

# Annual Review 2013



A message from our Chief Executive Every cat we rescue, every cat we rehome, every cat we neuter, is another success. During the year we saved lives

and created happy futures for many cats and kittens and the people who adopted them. 2013 saw numerous achievements as well as some challenges for the charity following organisational changes during 2012. This year we focused on planting seeds for the future. We have several successes to celebrate: we rehomed and reunited around 46,000 cats and kittens and helped to neuter 158,000. 31 adoption centres including two

Our increased investment in fundraising has paid dividends with donations increasing 23 per cent. We also saw an outstanding performance from legacies and, looking to the future, the number of people who pledged to recognise Cats Protection in their will has increased six-fold, which is so important in securing our work to help cats for years to come. Our total income from all sources increased by 19 per cent to £44m from £37m in 2012.

2013 saw the opening of a new homing centre at Gildersome, Leeds. This is a new model; a small, low-cost, standalone centre which houses cats that are ready to go to new homes. Fosterers initially care for cats in their own homes and when the cats are ready to find new owners they move to the centre to be cared for by volunteers and staff there. We also opened two new charity shops nearby to help fund the centre and make people aware of its work locally. The new Gildersome centre homed over 60 cats in its first three months alone.

We opened six new volunteer branches and we will continue looking for opportunities to open new branches and develop existing ones although, from time to time, they can Our fundraising investment and its close for various reasons. For example, efficient implementation has put the a branch might lack volunteers in a particular area or occasionally there can be operational issues. In situations can continue to have impact. Our like this we do as much as we can to keep the branch helping cats, or to reinstate it as soon as possible.

We are increasing the number of volunteers across our network and particularly in our adoption centres. The work of our volunteers has an estimated value to the charity of £60m. On that note I'd like to thank our volunteers, supporters and staff for their continued hard work helping cats through the year.

We are working hard to establish further new homing centres in the years ahead, as so many cats and kittens are in such need of our help

As the economic recovery begins to take hold across the UK we look forward being part of a brighter future for cats!

Thank you for supporting Cats Protection.

Peter Hepburn

## Impact

Cats Protection is the UK's leading feline welfare charity, dedicated to helping cats through its network of 252 volunteer-run branches and homing centres.

Our vision is a world where every cat is treated with kindness and an understanding of its needs. We have simple and clear objectives:

- Homing finding good homes for cats in need
- Neutering supporting and encouraging the neutering of cats
- Education and information improving people's understanding of cats and their care

At any one point in time, we have many thousands of cats in our care. Through rehoming, reuniting and neutering, we directly helped over 194,000 cats during 2013 – an average of over 500 cats a day. This was only possible as a result of the tireless work of our 9,100 volunteers, who generously gave in the region of 4.6m

We spread the word of cat welfare through national and regional press, radio and TV, our websites, social media, our Helpline, leaflets and The *Cat*, our official supporter magazine. We gave talks to schools and community groups as well as to the veterinary profession.

charity on a stronger financial footing for 2014 and beyond so our work rehoming helps cats immediately in need, our neutering activity helps to control the number of unwanted cats and our education work encourages people to take a responsible view of cat ownership and welfare.





### **Kehomin**<sup>®</sup>

Stray kitten George was found in a garden in a distressed state and it was quickly identified that he was blind in both eyes. Our Derby Branch was contacted and he was immediately taken to a vet, who determined that his eyes had been undeveloped at birth, so to make him more

No-one came forward to claim him but fortunately he found a new home quickly and is now very happy and settled. His new owner, Ella Rhodes says, "I hadn't realised what a rewarding experience it would be having a cat with special needs."

We also help lost cats find their way home. Floyd was missing for nearly three years after his owner Jasmine Easey moved from Norfolk to Brackley, course Carol placed them in a happy Northamptonshire. Our Cherwell Branch in Oxfordshire was called by a lady in Croughton, five miles away, who had been looking after a stray cat. A vet scanned him for a microchip and discovered he belonged to Jasmine who was overjoyed to have him back.

Floyd through the year. Microchipping kittens neutered. offers cats a safe and permanent method of identification and means that if a cat does go missing it is more likely to be reunited with its owner.

We very nearly achieved our aim of maintaining homing levels in 2013 and this signifies a huge success through this difficult economic climate where fewer cat lovers are able to take on the responsibility of caring for a cat.

Our dedicated volunteers and staff put so much effort and resource into cat care at our branches and adoption centres, fostering schemes, the Finda-Cat feature on our website and homing shows so that the cats in our care can find loving homes.

We reunited Jasmine with Floyd after nearly three years apart

Into 2014

even more cats.

new home.

In April we opened a Homing and

Pets at Home store as a trial, to

Information Centre in the Newbury

encourage more people to consider

adopting a homeless cat, educate

promote the message of responsible

also planning to spend £1m on a

2014-15 to raise awareness of our

homing services and help to home

Our homing work nowadays takes

advantage of the power of social

Tunbridge Wells, Crowborough &

District Branch set up a dedicated

and, thanks to the power of these

Lisa Davis in north Birmingham is

one cat owner who understands the

importance of neutering. When her

cousin's cat gave birth, they applied

"My cousin is on a low income but we

of kittens being born," says Lisa. "Her

beautiful cat is now spayed thanks to

spread the word, my cousin does too."

They weren't the only ones to benefit

from our neutering campaigns – in

2013 we helped neuter over 158,000

cats, including approximately 18,000

thousands of people with neutering

Neutering is a vital part of the work

of Cats Protection and helps reduce

the number of unwanted cats and

kittens. In 2013, we spent nearly

advice and vouchers.

feral cats, and advised and supported

want to help stop unplanned litters

the scheme, and not only do I help

Neutering

Facebook page for two long-stay cats

new communication channels, in due

media: Carol Gordon from our

ownership to a wider audience. We're

significant advertising campaign over

visitors about cat welfare and

comfortable they were removed.

We microchipped over 36,000 cats like for a voucher to get her and the

£5m on neutering (this includes the provision of financial support towards neutering costs). No-one provides as much financial support towards neutering costs as we do and this achievement would not be possible were it not for the generosity of our supporters

Although we neutered fewer cats than in 2012 (173,000), over the last 10 years the number of cats neutered by Cats Protection has grown by 66 per cent. In most areas the neutering message is getting through and the vast majority of people are taking responsibility for neutering their own cats. It is becoming clear that in future we will need to focus our neutering work on areas of urban deprivation in big cities; where many people can't afford the cost of neutering or where neutering the family cat has a low priority. We are investing time and resources in developing community and collaborative-based initiatives with the aim of tackling these specific challenges and have seen some success reaching an audience of over 13,000. in helping to stabilise cat populations in locations such as Northern Ireland and Glasgow. We are currently working on a campaign of this type in Birmingham in partnership with the RSPCA and running joint schemes with the PDSA and the London Cat Care & Control Consortium (C4).

Our collaborative work with other animal welfare charities helped to make our funds go even further and to make our neutering initiatives more effective. 'Protect your Pet' events in Wales invited owners to bring their cat for a health check, get their cat microchipped and receive neutering, de-fleaing and de-worming local cats in our care based on their vouchers. We issued over 150 neutering vouchers over two threeday events and spread the neutering message

Our early neutering register continued to grow with over 1,000 veterinary practices now registered to us to spread cat welfare messages neuter cats at four months or younger and our cat behaviour survey to stop unplanned pregnancies.



Lisa and her cat used our neutering vouchers

#### Into 2014

In 2014 we will be continuing with this good work as well as launching a neutering campaign in the East Midlands, covering the counties of Derbyshire and Nottinghamshire.

Last year we ran a survey with the University of Bristol about attitudes to cats and neutering and have plans for another later this year. The results of this research will inform and help us to develop our future neutering campaigns.

### Spreading the word

One of our main objectives is to improve people's understanding of cats and their care. This work continued in 2013: we gave 448 educational talks across the UK in the year to both adults and children at schools and community groups;

Our national Helpline helps members of the public with gueries relating to adopting a cat, cat care, becoming a volunteer and more. We took more than 26,000 calls and dealt with over 6,400 emails

Our online fan base continued to grow too: on our main Facebook page likes' increased from 92,000 to nearly 123,000 by the end of the year; while our website users rose by 15 per cent to 2.7 million.

The Find-a-Cat feature on our website launched in April 2013 and it enables potential adopters to search for postcode. By the end of January 2014 it had received over 400,000 unique views on the desktop and mobilefriendly versions.

Coverage in national and local press and broadcast media is essential for Purrs of Wisdom, launched in July, generated more than 140 items of coverage including BBC Breakfast and national newspapers. To date, our cat behaviour video on YouTube has been viewed nearly 800,000 times.

We had a presence at 14 consumer shows and events around the UK reaching approximately 350,000 people with the charity's core messages of homing, neutering, education and information. We responded to around 125 cat homing enquiries, 40 volunteering queries and 120 cat care-related gueries and met many supporters, members and well-wishers helping to build valuable support for our work.

Our National Black Cat Day was held again in October, celebrating black cats (which although utterly delightful are strangely more difficult to home).

We asked supporters to send in pictures of their black or black-andwhite cats to be included in a poster which was subsequently used as a rehoming campaign in a shopping centre. We received more than 2,000 photo entries via Instagram.



Black cats need homes too!

Our north Birmingham neutering campaign was supported by a community-based education project; we also ran several community events, including a Halloween family fun day and cat-themed art workshops to educate adults and children about the importance of neutering cats.

We worked with local shopping centres and town centre management to promote the work of Cats Protection through eye-catching window graphics in empty shops and retail units. Among other designs we launched innovative augmented reality posters which passers-by are able to interact with using their smartphones

#### Into 2014

We launched a mobile version of the CP website in March 2014, which enables people to use our Find-a-Cat search and to find their local branch as well as access our cat care information while on the go – using their smartphones and tablets.

In 2013 we began investigating Virtual Call Centre technology that will allow us to answer Helpline calls from any location in the UK, enabling us to recruit home-based volunteers and therefore handle a greater number of calls. We hope to have this in place by late summer.

### Speaking up for cats

Our advocacy programme 'Speaking up for cats' went from strength to strength in 2013. There were many opportunities to engage with politicians and decision makers.

#### Highlights included:

 Securing a debate in the House of Lords on the welfare of cats and dogs – the first for 20 years! The Minister with Government responsibility for Animal Welfare welcomed the debate, at which seven lords gave speeches on priority issues including concerns about unregulated cat breeding, the mportance of neutering cats early and of educating children about pet welfare

Emphasising the inadequacy of current laws to prosecute dog owners when an out-of-control dog njures or kills a cat. We ensured that Government guidance on new anti-social behaviour measures to control dogs included reference to preventing dog attacks on cats

Working as part of the Pet Advertising Advisory Group (PAAG) to secure Government backing for a set of voluntary minimum standards to improve the content of online pet adverts. Seven leading classified advertisement companies agreed to meet these standards and introduce automatic filters for unacceptable adverts. Volunteers have also been moderating online pet pages and PAAG will be reporting to Government on progress

 Contributing to a campaign to ban snares – our supporters, branches and adoption centres sent over 5,000 campaign postcards to MPs

 Securing further improvements to warnings on supermarket lily bouquets about toxicity to cats

#### Into 2014

May 2014 saw the launch of our public consultation on manifesto priorities for cats one year ahead of the 2015 general election. In the autumn we will be analysing all the responses we receive and will presen our manifesto to Westminster MPs. Working with Government, our aim is to secure a better world for cats.

Following our successful 'Speaking up for cats' reception at the Northern Ireland Assembly in Belfast, we shall continue to work around the UK with elected representatives in England, Scotland, Wales and Northern Ireland on policies affecting cat welfare. We will also be providing evidence as part of a European research project into the commercial breeding and sale of cats and dogs.

## Fundraising

We do not receive any government funding, so our work helping thousands of cats each year depends solely on your donations, which is why fundraising is so important to the charity.

This year our volunteers have not only been fearless but have discovered some unconventional ways to raise funds. They have run, skydived, speeddated, organised a black cat ball and even launched the CP logo into space!

We introduced a new fundraising scheme, Cats Protection Sponsorship, in which supporters sponsor a cat looking for a home and receive regular updates on how their cat is getting on. The scheme had more than 7,000 sponsors by the end of the year. Sponsor Anya Newman says, "It is lovely to deal with a charity that shows you the good you are doing rather than telling you more about the cruelty that animals suffer."



Supporters can sponsor a cat in our care

The number of legacies being left to Cats Protection increased by three per cent to represent 58 per cent of our total income; and almost 600 people are now registered with our Cat Guardians service – this is a scheme where we guarantee to look after a person's cat if they pass away before their pet.

We also introduced a weekly lottery which saw over 8,000 people playing by the year end and we opened six new shops.

Our corporate partners PURINA®, Pets at Home, Support Adoption For Pets (the independent charity supported by Pets at Home), Petplan, Magpie, Ceva and many others helped us to raise funds and awareness of our work for cats. Purina® supported Cats Protection by making us their Charity of the Year for 2013/2014.

Our first fundraising weekend with Pets at Home and Support Adoption For Pets was held in June 2013 and Was a great success, raising over £30K. Our veterinary team promote our messages of feline welfare to the veterinary profession

#### Into 2014

We are very pleased to have been shortlisted for an Institute of Fundraising award for face-to-face fundraising innovation.

To ensure the charity's long-term sustainability, we plan to expand the fundraising capacity of our volunteer network by opening 15 new shops in 2014. We also plan to develop more relationships with high value donors, to test direct esponse television and to investigate more online advertising opportunities, to reach new audiences who will support our vital work for cats.

### Veterinary

Our Veterinary team are experts in feline welfare and their work is key to the charity's activities, influencing and informing all that we do. They share their expertise both within and outside the charity, promoting our messages and strengthening our relationship with the veterinary profession.

We gave 32 training sessions to staff and volunteers and 58 talks on cat welfare, behaviour and shelter medicine to a variety of external audiences including veterinary and animal welfare professionals.

**Our Minimum Veterinary Standards** mean that all cats in our care are health-checked, vaccinated, treated for parasites and microchipped. This makes us one of the biggest purchasers in the UK of feline preventative medicines such as vaccines and wormers. Using our buying power we undertook tenders that resulted in us saving thousands of pounds without any decrease in the standard of care, enabling us to help many more cats in need.

We distributed CP: The veterinary quide to veterinary practices to more than 5,000 practices and to our branches and adoption centres. The booklet outlines the charity's policies and provides a wealth of information about the veterinary care of CP cats.

All of our Essential and Veterinary Guides were updated and several new titles were added to the range. Our neutering leaflet was also translated into 12 different languages and made available as an online download.

We promoted awareness of the challenges faced by animal charities and the principles of shelter medicine to veterinary students. Fifteen students undertook placements at the National Cat Centre's veterinary clinic and submitted reports for our Veterinary Student Awards. We are also working with the University of Surrey on the curriculum for their new veterinary course that will start in the autumn of 2014.

Maggie Roberts, Cats Protection's Director of Veterinary Services, received the J A Wight Memorial Award for outstanding contribution to the welfare of companion animals at the annual British Small Animal Veterinary Association (BSAVA) congress. This celebrates the memory of Alf Wight, otherwise known to millions as James Herriot.

CP also won an International Cat Care 'Cat Friendly' award for the Feline Fort®, an environmental enrichment product for cats, developed to reduce feline stress in the rescue situation but that can also be used in the home or vet clinic

#### Into 2014

We have started work on the BSAVA Manual of Shelter Medicine, alongside other experts in the field. This will be the first British textbook Cost of generating fund on the subject. Work has also commenced on a veterinary module of our web-based cat management system. This will not only help us to keep better records on each cat but will enable us to gather more accurate data for research that could help all cats.



## Looking ah

To achieve our vision of a where every cat is treated kindness and an understan needs, we will:

- Continue to find loving cats in our care
- Develop our adoption ce open more shops
- Uphold neutering to red number of unwanted cat kittens
- Continue to increase our in fundraising
- Maintain levels of suppo branches and volunteers

# rinancial

The following is a summar Annual Report & Accounts can be read in full on our www.cats.org.uk

Total income for 2013: £4 How our funds were receiv

- Legacies: 58%
- Donations and subscript
- Other activities: 21%

### Total expenditure for 201 £35.7million

How we used our funds\*

### Rehoming: 51%

- Neutering: 14%
- Education and informat
- Governance: less than '
- Other 2%

### Our network.

- 9.100 volunteers
- 252 volunteer-run branc
- 69 charity shops
- 31 adoption centres include homing centres

### Support us

There are lots of ways you us, from adopting a cat to a donation, leaving a lega ollowing us on Facebook. information on how to hel our website www.cats.org. nvolved. Contact us by ph Helpline on 03000 12 12 1 helpline@cats.org.uk. You visit www.cats.org.uk or wr us at: Cats Protection, Nati Centre, Chelwood Gate, Ha Heath, Sussex, RH17 7TT.

### Thank you, on behalf of th

### Our vision is a world whe cat is treated with kindne understanding of its needs

Reg Charity 203644 (England and Wales) and So Income and expenditure figures have been e idited and unqualified accounts for the yea 013. Copies can be obtained from www.cats he National Cat Centre at the address above

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<b>44 million</b> ved*
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Donations to the charity increased by ±1.7m in 2013, representing growth of 23%. One of the innovative ways volunteers raise funds is through sponsored skydives







