about the needs of cats. By helping people to understand cats' needs we can improve the lives of many millions of cats across the UK and beyond.

### *Providing education and advice*

In line with our welfare strategy, we launched *The Behaviour Guide* and *The Welfare Guide* to provide information that will help everyone involved with Cats Protection to improve their understanding of cats. This will not only improve the lives of cats in our care but also help us to influence cat owners, veterinary professionals and other animal welfare organisations in their dealings with both owned and unowned cats. Members of the Veterinary team have also been presenting webinars on the topics of cat welfare, behaviour and neutering to further educate volunteers and staff.

► Our guides to cat behaviour and welfare have been developed by staff and volunteers from across the charity



We are continuing to provide cat care advice to the public via a number of different channels, including leaflets, Facebook Q&As, our National Information Line and through contact with our branches and centres. On our website we developed a 'Behaviour hub' devoted to providing cat owners with advice on the complex subject of feline behaviour. This includes the ongoing series of *Simon's Cat Logic* videos which feature Behaviour Manager Nicky Trevorrow explaining curious cat antics.

The public can also take our Understanding Feline Origins online course, designed to provide an appreciation of the ancestry of cats, how this relates to cats as they are today and how to ensure their specific needs are met. This was accessed by over 12,000 devices in more than 84 countries in 2017.

We have been reaching out to schools and community groups across the UK by giving engaging talks about cat welfare and responsible pet ownership. The Education team has continued to recruit, train and support volunteers

**“We have been reaching out to schools and community groups across the UK”**

to deliver these talks to people of all ages and has had fantastic success in working with hard-to-reach audiences. In 2017, our Education Officers delivered 1,063 talks to an audience of 31,479 children and adults (2016: 1,337 talks to 41,719 people). The drop



in the number of talks delivered is due to staff changes, which have resulted in us needing to build our network of audiences back up again.

In 2018 we will be introducing revised education talks that continue to meet the needs of the organisations we speak to as well as supporting cat welfare.

One of our volunteer education speakers, Wesley Henderson, has been delivering talks to schools and community groups in Northern Ireland for five years and finds his role incredibly rewarding. He said: "Volunteering allows me to give something back – to contribute to the welfare of cats in some way. It gives me a great sense of fulfilment but I know it also means a great deal to the audience when they learn things they didn't realise

about cats. I always think that if just one person thinks in a more positive light or more kindly about cats after I've left then I'll have done what I set out to do."

Our national Helpline was renamed the Contact Centre to reflect the ongoing growth of the service and continues to handle customer enquiries coming in via the National Information Line, website, email and increasingly our social media channels. With thousands of contacts each month, we are ever more challenged to deliver consistent, reliable and up-to-date information to the public, whether it be cat care advice, adoption information or details of the work we do. We are also continuing to grow our team of home-based volunteers in order to develop the service further and offer a central call handling service to all branches and centres who currently handle all their own customer enquiries.

### *Improving cat welfare*

Cats Protection continues to be a member of the Canine and Feline Sector Group made up of influential organisations that advise government

▲ *Cats Protection's education speakers are available to give free talks in schools and community groups across the UK*

on behalf of the sector on strategically important dog and cat health and welfare issues and standards. In 2017, we were involved in reviewing the licensing of animal establishments, particularly commercial boarding catteries and pet vending businesses. We have been working with other members of the Canine and Feline Sector Group to produce a kitten checklist giving guidance to prospective cat owners on what to look for when choosing a kitten.

In May 2017, we organised a feline workshop for members of the Association of Dogs and Cats Homes who carry out cat work. Around 80 delegates from other animal welfare organisations attended to learn about improving standards in cat care and ensuring a good quality of life.

Members of the Cats Protection Veterinary team delivered 45 presentations on cat welfare to 1,863 veterinary and animal welfare professionals, volunteers and members of the public in 2017. They have also been involved in writing and editing the forthcoming *British Small Animal Veterinary Association Manual of Canine and Feline Shelter Medicine*. This is the first book on the subject produced outside the USA and covers all areas of shelter work from a veterinary perspective including shelter design, disease control, behaviour, population control and ethics. It is due to be published in summer 2018.

The Veterinary team grew in 2017 as we welcomed Dr Jenni McDonald as our new in-house feline epidemiologist. Epidemiology is the study of the patterns, causes and effects of health and diseases in populations, and so Jenni will be helping us to increase our knowledge and data on feline health.

### *Working with vets*

We continue to work with the veterinary profession to improve their understanding of cats' needs, particularly in the animal rescue environment. We had stands at the British Small Animal Veterinary Association Congress, British Veterinary Nursing Association Congress and the London Vet Show, and also gave presentations at the VetsSouth and VetsNorth shows, giving us an opportunity to talk to vets and veterinary nurses about how they can work with us.

Our work with veterinary schools is also ongoing as we have been delivering lectures on shelter medicine to vet students and running practical sessions for them at our centres. We also offer vet students in their clinical years a chance to do a placement with us at the National Cat Centre Vet Clinic and hold the annual Veterinary Student Awards for those that produce the best reports on an aspect

of feline or shelter medicine after their placements.

### *Beyond the UK*

As internationally-recognised experts in feline welfare, Cats Protection is often called upon to advise outside the UK.

**“Cats Protection is often called upon to advise outside the UK”**

We make our expertise and resources freely available which includes allowing other organisations to produce translations of our cat care information. We also attend and speak at conferences such as the International Companion Animal Welfare Conference to share our knowledge for the benefit of cats and people internationally. We host visits from those engaged in similar work in other countries and we give a limited amount of equipment, such as cat traps, to voluntary organisations through a scheme administered by SNIP International at the International Companion Animal Welfare Conference. In 2017 we hosted a meeting of the Animal Shelter Veterinary Platform giving vets from all over Europe the opportunity to come together and discuss shelter issues. We are also active members of Eurogroup for Animals, which campaigns for animal welfare improvements across all European countries. We were especially pleased that several countries were persuaded to agree to the setting up of a specific group to examine the illegal pet trade.

## Reducing overpopulation of cats

Cats Protection champions neutering as the only effective way to reduce the number of unwanted cats in the UK. Unplanned litters are often the abandoned pets that come to us for rehoming – for that reason we are absolutely committed to spreading the message about the importance of neutering. In 2017 we neutered 153,000 cats and kittens including 21,000 ferals (2016: 152,000 including 20,000 ferals).

Our Community Neutering Officers continue to engage cat owners about neutering and many of their campaigns in 2017 have focused on building strong relationships with harder-to-reach audiences in areas of social deprivation. Although this requires a higher investment of time from our volunteers and staff, changing human attitudes and behaviour towards feline welfare is vital for keeping the UK cat population under control.

### *Neutering campaigns*

A key part of our neutering work involves offering advice and financial assistance to owners on low incomes to help them get their cats neutered. Cats Protection's Coventry Branch ran a 'Free February' campaign in 2017 in response to rising numbers of unwanted cats in their area. The volunteers worked hard to promote the offer which gave people the chance to get their cats neutered for free throughout the month and managed to convince local vets to perform the operations at a discounted price. As a result, they were able to issue 649 neutering vouchers in just 28 days, making a big difference to the local cat population.

Meanwhile, our Atherton & Wigan Branch ran a successful neutering campaign of their own

in 2017, targeting deprived areas with social media activity and offering assistance with transport to elderly cat owners. They managed to get 3,165 cats neutered throughout the year and have given presentations to five other branches in the North West to help them achieve similarly impressive results.



◀ *Cats Protection recommends neutering cats from four months of age*

### *Bulwell Cat Watch*

One of the biggest obstacles to our neutering work is the fact that there is currently no reliable, scientific evidence-based, estimate of the number of stray cats living in the UK. Knowing these numbers would help us to better target our Trap, Neuter and Return programmes, rehome more stray cats and help the many people who kindly provide food and shelter to 'community cats' in their area.

***“We launched a unique cat census project that is the first of its kind in the UK and possibly worldwide”***

This is why we launched the Bulwell Cat Watch scheme in September 2016, a unique cat census project that is the first of its kind in the UK and possibly worldwide.



▲ *The Bulwell Cat Watch team has made a huge difference to the local community by helping to keep the cat population under control*

We chose to launch the pilot scheme in Bulwell, Nottingham, as we had already received some reports of stray cats in the area. We also looked at cat data in relation to socioeconomic demographics. An original door-to-door survey of 10% of households in Bulwell was carried out by external behaviour change consultants and this was followed up with more door-to-door work by our community neutering officers. Our team also engaged with over 600 people through community events and encouraged people to report homeless cats through our Cat Watch mobile phone app developed by the University of Edinburgh.

In just three months over 500 stray cats had been reported, allowing us to map 50 'hotspot streets' that we could target with our Trap, Neuter and Return work. In six months, over 100 cats were neutered as part of the project and our Community Neutering Officers started to notice an encouraging change in human attitudes towards the area's strays.

One particular success story was that of Jeffrey, a stray cat that had been pointed out to the team by a group of neighbours who had been feeding him. We were informed that he had been a stray for three years, but no one had thought of contacting an animal welfare charity to find him a home. After providing one of his feeders with a shelter for him and putting him on the Nottingham Adoption Centre's waiting list, it wasn't long before he found his forever home. If it hadn't been for the proactive work of the Cat Watch team, it's likely that Jeffrey would still be living on the streets today.

Our work in Bulwell has also seen us collaborate with public



agencies and other charities for the benefit of the community. For example, in partnership with the Nottingham Probation Trust we have been able to create outdoor shelters for stray and feral cats in the local area.

If you would like to learn more about our inspiring work in Bulwell, you can search for our Community Neutering Officers' documentary on the Cats Protection YouTube channel.

The success of the Bulwell Cat Watch project has prompted us to begin launching similar projects elsewhere in the UK. Our Everton Cat Watch project is already underway and we will begin work in Bradford, Beeston (Notts), Dunstable and Luton in 2018.

### *Work with others*

Collaborating with other charities and local authorities is also a great way for us get as many cats neutered as possible. We work with the PDSA and their Pet Aid Hospitals to fund subsidised cat neutering across the UK and also support proactive community events led by the RSPCA. We also provide neutering vouchers to over 50 smaller animal charities to help them manage their local cat populations.

Educating the public and the veterinary profession about the importance of neutering cats from the age of four months old is another of our key objectives. Many people are not aware that kittens reach sexual maturity at such a young age while others falsely believe that female cats must be allowed to have a litter before they are neutered.

*“We work alongside other welfare charities to promote the health benefits of kitten neutering”*

As a member of the Cat Population Control Group we work alongside eight other welfare charities to promote the health benefits of kitten neutering and dispel any myths. At the 2017 British Small Animal Veterinary Association Congress, the Cat Population Control Group carried out a survey to find out vets' current views on neutering and our research showed that some lack the confidence to undertake pre-pubertal neutering and would like more support. As a result, we are planning to work with the University of Liverpool to develop a cheap and effective spay simulator for four-month-old kittens to assist training. In 2016 the Cat Population Control Group also launched the Kitten Neutering Database, a resource for vets that supports our recommendation of routinely neutering cats from four months and this now has 1,482 vets as members (2016: 1,422).

▲ *Cats Protection can help owners on low incomes to get their cats neutered*

## Rehoming cats

One of the key roles of Cats Protection is finding loving homes for the thousands of cats in our care and in 2017 we achieved this for 43,000 cats in total (2016: 43,000). To help as many cats as possible our branches and centres have been working closely to ensure more cats than ever are finding their forever homes. With branches preparing our harder to home cats for their new homes and then transferring them to our centres, there is increased potential for members of the public to find their new feline friend. Transfers of cats from branches to centres increased in 2017 and we hope these numbers will increase further in the years ahead.

## Expanding our network

To enable us to help even more cats in need, we have been growing our network of branches and centres across the UK. Seven new volunteer-run

*“We have been growing our network of branches and centres across the UK”*

branches were established in 2017 and the first cats arrived at our 35th centre in Tyneside, built in 2017 and to open officially in 2018. We also began work on relocating our centre in Wrexham and redeveloping our Dereham Adoption Centre – both projects are expected to be completed in 2018. Plans are also ongoing for further new centres in North London and Manchester, as well as for the rebuild of our Exeter Adoption Centre.

Pets at Home has partnered with us to provide a new Cats Protection Homing & Information Centre within their Cardiff Newport Road store. Planned to open in early 2018, it presents us with a fantastic opportunity to reach a wider audience with advice about responsible cat ownership and it will help encourage more people to consider adopting a cat in our care. We have also implemented a new strategy for improving and better integrating our activity in London. We will be investing in new branches and increasing the number of centres in the capital city from two to four, as well as finding ways we can work more collaboratively with other charities and organisations in the city.

► *If you adopt a cat from Cats Protection you can be sure they're happy, healthy and neutered*

*“A local supporter unexpectedly handed the staff a cheque for £60,000”*

Work to develop our existing branches is ongoing and more volunteers are recognising the benefits of using our Cat-a-Log cat management system, a database that contains details of cats in our care, enabling us to help each cat more effectively. Our centres are also continuously improving, with our Mansfield Adoption Centre currently planning to build a new isolation unit for sick cats after an incredibly generous surprise donation. A local supporter unexpectedly handed the staff a cheque for £60,000 to build their new unit as a thank you for the care and kindness they gave him and his partner when they visited the centre. This wonderful gesture shows just how valued our presence is in local communities across the UK.



## Going digital

In 2017, we looked at new ways that digital technology can help us find forever homes for the cats in our care. Our Touchscreen Homing Hubs, digital screens which enable people to search for cats in need of homes in their area, have been set up in seven garden centres across the country. They enable us to take advantage of an estimated annual footfall of 9.1 million in



these businesses, making even more people aware that they can adopt from us and encouraging them to consider giving a cat a home. A total of 79 enquiries were generated through the touchscreens since the first displays were installed in July 2017, leading to at least 11 cats being rehomed as a direct result.

## Providing peace of mind

We also continue to find homes for cats whose owners have sadly passed away. Our free Cat Guardians scheme gives people the peace of mind that their cat will be well cared for after they're gone.

As well as rehoming cats, we now also provide a temporary fostering service for cats whose owners are fleeing domestic

***"We now provide a temporary fostering service for cats whose owners are fleeing domestic abuse"***

abuse. For many victims of abusive relationships, leaving home is made impossible because they do not want to lose their pets or put them at risk. Our Paws Protect scheme, which launched in London, Hertfordshire and Essex in January 2017, offers much-needed support which enables victims to escape to safety. In the first 12 months we cared for 52 cats, helping a total of 28 families in their time of need. One cat owner who used Paws Protect said: "The service allowed me to start a new life and know that the most important things to me were safe and taken care of. I couldn't have progressed as far as I have now without the help of Paws Protect." The scheme will be expanding into Kent, Sussex and Surrey in 2018.



◀ *Our Touchscreen Homing Hubs make it easy to search for your new feline friend*

◀ *The 'suitcase kittens' were thought to be between three and five weeks old, far too young to be away from their mothers*

## Homing successes

Our Hornchurch & District Branch had success in homing 15 tiny kittens after they were found crammed into a suitcase and dumped on a street in Dagenham, Essex. The heart-breaking story of their ordeal attracted widespread attention and was featured on *BBC* and *ITV News*, helping to raise awareness of the vital work of our volunteers. A Text to Donate appeal set up to raise funds for the kittens' care generated over £1,000 with donations from as far away as America.





▲ *Willow is safe and happy in her new home after surviving a long and traumatic journey*

Another of the many cats we were able to help in 2017 was Willow, a tiny black kitten found hiding in the back of a lorry. After discovering the poor stowaway while stopped in Bridgend, the driver took her to the local Cats Protection centre for help. It is thought the kitten had sneaked onboard the vehicle in the Bristol area and she was left with hypothermia and a brain injury after her long journey. She collapsed within minutes of arriving at the Bridgend Adoption Centre and the volunteers and staff there didn't expect her to make it through the night. However, with the help of some expert care from the local vets, Willow made a remarkable recovery and, when an existing owner could not be found, she was given a new home by Allison Felton.

Allison said: "We decided to adopt Willow because her story was so heart-wrenching. She is so gentle and playful and has settled in very well. She enjoys nothing more than chasing her favourite toy, sliding across the wooden flooring. She is very clever, outwitting our existing cat easily, and clearly has not sustained any lasting brain injury. At the end of a 'hard day' she likes nothing better than to curl up on her cushion on a rocking chair. We couldn't have chosen a better companion!"



In Belfast, our adoption centre agreed to take in 140 cats from a former animal testing facility in the Republic of Ireland. The cats were transferred to the centre in small groups by the Irish Society for the Prevention of Cruelty to Animals (ISPCA) and by the end of 2017 60 had already been successfully rehomed. Dogs Trust Ireland also rehomed dogs from the same facility, demonstrating an excellent example of animal welfare charities working together. Barry Platt, whose family adopted one of the cats, said: "Holly was always going to be ours from the second we found out she had never had a proper home. Cats Protection were very insistent on warning us that there may be issues as everything in a home and garden would be brand new to Holly. However, the wee cat established herself very quickly in our home. She is brilliant with our four-year-old daughter and the pair have become best friends. Her whole demeanour would make you think she was making up for lost time."

### *Promoting microchipping*

Reuniting lost cats with their owners is another important part of our work and in 2017 we were able to return 3,000 cats to their homes (2016: 3,000). We continue to promote microchipping as the most effective way of identifying lost pets so

▲ *Holly finally has a loving family to care for her after being transferred from a former animal testing facility*

***"We continue to promote microchipping as the most effective way of identifying lost pets"***

they can be returned home as quickly as possible. In August we launched our first Snip & Chip campaign in Edinburgh and Lothian in Scotland, offering discounted microchipping to owners on low incomes who are already eligible for neutering vouchers. Christine Grahame MSP, who chairs the Cross Party Group on Animal Welfare, tabled a motion in the Scottish Parliament to support the campaign and encouraged fellow MSPs to sign up. We plan to roll out this scheme more widely in 2018.



▲ *Ringo is back home with his relieved owner thanks to his microchip*

Thanks to microchipping, we were able to reunite gorgeous ginger puss Ringo with his owner after he had spent five long years living as a stray. He first went missing from his home in Bradninch, Devon in 2012, but when a farmer brought him into our Exeter Axhayes Adoption Centre in 2017, the staff were able to use the details on his microchip to trace his owner. Carolyn Daniels and her family were living just a few miles away from the centre and were stunned to get the call that

their beloved cat had been found after such a long time. Carolyn said: "I never gave up hope; I knew that if he was ever scanned for a microchip I would get a call, but as the years passed it seemed less and less likely we would ever see him again. And then it happened! If he hadn't been microchipped we would never have got him back."

# Helping us to get there

## Growing income and managing funds

Cats Protection's fundraising vision is to make supporting our charity the natural thing for a cat lover to do, allowing us to help the many cats and kittens who are in need of our care. As a charity that receives no government funding, we rely on voluntary support to carry out our

*“As a charity that receives no government funding, we rely on voluntary support to carry out our vital work”*

vital work and so we're incredibly grateful to our supporters who have been so generous during 2017. It is thanks to them that Cats Protection remains in a strong financial position.

### Kind donations

The number of people donating to us regularly by Direct Debit increased to 146,000 in 2017 (2016: 125,000), of which 49,000 sponsor cat pens (2016: 47,000) through our cat sponsorship programme and 51,000 play our weekly lottery (2016: 30,000). This kind of support is particularly valuable as it helps us plan for the future with the confidence that we have a predictable source of funds for

the coming years. Our cat sponsorship programme generated £5,340,000 in 2017 (2016: £4,600,000) and our lottery raised £2,880,000 of funds (2016: £1,798,000) for our cat care work. We have found that both the lottery and cat sponsorship have proved very popular with people using social media, with almost 12,000 new monthly givers recruited through digital marketing.

In 2017, 1,264 people included a gift to Cats Protection in their will (2016: 1,235). These special gifts are vital for continuing our work to help unwanted cats and kittens.



◀ *Kayleigh Crittenden became a Cat Champion by running the London Marathon to raise cash for the kitties*

### Fundraising Cat Champions

From local fairs and quizzes to marathons and skydives, our supporters hosted and took part in many exciting events to raise money for Cats Protection in 2017. After adopting her cat Koko from our Bredhurst Adoption Centre in Kent, Kayleigh Crittenden decided to run the 2017 London Marathon to raise money for the other cats in their care. She said: “It took me nearly six hours to complete and a lot of sweat and tears during my training months, but it was totally worth it and an experience I will never forget! I decided that raising funds for a charity very close to my heart would help me with my training and give me the determination to finish 26.2 miles! I am extremely proud of my achievement and so pleased that all of the money raised will be used for fantastic causes. It has also inspired me to get more involved with Cats Protection and I am now volunteering my time to



▲ *The Himalayan Trek team took part in conservation work to help big cats at the Kanha National Park in India*

the Friends of Bredhurst Adoption Centre to help raise even more awareness and funds!”

In October 2017, 21 adventure-seeking cat lovers took part in a four-day trek across the Lesser Himalayan Range in India to raise money for unwanted cats and kittens. By walking for up to 14 kilometres a day and camping in the wilderness each night, the team raised over £61,000 for Cats Protection.

***“By walking for up to 14 kilometres a day and camping in the wilderness each night, the team raised over £61,000”***

We have also launched our first-ever mass participation event, Pawsome Afternoon Tea, which proved to be a huge success in its first year. Over 2,000 cat lovers signed up to host tea parties across the country, raising an incredible £40,000 for cats in need, and we hope to build on this success in 2018.

To help our Cat Champions with their fundraising efforts, we developed an online portal for supporter fundraising resources, enabling them to personalise their own posters, event tickets, social media images

and more. This not only helps them effectively publicise their events and challenges to attract as many donations as possible, but also helps us to raise awareness of the Cats Protection brand.

### ***Encouraging new supporters***

We place great emphasis on encouraging our supporters to get involved with the charity and hear and see first-hand the difference that their support is making. To this end we held 10 supporter days at Cats Protection adoption centres across the country, which were very well attended and received great feedback. We will be increasing this programme as a result.

Our high value supporters were particularly generous in 2017 and our Black Cat Society, a group of cat lovers prepared to support the charity with a gift of at least £3,000 a year, grew to 23 members.

A number of activities were put in place to celebrate the charity's 90th anniversary. Initiatives included a special mailing to legacy enquirers, our biggest ever raffle with a £90,000 prize fund and an art exhibition held at the National Cat Centre, which was organised with our friends the Society of Feline Artists.



### *Our charity shops*

The planned expansion of our chain of charity shops is continuing successfully and we had 121 shops open by the end of the year (2016: 110). Our new shops in Plymouth, Mumbles, Midsomer Norton, Westbury-on-Trym, Bridlington and Skegness are proving to be very profitable. In Scotland sales have increased by 30% thanks in part to our new Supawstore in Glasgow, which serves as a distribution hub for the region, and a Cattitude Boutique near Stockbridge, Edinburgh.

Our strategy of opening shops in clusters so they can support each other by sharing resources is paying dividends and is helping us to strengthen the awareness of our brand in these areas. A particularly successful example of this is our cluster of four shops in Bristol, each one situated in a different suburb of the city. This has increased our ability to serve different communities as we were able to design our new shop on Gloucester

Road, Bishopstown, with a more cutting edge, urban feel to appeal to the local student population.

### *Award-winning fundraising*

We were delighted to be recognised again for the excellence of our fundraising. At the Institute of Fundraising Awards, our Direct Marketing Officer Emma Smith won the Best Fundraising Newcomer award and Cats Protection was shortlisted for Fundraising Charity of the Year. Meanwhile, our

▲ *Our new store on Gloucester Road in Bristol is encouraging young people to shop secondhand and raise money for cats*

***“Our Retail team won the prestigious Best Charity Retailer award for the second year running at the Charity Retail Association awards”***

Retail team won the prestigious Best Charity Retailer award for the second year running at the Charity Retail Association awards.

## How we ensure we fundraise responsibly

Cats Protection receives no government funding and is reliant on voluntary support. In order to provide the funds required for a large charity like Cats Protection to do its work, we fundraise in a number of different ways:

- we recruit new donors and develop relationships with them
- we raise money from trusts, foundations, companies and major donors
- we raise money through our network of shops, which sell mainly donated goods and we raise money from the sale of new goods through our website and catalogue
- we raise money through local community fundraising carried out by our volunteers
- we ask our supporters and potential supporters to consider including a gift to the charity in their will

*“Working with fundraising agencies helps us to recruit cat lovers to become sponsors or take part in our weekly lottery”*

### *Working with agencies*

In 2017, we worked with three face-to-face fundraising agencies to recruit new monthly supporters for the charity at ‘private site’ venues, such as shopping centres and shows, across the UK. The agencies are The Professional Fundraiser, Unique Fundraising and DMD Solutions. Asking people to sign up to regular giving is hugely important as it provides cat lovers with an opportunity to help our work helping cats and creates a long-term relationship where the supporter can see over time the very real difference that their gifts are making. It also means that we can count on the income for a long period, enabling us to plan for the future. Working with fundraising agencies helps us to recruit cat lovers to become sponsors or take part in our weekly lottery.

► *Cats Protection relies on the kindness of the public to enable us to care for cats and kittens*

By using agencies, we are able to vary the level of activity depending on our requirements, which is much more cost-effective than carrying out the work in-house. This means that more money can go directly towards caring for cats in need of our help. All three agencies passed the new Institute of Fundraising accreditation and are now certified members.

We also worked with four agencies who recruited donors to support the charity through their payroll, the give as you earn scheme. The agencies are The Payroll Giving Team, Payroll Giving in Action, StC Payroll Giving and Hands on Payroll Giving.

### *Building public trust*

Cats Protection is registered with the Fundraising Regulator and adheres to the regulation scheme it has established. We and the agencies we work with follow the Code of Fundraising Practice, which can be found at [www.fundraisingregulator.org.uk/code-of-fundraising-practice](http://www.fundraisingregulator.org.uk/code-of-fundraising-practice) Our face-to-face fundraising agencies also abide by the Institute of Fundraising’s code of conduct for face-to-face fundraising, which can be viewed at [www.institute-of-fundraising.org.uk/code-of-fundraising-practice/guidance/face-to-face-fundraising-guidance](http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/guidance/face-to-face-fundraising-guidance) There have been no reported breaches of these standards.



We also survey our supporters annually and act on the feedback that we receive. In 2017 we asked supporters some specific questions designed to help us understand their feelings on a range of data processing issues and to help us prepare for the implementation of the General Data Protection Regulation in May 2018.

**“We have a number of controls in place to try to ensure that the trust and confidence of the public and potential donors are maintained”**

We have a number of controls in place to try to ensure that the trust and confidence of the public and potential donors are maintained. We have contracts with all the agencies we work with, which set out expectations clearly. New donors receive a courtesy call soon after signing up to check that they were happy with the way in which they were encouraged to support us and that they understand the nature of their regular gift to Cats Protection. The calls are recorded for monitoring and training purposes (the charity listens to a selection of these calls) and donors are given every opportunity to opt out if they no longer wish to take part. Fundraisers at our agencies

all receive specific Cats Protection training before conducting fundraising activities on our behalf. We also carry out a structured programme of mystery shopping in-house and work with the Institute of Fundraising to facilitate their mystery shopping also. Despite these controls, complaints will be received from time to time. In 2017, we received a total of 86 complaints about our fundraising, a reduction of 17% compared to 2016, and aim to reduce this further in 2018.

The number of complaints is monitored and we keep a close eye on the pattern of complaints so re-training can be targeted appropriately. Our training of personnel from all of our contracted fundraising organisations includes the issue of protecting vulnerable adults and sets out the appropriate action that we expect them to take. Our training is based on the ‘Treating Donors Fairly’ guidance developed by the Institute of Fundraising, which can be viewed at [www.institute-of-fundraising.org.uk/library/treatingdonorsfairly](http://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly)

### *Ensuring best practice*

We encourage and financially support members of our Fundraising team to achieve Institute of Fundraising qualifications which help to consolidate our team’s understanding and interpretation of the legal issues involved in fundraising, and we champion best practice. As a demonstration of this, we were one of the charities who supported the work of the Commission for the Donor Experience think tank, and we organised a very useful workshop which helped us to consider how our fundraising could improve further, ensuring that donors’ needs are met.



In December, our lottery and raffle programmes were reviewed by the Gambling Commission and we were judged to have complied with their requirements.

◀ *The Cats Protection Weekly Lottery is a great way to show your support for cats for as little as £1 a week*



► *Madison Rogers,  
Jacqui Cuff,  
Richard Clare and  
Briony Billingham  
speak up for cats  
as our Advocacy  
& Government  
Relations team*



### Speaking up for cats

To reflect the important work we do in influencing both national and local government on feline welfare issues, our Advocacy team has now become the Advocacy & Government Relations team and has added two new members.

### *The true cost of kittens*

The year began with fantastic success in our 'True cost of kittens' campaign, which proposed a change in the law to protect cats and kittens bred for sale. After we delivered 47,000 letters and postcards signed by our supporters to MPs and the Department for Environment, Food and Rural Affairs, the Government announced a proposal to end the sale of kittens under eight weeks old and plans to close the loophole in the law that allows people to run unlicensed pet shops from home by breeding their own cats. Once these regulations take effect, anyone selling kittens as a business will need to apply for an animal activities licence and be subject to inspections. Following this announcement, Lord Gardiner, the Minister with responsibility for animal welfare at the Department for Environment, Food and Rural Affairs, visited our Mitcham Homing Centre to learn more about our cat care and advocacy work.

### *2022 Agenda for Cats*

2017 also saw a snap general election which led to the launch of our 2022 Agenda for Cats. This highlighted three priority agendas we want

Parliament to support by 2022: the creation of enhanced border checks for cats entering the UK; the licensing of air guns in England and Wales and the introduction of responsible and reasonable pet policies from housing providers to allow cats.

Our campaign on border checks and tick & tapeworm treatment for cats entering the UK was referred to in both the House of Commons and the House of Lords on the same day.

In an attempt to encourage housing providers to have better pet policies, we are launching our Purrfect Landlords campaign. Three quarters of the Cats Protection branches and centres that responded to our housing survey reported frequently taking in cats due to owners having problems with their landlord's pet policy. In response, we are conducting a UK-wide survey of tenants and housing providers to find out more about the problem. In 2018 we plan to attend housing conferences across the UK to highlight the benefits of responsible and reasonable pet policies to landlords.



### *Air gun licensing*

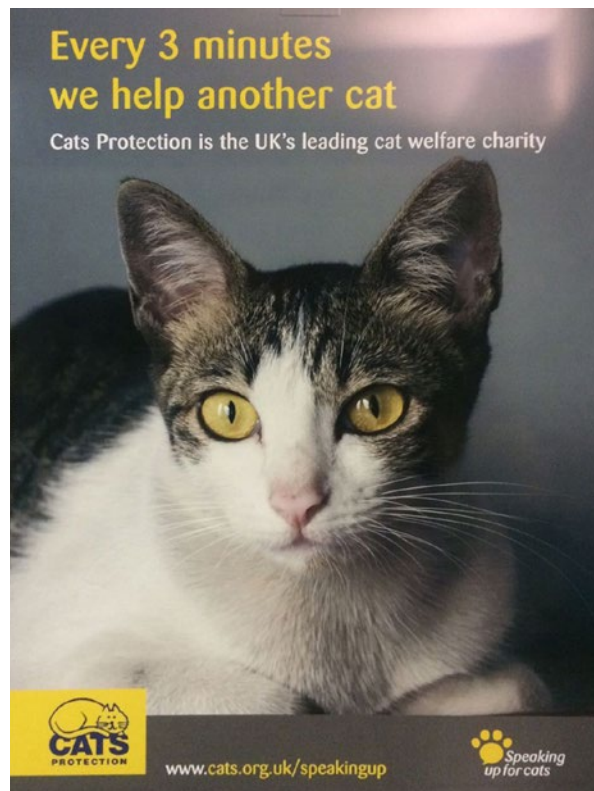
We launched a petition to put pressure on the Government to update the licensing laws on air guns to protect cats. By working together to get this important message out to as many people as possible, our Advocacy & Government Relations and Fundraising teams encouraged more than 90,000 people to sign the petition either online or on paper and raised over £186,000 to help us care and campaign for cats who are victims of cruel air gun attacks. In October we were delighted to hear that the Government now plans to

review air gun licensing in England and Wales and we will continue to campaign on this issue during 2018.

Jalapeno is one of the many innocent victims of air gun attacks that we have helped. When she was brought to our adoption centre in Bridgend, the staff could tell she was in serious pain. She had not only lost an eye but also had a second pellet lodged in her shoulder. The pain caused by the pellet wedged against bone must have been almost unbearable and Jalapeno had become incredibly shy and withdrawn around people. The vet operated on Jalapeno straight away, removing the pellet that was causing her such pain. With plenty of rest and time to recover she started to come out of her shell, blossoming into the friendly, playful cat she would have been before being attacked.

▲ *Jalapeno is just one of the many innocent victims of air gun attacks and was incredibly lucky to survive her ordeal*

► Westminster tube station was taken over by posters of fabulous felines



► Cats Protection is helping to remove the financial barriers preventing owners from getting their cats snipped and chipped

### *Mind the cat!*

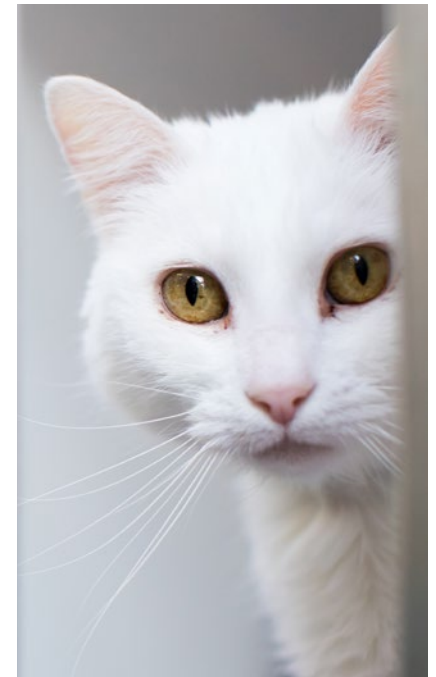
In September, we grabbed the attention of political decision makers as they travelled to and from the Houses of Parliament with posters of marvellous moggies at Westminster tube station. The adverts were used to encourage parliamentarians to 'Speak up for cats' and were accompanied by a glossy wrap featured on 5,000 copies of the *Metro* newspaper. We received positive feedback on the campaign, with over half of MPs recalling communication from Cats Protection, and we welcomed 52 MPs and nine Peers to our annual Christmas parliamentary reception.

***“Our campaigns received significant media coverage in both the local and national press”***

Throughout the year our campaigns received significant media coverage in both the local and national press, including an appearance by Jacqui Cuff, Head of Advocacy & Government Relations, on the BBC's *Fake Britain* programme to talk about the problem of non-pedigree cats being sold as pedigree cats.

### *Snip & Chip campaign*

In June we launched our Snip & Chip campaign in Edinburgh and Lothian, offering subsidised microchipping to those already receiving neutering vouchers. Five MSPs and six local councillors publicised the scheme on their websites and social media pages, helping to support microchipping in Scotland and promote it as a safe and permanent way to identify pet cats. There was also a motion tabled in Scottish Parliament supporting the campaign. In October, Roseanna Cunningham, the Scottish Cabinet Secretary responsible for animal welfare visited our Glasgow Adoption Centre to find out more about our work.



### *The year ahead*

In 2018, we plan to work collaboratively with other charities to raise the profile of cats in Parliament and the devolved administrations. As well as carrying out further work on our Purrfect Landlords campaign to persuade landlords to have responsible pet policies and continuing to lobby Government for a review of air gun licensing in England and Wales, we will also be doing more work to strengthen pet travel regulations.

## Partnership working

Funds and support from our corporate partners are vital for us to continue our work with cats and we are very grateful for the generous support we received in 2017.

### *Pets at Home and Support Adoption For Pets*

Our fifth three-day fundraising weekend with Support Adoption For Pets took place across all 430+ Pets at Home stores in March 2017 and raised over £53,000 from in-store fundraising mechanisms and branch fundraising activities. This took the total proceeds raised from these events to over £218,000. During 2017, we received £23,500 in grants for branch development projects from Support Adoption For Pets, for which we are very grateful. Our branches and centres also received over £52,300 in donations from bi-annual fundraising drives. We'd also like to thank Pets at Home's Very Important Pets (VIP) Club whose continued support has to date raised over £324,000 for us.

### *Petplan®*

We work in close partnership with Petplan®, who provide four weeks' free insurance to Cats Protection adopters when they rehome a cat. Whenever a Cats Protection adopter continues onto a full Petplan® insurance policy for their cat, Petplan® gives 10% of the premium back to Cats Protection and a further 10% each year the policy is renewed\*. On average we receive £500,000 through this partnership, which has generated over £5 million in commission for Cats Protection since 2001. Petplan® also helped to promote our charity by sharing our messages through their communications throughout 2017.

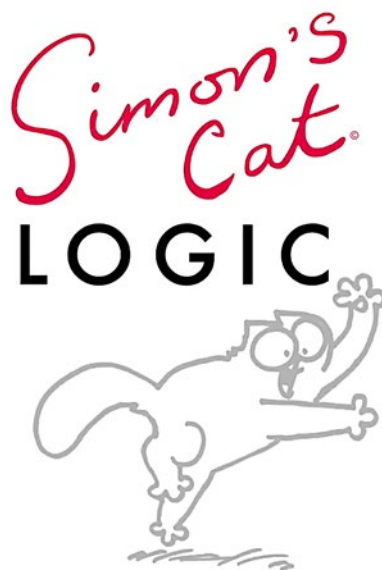
*\*Only applicable when there is no break in cover. Petplan® is a trading name of Pet Plan Limited and Allianz Insurance plc.*

### *Purina®*

Thank you to Purina® for their continued support. Purina® has partnered with Cats Protection for more than 35 years and supports a variety of our initiatives and campaigns. In 2017 we launched a joint campaign called Every Cat Deserves to help raise awareness of pet adoption and our partnership. As part of the campaign, Purina® provided a million meals for cats in our care. Our thanks also go to them for being the official sponsor of the

*“Purina® provided  
a million meals for  
cats in our care”*

National Cat Awards for the sixth time. As sponsor, Purina® sent communications to their customers to encourage submissions and increase awareness of the awards and extend their reach. Purina® also provides subsidised food for the cats in our care, often donates free food and items for our shops and helps to communicate our key messages and campaigns to promote responsible pet ownership.

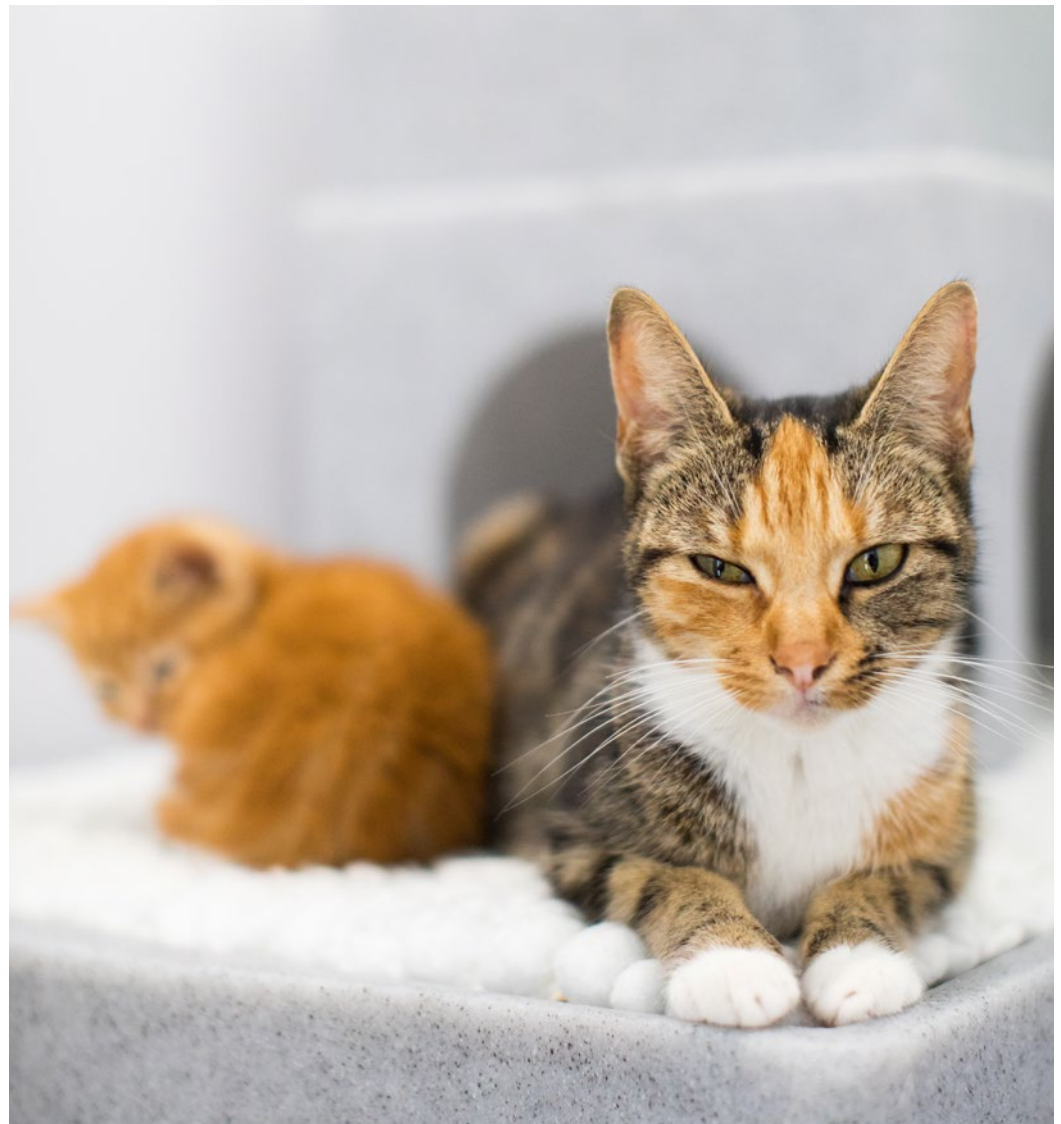


### *Simon's Cat*

Thank you to *Simon's Cat* for their continued support in 2017 and for kindly granting us use of a *Simon's Cat* design for the pin badge at the Pets at Home fundraising weekend and two designs for our Christmas card range. We also worked with them to produce nine *Simon's Cat Logic* videos explaining feline welfare and behaviour, which have received over five million views to date and they have also helped us to promote key messages and our Cat Sponsorship programme.

◀ *Simon's Cat has teamed up with Cats Protection to help promote our cat welfare messages*

► *Corporate partnerships help us to spread our key cat welfare messages to a wider audience and raise funds for the cats in our care*



### *Other corporate partners*

Thank you to Ceva, who continue to support us through sales of their Feliway® diffuser and helped us to produce *The Behaviour Guide*, Sure Petcare for sponsoring our Cat Sponsor newsletter and marketing agency DMS who sponsored our Christmas parliamentary reception. Weekly magazine *The People's Friend* once again supported us through their annual Love Darg charity appeal in late 2017, which saw their supporters make and donate knitted gifts for the cats in our care. They have chosen to partner with us again in 2018. We also launched a partnership with TrustedHousesitters in 2017.

### *Animal welfare partnerships*

We continue to be a member of the Association of Dogs and Cats Homes, a group of over 100 rescues, and collaborate with them to spread our cat welfare expertise as well as offer advice and support to others engaged in cat rescue work.

Cats Protection is also a longstanding member of the Pet Advertising Advisory Group comprising leading animal welfare and specialist agencies

across the UK. The Pet Advertising Advisory Group works with online classified websites like Gumtree, Friday Ad and Preloved to improve the welfare standards of online pet adverts. We are also a member of The Cat Group, a collection of professional organisations that develops and promotes recommendations on cat welfare; and the Canine and Feline Sector Group, which provides expert advice to policymakers on all issues relating to dogs and cats.

We would also like to thank the many others who support our work through corporate partnerships, as well as the RSPCA, Battersea Dogs & Cats Home, Dogs Trust, Blue Cross, PDSA, International Cat Care and others who help us achieve our objectives in improving animal welfare.



## Supporting volunteers and staff

Without the commitment, skills, and enthusiasm of our dedicated volunteers and staff we would not be able to care for so many cats and kittens every year.

In 2017, our volunteer numbers reached and exceeded 10,000 and we expanded our resources to support our growing team. We also revitalised our volunteer recruitment resources to attract more people to Cats Protection and continued to support our people in providing an impactful and positive volunteering experience.

To thank all of the people who donate their time, knowledge and experience to make the world a better place for cats, we continue to run our Volunteer STARS (Special Thanks and Recognition Scheme) that honours both groups and individuals. We also have a Star Team Award at the National Cat Awards,

which in 2017 went to our Deeside Branch for their heroic efforts in rescuing cats during Storm Frank.

In addition to our charity-wide regional conference programme, we also held a national conference to bring volunteers and staff together. This proved to be an excellent opportunity to discuss best practice and share ideas of how we can improve the work we do for cats.

## Learning and development

We invest significantly in learning and development to support our volunteers and staff with the knowledge, skills and understanding they need to carry out their roles.

In 2017 approximately 1,400 volunteers and staff attended cat welfare training workshops across the UK. These covered a range of topics including feline wellbeing, end of life care, feline infectious diseases and feline interactions including handling and medicating.

Throughout the year, over 3,100 online courses were completed by around 1,500 of our volunteers and staff. They included cat welfare courses and an induction specifically designed for our fosterers to give them the best start in their role. We also started a programme of webinars which were watched over 700 times.

▲ *Our volunteers and staff make a real difference to the lives of cats, kittens and people across the UK*

## Plans for the future

In 2018, we plan to undertake the following activities in order to achieve our strategic aims:

- we will evaluate the results from our community neutering projects and plan for further work
- we will transfer more harder-to-home cats from branches to centres to improve their chances of being rehomed
- we will introduce a new strategy for improving and better integrating our activity in London
- we will expand Paws Protect, our temporary pet fostering service for those fleeing domestic abuse, into Kent, Sussex and Surrey
- we will roll out our Snip & Chip campaign, offering discounted microchipping to owners on low incomes
- we plan to open new centres and shops and refurbish some of our existing sites
- we will continue to look for opportunities for partnerships to help our homing work and get our cats seen by more potential adopters
- our Contact Centre team will continue to expand to help members of the public with all their enquiries about the charity and good cat welfare
- our Advocacy & Government Relations team will continue to lobby government on issues such as air gun licensing, pet friendly housing policies and cats entering the UK
- we will review our strategy on feral cats
- we will review our strategic aims to help us help more cats

## Our impact

Cats Protection is the UK's leading feline welfare charity. The impact of our work addresses cat welfare issues across a range of timeframes. Our rehoming addresses the immediate issue of helping cats in need. In the last five years, we have rehomed and reunited 233,000 cats. In the medium term, our neutering work will help control the population of cats so there are fewer unwanted cats. In the last five years, we have helped to neuter 785,000 cats, preventing millions of unwanted litters. Our education and information work has the long-term impact of changing attitudes within society so that people take a more responsible view of cat ownership and welfare. In the last five years, we have delivered 4,600 educational talks.

### *Public benefit*

The Directors of the Corporate Trustee have given careful consideration to, and complied with, the Charity Commission's guidance on public benefit. This is reflected in the review of the

► *Cats Protection has rehomed, neutered and helped over five million cats over the past 90 years*





activities undertaken by the charity contained in this report.

We believe that our vision of a world in which every cat is treated with kindness and an understanding of its needs benefits society as a whole. Cats play a huge part in the lives of millions of people in the UK. According to research, a quarter of UK households has at least one pet cat, with an estimated owned cat population of 10.3 million cats (Source: PDSA, 2017). By supporting cats, we are providing a benefit to owners, carers and other people who come into contact with cats.

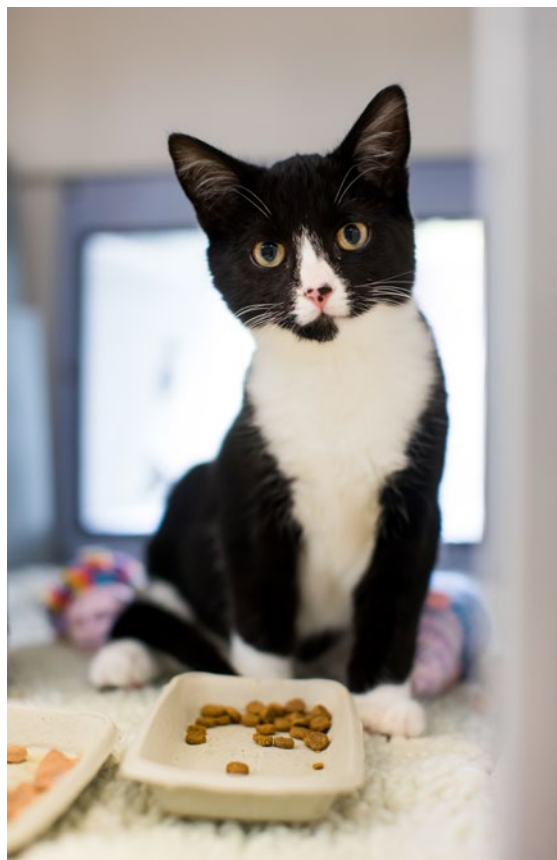
We provide public benefit by:

- helping to control the incidence and spread of disease and suffering in cat populations through vaccination, neutering and education, benefitting both human and animal health
- assisting those on low incomes with the cost of neutering through our voucher scheme
- assisting local and housing authorities and local communities by taking in and rehoming stray, lost or abandoned cats and by controlling feral populations
- assisting local authorities by taking in cats from multi-cat households
- under the Cat Guardians scheme, reassuring cat owners that their

cats will be taken into our care and rehomed if they become incapable of looking after them either through illness, death or for other reasons

- providing volunteering opportunities for those who wish to support our work, including through the Duke of Edinburgh programme
- providing advice to governments on animal welfare legislation, in partnership with other animal welfare organisations where appropriate
- providing educational talks and other activities to both children and adults to increase awareness of cat welfare
- commissioning, undertaking and disseminating research into matters affecting cats and the human population
- helping people experiencing domestic abuse by providing temporary care for their cats under our Paws Protect scheme
- enhancing the quality of life for people in care homes both by homing cats into care homes and encouraging care homes to welcome residents' own cats
- providing the Paws to Listen grief support service
- educating vets, vet nurses, vet students and other animal professionals and giving them practical experience as part of and beyond their formal training

◀ *We have thousands of cats and kittens in our care at any one time until we find their forever homes*



◀ *We aim to promote the importance of good cat welfare to improve the lives of all cats*



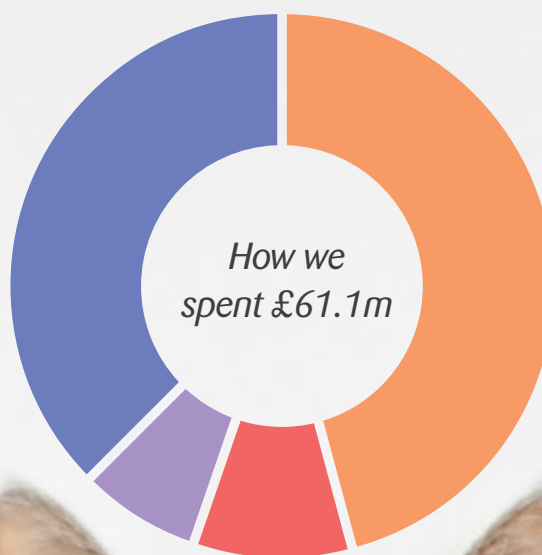
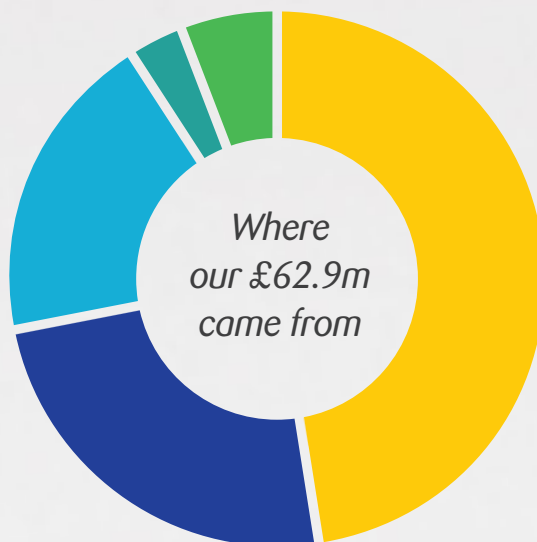
## Financial summary

2017 was another very successful year for the charity. Our total income was £62.9m, an increase of £7.3m from 2016. We saw an increase in all our major sources of income; shop income increased by £2.1m as a result of the expansion of our retail chain; fundraising events income increased by £1.1m mainly due to recruiting new lottery and raffle players; and legacy income increased by £3.9m.

These additional funds have enabled us to increase our expenditure from £53.8m in 2016 to £61.1m in 2017. We spent £2.3m more on rehoming, expanding our network of branches and building a new adoption centre to be opened in 2018. We invested a further £0.8m in our education and information work, which included increasing spending on our social media presence and expanding our advocacy work. Spending on our fundraising activities grew by £3.9m, which included investment in our charity shops, helping us to generate sustainable income for the charity's future.

A summary of our income and expenditure for 2017 is presented in the charts opposite. These figures are based on the those included in the full, audited and unqualified accounts for the year ended 31 December 2017.

For the full Annual Report & Accounts 2017 visit our website [www.cats.org.uk](http://www.cats.org.uk) or get in touch using the details on the next page.





## Annual Review 2017

### *Our network*

- Over 250 volunteer-run branches
- 34 centres
- 121 shops
- 10,200 volunteers

### *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](http://www.cats.org.uk/get-involved)

Contact us by phoning our National Information Line on 03000 12 12 12, or email [info@cats.org.uk](mailto:info@cats.org.uk)  
You can also visit [www.cats.org.uk](http://www.cats.org.uk) or write to us at:  
Cats Protection, National Cat Centre, Chelwood Gate,  
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*





Reg Charity  
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SC037711 (Scotland)  
[www.cats.org.uk](http://www.cats.org.uk)

