

# CATS PROTECTION ANNUAL REVIEW 2006



NEUTERING

AWARENESS & INFORMATION

REHOMING

HOME

FUTURE



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## REHOMING

**On average, we rehome over 1,000 cats a week**

Thanks to the generosity of our supporters, in 2006 we rehomed and reunited 55,500 cats and kittens, the majority of which were found new families by our volunteer-led branches. There were a number of success stories in 2006; in Aberdeen, volunteers from our Central Aberdeen Branch and staff from our Kirkintilloch Adoption Centre worked together with the SSPCA to collect 21 cats from a squalid property in the city. Sadly, the cats were in such a poor state that one of them died but the remainder have now been successfully rehomed.

The fortunate felines included Tiggy, a grey-and-white cat who was adopted from the Central Aberdeen Branch by David and Helen Redwood, from Aberdeen. We also helped rehome felines from multi-cat households in Orkney and in Essex.

***"We have a cat, Chong, who was feeling sad ever since our other cat passed away. We felt Tiggy's bouncy and playful nature would lift his spirits and it has done the trick! Chong and Tiggy happily play together all day and curl up next to each other at night."***

*Helen Redwood, Aberdeen*



### **A message from our Chief Executive...**

The stories and figures in this Annual Review explain why the successful work

of Cats Protection is so important for so many cats. We achieved a great deal in 2006 but success brings with it the need to do even better again and again in the years to come. This report highlights our 2006 achievements with the many cats we have helped and it also provides the opportunity to look to the future to meet the challenge of waiting lists right across the country. Implementing our plans for that future is already well underway. At the heart of our plans are simple messages. We want to rehome and neuter more cats and to ensure that all cats have the standard of welfare they deserve. We must also inform and educate the public about cat care.

The dedication and hard work of our branches, volunteers and staff never cease to amaze me and examples of their fantastic work are highlighted here. Working together as one charity, with the continued and generous help of our supporters, means that we can achieve what we all desperately want; to see more and more cats have the chance to live happily and healthily in a loving environment.

I hope you enjoy our look back at 2006 and thank you so much for all your commitment to, and support of, cats.

**Peter Hepburn**



Tiggy was rehomed after being found living with 20 other cats in squalid conditions

**At any one time we have more than 6,500 cats in our care**

### **Across the UK...**

Our volunteers complete 70 per cent of our rehoming work, and more than 760 cats were rehomed by our Atherton & Wigan Metro Branch. Our adoption centres rehomed more than 15,300 cats, 4 per cent more than in 2005. Our Bridgend Adoption Centre rehomed 1,358 cats alone, while our supporters' generosity also meant we could spend £450,000 on upgrading the facilities at our Chelmsford Adoption Centre. The new administration block and 24 pens will give unwanted cats in the region a warm and welcoming new refuge. Two more branches, Burscough & Liverpool Bay and Lancaster & Morecambe, were also added to our UK network in 2006.

**In 2006, we helped more than 16,000 feral cats**

**2007, the story so far:** In May, our Ipswich Branch were called to help two kittens discovered in the elephant enclosure at Colchester Zoo! Thankfully, the kittens and their mum, named Nellie, have all since been found more suitable environments!

**Into the future:** Rehoming cats is at the heart of what we do and we are working now to ensure many more cats in the future are given that loving home they deserve.



We rehomed and reunited 55,500 cats and kittens in 2006

WE  
HELPED  
142,000  
CATS IN  
2006



## We helped to neuter 98,112 cats across the UK

With your continued support Cats Protection neutered 1,000 more cats in 2006 than in 2005 and a further 32,000 cats were microchipped. Naturally, our branches were at the forefront of this work and our Preston and Atherton & Wigan Metro Branches helped neuter nearly 2,000 cats each. Our branches in the Hertfordshire area also worked closely together and issued more 1,300 neutering vouchers to cat owners in the district. 2006 saw a major review of our neutering activities and a dedicated Campaigns Department was formed. It has already set about revitalising existing Cats Protection voucher schemes and giving more support and resources to branches and vets, making it easier to organise and administer local campaigns.



Thanks to your support we helped to neuter 98,112 cats across the UK

Cats Protection is also working closely with charities, local authorities and other advocates in areas in special need of neutering help, including South Wales, North East England and Northern Ireland. We assisted with the neutering of 44,402 cats and kittens through our voucher scheme for owners on low incomes and paid for operations for more than 25,000 felines via our branches and adoption centres. Other vouchers were issued directly from the National Cat Centre.

## Compared to 2005, we increased our neutering work with feral colonies by 22 per cent

**2007, the story so far:** We joined with Dogs Trust to organise an awareness-raising National Neuter Day at the Houses of Parliament on 31 January, then launched a joint initiative in Northern Ireland which has already helped to neuter 1,719 cats. Our joint scheme with PDSA clinics and hospitals has now gone national and more than 7,000 cats and kittens have been neutered in the first six months of 2007. The Campaigns Department also ensures Cats Protection has a strong presence at veterinary conferences, leading shows and events – more than 8,500 Cats Protection information bags were handed out in just 4 days at Crufts in March.

**Into the future:** Neutering remains the single most effective way to stop the unplanned kittens of today becoming the unwanted

cats of tomorrow. By redoubling our efforts, working with others and with the continued help of our supporters, we can make a real difference to the perennial problem of too many cats and not enough good homes.



Getting the cat welfare message out to both young and old is one of Cats Protection's core objectives. In 2006 both 'Cats in the Classroom' packs were updated, redesigned and relaunched and were made available on CD Roms and online. We distributed more than 8,000 education packs to schools and nearly 12,000 education resources were downloaded from our website. In fact, our teaching material was used by two thirds of all schools in the UK.

***"The Cats Protection educational resource is super, thank you. The children love the games!"***

*(Cats in the Classroom Primary KS1 & 2) Jane Sanchez, Barwell Infant School, Leicestershire*

***Cats Protection teaching material was used by two thirds of all schools in the UK in 2006***

## Stop the presses!

We reached more than 40 million people with news about our 2006 Rescue Cat of the Year Awards. This national event generated huge publicity for Cats Protection across the world and was supported by a host of high-profile celebrities including actor Anthony Head and TV vet Scott Miller. This year's winner was Tee Cee, a truly remarkable cat from Sheffield who predicts his owner's epileptic seizures.

***"My stepfather, Michael, has complex epilepsy, so he is unable to go out on his own", explained Samantha, who entered Tee Cee into the Awards. "This is where Tee Cee has become a lifeline to both Michael and my mother, Jean. Tee Cee stares at Michael prior to a seizure and then***



Winner of Rescue Cat of the Year 2006, Tee Cee, with his life saving talents (picture: UNP)

***runs to my mother to let her know all is not well. He's a real early warning system."***

Another amazing feline, Nutmeg, also generated huge press coverage. Poor Nutmeg travelled 2,800 miles from Iran to Newcastle in hand luggage before our Beverly & Pocklington Branch stepped in to care for the high-flying kitten.

## Taxi!

Cats Protection often leads the way when it comes to increasing awareness in innovative ways. In 2006 we became the first animal welfare charity to advertise on taxis. Five cabs, emblazoned with the Cats Protection logo and contact details, hit the streets of London, Glasgow, Newcastle and Birmingham. Plus, our 'Come and Get Frisky' advertising campaign in railway stations was seen by tens of thousands of people.



One of the 5 taxis emblazoned with the Cats Protection's logo and contact details

Our branches, as ever, worked tirelessly to raise awareness, not only through talks and presentations to the general public but also with more direct ideas. For instance, 65,000 people in the Leeds and Bradford region saw information about our Wharfe Valley Branch's neutering campaign after the branch organised an article in a local council newsletter.

## The successes continue

500,000 people saw the very first issue of *Miaow*, our new publication for supporters. Our website, [www.cats.org.uk](http://www.cats.org.uk), received 1.9 million visits in 2006 and was voted number one for responsiveness and accessibility in an industry report of charity internet pages. New media communication continues to be an area which Cats Protection is developing.

Throughout 2006, our Helpline staff answered more than 100,000 calls and responded to more than 5,000 letters and 10,000 emails from the public. Around 400,000 leaflets and 160,000 posters and factsheets were also issued. Many more enquiries were dealt with by our network of branches. More than 2,500 people attended our National Cat Centre Open Days.

**2007, the story so far:** 'Our Cats Add Smiles' advertising campaign was seen by tens of thousands of people across the UK, as was our Valentine's 'Perfect Partner' campaign.

Following a major press campaign, news of our 80th Anniversary reached more than 1.4 million people. To mark the anniversary, we have set out our vision for the future...to ensure that every cat is given the chance of a life where it will be treated with kindness and understanding of its needs.

**Into the future:** To achieve the objectives of our vision, our awareness-raising campaigns will continue to be innovative to reach a wide range of people, ensuring the work we do today will benefit the cats of the future.

## VETERINARY

2006 was an exciting year for our Veterinary Department. Cats Protection is widely considered to be one of the leading clinical voices on feline care and that was enhanced with the expansion of the team. Maggie Roberts arrived, as Head of Veterinary Services, in November for her second spell with us. Former Head of Veterinary Services, Beth Skillings, moved into the newly-created position of Clinical Veterinary Officer, while Vanessa Thick joined as Field Veterinary Officer. The whole team is now made up of four vets, two nurses and three administration staff, meaning it can provide greater support on veterinary matters for both volunteers and staff.

## Tackling the welfare issues...

In June, Allison German BVSC MSc PhD MRCVS was appointed as Cats Protection Lecturer in Feline Medicine at the University of Liverpool. Allison liaises with Cats Protection over disease and welfare issues and deals with education and training for Cats Protection staff and volunteers, veterinary students and surgeons.

Jane Murray BScEcon MSc PhD, Cats Protection's Lecturer in Feline Epidemiology based at the University of Bristol, carried out some very useful research. Information gained from her studies will be used by Cats Protection to form strategies on issues such as husbandry, homing and neutering.

## ...and sharing knowledge

2006 also saw the Veterinary Department relaunch the Diabetic Cat Register to offer further support to owners of diabetic cats. Through the register, owners of diabetic cats can be sent a list of people who are keen to pass on their tips. Cats Protection also showed its support to the future of feline veterinary medicine by once again helping to organise the Veterinary Student Awards.

**2007, the story so far:** As part of Cats Protection's bid to increase cat welfare awareness, the Veterinary Department has been preparing content for a range of new leaflets, which will offer expert advice and information to cat owners across the UK. Plans have also been put in place for the 2007 Veterinary Student Awards and for a shelter medicine conference in November. Cats Protection was also actively involved in the processes behind the new Animal Welfare Act.

**Into the future:** Ensuring the high standards of cat welfare are maintained in Cats Protection's adoption centres and branches is at the heart of the Veterinary Department's work for the future.

## FUNDRAISING

Throughout 2006, dedicated volunteers and staff members worked tirelessly to raise funds. Whether it was braving all weathers to collect money on street corners or selling merchandise and second-hand goods in one of our charity shops, without our volunteers and supporters we simply could not help as many cats as we do.

One such volunteer is the truly amazing Sally Herbert. Sally is fast approaching 80 years old and has been an active volunteer for nearly 30 years. As a diabetic, Sally does not enjoy

good health but she still manages to run a very successful fundraising team for our Three Rivers Branch in Rickmansworth. The team there raised an amazing £10,992 in 2006.

***"Sally and her husband Bob travel many miles collecting goods that have been donated. We are a small group compared with some branches but still manage to carry out good work for the many cats in our area. Some of this work would not be possible without the hard work and dedication of Sally and her fundraising team."***

*Three Rivers Branch Co-ordinator, Linda Tyrrell*

## Talking direct

Our direct mail fundraising campaigns in 2006 raised more than **£3.6 million\***. From April to May and from December 2006 to January 2007, our Direct Response TV advertising on various satellite channels brought in donations totalling **£45,853\***. We also received **£16.7 million\*** in legacies.

Leading pet insurer Petplan offers six weeks' free insurance to new cat adopters and for every new policy or renewal, introduced by Cats Protection, we receive a percentage of the premium paid. **£81,000\*** was raised through this partnership in 2006.

***Our direct mail campaigns in 2006 raised more than £3.6 million\****

## Going that extra mile

Of course, our supporters choose to help us in so many different ways. Every year we have a number of dedicated fitness fans who take part in not just the London Marathon but running events across the UK, all in aid of Cats Protection.

***"I have seven beautiful cats of my own, and I have a lot of respect for Cats Protection for helping to home and look after others not as fortunate as them. I hope the money I raised for Cats Protection can make a difference to those lovely cats waiting for a home."***

*2006 London Marathon runner Julie Albrow*

## Cats in focus...

Our ever-popular photo competition received 1,600 images from amateur photographers all over the UK. The competition also allows us to use the pictures for our publications and website, saving us vital funds in the process.

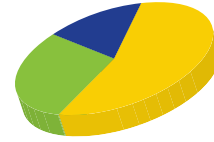
**2007, the story so far:** A brand new supporter scheme, Special Friends, was launched in 2007 and has already proved popular. So far, more than 1,000 people have become Special Friends, raising nearly **£50,000\***. Two new charity shops are due to open their doors for the first time and our 80th birthday direct mail campaign, asking for £80, was an

unprecedented success. We have also launched an affinity credit card scheme with MBNA.

**Into the future:** Cats Protection's often innovative approach to fundraising has allowed us to grow as a charity. Our aim is to continue this growth as we strive to reach even more people with our messages.

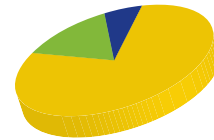
**Total Income for 2006:  
£30.5 million\***

**How our funds were received\***



- Legacies: 55%
- Donations, Subscriptions and Fundraising: 35%
- Trading company and other: 10%

**How we used our funds  
(charitable expenditure)\***



- Rehoming: 80%
- Neutering: 14%
- Education and information: 6%

\* Un-audited figures. Latest reports and accounts are available on request.

## Our network...

Around 7,000 volunteers and staff  
252 voluntary-run branches  
59 charity shops  
29 adoption centres

## Help us to help cats...

For every cat we rehome there are always more that need our help, so please consider helping us to create more happy endings for cats. There are many ways to make a difference...

Adopt a cat or kitten

Make a donation or become one of our Special Friends

Become a volunteer

Leave a legacy

Become a Cat Cabin Sponsor

Please phone our Helpline on 08702 099 099, visit [www.cats.org.uk](http://www.cats.org.uk) or write to us at Cats Protection, National Cat Centre, Chelwood Gate, Haywards Heath, Sussex RH17 7TT

This 2006 Annual Review is printed on paper from sustainable sources. Plus, by producing a one sheet poster we have used a lot less of it. It's cheaper for us and better for the environment too... **Reg Charity 203644 (England and Wales) and SCO37711 (Scotland)**

