

## Our history

- 1927** The Cats Protection League (CPL) is founded by a group of concerned cat lovers. Two years later, Liverpool, Manchester and Glasgow cat clubs join the Ilford, Slough and Edinburgh clubs to form the basis of the league
- 1931** The first supporters' newsletter *The Cat Mews Sheet* is published for the first time. Three years later it becomes *The Cat* magazine
- 1935** The first feline clinic and charity headquarters opens in Slough
- 1940** A 'Tailwavers Scheme' is launched to help cats left homeless by the Blitz on London
- 1950** The first permanent shelter is opened in Haslemere, Surrey
- 1994** Microchipping is introduced in to all adoption centres
- 1998** The Cats Protection League becomes Cats Protection to reflect the charity's overall objectives
- 2004** The charity moves to the new purpose-built National Cat Centre at Chelwood Gate
- 2007** It's the charity's 80th anniversary. More than 250 branches and 29 adoption centres now exist to help cats across the UK
- 2010** CP's first ever dedicated homing centre – dedicated to supporting local branches – opens in Ferndown, Dorset.

## Our future

Please help us to continue making a difference to thousands of cats' lives. We rely on the cat loving public to support our vital cause.

- Adopt a cat or kitten
- Make a donation
- Become a volunteer
- Leave a legacy/bequest
- Become a member or Special Friend
- Sponsor a Cat Cabin

For further information, please:

- Phone our Helpline on 03000 12 12 12 (open Mon–Fri 9am–5pm)
- Email us at [helpline@cats.org.uk](mailto:helpline@cats.org.uk)
- Visit our website at [www.cats.org.uk](http://www.cats.org.uk)
- Write to us at Cats Protection, National Cat Centre, Chelwood Gate, Haywards Heath RH17 7TT.

# Cats Protection

## Moving forward together



# Cats Protection... now

Cats Protection helps more than **215,000** cats and kittens every year. It's a huge number and, while we are rightly proud of our achievements, we know more cats need our help. More needs to be done to keep even more cats safe, well and cared for in the future. That's why we are determined to grow and develop. We have come a long way from our inauguration in 1927. Back then, cats were viewed with indifference, as animals that could just look after themselves. Thousands of cats were subject to terrible cruelty, neglect, starvation and disease in particular. The concern of just a few cat lovers heralded an organisation that has since grown into the UK's largest feline welfare charity.

Today, we actively prevent unplanned litters being born in the first place, so that they do not become the unwanted cats of tomorrow. We do this by working with veterinary practices, other animal welfare organisations and cat owners to promote the benefits of neutering and responsible pet ownership.

Our rehoming and neutering programmes are at the heart of our strategy and, together with our work in reuniting lost cats with their owners, ensure those **215,000** cats are given the chance of a better life. Our education programmes help many more cats. This work would be impossible without the dedication and commitment of our **7,200** volunteers.

For more than 80 years we have built a strong, united charity that has changed the world in which we work. In order to further develop this strength, we are constantly reviewing our direction and methods, making changes where we could do more to improve the interests of cats and kittens.



Our voice for cats is listened to, actively sought out and respected by millions of people. We are interested in the welfare of every cat, at home or abroad and we offer advice and support to numerous organisations working on behalf of cats wherever they may be. Cats Protection has simple and clear objectives to help cats:

**Homing** – finding good homes for cats in need

**Neutering** – supporting and encouraging the neutering of cats

**Education** – improving people's understanding of cats and their care through education and advice



## Our vision is

**"A world where every cat is treated with kindness and an understanding of its needs"**

It's an ambitious vision. However, we truly believe it can be achieved because of our passion, our professional approach and simply because cats are one of the UK's most popular companion pets.

## Our values... which underpin everything

They will shine through our work and provide the cornerstones of our charity, enabling us to grow and, as a result, to help more and more cats and kittens every year. Our values are simple;

- We care about cats
- We value and respect our volunteers, supporters and staff
- We are committed to providing a service of the highest quality
- We are open and honest

## Our strategy

Cats Protection will continue to help cats by **developing and growing** in all three of our objectives;

- homing
- neutering
- information

This will be achieved by:

- Pulling together as **'one charity'**
- Investing in our **branches and in volunteers** across the charity, so that we can help even more cats
- Becoming more effective and **professional** with consistent and high standards

We will:

- invest in supporting the people who carry out our vital work
- build a dynamic and go-ahead organisation
- attract more volunteers, more homes for cats, more funds to pay for food, veterinary care and everything our cats need

We will:

- become more responsive to the needs of our customers, current and future
- communicate better what the charity stands for
- work with other organisations to further the cause of cats and their welfare

## Cats Protection... into the future

For every cat we help in the UK, there are many more that we cannot help. To be able to reach out to all the cats and kittens that need us, we must dramatically increase our ability to rehome, neuter and impart information. We cannot ask the cats to wait until we can help them. Their needs are paramount, as is our responsibility to be there for them.

The years ahead will bring many new opportunities and challenges. Cats Protection wants everyone to **celebrate** our achievements to date and also to support us in achieving an even better future. We must be there to help every cat in crisis.

**Thank you for your support**