

once you've popped out the enclosed die and Cat tokens, it's time to play!

age, whoever (s) is the first person

Roll the die and move your token. The first person to reach the top wins! Have fun!

NEUTERED
150.843
CATS AND
KITTEENS

OUR WEBSITE RECEIVED
1,914,688
HITS

HOW YOU CAN HELP

Adopt a cat or kitten
 Make a donation or
 become a Special friend
 Become a volunteer
 Become a member of CP
 Leave a legacy
 Sponsor a Cat Cabin
 Please phone our Helpline on
 03000 12 12 12, visit
 www.cats.org.uk or write
 to us at Cats Protection, National
 Cat Centre, Chelwood Gate
 Haywards Heath RH17 7TS

GO!

Thank you for your continued support

74 PER CENT OF
OUR WORK WITH
CATS IS CARRIED
OUT BY OUR
VOLUNTEERS

OUR TOTAL
INCOME IN 2008
WAS £36.4M

We helped Over 193,000 Cats and Kittens in 2008

Rehoming

Seeing a cat settled in a loving new home or reunited with his owner after becoming lost is one of the most rewarding things about Cats Protection's work. Happily, 2008 bore witness to 55,056 such success stories, the majority of which are thanks to our volunteers all over the country.

Our Atherton & Wigan Metro Branch rehomed an amazing total of 710 cats while our Croydon and Coventry Branches found happy endings for 571 and 548 cats respectively. Our ten most successful branches rehomed an impressive total of 5,455 cats between them.

One of the many individual success stories of 2008 is that of community-spirited Devon cat, Bruce who was helped by our Teignbridge & Totnes Branch. The two-year-old puss was well known in the village of Shaldon and was often spotted in the neighbourhood. When he suffered minor injuries after a road accident it became clear that he had no owner, so kind-hearted regulars at The Clifford Arms held a collection to cover his vet fees. After some convalescence and the care of branch volunteers, it was decided that Bruce would be given a permanent home somewhere where all his friends could visit him regularly – The Clifford Arms! Bruce is now happily settled in with Landlords Mike and Linda Balster and, with his roaming days behind him, has a happy future to enjoy.



"Bruce is very popular with the customers and stands his ground when people come in with dogs! He is still part of the village but knows where his home is now"
Linda and Mike Balster, Landlords, The Clifford Arms

Elsewhere, our Guildford & Godalming Branch came to the aid of a lady whose cat had given birth to an incredible litter of 12 kittens. She was unable to find new owners for them all but, thanks to the branch, all of the new arrivals found suitable homes. The mother was understandably exhausted and, thankfully, her owner decided to have her neutered.

2009, the story so far
In April, we launched a fundraising appeal to open a new Homing Centre in Ferndown near Bournemouth which could revolutionise the way in which the charity finds new homes for unwanted cats. When it opens, the Ferndown Homing Centre will provide potential owners with the opportunity to meet ready-to-home cats in a comfortable, bespoke environment and it is hoped that it will act as a model for future rehoming activity.



Cats Protection rehomed and reunited 55,056 cats and kittens in 2008



A message from our Chief Executive...
Welcome to Cats Protection's 2008 Annual Review. Writing this introduction gives me a wonderful opportunity to thank all of our supporters, volunteers and staff for their dedication to cats over the past year, which has been another successful one for the charity.

Our neutering programmes in 2008 saw us neuter nearly 30,000 more cats compared to 2007. In total, we helped more than 193,000 cats and kittens across the UK. This is, in no small part, due to our incredible network of volunteers who work tirelessly to help cats and kittens. A flavour of their work is highlighted in this review and I am sure you will enjoy reading about all the happy endings for cats they and our adoption centres have created.

We also received positive news on the financial front. Following the collapse of the UK bank, Kaupthing Singer and Friedlander (KSF), we have worked with other affected charities and politicians for the return of our savings and, at the time of writing, we have received an initial distribution from the bank's administrators of around £2.28m.

Our new Homing Centre in Ferndown, Dorset, is due to open next spring and I am looking forward to updating you all on this and other developments in the 2009 Annual Review.

Thank you on behalf of all the cats we have helped. We know many more need our help and I am determined that we do everything we can to help as many of them as possible.

Peter Hepburn

Fundraising

Throughout the year and whatever the weather, the dedication of our volunteers and staff to raise funds for the cats and kittens in our care never faded. It's not simply all about the money raised, however; our volunteers put in a total of 3.4 million hours of cat care and fundraising work which we estimate as being worth around £40m* to us.

One of the many Cats Protection volunteers to have made a difference on the fundraising front is Elsie Nordhoff of our Framlingham & Saxmundham Branch who, in 2008, was honoured in our inaugural Volunteer of the Year Awards. Elsie won the 'Unsung Hero' category having raised a staggering £11,344 by organising bric-a-brac sales at her own home and garden between 1992 and 2007.

"I had no idea that my fellow branch members had nominated me for the Unsung Hero Award, so it was a major surprise to hear that I had won. I get a lot of satisfaction from raising money to help unwanted cats get a second chance in life so to be recognised for my efforts feels really great"
Elsie Nordhoff, Framlingham & Saxmundham Branch

As well as all of the usual important fundraising events – such as stalls, collections and fêtes – that keep the essential funds coming in to our branches, our volunteers and supporters could also be spotted running, cycling, abseiling, driving weird and wonderful vehicles, dragon boating and zip sliding

Neutering

Neutering cats to prevent the unplanned litters of today from becoming the unwanted and abandoned cats of tomorrow is one of our primary aims and, in 2008, we helped to give 150,843 cats a happier, healthier future in this way – that's 24 per cent more than in 2007. One of the biggest individual success stories took place in south Wales where our Gwent Branch came to the aid of almost 80 feral cats living in a steelworks that was forced to close. Volunteers worked around the clock feeding, trapping and neutering the colony before finding them all suitable outdoor homes where they could ply their trade as mousers once again.

"It seemed an impossible task, but we rose to the challenge and managed to achieve a brilliant outcome for these lovely cats. We are delighted to know that our efforts ensured that all the cats could spend the remainder of their days in a safer, cleaner and more natural environment"
Loretta Kedward, Co-ordinator, Gwent Branch

In total, we gave 20,916 feral cats a brighter future; a figure which meant we increased our neutering work with ferals by 62 per cent. We also microchipped 34,800 pet cats in 2008.



Four of our staff limber up for the successful online video to promote neutering

The top ten performing branches neutered 16,110 cats between them; our Bournemouth & District Branch led the way with a total of 2,501. Preston Branch was responsible for 2,275 while Gwent Branch achieved 2,007.

2009, the story so far
Four members of CP staff donned cat costumes for an online video to raise awareness of the importance of neutering. The fun one-minute film shows cats playing football with a non-existent ball before the slogan: "You don't need balls to have fun... get your cat neutered!" is revealed. At the time of writing, the video had received over 5,000 views on YouTube as we got an important message across in a light-hearted way.



A punk gig in memory of a cat-loving punk fan raised £500 for Cats Protection

among other activities in the name of Cats Protection. Some of the stranger events that simultaneously boosted the CP kitty and put the fun into fundraising included four CP vets literally taking the plunge on a sponsored skydive, while a Batman-themed open day at our Bridgend Adoption Centre raised in excess of £2,000.

A 20-mile motorcycle cavalcade around Stoke-on-Trent in aid of a handful of animal charities saw Cats Protection receive a donation of £1,000 and a cat calendar made by staff of the Crown Prosecution Service raised a combined total of £359 for our High Wycombe & South Bucks Branch and York Branch Adoption Centre.

Elsewhere, CP received donations from the proceeds of two quite different musical sources. Our St Albans & District Branch

received a welcome gift of £250 from the Dusty Springfield fan club, Let's Talk Dusty while a donation of over £500 was sent to the National Cat Centre as part of a tribute to a Sunderland punk rock fan. After Paul Dryden, or Alf as he was known by his friends, passed away his friends decided to organise a gig in his honour and to donate the proceeds to something that was close to his heart – cats!

"Alf only ever gave donations to cat charities so Cats Protection was the obvious choice for the money raised in his honour! The day was a great success and many of Alf's friends were involved in making it happen"

Beki Lee, co-organiser, A Tribute to Alf

Following on from the success of 2007's first Celebrity Paws auction, our media team organised a repeat event which saw 19 feline-friendly famous folk draw around their hands and decorate the results to create unique auction items. With contributions from the likes of Rolf Harris, Dannii Minogue



Gemma Cook of the CP Veterinary Team takes the plunge on the sponsored skydive



A Batman-themed Open Day raised over £2,000 for our Bridgend Adoption Centre

and Andy Murray up for grabs, bidding was frenzied with just under £1,000 raised. Two of our main fundraising events, namely The Big Day Out and the Cats Protection Open Day raised a combined total of £11,704. In addition, our ever-popular photographic and writing competitions saw us receive a total of almost £9,000 in accompanying donations.

Once again, the majority of our income came from legacies, with £20.6m left to us by supporters. This figure accounts for 56 per cent of our income, meaning that we would literally only be half the charity we are today without the generosity of the UK's cat lovers. Furthermore, we received a total of £12.6m as a result of subscriptions and donations. Our Special Friends scheme raised £180,159 while Cat Cabin sponsorship brought in £372,565. Our February appeal, centred on the plight of unwanted older cats, proved highly successful with a total of £328,682 raised via mail and telephone fundraising. Our partnerships, which included arrangements with MBNA, Nestlé Purina and support from employees 'giving as they earn' raised a grand total of £157,152.

2009, the story so far
We announced plans for our 'Paws Outdoors' campaign which ran during the month of June. The campaign encouraged supporters to enjoy the great outdoors while raising funds for CP by arranging anything from afternoon tea events to street parties.

Things are also progressing well in other areas including our arrangement with mobile phone recycling experts, Greener Solutions, which raised over £6,000 in its opening three months. We have also commenced work with Argos and will increase awareness and funds as a result of appearing in its catalogues and on its website.



One of the year's many fundraising events saw supporters driving weird and wonderful vehicles

Information

Promoting the work of Cats Protection to a wider audience is one of our most important objectives and we used a variety of different means to achieve this in 2008. From poster campaigns and publications to award ceremonies and supporting an Early Day Motion in Parliament, our staff and volunteers were busy spreading word of Cats Protection throughout the year.

Our Rescue Cat Awards took place at London's O2 Arena in August, with two-year-old Suffolk cat Speedy winning the overall title, thanks to the companionship and lifeline she provides to her owner, Christine Payne. Christine suffers from a range of health conditions including progressive spinal ataxia and epilepsy, meaning she is housebound and prone to seizures. Speedy senses when these seizures are about to happen and alerts Christine's parents before sitting with her until she has recovered.

"Speedy's love, compassion and deep appreciation of Christine's difficulties are truly astonishing and should be duly rewarded. May this amazing relationship last forever"
Brian Blessed, Celebrity Judge, Rescue Cat Awards 2008

To celebrate the contribution made by our dedicated network of volunteers, we launched our first Volunteer of the Year Awards. With five categories and the overall title to be won, we received a huge number of nominations. Sharyn Wood of our Arbroath & District Branch claimed the overall title along with the Extra Mile Award. The other category winners were Patricia Brooks, Teignbridge & Totnes Branch



The winner of our Rescue Cat Awards, Speedy

(Trustees' Distinguished Service Award); Rosie Collins, Crawley, Reigate & District Branch (Bright Ideas Award); Elsie Nordhoff, Framlingham & Saxmundham Branch (Unsung Hero Award) and Janet Lee, Cannock & Burntwood Branch (Flying the Flag Award).

"I am very proud to be named Cats Protection's first Volunteer of the Year and the award is a great tribute to all of the branch's volunteers – past and present – who have worked so hard to give unwanted and abandoned cats a second chance in life"

Sharyn Wood, Arbroath & District Branch, Volunteer of the Year 2008

One of the most effective ways of raising awareness of the charity is via the media and, in 2008, the total circulation of publications including articles or mentions of Cats Protection was an amazing 1.3 billion people; that's 2.3 million more than the same statistic for 2007. This equates to £1,486,777 worth of press coverage – £557,343 more than the previous year.

Our official website received a total of 1.9 million hits – an average of 159,557 a month – during 2008 with 161,257 copies of our *Essential Guide* and *Veterinary Guide* leaflets downloaded. A total of 19,829 of our primary and secondary education packs were downloaded, with a further 1,500 distributed in hardcopy. Furthermore, 6,154 posters were downloaded by CP supporters.

In terms of raising awareness about Cats Protection online, our website was not our only successful medium in 2008; our relaunched Facebook presence went from strength to strength throughout the year with a total of just over 8,250 active fans on 31 December. At the time of writing this figure had passed the 13,800 mark as we continue to gain a wider audience that will hopefully expand Cats Protection's supporter base into the future.

Staying with technology, we also launched a new 'extranet' facility known as CatNav. This resource is a comprehensive website that has been created for CP staff and volunteers. It enables information to be shared without the need for paper or postage so it is simultaneously environmentally friendly and cost effective.

We ended the year by backing an Early Day Motion which called upon local authorities to routinely scan cats killed on our roads for microchips. Thanks to the efforts of supporters, volunteers and staff over 200 MPs signed the motion and the issue was discussed at Ministerial level, raising awareness of both this matter and Cats Protection as a whole.

2009, the story so far
We started the year with the launch of a range of new educational resources for children and adults. These comprised two DVDs, a school assembly pack and a new *Junior cat care* leaflet. The first DVD, *Caring for cats* is narrated by CBBC presenter Sarah-Jane Honeywell and is aimed at primary school children; the second, *A short film about Cats Protection*, introduces adults to the charity and its aims. Plans are also well underway for our brand new website.



Sharyn Wood receives her Volunteer of the Year Award at Cats Protection's 2008 AGM

Veterinary

2008 proved to be another busy year for our Veterinary Department, with the introduction of our new Minimum Veterinary Standards on 1 January. January proved to be a busy month as we also joined forces with Dogs Trust to fund two Student Research Scholarships.

We ran two Shelter Medicine Roadshows, aimed at vets in private practice, the aim of which was to enhance the knowledge of feline shelter medicine. We were extremely fortunate to have world-class independent opinion leaders speaking at these events which also helped to raise the profile of Cats Protection within the veterinary profession.

Elsewhere, our CP-sponsored academics had several studies published. In September, a questionnaire was sent to over 3,500 vets to help us gauge the knowledge and perceptions of Cats Protection within the veterinary profession. "Branch fosterers are amazing", "CP, in my opinion do a marvellous job locally and nationally to protect the welfare of cats" and "CP volunteers are dedicated and I have seen them at all hours looking after cats, the work you do is inspiring" were just a few of the hundreds of positive comments we received.

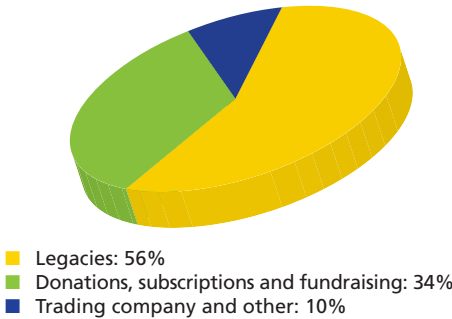
2009, the story so far
In April, we attended the British Small Animal Veterinary Association (BSAVA) Congress, giving us the opportunity to meet thousands of vets and veterinary nurses and promote our aims and objectives.



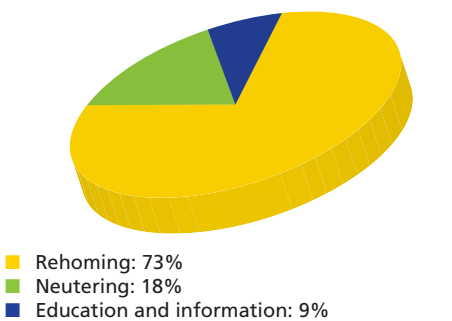
Our Veterinary Department had another busy year, starting with the introduction of our Minimum Veterinary Standards

Total Income for 2008: £36.4 million

How our funds were received



How we used our funds (charitable expenditure)



Our network...

- Around 7,200 volunteers and staff
- 253 volunteer-run branches
- 65 charity shops
- 29 adoption centres

Support us

For every cat we help, there are many more that we cannot, so please consider helping us in any way you can. Together we can create even more happy endings. There are many ways to make a difference to the cats and kittens in our care...

- Adopt a cat or kitten
- Make a donation or become one of our Special Friends or members
- Become a volunteer
- Leave a legacy
- Become a Cat Cabin Sponsor

Please phone our Helpline on 03000 12 12 12, visit www.cats.org.uk or write to us at Cats Protection, National Cat Centre, Chelwood Gate, Haywards Heath, Sussex RH17 7TT

Thank you for your continued support.



Recycled Supporting responsible use of forest resources www.fsc.org Cert no. TC-COC-002331 © 1996 Forest Stewardship Council

