

welcome
to the
2011 cats
protection
annual
review





A message from our Chief Executive

Welcome to the 2011 Cats Protection Annual Review. We very much hope that the stories on this page will give you a flavour of the many successes we enjoyed in 2011. It

was a special year for us as we passed a very exciting milestone. Over the past five years, we have helped one million cats through our rehoming, neutering, reuniting and microchipping programmes. All of us at Cats Protection are very proud of this achievement and as an organisation we are so grateful to you, our supporters, for helping us to make this happen. That's a huge number of cats who have been given the chance of a better life – and, of course, we are continuing to work hard to add to this number.

We've decided too on a 'poster cat' to represent the one millionth cat helped. He's Patch from our Carlisle & District Branch. Thanks to two branches working together to help him he's settled into a loving new home where he has been since New Year's Eve. You can read more about Patch in the rehoming section on this page.

2011 also saw us record another increase in the number of cats neutered. This is such important work as it has a huge impact on the future; neutering cats today reduces the number of unwanted kittens tomorrow. Together with the expansion of our education programmes and the launch this year of a Cats Protection advocacy function, it all bodes well for the future of cats in the UK.

We helped an incredible number of cats in 2011 – more than 235,000 – through our rehoming, neutering and education programmes. Given the harsh economic times we can be proud of our achievements which are thanks, in no small part, to the tireless work of our 8,721 strong network of volunteers. These 8,721 people gave up around 4.5 million hours over the course of 2011 to fundraise, raise awareness and to carry out three quarters of all our rehoming work. It's incredible dedication, I am sure you will agree.

In this review we report on our impact and you'll see that when we help cats we also help people. Reuniting cats with their owners is just one way we make people and cats happy! More than 2,500 cats found their lost owners, thanks to our work last year, all helped by our microchipping programme. Microchipping goes a long way to reducing the worry and stress, for cats and people, when cats go missing and we are planning further national work in this area in 2012.

While we are delighted to be able to bring you our 2011 good news stories, we know we have much more to do. The challenges ahead are severe, funds are not keeping up even with inflation and many more cats need our help. That is a huge challenge. We want to continue to solve people's problems by working tirelessly on behalf of cats in the UK. We want to further champion cat causes, welfare issues and be there for them wherever and whenever we can.

There's no doubt that 2012 will be the most difficult yet but with your continued support I am confident we can meet those challenges head on and be able to share with you even more triumphs for cats in next year's Annual Review.

Thank you for all your support of CP.

Peter Hepburn



Cats Protection is here to help cats and by helping cats we help people. Cats play a huge part in the lives of millions of people in the UK. The latest research indicates that there are some 10.3 million cats owned by UK households. Sadly, there is also an unknown number of cats living wild and fending for themselves. Each year an estimated 131,000 cats are taken in by animal welfare charities such as Cats Protection.

As a charity, we work to solve problems. Through our assisted neutering programmes, we reduce the number of unwanted kittens to prevent them becoming the unwanted cats of the future. If Cats Protection wasn't here, more cats would simply become strays and cause a nuisance in communities. We provide financial assistance and support to low-income families and cat owners to help them get their cats neutered. We neutered 191,000 cats and kittens in 2011, thereby helping potentially as many as 475,000 people directly and many more indirectly by ensuring these cats do not cause problems in local communities.

We work to educate the public about cat welfare. Through our adult and school education programmes we work to prevent cats from being mistreated, left to fend for themselves or fall ill. The concepts of respect for cats and good welfare may not be obvious to all, but they can be taught. We rehome tens of thousands of cats every year and take in cats which people can no longer look after. If we were not here to do this work, more cats would be left homeless, suffer stress, hardship and pain and cause problems in communities.

In 2011, we rehomed more than 45,000 cats and kittens and reunited over 2,500 with their owners, making many cat owners very happy! Through this work and our microchipping projects we helped around 240,000 people. We worked to alleviate problems caused by feral cat colonies helping around 24,500 feral cats by humanely trapping them and neutering them, thereby avoiding the issues that unmanaged feral colonies can cause.

In 2011, we gave nearly 450 educational talks to youth and adult groups. We know that by working with youngsters in this way, and by sharing our education packs and teaching materials, we can develop their understanding of cats and help them form well-informed and caring relationships with all animals. We estimate that around 45,000 people benefitted from our education programmes in 2011.

We help people in so many other ways too. For many victims of domestic abuse, leaving violent relationships is made impossible simply because they – both adults and their children – cannot bear to leave their cats or dogs behind. That's where we, together with Dogs Trust, step in; through the Freedom Project we take in and provide a safe refuge for victims' cats until they are in a position to reclaim them. In 2011 we helped 24 families and 40 cats in this way.

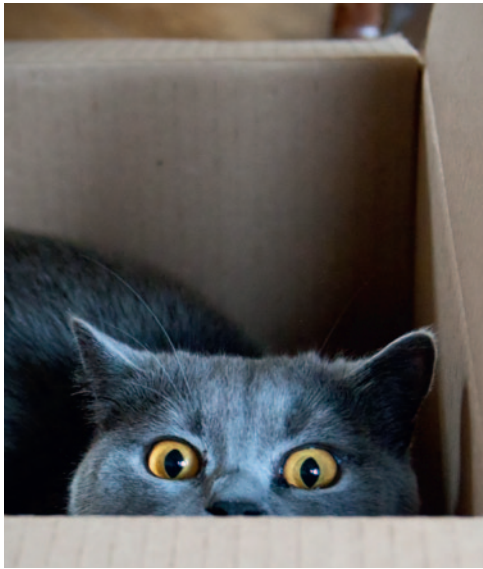


In 2011, Cats Protection rehomed more than 45,000 cats and kittens

We are the largest feline welfare charity in the UK. Put simply, without us more cats would suffer, more cats would live their lives alone and in pain and more cats would never know the joy of being with an owner who knows what they need and who can provide a secure and loving home.

achieving our vision

Our vision is a world where every cat is treated with kindness and an understanding of its needs – to achieve this vision we have a number of objectives all aimed at helping cats and people. We need to increase the number of cats we rehome, increase the number of cats we neuter and improve the level of understanding about cats' needs and their behaviour. To achieve this we are working as 'one charity', investing in our branches and volunteers and increasing our effectiveness and professionalism.



We are working as 'one charity' to help cats

Our 8,721 volunteers, together with our supporters and donors, engage with us because they want us to help as many cats as our resources will allow. In order to do this we are planning for change, focusing on areas we know will have a real impact; growing our neutering programmes and developing our education and advocacy projects.

This Annual Review shares some of our successes as we continue on this path towards our vision. As we move forward we are learning from our successes and identifying areas where we need to improve. We constantly review our plans and strategies and know that with your help, we can continue to improve the lives of cats and people across the UK.

neutering

In 2011 we continued to offer our range of neutering support options across the UK. Our neutering programmes have grown as we look to reduce the numbers of unwanted cats and kittens in the UK. In fact, according to research from the University of Bristol, we were responsible for funding over 20 per cent of all cat neutering carried out in the UK in 2011. We also run the largest single companion animal neutering programme in the world.

2011 was another massive year for us in which we neutered 191,000 cats and kittens across the UK; we neutered 288 more cats every week than in 2010; an overall increase of 8.5 per cent. Once again our fantastic branches worked extremely hard in their local communities to support neutering programmes and to educate people about the benefits to cats of neutering. More than 50 per cent of neutering was carried out by our branches, 15 per cent

by our adoption centres, while the remaining 35 per cent was carried out by the neutering team at the National Cat Centre and through partnerships with other charities. Our 10 most successful branches neutered a total of 18,232 cats and kittens between them. Our Newcastle upon Tyne Branch, working jointly with our East Northumberland Branch, neutered 2,297 of these cats and kittens.

Bridgend Adoption Centre was one of many CP teams that helped to improve the lives of feral cats. Staff member Katie Edwards devoted hours of her free time to trapping and taking for neutering more than 50 feral cats living on a residential estate. Many of the cats were underweight, others had flu-like symptoms, there were several litters of kittens and some of the estate's residents were not pleased by the cats' presence. With less competition for food, the neutered and released feral cats are now looking much healthier.

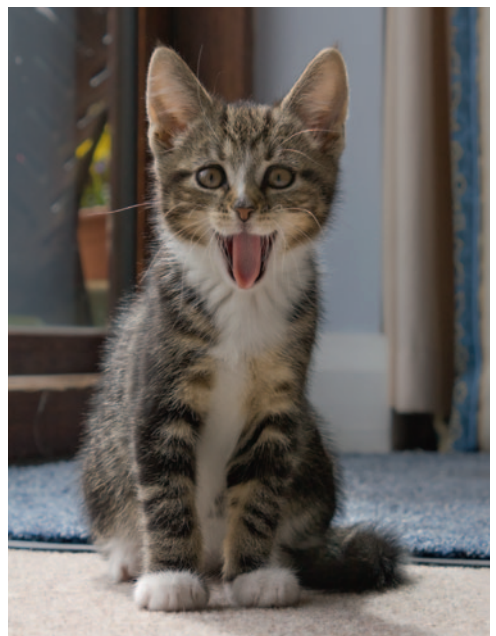
"The residents are more accepting of the cats now there's not litter after litter of kittens. People are much friendlier towards them."

Katie Edwards, staff member, Bridgend Adoption Centre

We want to be able to reach more communities and to neuter more cats wherever we can. That's why our work with other animal charities is so important. We can share costs and resources, making our neutering schemes more viable and cost effective. We run four joint schemes nationally with other charities and November saw us launch an intensive joint neutering scheme with the RSPCA around Stoke-on-Trent. It's also given us a chance to set up a long-term university-led study of the cat population in the area so we can find out more about the cats and their owners' needs. In total around 30,000 cats were neutered through our joint schemes.

We also continued to work with animal welfare and housing staff in over 70 local authorities, building on the foundations established in previous years, with the National Dog Wardens' Association choosing to hold their annual conference at the National Cat Centre – who says cats and dogs can't get along!

As our neutering schemes have grown, our communication with customers both within the charity and outside has grown as well – both in quality and quantity. In early 2011, our centralised Neutering Support Team was formed, bringing all non-financial telephone and administration contact relating to the programme into one team. The team developed throughout 2011 – and as a customer-facing team, all staff spent regular training days working with CP volunteers and staff, animal wardens and charity colleagues on the front line, so that they truly saw the importance of the work.



We rehome and reunite almost 1,000 cats every week



Little Fraser has formed a firm bond with feline friend Billy, who was adopted from Deeside Branch

2012, the story so far

Our branches and centres have continued their good work in 2012, some supporting the neutering of hundreds of cats in a single campaign. Gosport Town Branch and Chichester, Bognor Regis & District Branch are among those who have run £5 schemes. Wolverhampton Branch ran a campaign in February and March, issuing 110 vouchers for free-of-charge neutering. In January 2012 our central team handled 3,933 calls, a 143 per cent increase on January 2011, so as you can see we are continuing to grow and build on our successes! 2012 will see us provide more and more neutering support across the UK. It's a real joint effort between our volunteers, staff and other charities and, of course, our supporters and donors, who continue to help fund this vital work.

She says the cat has made a huge difference to their lives. Fraser's feline friend is rarely far from his side; when Fraser was ill, Billy lay in his lap all day.

Louise was impressed by Deeside Branch Co-ordinator Liz Robinson's sensitivity to Fraser's needs: "She's amazing and a credit to Cats Protection." Liz says she feels "privileged to have been involved in something so wonderful". Louise also hopes other parents of children with special needs will consider getting a CP cat.

"It's been such a good experience for us. Fraser's got a beautiful best friend. It's changed everything."

Louise Booth, Billy's owner and Fraser's mother

rehoming

One of our main objectives is to find a happy home for every cat. We also reunite lost cats with their owners and 2011 was another success for us as we rehomed and reunited around 48,000 cats – that's nearly 1,000 a week!

One of the cats CP helped in 2011 swapped city streets for country living and got an important new role thanks to our Birmingham Adoption Centre. Tabby-and-white Freddie was bought to the centre in July, after he was found wandering the city's streets. In November, he was appointed chief mouser at the National Trust's Packwood House in Warwickshire and has taken to his rodent reduction role with relish.

Between them our top 10 most successful branches rehomed 4,737 cats and kittens – an incredible achievement in these difficult economic times. Our Croydon Branch found new homes for 571 cats in 2011, while our Coventry Branch and our Newbury & District Branch Adoption Centre rehomed 507 and 493 cats respectively. Elsewhere, our Clackmannanshire & Stirling Branch rehomed 483 cats while Basildon, Brentwood & District Branch made 473 cats very happy by finding them a new home.

2012, the story so far

Thousands of cats have already been rehomed by us in 2012. Among an abundance of achievements is the tale of polydactyl kittens Fred and Ned, who have extra digits on their paws. In January, Gosport Town Branch rehomed the black-and-white pair together. In April, staff at Belfast Adoption Centre reunited a cat found wandering alone at George Best City Airport. Tabby Luna was microchipped so the centre was able to contact her owner Susi Reilly, who lives in Newtonabbey, almost 30 miles from the airport. And Basildon, Brentwood & District Branch rehomed its 10,000th cat, Tia.

We are particularly proud to introduce Patch to you. The grey-and-white tom was rehomed on New Year's Eve, 2011 and has been nominated as our symbolic one millionth cat helped over the past five years. Patch, who is pictured on the front of this annual review, got his new start thanks to the combined efforts of two branches. In November, West Cumbria Branch Co-ordinator Frances Morton turned to her friend Elaine Morley at Carlisle & District Branch for help with rehoming Patch and his three siblings. Patch's siblings were rehomed before him but luckily he was spotted by Amanda Harrison of Annan, Dumfries.

"Patch is getting on really well. He's a happy, active cat and very loving."

Patch's new owner Amanda Harrison

Another successful rehoming story, this time from Scotland's Deeside Branch, is a great example of CP helping both cats and people. Louise Booth has a young son, Fraser, who has autism. In 2011, Louise adopted grey-and-white tom Billy from the branch as a friend for Fraser.

education

Educating cat owners and future cat owners about cat welfare is supremely important to us. It's not just about ensuring cats are well looked after. Our education programmes aim to ensure youngsters in particular grow up understanding animals and how to meet their needs and ultimately learn to respect them. While the younger generation is key to these aims we make sure adult groups are included in our objectives too. In 2011, we distributed 3,918 education packs and teaching materials to schools and colleges across the UK. We also gave just under 450 talks to youth and adult groups; an 11 per cent increase on 2010. Our adoption centres often open their doors to Beaver and Brownie groups offering the chance for them to see our work up close and to learn more about cats and their needs.

To help get our messages across we developed our Early Years Foundation stage resource to include an activity booklet, *Cats, Cats, Cats* which includes lots of fun games to engage little ones while they learn. 2011 was also the year we expanded our work on a local level with schools and groups. Our recruitment of two new Community Education Officers, for London and the South East and for the Midlands and North means we can now connect with groups in those areas. We also developed resources for our Education Volunteers to help them give talks.

2012, the story so far

CP and other animal welfare charities have worked with the Pet Food Manufacturers' Association (PFMA) to develop a web portal signposting educational resources available on animal welfare charity websites. Our Northern Ireland Education team has already developed a very successful partnership with Libraries Northern Ireland and visited over 12 libraries across the region to deliver tailored workshops.

raising awareness

Raising awareness of our work is vital if we are to reach out to as many cats as possible. Our national Helpline service was as busy as ever handling more than 40,000 calls and emails over 2011. Enquiries regarding people wanting us to take their cats into our care increased, a sign of these difficult economic times. 2011 also saw the service implement a customer satisfaction survey and we are pleased to report that 97 per cent of respondents were very satisfied with the service.

The local and national press remains a very important outlet for us to spread news about our work and our objectives. In 2011 the total circulation from 7,630 articles in the UK media about or mentioning CP, reached a huge 219,789,033 – a 30 per cent increase on 2010. If we had to pay for that level of coverage as advertising it would have cost us over £3.5m!

Highlights of our media coverage included an appearance on the BBC's *One Show* which pulled in 5.5m viewers and three appearances on the missing pets clinic section of ITV's *This Morning*. We also reached 1.5m people through our super-injunction neutering campaign and more than 5m people through our campaign to highlight the plight of black cats, which, along with black and white cats are not as popular as others for some reason!

This campaign led to our Black Cat Awareness Day which ran on our social media pages and on our websites. At the end of 2011 our Facebook fans numbered 64,545 while nearly 13,000 people followed us on Twitter. We spread the message about black cats far and wide in October, through the creation of a brand new CP character Billy Noir-Mates. The campaign saw us receive nearly 10,000 extra Facebook page views on one day with over 15,000 'likes' and we gained more than 250 new followers on Twitter as black cats trended on the site. Best of all we rehomed a number of black cats during the month.

Talking of celebrities, we also ran a successful 'I'm a Volunteer...Get Me Out of Here' project which saw a number of celebrities, including Sam Fox and Kim Woodburn, cleaning out cat pens, litter trays and living a day in the life of one of our amazing volunteers.

We also attended a number of shows and events across the UK, including Crufts and the London Pet Show. All of these allowed us to talk to potential adopters, volunteers and donors and to explain face-to-face the work we do for cats. These events also give us a chance to promote our popular supporter magazine, *The Cat*.

The internet is, of course, a hugely important medium for us and we received more than 1.6m unique web hits in 2011. We launched our very first iPhone application, MyMog and it proved to be a fun way of getting our messages across. Our refreshed and relaunched e-newsletter @catsprotection was also sent out to 27,000 subscribers.

Our branches and centres carried out some amazing work to help spread news of our work in their communities and beyond. Kelly Eyre and Lynn Flemming of Wrexham Adoption Centre endured 24 hours locked into 6ft by 2ft cat pens, raising £1,000 while spreading word about CP and cat welfare.

In October, Farnham & Wey Valley Branch took an imaginative approach to awareness-raising, spreading its message through music. The branch released a cover version of The Cure's song *Love Cats*, thanks to the efforts of branch volunteer Louisa Bird and producer friend Louis DeWray. The branch's version of the song was available to download for 79p from a specially-designed website and buyers had the option to top up their donation.



October's Black Cat Awareness Day boosted the profile of black cats, which are often overlooked



Birmingham Adoption Centre's Laura Middlemast and Julie Styler raised £1,000 in a sponsored parachute jump

“Our version of Love Cats was downloaded 105 times and we raised more than £250. We made more money because of the option to make an additional donation.”

Louisa Bird, Farnham & Wey Valley Branch volunteer

2012, the story so far

This year we have launched a blogger network outreach programme. This means other bloggers can share CP updates and news with their followers, helping to spread our messages further. We've also launched our MyMog app on the Android platform and are now on Google Plus and Pinterest social networking sites. We've even persuaded our Chief Executive to join Twitter! You can follow him on @HepburnPeter. A new Advocacy Manager will be tackling all sorts of issues affecting cats and their welfare, while planning is well underway for our new National Cat Awards, due to be held in London in August.

also like to thank all the charitable trusts and foundations that have helped us throughout 2011. These relationships helped us to raise around £57,000 last year. Our supporters responded with increasing generosity to our direct mail campaigns and our TV appeals were seen on a number of channels.

2011 was also an important year for our retail teams and a number of shops were set up, aimed at raising our profile on local high streets, raising funds and assisting with the development of new branches. In fact, our new shop in Leeds raised £5,000 in its very first week! Other shops to flourish were our outlets in Cheltenham and in Folkestone – if it's vintage bargains you want a CP shop should be your first stop!

In total our income increased by 2 per cent on 2010, so thank you to all for your continued support of our work.

2012, the story so far

Our new retail strategy continues to help branches set up and run shops while our TV appeal has already aired again. We've undertaken door-to-door fundraising and begun plans to fundraise in supermarkets and other private sites, while our branches and centres keep coming up with inventive ideas to boost branch funding.

Fundraising

Raising funds to help us continue our work with cats has perhaps never been so important. It's a challenge that many of our branches and centres meet head on with increasingly innovative campaigns.

Two courageous Cat Care Assistants leapt from a plane at 13,000ft, raising almost £1,000 for Birmingham Adoption Centre. Laura Middlemast and Julie Styler saw their 15 November sponsored tandem parachute jump as a great way to combine their shared ambition with fundraising for CP.

“I couldn't hear anything; I could just see the view. Words can't explain it, it was just brilliant.”

Julie Styler, Cat Care Assistant, Birmingham Adoption Centre

Other branches raised money in more traditional but just as effective ways. Among these was Croydon Branch, which made a net profit of £3,500 from its Grand Auction in November. Ferndown Homing Centre raised more than £1,000 from its first birthday celebration on 10 September and Chichester, Bognor Regis & District Branch, raised more than £400 from its annual Garden Party, held in August at the home of stalwart CP supporter Sir Patrick Moore.

Nationally, the generosity of our legacy pledgers continues to be an extremely important fundraising stream for us with more than £19m of our income generated through gifts in wills. We also continued to work closely with our corporate partners, including Purina, Petplan and Pets At Home to raise funds and awareness of our work with cats. We would

Veterinary

Our Veterinary Department ran three highly successful Feline Shelter Medicine Roadshows (in association with Pfizer) in Northern Ireland, Nottingham and Cardiff for vets in practice undertaking rescue work. Topics included early neutering and infectious disease.

CP also attended many of the major veterinary events including the British Small Animals Veterinary Association (BSAVA) congress and the British Veterinary Nursing Association (BVNA) annual event as well as the International Society of Feline Medicine (ISFM) conference and the London Vet Show. CP was also represented at the Ceva & APBC Feline Conference (Association of Pet Behaviour Councillors) and the AVS congress (Association of Veterinary Students). These events are hugely important to us as they give us a chance to share best practice in feline medicine and to promote and discuss our early neutering campaign.

We also worked closely with Nottingham University to give their students a real taste of feline shelter medicine. The University's feline specialist Rachel Dean regularly brought her first year students to our Derby Adoption Centre. This has been successful in getting the shelter medicine message out to new vets and giving the students first-hand experience

of the shelter environment. The students get the chance to put this experience into practice when they visit the adoption centre again later in their studies.

Our National Cat Centre vet clinic neutered 225 more cats in 2011 mainly due to early neutering. CP's policy on the age of neutering was reviewed in 2010 and updated to reflect the fact that cats can safely be neutered at an early age and cats in CP care may be neutered after first vaccination, if deemed suitable by a vet.

Nicky Trevorrow, CP's Behaviour Manager, has been developing training modules throughout 2011 and these will be available to staff and volunteers in 2012. Further training will be offered using online webinars. 2011 also saw Nicky become a representative for CP on the Feline Advisory Bureau (FAB) Behaviour panel and the Animal Behaviour and Training Council, which aims to regulate the industry of animal trainers and behaviourists.

In 2011 we launched a new series of one-week clinical practice placements for veterinary students in association with Dogs Trust. We hosted 20 students at the National Cat Adoption Centre Clinic, allowing them to gain valuable experience in shelter medicine. Following the placement, students are invited to submit a short report detailing their experience. These were reviewed in early 2012 and the winner awarded a prize. Matt Smith, a fourth-year student from the University of Liverpool, won with his report 'What motivates staff and volunteers within feline rescue and rehoming organisations?'.
What motivates staff and volunteers within feline rescue and rehoming organisations?'

2012, the story so far

Our Early Neutering Register, which went live in 2011, now has more than 800 veterinary practices online. All these vets will neuter cats younger than the traditional age of six months and are helping us to achieve the best welfare possible for young cats. The register can be found via the main CP website, www.cats.org.uk.



Cats Protection has around 6,200 cats in its care at any one time

We have also attended the 2012 Association of Veterinary Students event and BSAVA congress where we hosted a lunch with Dogs Trust to present our Vet Student Awards and have run another highly successful Feline Shelter Medicine Roadshow in London. The Veterinary Department has also been working with a CP Fosterer, Laura Shaw, to develop a feline behaviour e-learning package for staff and volunteers this year.

We are hosting 16 veterinary students at the National Cat Centre Clinic and Adoption Centre in 2012 allowing them to meet our front line staff and gain valuable experience in shelter medicine. Cats Protection also hosted the 2012 Association of Cats and Dogs Homes (ADCH) conference.

Financial

Total income for 2011: £36 million
How our funds were received



- Legacies: 54%
- Donations, subscriptions and fundraising: 29%
- Trading company and other: 17%

In 2011 our volunteers gave in the region of 4.5 million hours to CP; the value of these hours to the charity is close to £56m*

Total expenditure for 2011: £37.5 million
How we used our funds**



- Rehoming: 60%
- Neutering: 16%
- Education and information: 4%
- Fundraising: 20%
- Governance: Less than 1%

Our network...

- Around 9,000 volunteers and staff
- 260 volunteer-run branches
- 66 charity shops
- 29 adoption centres
- 1 homing centre

Support us

There a number of ways in which you can make a difference to the cats and kittens in our care...

- Adopt a cat or kitten
- Ensure your cat is neutered – from four months
- Participate in one of our challenge events
- Make a donation
- Become a volunteer
- Leave a legacy
- Subscribe to *The Cat* magazine
- Follow us on Facebook and Twitter

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

Thank you as always for your continued support!

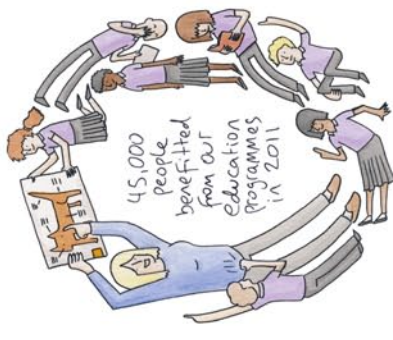
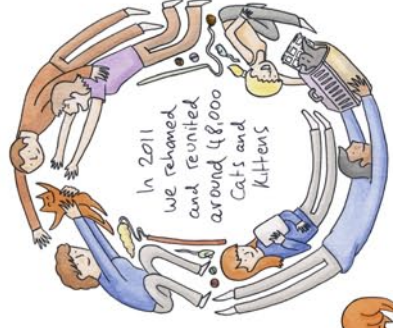
Our vision is a world where every cat is treated with kindness and an understanding of its needs

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

**This rate is based on the median gross hourly rate (excluding overtime) for full time workers (£12.50) from the 2011 Annual Survey of Hours and Earnings National Office of Statistics, December 2011*

***Income and expenditure figures have been extracted from the full audited and unqualified accounts for the year ended 31 December 2011. Copies can be obtained from www.cats.org.uk or by applying to the National Cat Centre at the address above.*

Cats Protection has helped more than



Cats and kittens in the past five years

