



*Annual Review*  
2018



# The five animal welfare needs

## **Diet**

*To have suitable food and fresh water*

## **Environment**

*To have a suitable place to live with everything they need*

## **Health**

*To be protected from pain, suffering, injury and disease*

## **Behaviour**

*To be able to express normal behaviour*

## **Company**

*To have the choice to be apart from other cats*

*It is a legal requirement that all cat owners must ensure that the five welfare needs are met for their cats: Animal Welfare Acts 2006-11.*



# Trustee's report

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

Founded in 1927, Cats Protection is the UK's leading feline welfare charity. In 2018 we helped 184,000 cats and kittens, including 26,000 feral cats, through our national network of over 250 volunteer-run branches and 36 centres (in 2017 we helped over 193,000 cats, including 28,000 ferals). That's the equivalent of helping 500 cats a day.

This review covers the period 1 January 2018 to 31 December 2018 and was approved by the Trustee on 17 April 2019.

## Our strategy identifies four aims to help us help more cats:

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**06** **Increasing awareness.** We will significantly increase awareness of Cats Protection and our work.

**09** **Improving understanding of cats' needs.** As the leading authority on cats we will help people better understand their needs in order to improve the welfare of all cats.

**12** **Reducing overpopulation of cats.** We will help to reduce overpopulation of cats through targeted neutering campaigns and education, by directing more resources to the promotion of early neutering and by doing more research and gathering better data on the impact of our neutering work.

**15** **Rehoming cats.** We will home more cats until our work on information, education and neutering reduces the long-term need for homing. In the longer term our work will mean that there are fewer cats needing our help.

## Our values

- Cats and their welfare are at the centre of everything we do
- We never put a healthy cat to sleep
- We value and respect our volunteers, supporters and staff
- We are committed to providing a high-quality service
- We are open and honest

## Helping us to get there:

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**20** **Growing income and managing funds.** We will significantly grow income and manage our funds to enable us to help more cats, now and in the future.

**23** **How we ensure we fundraise responsibly.** We will work to maintain the trust and confidence of the public in our fundraising activities.

**25** **Speaking up for cats.** We will speak up for cats and represent their interests.

**27** **Partnership working.** We will increase the extent and effectiveness of our collaboration with animal welfare charities and other organisations, for the benefit of cats.

**29** **Supporting our people.** We will value our hardworking people and support them to help more cats and kittens.

**30** **Plans for 2019.** We will aim to have a greater impact on the welfare of cats in 2019 and beyond.



# Chairman's report

## An introduction from

### Linda Upson, Chairman

Cats Protection's 90th anniversary celebrations in 2017 gave us the opportunity to reflect on the charity's incredible history, and in 2018 the focus has been on looking to the future of cat welfare and the next 90 years of our work rehoming, neutering and educating the public about cats.

As the UK's leading feline welfare charity, our interest is in improving the lives of all cats, not just those in our care. In 2018, our work in advocacy and government relations saw us make impressive progress on a number of issues facing cats and their owners, and I am very encouraged that so many MPs and Peers have shown their support for our cause.

The introduction in England of tighter regulations for kitten vendors and the ban on licensed sellers dealing in kittens under eight weeks old is encouraging news for cat welfare and the proposal to end the commercial sale of kittens in pet shops and other outlets is also incredibly promising for improving the health and welfare of the UK's cats.

Campaigning for the licensing of air guns in England and Wales continues to be high on our agenda as sadly many cats are maliciously shot with these weapons each year, causing a great deal of suffering for them and anguish for their owners. I'm hopeful that the petition featuring an incredible 110,000 signatures from our kind supporters that we delivered to 10 Downing Street in 2018 will help to persuade the Government to review this issue and stop these weapons from falling into the wrong hands in the future.

We also launched our Purrfect Landlords campaign in 2018, encouraging more landlords to have responsible and reasonable pet policies that allow their tenants to experience the joy of owning a cat. We've already begun to hear success stories of tenants who, using our advice, have been able to persuade their landlords to let them keep pets and I look forward

to helping to change the attitudes of more landlords in 2019.

In 2018, the governance of our charity has also seen some changes, as we welcomed two new Trustees to the Board. Dr Kit Sturgess FRCVS, who is a recognised specialist in small animal internal medicine, will bring his long-standing experience in feline medicine and desire to improve cat welfare to the charity. Nikki Butcher has a wealth of project management and voluntary experience and has been involved with Cats Protection's Bracknell & Wokingham Districts Branch for the past 13 years and served on the charity's Advisory Council for the last three years. I look forward to working with them and with our six other Trustees to guide the charity towards achieving our vision of a world where every cat is treated with kindness and an understanding of its needs.

We said a fond farewell to Nick Edmans as Director of Communications and Lewis Coghlin as Director of Fundraising. They both made a fantastic contribution to the charity and we wish them well.

Finally, towards the end of 2018, we also welcomed our new Chief Executive, James Yeates and he is already working closely with myself and the other Trustees to shape the charity's future. His extensive knowledge of the animal welfare sector coupled with his love of cats will make him a great addition to Cats Protection's leadership team and I look forward to working with him in the years to come. I would like to thank Dominic Sullivan who was interim Chief Executive for the period February to November.



Linda Upson



# *Chief Executive's report*

## **An introduction from**

### **James Yeates, Chief Executive**

It was a huge honour to join Cats Protection in November 2018 and I have enjoyed getting to meet people across the charity and learn about all of the amazing things they do for cats. It is so inspiring to see the brilliant work to improve the lives of cats across the UK. In the years ahead I hope that we can shout a little louder about our shared successes as we should be truly proud of everything that the charity, and one another, has achieved.

Looking through this review, you may notice that there has been a slight decline in the number of cats we rehomed and neutered in 2018. In the interest of being open and honest, there is more work that we need to do in 2019 to understand why these numbers have fallen. A potential cause is that our neutering and public education work is being highly effective, leading to a drop in the number of unwanted cats ending up in our care. We should not make that claim without convincing evidence to back it up but we can certainly celebrate the impressive work that has been done to tackle this issue at its roots.

When it comes to helping cats, it is not all about the numbers though. The quality of care we provide for the cats we rehome has improved. The welfare standards we hold ourselves to are significantly higher than the industry standard and will continue to improve in 2019. We are also tackling the harder to reach cats and people, using innovative and demanding methods to reach the most vulnerable cats and people.

The numbers also show that we are fantastically efficient as a charity, as when you compare the scale of the work we do to our income, it is incredibly impressive. Of course, this has a lot to do with our wonderful team of over 11,200 volunteers who give their time, skills and dedication to the charity. Without each of them, and our equally dedicated employees, we would

simply not be able to help as many cats as we do.

We are also hugely grateful for the generosity of our supporters who donate money, purchase items in our charity shops, take part in fundraising challenges or spread the word about our work, it all makes a big difference to unwanted cats and kittens across the UK and we wouldn't be here without them.

Looking ahead to 2019, we have a year of consolidation of the amazing journey so far, and planning the next steps. In readiness, we will be recruiting to complete the Executive Management Team and working with the Board of Trustees to re-evaluate our plans for the years ahead. We have continued to expand our network to open new branches and centres including two of the latter in 2018 – with more of each than any other UK rehoming charity. In 2019 we will focus on refurbishing and improving several of our existing sites. Not only will this make them even better equipped to provide care for unwanted cats, it will also help our people perform their roles on a day to day basis.



James Yeates



# Objectives, activities, achievements and performance

## Increasing awareness

Spreading the word about Cats Protection is important for encouraging people to come to us, the UK's leading feline welfare charity, for all their cat needs, whether they are looking to rehome a cat or need cat care advice. Our people did a fantastic job of raising our profile in 2018, from speaking to members of the public at events, to getting local and national media coverage of our work.



### In the news

The 2018 National Cat Awards, sponsored by PURINA®, took place in August to celebrate some of the UK's most extraordinary cats and over 900 entries were received for the five categories. The awards attracted some excellent media coverage, with an estimated reach of 584 million people (2017: 243 million). They featured on BBC News 24, Sky News and BBC Radio 5 Live and international coverage appeared in the USA, Ireland, Sri Lanka, Hungary, Indonesia and Russia.

In the summer, our Pawsome Predictor cat Phoenix was tasked with choosing the outcome of various Football World Cup games, predicting most of the results correctly. His videos were viewed over 130,000 times online and he soon

became the preferred predictor of ITV show *Lorraine*, where he was tasked with predicting the winners of *Love Island*, the outcome of *Bodyguard* and the gender of Harry and Meghan's baby. His efforts were also featured on [express.co.uk](http://express.co.uk), [bbc.co.uk](http://bbc.co.uk), [mirror.co.uk](http://mirror.co.uk) and [thesun.co.uk](http://thesun.co.uk)

Our National Cat Adoption Centre in Sussex was featured on BBC1 show *Antiques Road Trip* in October, as presenter Philip Serrell explored the history of cats and met some of the felines in our care.

### Online activity

Our websites, including our national site and our individual branch and centre sites, are a fantastic source of cat care information and one of the main ways people can view cats available for adoption. Combined, they were visited 4.4 million times in 2018 (2017: 3.85 million) and work to develop the national website is ongoing. Our national *Meow Blog* features lots of cat welfare information and success stories from across the charity and was visited 242,000 times in 2018 (2017: 136,000).

Social media continues to be a fantastic platform for raising awareness of our work and by the end of 2018 548,000 people had liked our national Facebook page (2017: 502,000), 105,000 people were following our national Twitter account (2017: 98,000) and 52,700 people were following our national Instagram account (2017: 27,200). In addition, we have gained thousands of new followers for our individual branch and centre social media accounts, which are run by dedicated volunteers and help us to reach an even wider audience.

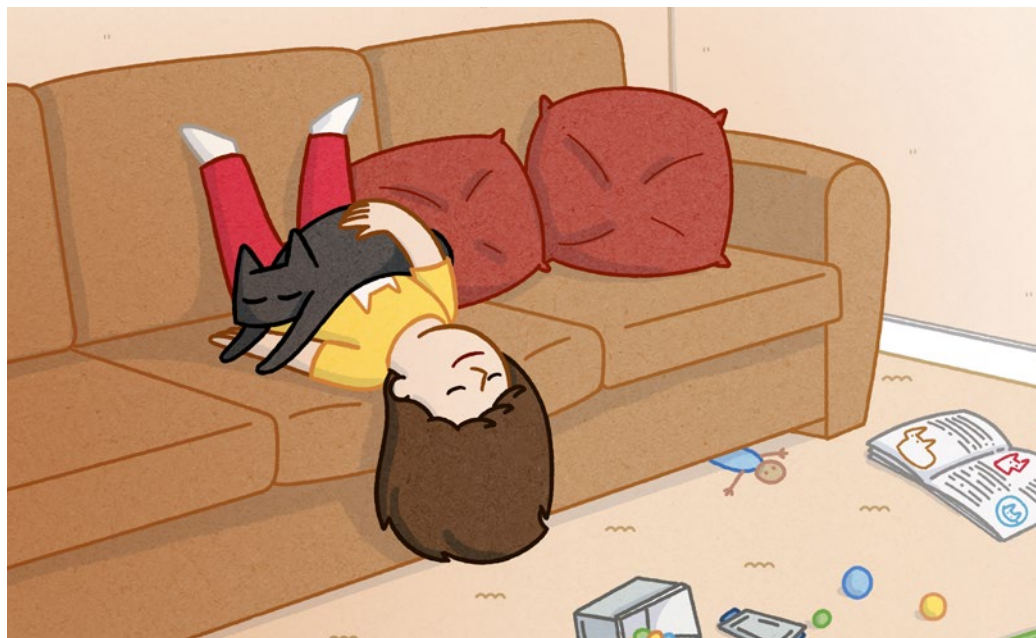
We ran several digital campaigns throughout the year, all of which got national and local media coverage. They included Kids & Kitties – providing advice for parents concerned about having cats and children under one roof, Look Before You Lock – encouraging people to regularly check their sheds and outbuildings for missing cats, and National Black Cat Day – celebrating monochrome moggies who often get overlooked for adoption.

◀ 2018 National Cat of the Year  
Theo with owner  
Charlotte Dixon

Find us online:  
[www.cats.org.uk](http://www.cats.org.uk)  
Meow Blog:  
[meowblog.cats.org.uk](http://meowblog.cats.org.uk)  
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► Our Christmas animation tells the story of the beautiful bond between Evie and her cat Genie



We also produced a visual guide of plants that are poisonous to cats and a Cool For Cats video and quiz providing advice for keeping cats safe in hot weather.

The dedicated webpage featuring all of our warm weather advice was visited by over 30,000 people and the quiz was taken over 12,000 times.

The latest Cats Protection news has been arriving in our supporters' inboxes thanks to our revamped email marketing content. Despite losing some of our supporters because of the General Data Protection Regulation that came into effect this year, those who did opt in to receive our emails are very engaged and passionate about our work. Engagement with our campaigns has increased by 87% from 2017 and by switching from letters to emails in many instances we are saving the charity money.

Online advertising has also helped us to reach more people with our messages. On Facebook our adverts have reached over 20 million people, helping to raise awareness and generate income. Our television adverts have also proved very popular, with over 25 million people viewing them, an increase of 8% from 2017.

We produced many more engaging videos, providing helpful cat care information and highlighting the important work we do. By the end of the year we had 12,000 subscribers on YouTube (2017: 7,500) and our videos had been viewed 1.8million times on YouTube alone (2017:

1million) with many more views on other social media platforms. Our heart-warming Christmas animation, telling the true story of 2017 National Cat Awards winners Evie and Genie, has had over one million views across Facebook, Twitter and YouTube.

*“ Our free and confidential grief support service, has seen a steady increase in calls ”*

#### *Paws to Listen*

Paws to Listen, our free and confidential grief support service, has seen a steady increase in calls throughout 2018.

Our trained volunteer listeners provide people with emotional support and practical advice in coping with the loss of a cat. In August 2018 we conducted a survey which revealed 73% of pet owners felt it can be as difficult and upsetting grieving for a pet as it is grieving for the loss of a person, and launched a media campaign alongside Grief Awareness Day to raise awareness of the service. We have also provided veterinary surgeries with helpful materials on pet grief and plan to develop the service further in 2019, including expanding its hours of operation and developing alternative methods of contact.

### *Out and about*

Our people also organise and attend many and varied local events, such as homing shows, open days and fairs to engage with the public and let them know how we can help them. We also attended 15 large events with our stand this year, and once again won a trade stand award at the RHS Malvern Spring Festival. Another highlight of the year was attending RHS Hampton Court for the first time, where we spoke to many cat lovers about our work. In September we visited Slough to see Tanmanjeet Singh Dhesi MP unveil a commemorative blue plaque at the building that was our original headquarters from 1935 to 1978.

*“ We visited Slough to see Tanmanjeet Singh Dhesi MP unveil a commemorative blue plaque at the building that was our original headquarters from 1935 to 1978 ”*

### *Celebrity support*

Comedian Bob Mortimer continued to support us this year by donating the profits from the sale of art prints featuring his funny cat names. The prints are made and sold by online gift company Wordynumnum and have raised an incredible £3,590 for us



in 2018, bringing the overall total to £6,801. Bob also visited our National Cat Adoption Centre to name some of the cats and help them find new homes, getting us coverage on BBC Sussex and BBC South Today.

Businesswoman and *Dragons' Den* investor Deborah Meaden lent her support to our grief support service, Paws To Listen, in the summer, urging businesses to take pet bereavement more seriously and recognise the emotional impact it can have on their staff. This was covered by BBC Radio 5 Live along with a range of regional newspapers and local radio stations.



◀ *Holby City star Chizzy Akudolu at the 2018 National Cat Awards*

*Holby City* star Chizzy Akudolu spent a day at our Mitcham Homing Centre in June to meet the cats and help the volunteers care for them, and in September rock star Rick Wakeman helped to open our newly refurbished Dereham Adoption Centre, along with author of *The No.2 Feline Detective Agency*, Mandy Morton. Our Tyneside Adoption Centre was officially opened by actor Stephen Tompkinson and *X-Factor* singer Sam Lavery in July.

Bob, Deborah, Chizzy and Rick also joined Justin Hawkins, Peter Egan, Gavin Ramjuan, Andrew Collins, Paul Copley and Jessica-Jane Stafford at the 2018 National Cat Awards to judge categories and present awards.

◀ *Comedian Bob Mortimer meeting the cats at our National Cat Adoption Centre. Photo credit: Ciaran McCrickard*



## Improving understanding of cats' needs

Despite being one of the UK's most popular pets, cats and their seemingly curious behaviours are often misunderstood and this can have a negative impact on their welfare. One of our key aims is to educate the public and animal welfare workers about cats' needs to help improve the lives of cats not just in the UK, but all over the world.

### *Providing education and advice*

We have continued to promote *The Behaviour Guide* and *The Welfare Guide*, which we launched in 2017 to provide cat owners, veterinary professionals and other welfare organisations with trustworthy information about cats' needs. Members of the Veterinary team have been presenting webinars on several topics featured in the guides to further educate our own people, helping them to spread the word about good cat welfare as well as improve their own work with cats. We have now begun developing guidance on feral cats, cats that are not socialised to humans and so cannot be kept as pets, as they continue to be misunderstood by many. This will be released in 2019.

We provide lots of useful cat care advice to the public via our leaflets, social media pages, National Information Line and official charity magazine *The Cat*.

► *The Cat* magazine is packed with news, views and features about fabulous felines



Our branches and centres are also happy to help people with their cat-related queries.

On our website we launched a new 'Help & Advice' section, featuring information on all things cat, from how to deal with behaviour issues to what to do if your cat goes missing. We also produced some animated videos giving an insight into cat body language and how to recognise stress in cats. The public continue to be able to take our Understanding Feline Origins online course, which provides information about the ancestry of cats and how this relates to the needs of our domestic cats today. This was accessed by over 11,000 devices in 79 countries in 2018.

Another new addition to our website is the Education section, providing fun and informative videos, games and activities that promote responsible pet ownership to the cat owners of the future. The site also features curriculum-friendly lesson plans and resources for teachers, and gives them the opportunity to book a free talk for their school from one of our Education Officers. In 2018, we revamped the content of our talks given to schools and community groups and delivered 1,693 talks to an audience of 52,343 children and adults in total (2017: 1,063 talks to 31,479 people).

“ *Our Contact Centre handled over 110,000 customer enquiries* ”

In addition to the thousands of calls handled directly by our branches, our Contact Centre handled over 110,000 customer enquiries via the National Information Line, website, email and our social media channels in 2018, and there was a 75% increase in the number of people asking for cat care and welfare advice. Unfortunately the number one reason people contact us remains that they wish to give up their cat, but our advice and education work is making a difference and sometimes this results in the cat staying in its home. Our team of Contact Centre volunteers has continued to grow and we will be expanding the service in 2019.



◀ Our free education talks cover a range of cat-related topics and can be customised to suit your needs. Photo credit: Gavin Pitts

### *Improving cat welfare*

Cats Protection continues to be a member of the Canine and Feline Sector Group made up of influential organisations that advise government on behalf of the sector on strategically important dog and cat health and welfare issues and standards. We have been working with other members of the group to produce a kitten checklist giving guidance to prospective cat owners on what to look for when choosing a kitten and a code of practice for cat breeding, both of which are due to be launched in 2019. We also helped to update the guidance on animal activities that are licensed including boarding catteries and pet shops.

We are a member of the Pet Advertising Advisory Group, a coalition of animal welfare organisations aiming to promote responsible pet advertising and reduce the number of adverts from unscrupulous, and often criminal, dealers and sellers. In 2018, this group launched [www.howtobuyapet.org.uk](http://www.howtobuyapet.org.uk) – a new website featuring advice on how to buy a pet responsibly which also provides a place for anyone to confidentially report suspicious websites or traders.

For anyone caring for young kittens, it's important that they introduce them to the sights, smells and sounds they will encounter in their future homes. If kittens are not exposed to these experiences in a positive way between the ages of two to seven weeks they may be fearful of them as adults and will not make well-adjusted pets.

*“ We have developed a series of kitten socialisation resources ”*

We have developed a series of kitten socialisation resources to help, including a library of common household noises to introduce kittens to. Work has also begun on marketing the Feline Fort, a cat hide developed by Cats Protection for the cats in our care to make them feel more secure and less stressed, to a wider audience, and it is now being used in Africa for the first time.

Members of the Cats Protection Veterinary team delivered 34 presentations on cat welfare to 1,121 veterinary and animal welfare professionals, volunteers and members of the public in 2018. They also organised the feline strand of the Association of Dogs and Cats Homes Conference, attended by various organisations within the animal welfare sector.

### *Working with vets*

Improving the understanding of cats' needs within the veterinary professions, particularly in the animal rescue environment, is another important part of our work.

In 2018 we were involved in writing and editing the British Small Animal Veterinary Association *Manual of Canine and Feline Shelter Medicine*, the first book on the subject produced outside the USA. It covers all areas of shelter work from a veterinary perspective, providing anyone undertaking clinical work with useful information about shelter design, disease control, behaviour, population control and ethics.

We are working closely with Bristol Veterinary School on their Bristol Cats Study, which we are also helping to fund. The study records the environment, health and behaviour of a group of cats as they grow up, so that the data can be used to help veterinary professionals improve the health and welfare of cats.

► *Cats Protection provides advice for vets to help improve cat welfare across the UK*



Our webpage featuring advice for vets has also been redeveloped, featuring more resources and guidance for those who treat cats, and we are currently developing an online hub for vet students too.

We had stands at the British Small Animal Veterinary Association Congress, the London Vet Show and The British Veterinary Nursing Association Congress giving us an opportunity to talk to vets and veterinary nurses about how they can work with us and promoting kitten neutering. We have

*“ We have been working with more veterinary schools, delivering lectures on shelter medicine ”*

been working with more veterinary schools, delivering lectures on shelter medicine to vet students and running practical sessions for them at our centres, as well as offering vet students in their clinical years a chance to do a placement with us at the National Cat Centre vet clinic. Every year we hold the Veterinary Student Awards for those that produce the best reports on an aspect of feline or shelter medicine after their placements.

### *Beyond the UK*

As internationally-recognised experts in feline welfare, Cats Protection is often called upon to advise outside the UK. We make our expertise and resources freely available which includes allowing other organisations to produce translations of our cat care information. We also attend and speak at conferences such as the International Companion Animal Welfare Conference to share our knowledge for the benefit of cats and people internationally. We host visits from those engaged in similar work in other countries and we gave a limited amount of equipment, such as cat traps, to voluntary organisations through a scheme administered by SNIP International at the International Companion Animal Welfare Conference in Krakow, Poland.





◀ *Cats Protection is the largest single cat neutering group in the world*

### Reducing overpopulation of cats

With thousands of stray and feral cats in the UK, neutering is the only effective and humane way to keep the UK's cat population under control. As well as reducing the number of unwanted cats that come to us for rehoming, neutering also has plenty of benefits for cats and their owners too as neutered cats are less likely to fight, roam, wail, spray and get certain diseases.

*“ We are investing more time in building relationships with harder to reach audiences ”*

In 2018 we neutered 143,000 cats and kittens including 19,000 ferals (2017: 153,000 including 21,000 ferals). We are currently investigating the reasons behind the slight drop in the number of cats we have neutered. It could be good news – a sign that our work has been successful, with more cats being neutered before puberty, fewer kittens being born and more people following our advice and neutering their cats without our help. Certainly the neutering rates in the UK generally seem

to be steady and we are not seeing an increase in cats coming into care. What we can be sure of, is that we are investing more time in building relationships with harder to reach audiences, neutering the cats of people that didn't know help was available and trying to create a change in attitudes towards cat welfare. This will be hugely beneficial for tackling the overpopulation of cats in the long term.

#### *Neutering campaigns*

Financial constraints can often be a barrier to people getting their cats neutered, so we offer vouchers towards the cost to help those on low incomes. As one great example, in 2018, our Gosport Branch ran a hugely successful £10 'Snip & Chip' campaign after they noticed considerable numbers of unneutered cats being reported in their area. Despite offering discounted neutering and microchipping, they still found that cat owners were reluctant to use the scheme, so they decided to advertise it in a local vet's surgery and a team of volunteers went out to knock on doors and even offer to transport the cats to and from the vets to encourage people to sign up. In just two months they succeeded in getting over 100 cats neutered and nearly 90 cats microchipped, making a significant difference to the cat population of Gosport.



▲ *Molly is enjoying a well-earned break after caring for her kittens and grand-kittens.*

### ***Molly's story***

Molly and her daughter Polly were both pregnant when they were taken in by our Gateshead & Newcastle Branch in July 2018. Both cats gave birth within 24 hours of each other, having 12 kittens between them, although tragically one of the kittens was stillborn and another had to be put to sleep at just a day old. Polly, who was only six months old herself, also received veterinary treatment as she was struggling after giving birth. Days later, she was taken back to the vet where it was discovered she had lymphoma and had to be put to sleep.

Molly took over the care of her daughter's kittens as well as caring for her own. Thankfully the branch volunteers were on hand to help out with bottle feeds and after appealing for donations were able to raise more than £600 towards the cost of the kittens' care. When they reached eight weeks old, all 10 kittens and Molly were neutered and found loving new homes. Molly now gets to enjoy life with her new owner Jean Hay without the stress of having more kittens. Jean said: "Molly is just amazing and loves all the attention she's getting. She is one clever cat who never ceases to amaze me."

## *Cat Watch*

With no permanent residence or owner to care for them, unowned cats are the most vulnerable in society. Our Cat Watch project is working closely with communities to control cat numbers and make sure they are cared for. It will also give us more information about the numbers of unowned cats in the UK as there are no robust statistics on this.

By actively engaging with residents in areas with large stray cat populations and involving them in our work, we have been able to find unowned cats and help them through our Trap, Neuter and Return (TNR) campaigns or rehoming. People can also report all the stray cats they see to us via our Cat Watch mobile phone app or Cat Watch Facebook groups to help us locate them. We can then provide residents with support to help the cats, raising awareness of cat welfare within the community and changing human behaviour towards strays. This is all helping to prevent kittens being born into a life on the streets and caring for those who are.

## *Success in Bulwell*

Cat Watch first launched in Bulwell in 2016 and this pilot project has been a huge success. Our team of Community Neutering Officers have been engaging with local residents to encourage them to report stray cats and to change their attitudes towards the area's cat population. All of this hard work has meant that, to the best of our knowledge, no new kittens were born on Bulwell's streets in 2018 – fantastic news for the community and its cats. A study of the Bulwell project was recently published in the *Frontiers Veterinary Science* journal highlighting the importance of our community programmes and use of behaviour change techniques, making our TNR campaigns in urban areas more effective.

Following Bulwell's success, Cat Watch has since launched in Everton, Little Horton in Bradford, Beeston in Nottingham and Houghton Regis to develop the learnings from Cat Watch further and help more communities help their large populations of unowned cats.

Each new site builds on the learnings from the previous work, adapting to the complex and shifting situation in each neighbourhood and the needs of the community.

## *Work with others*

We are continuing to collaborate with other charities and local authorities to help us get as many cats neutered as possible. We work with the PDSA and their Pet Aid Hospitals to fund subsidised cat neutering across the UK and also support proactive community events led by the RSPCA. We also provide neutering vouchers to over 50 smaller animal charities to help them manage their local cat populations.

In Wales we continue to run neutering schemes with the RSPCA, and in London we are part of the London Cat Care & Control Consortium (C4) initiative of animal charities working to tackle the problem of cat overpopulation with neutering.

In partnership with the RSPCA and University of Bristol we have launched a neutering campaign in the West Midlands and are also launching an accompanying research study to find out how neutering campaigns influence communities and their cats, to help us better support them in the future and understand the impact the campaigns have on the cat population.

One of our key objectives is educating the public and the veterinary profession about the importance of neutering cats routinely from the age of four months old and even younger in the rescue and TNR environments. As a founding member of the Cat Population Control Group (CPCG) we work alongside eight other welfare charities to promote the health benefits of kitten neutering and dispel any myths. We continue to run the Kitten Neutering Database, a resource for vets that supports our recommendation of routinely neutering cats from four months. This now has 1,515 vets as members (2017: 1,482).

The CPCG are currently working on a research project with University of Bristol, to understand more about vets' neutering practices and demonstrate the impact an intervention we have developed might have on the age cats are neutered.



## Rehoming cats

For one reason or another, thousands of unwanted cats end up in the care of our branches and centres across the UK each year. Although all our people are committed to making sure these unfortunate cats are happy and healthy, we know that the best place for them is in a loving home. In 2018, we rehomed 41,000 cats (2017: 43,000), doing everything we could to match the right cat to the right owner.

While rehoming this many cats is still an impressive achievement, we are working to understand why the number has fallen slightly in 2018. Hopefully it's for positive reasons – it could be that our neutering and education work is having the impact intended, meaning fewer cats are ending up in our care. It could also be a result of us helping more cats with greater care needs, who can stay in our care for longer, which in turn reduces our overall homing rate. Whatever the reason, we can be sure that the quality of care we are providing for unwanted cats and kittens keeps improving and our centres and branches are working together to make sure they find the perfect forever home for every cat.

▼ Our Cardiff Homing & Information Centre has three cat pens housing moggies that are ready for adoption

## Expanding our network

In 2018, we continued to establish new branches where appropriate but more importantly, we focused on developing volunteering opportunities where they were most needed and would impact positively on the numbers of cats helped. We also opened our 35th and 36th centres; Cardiff Homing & Information Centre located within the Newport Road store of Pets at Home, and Tyneside Adoption Centre. Our Dereham Adoption Centre also reopened after its refurbishment, which was funded in part by a kind legacy left to our Framlingham & Saxmundham Branch. The refurbishment of our Isle of Wight Adoption Centre is due to be completed in 2019 and work has also started on the relocation of our Wrexham Adoption Centre. Plans are ongoing for a new site in North London and the redevelopment of our existing site in Exeter.

Our strategy for improving and better integrating our activity in London has commenced and we intend to open an additional centre in Harrow by the end of 2019. Our London teams have been restructured to enable them to provide even higher levels of support to branches

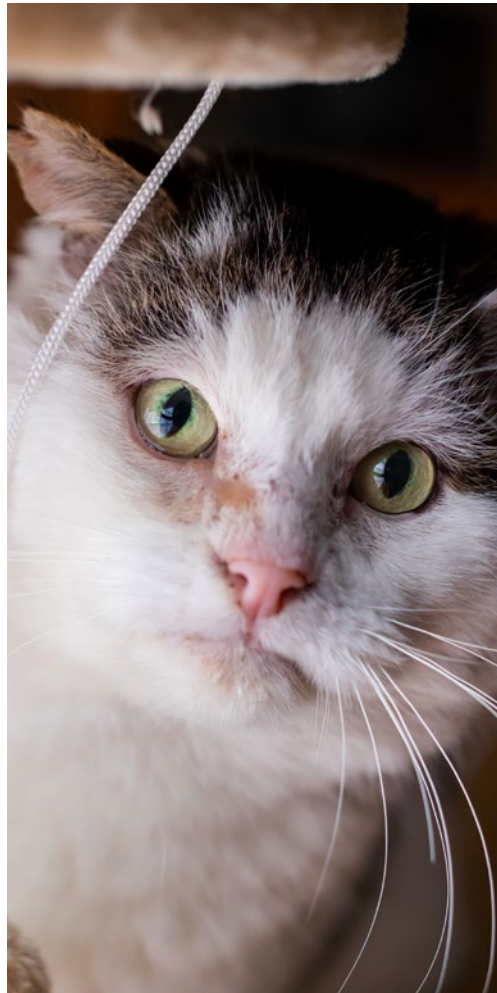


in the Home Counties and further afield. The London centres continue to help many branches and centres with rehoming opportunities and this will be further enhanced with the rollout of a dedicated transport service for cats in 2019. We are excited to be putting Cats Protection at the forefront of cat welfare in the capital.

### *Providing peace of mind*

Our free Cat Guardians service continues to give cat owners peace of mind that we will find their beloved cats new homes after they have passed away. When one cat owner who had signed up for the scheme was rushed into hospital and later died of a heart attack, our Barnsley Branch made sure the four cats in the house were looked after. Even when severe weather conditions delayed their ability to get access to the house, they made sure the cats didn't go hungry by putting dry cat food through the letterbox. Eventually all four cats were rehomed with the help of our York Adoption Centre.

Paws Protect, our temporary fostering service for cats whose owners are fleeing domestic abuse, expanded into Kent, Sussex and Surrey as well as continuing to cover London, Hertfordshire and Essex in 2018. This enabled us to help 62 cats and their owners who may otherwise have not been able to leave abusive relationships for fear that they would lose their pets or put them at risk. We're pleased to say that we were able to reunite 52 cats with their owners once they were resettled in a place of safety. One cat owner who used the service said: "It has meant the world to me that after such a horrific time, my cats were looked after and everything has been done to ensure that they were returned to me. Thank you so much." Paws Protect has also received funding from the Safe Space Sussex Funding Network, established by the Sussex Police Commissioner, and from the Essex Community Safety Development Fund, established by the Essex Police Commissioner, to help us support cat owners fleeing domestic abuse in these areas. In 2019, the service will be expanding into Bedfordshire, Buckinghamshire and Berkshire.



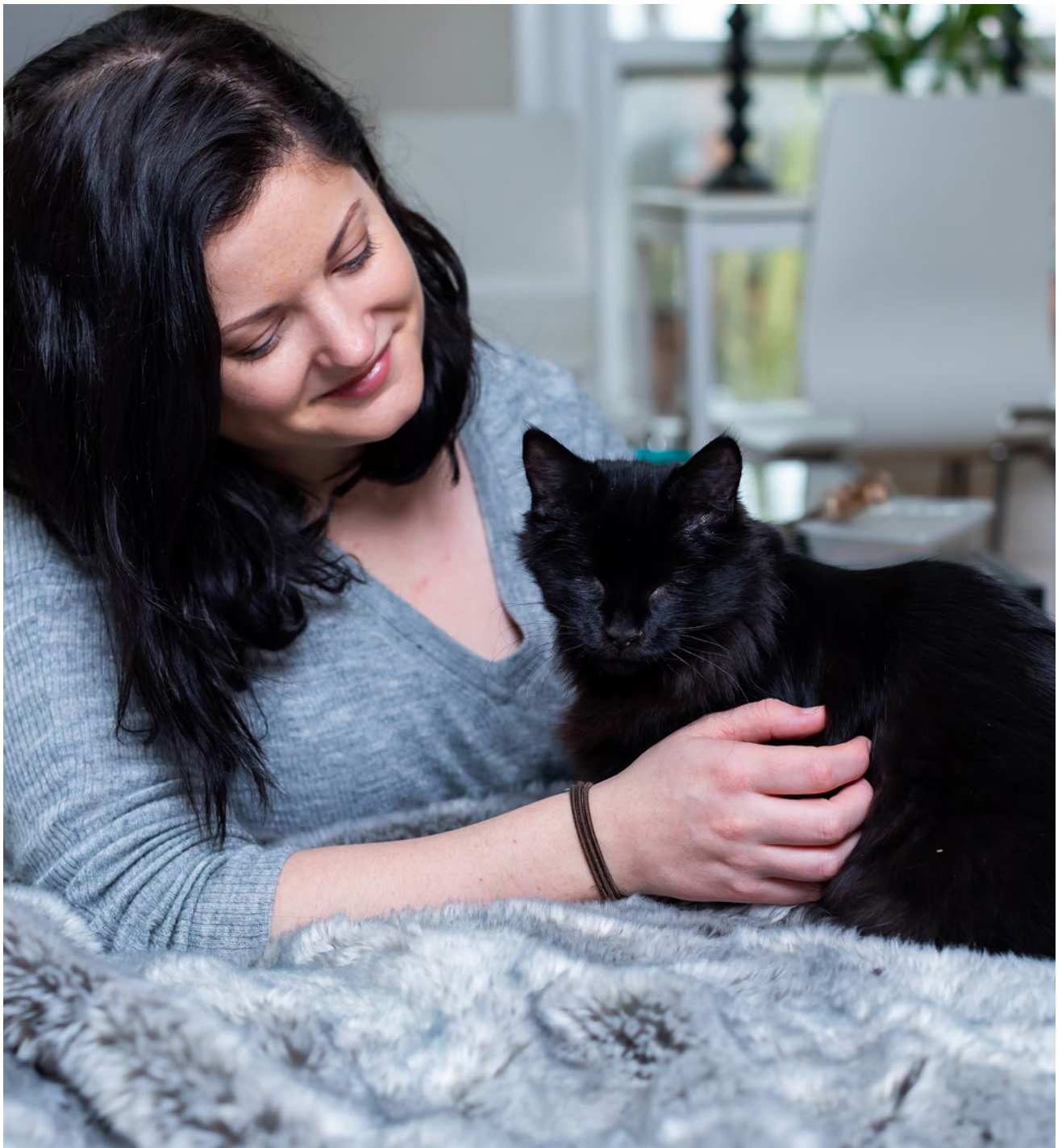
◀ *Fergal became a Twitter celebrity with fans all over the world*

### *Fergal's story*

Fergal was found in a sorry state on the streets of Chesham where it's thought he had been living as a stray for a number of years. He was taken in by our Chiltern Branch, who got him treated by a vet and then made him the focus of their @ChilternCPCat Twitter feed. His battered appearance and hard-luck story quickly won him thousands of loyal fans and he became something of a social media superstar with messages, donations and gifts sent to him from as far away as Argentina and the USA.

Despite his fame, he was overlooked by many potential adopters who were deterred by his unconventional appearance, but eventually Chris Elliot came forward to give him a home. Chris said: "It's unusual having a celebrity cat but lovely to know so many people across the world love him as much as I do. He has certainly settled in well now. He loves his outdoor catio and spends a lot of time out there watching the world go by. He also enjoys cuddling up on the sofa in front of the TV and is always sat right behind the front door when I come home."





▲ *Ziggy and Mercutio are coping well without their sight and love their new home*

### *Ziggy and Mercutio's story*

When a pair of 14-week-old kittens came into the care of our Mitcham Homing Centre, it was clear that they had severe eye problems that had left them both blind. The cause of their sight loss is unknown but their remaining eye tissue was causing them discomfort and needed to be removed. With the operation due to cost over £1,500, the centre appealed to supporters for donations and quickly reached their target.

Once the kittens had recovered from their surgery, they were soon given a home by Alex Maxwell from Streatham Hill, who

named them Ziggy and Mercutio. Alex said: "I fell in love with these cheeky chappies as soon as I saw their photo on the website. Ziggy and Mercutio have settled in so well to my flat and have found their playfulness and confidence. Mercutio is definitely the most outgoing of the two, but Ziggy has a lovely caring side. They had a difficult start in life and I am so grateful for Cats Protection and all those who donated to give them the best possible care and helped me to adopt them! I look forward to seeing them grow up and to enjoy their company for years to come."





### *Promoting microchipping*

As well as rehoming unowned cats, we also return lost cats to their existing homes. In 2018 we reunited 3,000 cats (2017: 3,000) with their relieved owners and continued to promote microchipping as the most effective way of identifying lost cats.

To get more of the UK's owned cats microchipped, we have begun to roll out our Snip & Chip scheme, offering discounted microchipping to owners on low incomes who are already eligible for neutering vouchers. We hope this will increase the number of cats getting microchipped.

Not knowing what has happened to their missing cat is often a source of great sadness and frustration to cat owners. An innovative example of how we are tackling this issue is the work undertaken by our Leicester & County Branch. The branch has been working with Harborough District Council to provide the local street cleaning team with four microchip scanners. This will enable them to alert the owners of any cats they find that have been victims of road traffic accidents, giving their owners some peace of mind.

### *Samson's story*

Hannah Guy and her family were devastated when their cat Samson went missing from their home in Derby in October 2013. After making sure his microchip details were up to date, they did everything they could to find him, including making and delivering over 200 leaflets around the local area. Then, five years later in July 2018, Hannah got a call from our Derby Adoption Centre saying Samson had been handed in to them.

"I was so surprised and overwhelmed that it took a while for it to sink in," said Hannah. "He settled back in immediately with our family, particularly with my five-year-old son Elliot. He follows him around and flops upside down on the floor for a chin tickle. I'm relieved because I wondered how he'd get on with the children, having not seen them since they were babies. He's certainly shown his age of 13 since coming home but at least now he's getting the treatment and care that he so clearly needs. We are so overjoyed to have him back and are still in shock to have him with us after all this time."

▲ *Hannah is thrilled to have Samson back home after five years*



▲ *Tosha has been reunited with his owners after 10 years, all thanks to his microchip*

### *Tosha's story*

When Tosha went missing in Crawley in 2007, his owners David and Natasha Lewington feared they would never see him again. They had left their beloved moggy in the care of a family friend while they were working overseas, but when they returned he had gone missing. Then, 10 years later, the couple were shocked to receive a phone call from our National Cat Adoption Centre in Sussex, to say that Tosha had been found.

It turned out that he had been taken in by an elderly lady who had cared for

him until she sadly passed away in January 2018. He was then handed in to the centre, where a routine microchip scan revealed his original owners. "We were really stunned to get the phone call," said David. "After 10 years it really was a bolt from the blue. It was great to see him again – of course he is a lot older, a bit slower and is still getting to know us again. But we can see he's the same old Tosha and it's really wonderful to have him home again. We're just so pleased we had him microchipped, otherwise we'd never have had this happy ending."

## *Helping us to get there*

### **Growing income and managing funds**

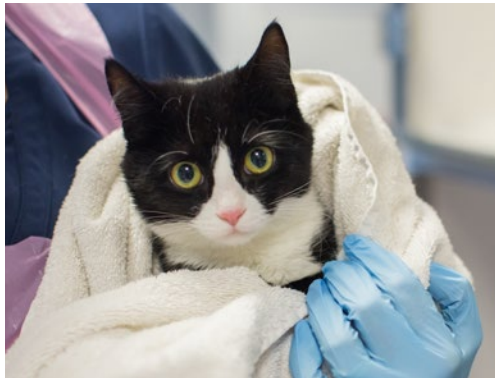
All of the vital work we do would not be possible without the kindness and generosity of our amazing supporters. As we receive no direct government funding, we rely on them to enable us to help thousands of cats and kittens each year and we are incredibly grateful to everyone who has donated to us or fundraised for us in 2018. It is thanks to them that Cats Protection remains in a strong financial position.

*“ We are incredibly grateful to everyone who has donated to us or fundraised for us in 2018 ”*

#### *Kind donations*

The number of people donating to us regularly by Direct Debit increased to 159,000 in 2018 (2017: 146,000), of which 52,500 sponsor cat pens through our Cat Sponsorship programme (2017: 49,000) and 60,500 play our Weekly Lottery (2017: 51,000). Both of these schemes have proved particularly popular on social media, with almost 17,500 new monthly givers recruited through digital marketing (2017:12,000). As a result, our Cat Sponsorship programme generated £9,299,000 (2017: £5,340,000) and our Weekly Lottery raised £3,990,000 (2017: £2,880,000) to help us improve the lives of cats and kittens across the UK.

In 2018 we transformed our digital fundraising at Cats Protection. We saw a phenomenal increase in our existing digital marketing activity and introduced new income streams such as Instagram and programmatic advertising. In order to make it easier for our supporters to give we also introduced new payment methods, such as Facebook donate and Paypal Giving, which proved to be very popular.



◀ *We wouldn't be able to help so many cats without the help of our generous supporters*

Gifts in wills continue to be a major source of income for the charity and in 2018 1,299 people supported us in this way (2017: 1,264). We are incredibly grateful for these special gifts as they help to fund a large proportion of our work.

Our high value supporters were incredibly generous in 2018 and our Black Cat Society, a group of 15 supporters, gave over £150,000 toward our work caring for cats. We have also been continuing to thank our supporters by inviting them to special supporter days at our centres across the country. We hosted 11 of these events in 2018 with 415 supporters attending and they all received positive feedback.

*“ We were delighted to have been chosen as a beneficiary of People's Postcode Lottery ”*

#### *People's Postcode Lottery*

In 2018, we were delighted to have been chosen as a beneficiary of People's Postcode Lottery and received more than £1million in the October draw. This money is funding Cat Care Assistant roles, helping us to find loving homes for more cats, and Volunteer Team Leader roles, helping us to recruit and support volunteers who tirelessly devote their time and efforts to improving cats' lives. We are very grateful for the players of People's Postcode Lottery for all their amazing support.



► Evie has been raising funds for cats by selling her homemade keyring charms



### *Amazing Cat Champions*

Many of our fantastic supporters worked hard to raise vital funds for us in 2018, hosting and taking part in events, selling unwanted goods and testing their nerve in thrill-seeking challenges.

### *Evie's Little Charmers*

Enterprising schoolgirl Evie Carpenter has been raising money for the cats at our Exeter Axhayes Adoption Centre by selling her homemade keyring charms. "When I got to sell my Little Charmers at the school fête, they sold really well and all my friends bought them – even my head teacher bought one!" said 11-year-old Evie.

She has even been selling her creations through her Little Charmers Facebook page and has visited the centre to hand over the

first £50 she has raised for the cats so far. "I wanted to donate some money to Cats Protection because we got our cat, Bobble, from there and because cats are really lovely

*“ I wanted to donate some money to Cats Protection because we got our cat, Bobble, from there ”*

and cuddly. I wanted to help them while they are waiting to find their homes. I am going to make some more cat charms soon and for every one I sell I will donate money to Cats Protection.”



### *Dorothy's wingwalk*

Dorothy Hyman from Weymouth combined her birthday with some adrenaline-fueled fundraising. To celebrate turning 70, she was strapped to the wings of a Boeing Stearman biplane and took to the skies to raise money for our Weymouth & District Branch. Having fostered cats for the branch for the last two years, Dorothy knows the importance of raising funds for its vital work.

*“What better way to celebrate my birthday than by fulfilling a dream of feeling the wind in my hair at 130mph, while helping local cats at the same time!”*

Dorothy said: “I thought what better way to celebrate my birthday than by fulfilling a dream of feeling the wind in

my hair at 130mph, while helping local cats at the same time!” She set herself a target of raising £1,000 for the cats and was thrilled to surpass this amount. “I am very grateful for all the donations,” she added. “It was an amazing experience. The most exciting moment was take off and the worst moment was when it ended – I’d liked to have gone straight up again.”

### *Challenges and events*

Each year Cats Protection launches an international Big Cat Challenge and these raise around £60,000 to help support our vital work helping cats and kittens in the UK. The Big Cat Challenge of 2018 saw 10 cat loving fundraisers travel across the world to India, to take on an epic four-day trek up to the top of the Triund hill, almost 3,000 metres above sea level. Alongside the trek, the group also went tiger spotting and carried out some conservation work at Kanha National Park with the help of the park rangers and guides.

We held our Pawsome Afternoon Tea mass participation event again in 2018, and over 1,500 cat lovers signed up to host events, raising a fantastic £30,000 for cats in need. We also launched our Nine Mile

▲ *Dorothy celebrated her 70th birthday with a very special flight*

Challenge, encouraging members of the public to walk nine miles during the month of September and collect sponsorship for their efforts. 225 people took part, raising £22,000 to improve the lives of cats and kittens.

### *Our charity shops*

We continue to have a presence on high streets across the UK, with 124 shops open by the end of 2018 (2017: 121). This included 14 new sites, four of which were relocations to better sites within the towns of Weymouth, Ipswich, Poole and Stockton-on-Tees. Despite a poor start to the year due to the bad weather experienced across the UK, Cats Protection saw retail like-for-like sales increase by 7% compared to 2017, and we even outperformed the charity sector, which grew by 1.7% for the same period. Our strategy of opening stores in clusters so they can support each other is paying dividends and we have expanded the model in 2018 to increase our retail presence in Wales and the North West of England.

With a real team effort shown by our people, and of course the contributions from our customers, total year-on-year income, including new shop income but excluding income from shops closed in the year, has increased by 24.2% compared to 2017. As well as raising vital funds for the charity, our shops also help to raise awareness of our work and provide the public with excellent cat care information on a wide range of topics.

### *Award-winning fundraising*

Our Bristol Gloucester Road shop won the 'WOW! Factor Award – Best Shop Window 2018' category, voted for by delegates at the national Charity Retail Association conference. The winning window design was created by shop manager, Karl Dunbar Watson, who was inspired by Bristol's industrial heritage to create a futuristic yet retro eye-catching display.

Our Digital Fundraising team won Best Use of Data and Analysis in Digital Fundraising at the Institute of Fundraising at the Institute of Fundraising Insight Awards and our Digital Marketing Manager, Emily Casson, was named one of *Fundraising Magazine's* 'Top 25 Fundraisers Under 35'.

## How we ensure we fundraise responsibly

Cats Protection receives no direct government funding and is reliant on voluntary support. In order to provide the funds required for a large charity like Cats Protection to do its work, we fundraise in a number of different ways:

- we invite people to become donors, through one-off or regular donations, in several different ways; as members of Cats Protection, as sponsors of cat pens from which we rehome cats that we look after or as raffle or lottery players, depending on what suits the individual
- we raise funds from trusts, foundations, companies and major donors who have an affinity with our work and with whom we have partnerships
- through our chain of shops which sell mainly donated goods and also through the sale of new goods through our website and catalogue
- we are fortunate to have volunteers and supporters who raise funds in the community for the charity, with events that range from Pawsome Tea parties to Big Cat treks overseas and running and cycling events for energetic fundraisers
- we ask our supporters and potential supporters to consider including a gift to the charity in their will

### *Working with agencies*

In 2018, we worked with three face-to-face fundraising agencies to recruit new monthly supporters for the charity at 'private site' venues, such as shopping centres and shows, across the UK. The agencies were The Professional Fundraiser, Unique Fundraising and DMD Solutions. Asking people to sign up to regular giving is hugely important as it provides cat lovers with an opportunity to support our work helping cats and creates a long-term relationship where the supporter can see over time the very real difference that their gifts are making. It also means that we can count on the income for a long period. Working with fundraising agencies helps us to recruit cat lovers to become sponsors or take part in our Weekly Lottery. By using agencies, we are able



to vary the level of activity depending on our requirements, which is much more cost-effective than carrying out the work in-house. This means that more money can go directly towards caring for cats in need of our help.

We also worked with four agencies who recruited donors to support the charity through their payroll, the give as you earn scheme. The agencies are The Payroll Giving Team, Payroll Giving in Action, StC Payroll Giving and Hands on Payroll Giving.

### *Building public trust*

We and the agencies we work with follow the Code of Fundraising Practice, which can be found at [www.fundraisingregulator.org.uk/code-of-fundraising-practice](http://www.fundraisingregulator.org.uk/code-of-fundraising-practice) Our face-to-face fundraising agencies also abide by the Institute of Fundraising's code of conduct for face-to-face fundraising, which can be viewed at [www.institute-of-fundraising.org.uk/code-of-fundraising-practice/guidance/face-to-face-fundraising-guidance](http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/guidance/face-to-face-fundraising-guidance)

We have a number of controls in place to try to ensure that the trust and confidence of the public and potential donors are maintained. We have contracts with all the agencies we work with, which set out expectations clearly. New donors receive a courtesy call soon after signing up to check that they were happy with the way in which they were encouraged to support us and that they understand the nature of their regular gift to Cats Protection. The calls are recorded for monitoring and training purposes (the charity listens to a selection of these calls) and donors are given every opportunity to opt out if they no longer wish to take part. Fundraisers at our agencies all receive specific Cats Protection

*“ Fundraisers at our agencies all receive specific Cats Protection training before conducting fundraising activities on our behalf ”*

training before conducting fundraising activities on our behalf. We also carry out a structured programme of mystery shopping in-house and work with the Institute of Fundraising to facilitate their mystery shopping. Despite these controls, complaints will be received from time to time. In 2018, we received a total of 39 complaints about our fundraising, a reduction of 61% compared to 2017, with the vast majority (90%) being resolved within 21 days.

The number of complaints is carefully monitored so retraining can be targeted appropriately. Our training of personnel from all of our contracted fundraising organisations includes the issue of protecting vulnerable adults and sets out the appropriate action that we expect them to take. Our training is based on the 'Treating Donors Fairly' guidance developed by the Institute of Fundraising, which can be viewed at [www.institute-of-fundraising.org.uk/library/treatingdonorsfairly](http://www.institute-of-fundraising.org.uk/library/treatingdonorsfairly)

### *General Data Protection Regulation*

GDPR implementation touches on all aspects of our working practices and has a significant impact on our methods of fundraising. We have undertaken considerable preparations and implementation to ensure compliance in 2018. In 2017 we asked our supporters specific questions designed to help us understand their views on a range of data processing issues and we used their feedback to support the development of our stance on GDPR. We established a working group which carried out a comprehensive review of our general information, marketing activities, data processing and data retention. All contracts with our third party agencies, the updated Privacy Policy and Marketing Policy were meticulously scrutinised for compliance.

We reviewed the consent given by all our supporters to make sure we had permission to contact them. We also worked with our local branches to ensure that their communications were GDPR compliant. All this work led to some great conversations with our supporters, who valued the transparency about how we used their data.

## Speaking up for cats

2018 has been an amazing year for the Advocacy & Government Relations team. We've seen some real policy changes on issues and key concerns to our supporters, particularly in relation to the sale of kittens.

### *New regulations for animal activities*

For the last two years we have campaigned on the True Cost of Kittens to highlight growing concerns for cat welfare resulting from the market in kittens, and to call for changes in the law to protect kittens and cats. We were delighted that The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018 came into force on 1 October. These regulations refer to 'animal activities' as opposed to establishments. A legal loophole has been closed so that people who breed kittens in their own homes and advertise them for sale in online adverts will be regulated if they are operating a business. Councils are using a variety of tests to assess if a pet shop business really is operating or if someone is just perhaps making a one-off or occasional sale and perhaps for example not making any money. Licensed sellers are now banned from dealing in kittens under the age of eight weeks. This shows a clear indication that the government has listened to our campaign for a ban on selling kittens under eight weeks old and marks a huge step forward for feline welfare.

► *Maria Caulfield*  
MP has been elected  
Chair of the first All-  
Party Parliamentary  
Group on cats

*“Licensed sellers  
are now banned  
from dealing  
in kittens under the  
age of eight weeks”*

### *Third party sales of kittens*

In August, Jacqui Cuff, Cats Protection's Head of Advocacy & Government Relations, was invited to 10 Downing Street to meet Michael Gove, Secretary of State for Environment, Food and Rural Affairs at the launch of a proposal to ban the commercial third party sale of kittens and puppies in

England in 2019. These proposals will bring an end to the commercial sale of kittens in pet shops and sales by commercial dealers that have not bred the kittens themselves. As Cats Protection believes that most pet shops do not breed kittens this effectively means an end to the sale of kittens in pet shops.

### *APGOCATS*

In early March, the first All-Party Parliamentary Group (APPG) dedicated to improving feline welfare was launched at Westminster. The group is made up of MPs and Peers with the support of Cats Protection and Battersea. The APPG on cats, abbreviated to APGOCATS, was set up to discuss feline welfare and how to tackle key cat issues both in parliament and in society more widely. At the first business meeting the then Minister with responsibility for animal welfare for the Department for Environment Food & Rural Affairs (DEFRA) Lord Gardiner was the keynote speaker. His speech set out a vision for tackling cat welfare issues and promoting the positive contribution cats make to society. Going forward the group aims to explore how cat ownership can benefit human wellbeing and tackle issues such as loneliness and this will be the main topic for the group's further meetings in 2019.





◀ *We delivered our air guns petition, signed by thousands of our supporters, to 10 Downing Street*

### *Air gun licensing*

Cats Protection continues to call on all Members of Parliament to support the introduction of licensing air guns in England and Wales. In May we delivered a 110,000-signature petition directly to 10 Downing Street to call for a change in the law on air gun ownership in England and Wales. Thank you to everyone who took the time to sign our petition – your support is vital. At the time of writing, we are still waiting to hear the Government's next steps.

*“ We delivered a 110,000-signature petition directly to 10 Downing Street to call for a change in the law on air gun ownership in England and Wales ”*

### *Advocacy and our centres*

This year the Advocacy & Government Relations team has been working hard to raise Cats Protection's profile at a local level by meeting MPs at their local constituency adoption centres. This has proved very popular with both the MPs and centres. Last year MPs visited Newbury, York, Mitcham

and Morden, Tyneside and Gildersome. MPs who have visited have been able to see first-hand how the charity helps cats both in their constituency and across the UK.

### *Cat consultations*

In 2018 the charity responded to an unprecedented 14 consultations for both the Scottish and English Governments. The consultations have been on a variety of topics including the fur trade in the UK, sentencing and kitten sales in pet shops. The Scottish Government consulted on the registration and licensing of animal sanctuaries and rehoming activities. We welcome any legislation that ensures that homing centres operate with good welfare practices. The English Government is also looking at this issue. We are very pleased that the Welsh Government has announced a review of the Code of Practice for the welfare of cats and we are looking forward to working on this issue in Wales in 2019.

### *Purrfect Landlords: cat friendly tenancies*

In November, we launched our Purrfect Landlords campaign to encourage more landlords to accept cats and to have responsible and reasonable pet policies. This is the culmination of two years of research into both the private and social rental markets. We commissioned a major national survey with YouGov looking at the facts about cats in rented accommodation. We have produced a range of resources both online and in print, which branches and



centres can use to help potential adopters to persuade their landlord to accept cats. Also, we have produced resources to help landlords get advice about allowing cats into their properties. We launched our report at the National Landlord Investment show in London and advertised the Purrfect Landlords website with a major poster campaign at Westminster tube station. We were delighted that the Advocacy & Government Relations team won 'Best Education Provider' at the National Landlords Investment Show (LIS) Awards for the Purrfect Landlords campaign.

► CEO James Yeates and Justine Greening MP at our Westminster Christmas reception



### *Raising our profile*

We held our popular annual Christmas event for MPs at Westminster in early December. This year it was hosted by Justine Greening MP and we welcomed 65 MPs and Lords. We also raised our profile by asking 18 questions of politicians at Westminster, Holyrood and in the Welsh Government on key cat issues ranging from air gun legislation to kitten sales.

## Partnership working

Funds and support from our corporate partners are vital for us to continue our work with cats and we are very grateful for the generous support we received in 2018.

### *Pets at Home and Support Adoption For Pets*

Our sixth three-day fundraising weekend with Support Adoption For Pets took place across all 450 Pets at Home stores in March 2018 and raised over £65,000 from in-store fundraising mechanisms and branch fundraising activities. This took the total proceeds raised from these events to over £283,000. During 2018, we received £38,600 in grants for branch development projects and a £60,000 grant towards our cat population work from Support Adoption For Pets, for which we are very grateful. Our branches and centres also received over £84,000 in donations from bi-annual fundraising drives.

We'd also like to thank Pets at Home's VIP (Very Important Pets) club whose continued support has to date raised a total of just over £450,000 for us in Pets at Home vouchers. We were also successful and won the Pets at Home Love to Give campaign in 2018 by getting the most votes from VIP members which generated an additional £52,500 for us to help cats in our care! Pets at Home have also supported us by providing the space for two Homing & Information Centres in their Newbury and Cardiff Newport Road stores.

### *Petplan®*

Thank you to Petplan® with whom we work closely and who provide four weeks' free insurance to Cats Protection adopters when they rehome a cat. Whenever a Cats Protection adopter continues onto a full Petplan® insurance policy for their cat, Petplan® gives 10% of the premium back to Cats Protection and a further 10% each year the policy is renewed\*. On average we receive in excess of £900,000 each year through this partnership, which has generated over £6 million in commission for Cats Protection since 2001. *\*Only applicable when there is no break in cover. Petplan® is a trading name of Pet Plan Limited and Allianz Insurance plc.*

## PURINA®

Thank you to PURINA® for its continued support. PURINA® has partnered with Cats Protection for more than 30 years and supports a variety of our initiatives and campaigns. In 2018 we launched a joint campaign called 'The Unadoptable Stories' for four weeks. Through the mass reach, multi-platform campaign, together we were able to highlight that no matter whether they have medical conditions, are a little older, or just a bit shy, every cat deserves to find their perfect match, as we believe no cat is unadoptable. The campaign was a great success and generated significant awareness for Cats Protection, PURINA® and our partnership. PURINA® also generously

*“PURINA® generously donated £100k to fund the running costs of our National Cat Adoption Centre for a month”*

donated £100,000 to fund the running costs of our National Cat Adoption Centre for the month of November and as part of this, PURINA® promoted the work of the centre across their communication channels. Our thanks also go to them for being the official sponsor of the National Cat Awards for the seventh time. As part of its sponsorship support, PURINA® encouraged entries among its consumers and through its pet-loving online community, increasing awareness of the awards and extending their reach. PURINA® also provides subsidised Pro Plan®, Pro Plan® Veterinary Diets and FELIX® food for the cats in our care, often donates items for our shops and helps to communicate our key messages and campaigns to promote responsible pet ownership.

### *Simon's Cat*

Thank you to *Simon's Cat* for their continued support in 2018 and for kindly granting us use of two *Simon's Cat* designs

for the pin badges at the Pets at Home fundraising weekend and two designs for our Christmas card range. We also worked with them to produce three *Simon's Cat Logic* videos explaining feline welfare and behaviour, which have received over one million views to date. They have also helped us to promote key messages and this year have widened their support of our Cat Sponsorship programme to all of the sponsor pens and helped to promote the programme to their followers.



◀ *Our corporate partners make a big difference to the lives of cats and kittens*

### *Other corporate partners*

Thank you to Ceva, who continue to support us through sales of their FELIWAY® diffuser, Sure Petcare for sponsoring our Cat Sponsor newsletter and marketing agency DMS who sponsored our Christmas parliamentary reception. Thank you also to TrustedHousesitters who make a donation for every new TrustedHousesitters membership that we generate and for helping to share our messages and campaigns. Finally, thank you to weekly magazine *The People's Friend* who once again supported us through their annual Love Darg charity appeal in late 2018, which saw their supporters make and donate

knitted gifts for the cats in our care. Thank you to the many others who support our work through corporate partnerships.

### *Animal welfare partnerships*

We continue to be a member of the Association of Dogs and Cats Homes, a group of over 100 rescues, and collaborate with them to spread our cat welfare expertise as well as offer advice and support to others engaged in cat rescue work.

Cats Protection is also a longstanding member of the Pet Advertising Advisory Group comprising leading animal welfare and specialist agencies across the UK. The Pet Advertising Advisory Group works with online classified websites like Gumtree, Friday Ad and Preloved to improve the welfare standards of online pet adverts.

We are also a member of The Cat Group, a collection of professional organisations that develops and promotes recommendations on cat welfare; and the Canine and Feline Sector Group, which provides expert advice to policymakers on all issues relating to dogs and cats. We would also like to thank the many others who support our work through corporate partnerships, as well as the other charities, including the RSPCA, Battersea, Dogs Trust, Blue Cross, PDSA and International Cat Care who help us achieve our objectives in improving animal welfare across the UK.

## Supporting our people

We wouldn't be able to help so many cats and kittens each year without the dedication of our people, who play a vital role in everything we achieve across the UK.

In 2018, our team of volunteers grew to over 11,200 people (2017: 10,000) and we continue to support our volunteers through our volunteer management and leadership initiatives and recognise everything they contribute to Cats Protection through our Volunteer STARS (Special Thanks and Recognition Scheme).

In April, Graham Hoult, Coordinator of our Wharfe Valley Branch, received a Special Recognition Award at the Petplan and ADCH Animal Charity Awards for dedicating the last 15 years to improving cat welfare. Graham, alongside his wife Sylvia who has sadly since passed away, have rescued and rehomed countless numbers of cats and worked closely with other animal charities and Leeds City Council to promote responsible pet ownership.

At the 2018 National Cat Awards, our volunteer-run Gwent Branch won the Star Team award, voted for by the public, for their efforts rehoming 350 domestic cats and neutering 236 feral cats in one year.

We are also incredibly grateful for the many volunteers and staff who ventured out during the Beast from the East and Storm Emma in February and March,

► Cats Protection's Gwent Branch collecting the Star Team award at the 2018 National Cat Awards





sometimes trekking through several feet of snow to make sure the cats in their care were warm and safe. And for all those volunteers who day in day out put cats in our care at the centre of everything they do.



### Learning and development

Providing our people with the knowledge, skills and understanding they need to carry out their roles is vital for enabling us to help as many cats as possible.

In 2018, over 700 of our people attended cat welfare training workshops across the UK, learning about feline health, behaviour and wellbeing. Furthermore, 2,445 volunteers and staff completed 4,620 online courses on a variety of topics and our live webinars were attended by 294 people, with the recordings watched 1,230 times.

Around 450 of our people also attended Cats Protection's regional conferences in 2018, taking part in presentations and workshops on cat welfare and the charity's work as well as taking the opportunity to network and share best practice.

### Plans for 2019

**1.** Reduce overpopulation of cats across the UK through promoting and funding neutering. This work helps ensure that there are fewer unwanted cats and kittens to be homed.

Priorities include:

- continue to promote and provide neutering vouchers to help people with the cost of neutering
- promote and undertake Trap, Neuter

and Return activities to help to manage the welfare of the feral cat population

- promote the safety and effectiveness of pre-pubertal neutering to the veterinary profession

**2.** Rehome the cats that come into our care efficiently and ensure a high level of welfare throughout their time with Cats Protection. We will be focusing as much on the quality of our homing activity as on the quantity of cats that we home.

Priorities include:

- continue to home more cats than any other UK organisation, ensuring that no healthy cat is ever put to sleep
- ensure that all cats we rehome experience the highest possible level of welfare throughout their journey to find a new home
- continue to maintain and improve our network of centres and the cat facilities that our volunteers have to ensure excellent cat welfare

**3.** Improve cat welfare and drive up standards across the UK through education and influencing activity. This work helps us to have an impact on the whole UK cat population, including feral and stray cats as well as owned cats.

Priorities include:

- work with existing cat owners and lobbying government to prevent the causes of relinquishment and abandonment of cats
- provide education and support for current and potential cat owners to help them provide excellent care for their pets
- influence the welfare sector and veterinary profession on best practice in cat welfare and shelter medicine

◀ *Some of our amazing volunteers had to wade through several feet of snow to reach the cats in their care*

### To achieve this we shall:

**4.** Ensure that all our people (volunteers and staff) are trained and supported so that they can have the greatest impact on cats.

Priorities include:

- deliver and then act on the results of our first comprehensive volunteer and staff survey
- deliver focused Learning &

Development for our people to ensure our people are fully equipped to deliver their roles

- work with our volunteer-run branch network to improve the consistent use of key policies and systems to ensure we are compliant with external legislation such as GDPR and licensing

**5. Build our understanding of, and engagement with, our key external audiences.**

Priorities include:

- proactive and reactive press, media, PR, and advertising activities to improve cat welfare
- start to improve our audience understanding and engagement
- improve customer service across Cats Protection

**6. Raise £76.9m of fundraising income in order to fund our charitable activities. We will focus on ensuring our portfolio of fundraising activities is diverse in order to ensure that we have sustainable income for the future and on improving the experience of our donors.**

Priorities include:

- deliver fundraised income streams against budget
- improve donor acquisition, loyalty, experience and satisfaction
- develop, test and refine new fundraising products

**7. Strengthen our infrastructure so that we can deliver more impact as efficiently and**

effectively as possible.

Priorities include:

- deliver new IT developments to support all areas of our work and ensure we are compliant with external legislation
- deliver new insight and research priorities to inform our internal decisions and external influencing activities
- continuously improve our financial, legal and property activities to ensure we are as efficient and effective as possible

## Our impact

Cats Protection is the UK's leading feline welfare charity. The impact of our work addresses cat welfare issues across a range of timeframes. Our rehoming addresses the immediate issue of helping cats in need. In the last five years, we have rehomed and reunited 231,000 cats. In the medium term, our neutering work will help control the population of cats so there are fewer unwanted cats. In the last five years, we have helped to neuter 770,000 cats, preventing millions of unwanted litters. Our education and information work has the long-term impact of changing attitudes within society so that people take a more responsible view of cat ownership and welfare. In the last five years, we have delivered 5,800 educational talks.

► *We're looking forward to helping even more cats in 2019*



## Public benefit

The Directors of the Corporate Trustee have given careful consideration to, and complied with, the Charity Commission's guidance on public benefit. This is reflected in the review of the activities undertaken by the charity contained in this review.

*“Cats play a huge part in the lives of millions of people in the UK”*

We believe that our vision of a world in which every cat is treated with kindness and an understanding of its needs benefits society as a whole. Cats play a huge part in the lives of millions of people in the UK. According to research, a quarter of UK households have at least one pet cat, with an estimated owned cat population of 11.1 million cats (Source: PDSA, 2018). By supporting cats, we are providing a benefit to owners, carers and other people who come into contact with cats.

We provide public benefit by:

- helping to control the incidence and spread of disease and suffering in cat populations through vaccination, neutering and education, benefitting both human and animal health
- assisting those on low incomes with the cost of neutering and microchipping through our voucher scheme
- assisting local and housing authorities

and local communities by taking in and rehoming stray, lost or abandoned cats and by controlling feral populations

- assisting local authorities by taking in cats from multi-cat households
- under the Cat Guardians scheme, reassuring cat owners that their cats will be taken into our care and rehomed if they become incapable of looking after them either through illness, death or for other reasons
- providing volunteering opportunities for those who wish to support our work, including through the Duke of Edinburgh programme
- providing advice to governments on animal welfare legislation, in partnership with other animal welfare organisations where appropriate
- providing educational talks and other activities to both children and adults to increase awareness of cat welfare
- commissioning, undertaking and disseminating research into matters affecting cats and the human population
- helping people experiencing domestic abuse by providing temporary care for their cats under our Paws Protect scheme
- enhancing the quality of life for people in care homes both by homing cats into care homes and encouraging care homes to welcome residents' own cats
- providing the Paws to Listen grief support service
- educating vets, vet nurses, vet students and other animal professionals and giving them practical experience as part of and beyond their formal training



◀ *We help thousands of cats each year through rehoming, neutering and education.*

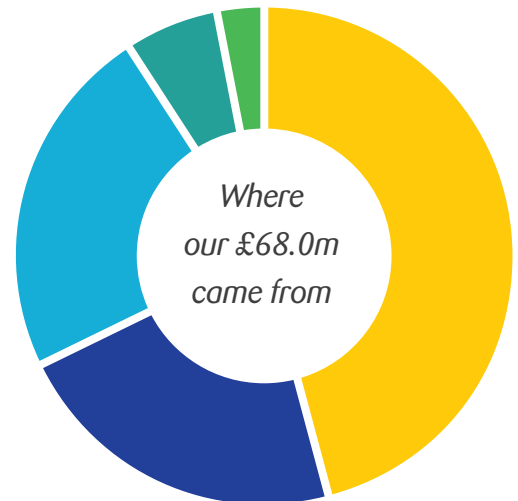


## Financial summary

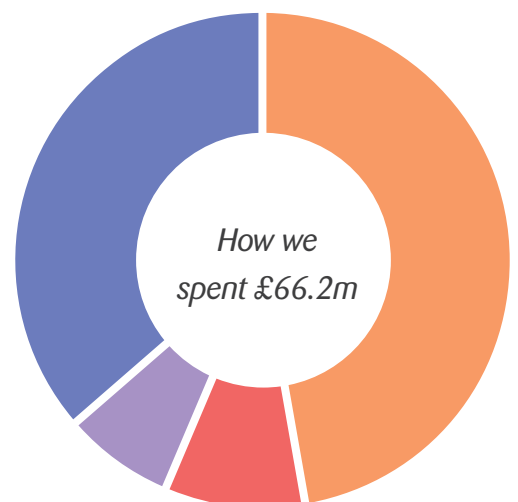
Our total income in 2018 was £68m, an increase of £5.1m from 2017. Shop income increased by £1.1m as a result of the on-going expansion of our retail chain; fundraising events income increased by £2.5m thanks in part to a £1m donation from People's Postcode Lottery and an increase in the number of Cats Protection Weekly Lottery players; and our legacy income increased by £1.6m.

This growth in funds has enabled us to increase our expenditure from £61.1m in 2017 to £66.2m in 2018. We spent £3.2m more on rehoming, developing our network of branches and centres and expanding our Paws Protect service. We invested a further £0.2m on reducing the overpopulation of cats with our Cat Watch project and an extra £0.5m on educating the public about cat welfare. We also spent £24.0m on generating more income for the charity, to enable us to help more cats in the future.

A summary of our income and expenditure for 2018 is presented in the charts opposite. These figures are based on those included in the full, audited and unqualified accounts for the year ended 31 December 2018. For the full Annual Report & Accounts 2018 visit [www.cats.org.uk/annual-review](http://www.cats.org.uk/annual-review) or get in touch using the details on the next page.



- £31.6m Legacies
- £14.8m Donations
- £15.6m Events and shops
- £4.1m Other
- £1.9m Rehoming fees



- £31.3m Rehoming cats
- £6.0m Reducing overpopulation of cats
- £4.9m Education and information
- £24.0m Generating funds



## Annual Review 2018

### *Our network*

- Over 250 volunteer-run branches
- 36 centres
- 124 shops
- 11,200 volunteers

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

### *Support us*

There are lots of ways you can help us, from adopting a cat to making a donation, leaving a legacy or following us on Facebook. For more information on how to help, see our website [www.cats.org.uk/get-involved](http://www.cats.org.uk/get-involved)

Contact us by phoning our National Information Line on 03000 12 12 12, or email [info@cats.org.uk](mailto:info@cats.org.uk) You can also visit [www.cats.org.uk](http://www.cats.org.uk) or write to us at: Cats Protection, National Cat Centre, Chelwood Gate, Sussex, RH17 7TT.

*Thank you, on behalf of the cats!*





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