



Cats Protection – our strategy and plans





Cats Protection now helps around 500 cats and kittens every day through our network of over 250 volunteer-run branches, 29 adoption centres and three homing centres.

Introduction

Formed in 1927, Cats Protection is the oldest and largest feline welfare charity in the UK. This is our new updated strategy, launched in 2015. We live in a world where there are many more cats than available homes and yet large numbers of unneutered cats are still allowed to have kittens. Abandonment of cats and cruelty remain commonplace. Within the general population understanding of the welfare needs of cats is often low – even among cat owners themselves. Against this background the strategy sets out our ambition to help more cats than ever before in the years ahead and reconfirms our commitment that we will never put a healthy cat to sleep.

Our new strategy acknowledges that cat welfare education and information for adults and children will be essential to achieving our vision of a world where every cat is treated with kindness and an understanding of its needs. For this reason we have increased our emphasis on this part of our work. Children and young people will be the cat owners of the future and only by building their understanding and knowledge of cat welfare can we make the world a better place for cats. However, homing and neutering will continue to be a big part of what we do for the foreseeable future.

We see the next phase for Cats Protection as one of growth and expansion where we are able to raise significantly more funds to help more cats than ever before.

We also highlight the importance of working in partnership with other animal welfare charities and with other organisations

such as local and national government and businesses. Through effective and committed joint working we can all make a big difference to cats. We have already had significant successes through working together with other animal welfare charities and government departments. It is inspiring to see how many people in different areas of society really care about cats.

We have also emphasised the need to further raise awareness of our work. A higher profile for Cats Protection can help us in many ways: it helps us to raise the vital funds we need for our work and it also ensures people know where to come to get a new cat to complete their family, to get information or help with neutering or to learn more about how to look after their cat.

Our new strategy no longer refers to pulling together as ‘one charity’ and ‘becoming more effective and professional with standards which are appropriate and fit for purpose’; these words featured in our previous strategy, however it goes without saying that these are still important guiding principles for our charity.

We look forward to an exciting future for Cats Protection, where we are able to help more cats in many different ways throughout the UK. Read on to find out more about our vision, our new strategy and how we plan to turn it into reality.

Heather McCann, Chairman

Peter Hepburn, Chief Executive



Our focus is always on ensuring the cats and kittens in our branches and centres get the best possible care before being homed to the public

Our vision, values and strategic aims

Our vision

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

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

In the longer term

Our work will ensure that there will be fewer cats needing our help.

Our strategic aims

To help us help more cats:

1. We will significantly increase awareness of Cats Protection and our work.
2. As the leading authority on cats we will help people better understand their needs in order to improve the welfare of all cats.

3. We will help to reduce overpopulation of cats:

- through targeted neutering campaigns and education
- by directing more resources to the promotion of early neutering
- by doing more research and gathering better data on the impact of our neutering work

4. We will home more cats until our work on information, education and neutering reduces the long-term need for homing.

Helping us to get there

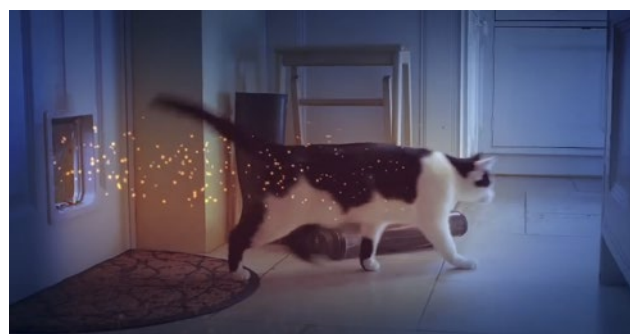
- We will significantly grow income and manage our funds to enable us to help more cats, now and in the future
- We will speak up for cats and represent their interests
- We will increase the extent and effectiveness of our collaboration with animal welfare charities and other organisations, for the benefit of cats



01. We will significantly increase awareness of Cats Protection and our work

How we will achieve this

- Through our volunteer-led branches, our adoption and homing centres and our shops we will build a strong Cats Protection presence in communities throughout the UK
- We will invest in increasing the scope of our digital activity as a means of reaching more people with cat welfare information and to recruit more people to our cause
- We will advertise across a wide range of channels to raise the profile of Cats Protection and to raise understanding of cats and their welfare needs among the UK population
- We will increase the volume of proactive and reactive media relations work to increase the reach of Cats Protection messages and to raise our profile
- We will participate in shows and events at a national and local level, to raise the profile of Cats Protection and increase understanding of the welfare needs of cats
- Our branches, adoption centres and homing centres will develop and run community events and shows
- We will work with specific audiences and stakeholders such as vets, animal professionals and farmers to raise awareness of cat welfare issues
- We will forge relationships with other charities, with local government and community groups to increase support for our work and we will build partnerships to help promote the needs of cats



Increased use of digital channels – including social media – will help raise awareness of our issues. Our Facebook page has over 300,000 'likes' and our homing advert has been viewed hundreds of thousands of times on YouTube



02. As the leading authority on cats we will help people understand their needs in order to improve the welfare of all cats

How we will achieve this

- We will expand our capacity to offer helpline services to the UK public at national and local level to answer questions relating to neutering, homing and cat welfare. We will ensure that all advice offered is appropriate and consistent
- We will increase the range of information and educational material available through our website and other digital channels, including social media, to raise understanding of cats and their welfare needs more widely among the UK population
- We will work to increase the scale and effectiveness of our face to face educational work in order to reach more people with Cats Protection messages and to raise understanding of cats
- We will assist and empower our branches, adoption centres and homing centres to continue to grow their local volunteer-led education work
- We will work with the veterinary profession and other animal professionals to improve their understanding of cats' needs, particularly in the animal rescue environment



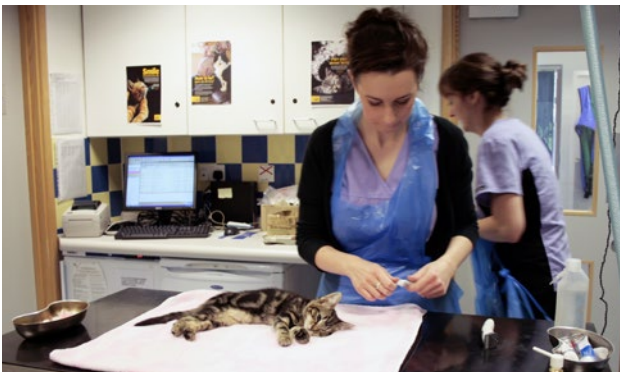
Educational talks at schools and social clubs are a great way of teaching children about animal welfare and the needs of cats



03. We will help to reduce overpopulation of cats

How we will achieve this

- We will continue to neuter all cats in our care
- We will run targeted neutering campaigns in areas of need and through joint working with other charities and local authorities
- We will issue vouchers to help people with the cost of neutering
- We will deliver neutering education to communities throughout the UK through a wide range of communication channels
- We will actively seek to dispel the myth that female cats 'benefit from having one litter' before being spayed
- We will produce publications and online material aimed at increasing vets' understanding of shelter medicine and of Cats Protection
- We will engage with veterinary students at universities and increase the numbers who visit or do work experience at CP sites
- We will undertake more research and gather better data on the impact of our neutering work
- We will target feral and community cats through our volunteer-led trap, neuter and return (TNR) projects and through public education programmes
- As part of the Cat Population Control Group we will work with other charities and academics to assess and monitor the effectiveness and impact of neutering generally and more specifically CP's neutering work
- We will promote the benefits of pre-pubertal neutering for individual cats and the cat population as a whole to the veterinary profession and to other animal professionals and the public via educational materials and presentations



We will promote the practice of kitten neutering to vets and the public through collaboration with other animal welfare organisations making up the Cat Population Control Group



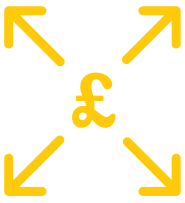
04. We will home more cats until our work on information, education and neutering reduces the long-term need for homing

How we will achieve this

- We will raise awareness of our cats available for homing to ensure that Cats Protection becomes the first choice for people looking for a cat
- We will actively develop new volunteer-led Cats Protection branches and we will work to sustain and develop our existing branches
- We will develop new adoption centres and homing centres
- We will look for opportunities for partnerships to help our homing work, such as our in-store Homing & Information centre at Newbury Pets at Home
- We will work to reduce the relinquishment of cats by exploring with people their reasons for giving up their cat
- We will improve the customer experience, so that we are recognised as the best place from which to adopt a cat
- Through our Cat Guardians Scheme we will offer people reassurance that we will care for their cat if their cat outlives them
- We will establish a model for approaching care homes to help them to develop policies on residents retaining their own cats
- We will work to achieve fewer 'no pet' tenancies and more with limits on pet numbers with a requirement for cats to be neutered
- We will aim to better understand our adopters and customers
- We will increase the number of people we help who are trying to escape domestic violence, by offering to look after their cats while they seek a new, safe place to live



We have established a new homing centre in Mitcham, South London, to increase our support for cats in the capital



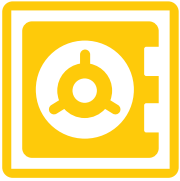
Helping us to get there: We will significantly grow income to enable us to help more cats, now and in the future

How we will achieve this

- We will make supporting Cats Protection the natural thing for a cat lover to do
- We will offer a range of different ways for donors to support Cats Protection
- We will continue to grow our cat sponsorship scheme and weekly lottery to ensure an increasing source of reliable long term income
- We will thank our supporters and donors and demonstrate the positive impact of their donations for cats
- We will work to increase the number of legacies pledged to Cats Protection
- We will build local fundraising capacity
- We will rapidly expand our shops network and grow its profitability
- We will grow the number and value of our corporate partnerships, particularly with businesses whose customers are potential supporters
- We will grow our income from trading, offering a distinctive range of merchandise that generates funds and builds awareness of our brand

New initiatives such as cat sponsorship have greatly increased the choices for donors who want to support Cats Protection





Helping us to get there: We will manage our funds to enable us to help more cats now and in the future

How we will achieve this

- We will ensure the long term sustainability of Cats Protection by maintaining appropriate levels of reserves and by investing funds effectively to meet current and future needs
- We will maintain a 10-year rolling capital plan to establish the optimum network of buildings and centres to deliver our vision
- We will ensure our planning, financial control, management and budgeting are robust and effective
- We will continue to strengthen our gathering and reporting of financial and non-financial information from across the charity
- We will work to ensure that funds can be delivered to parts of the charity that most need them – for example through our One Charity Fund for branches in need
- We will continually strive to maximise value for money in everything we do



Our Warrington Adoption Centre was recently relocated to a brand new facility in Padgate, Warrington



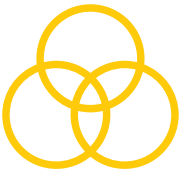
Helping us to get there: We will speak up for cats and represent their interests

How we will achieve this

- We will work with politicians, civil servants, local government officials, animal welfare organisations and other organisations towards achieving the advocacy aims set out in our Manifesto for Cats
- We will work with local authorities to improve conditions for cats
- We will mobilise cat lovers and supporters to lobby for change on issues that affect cats



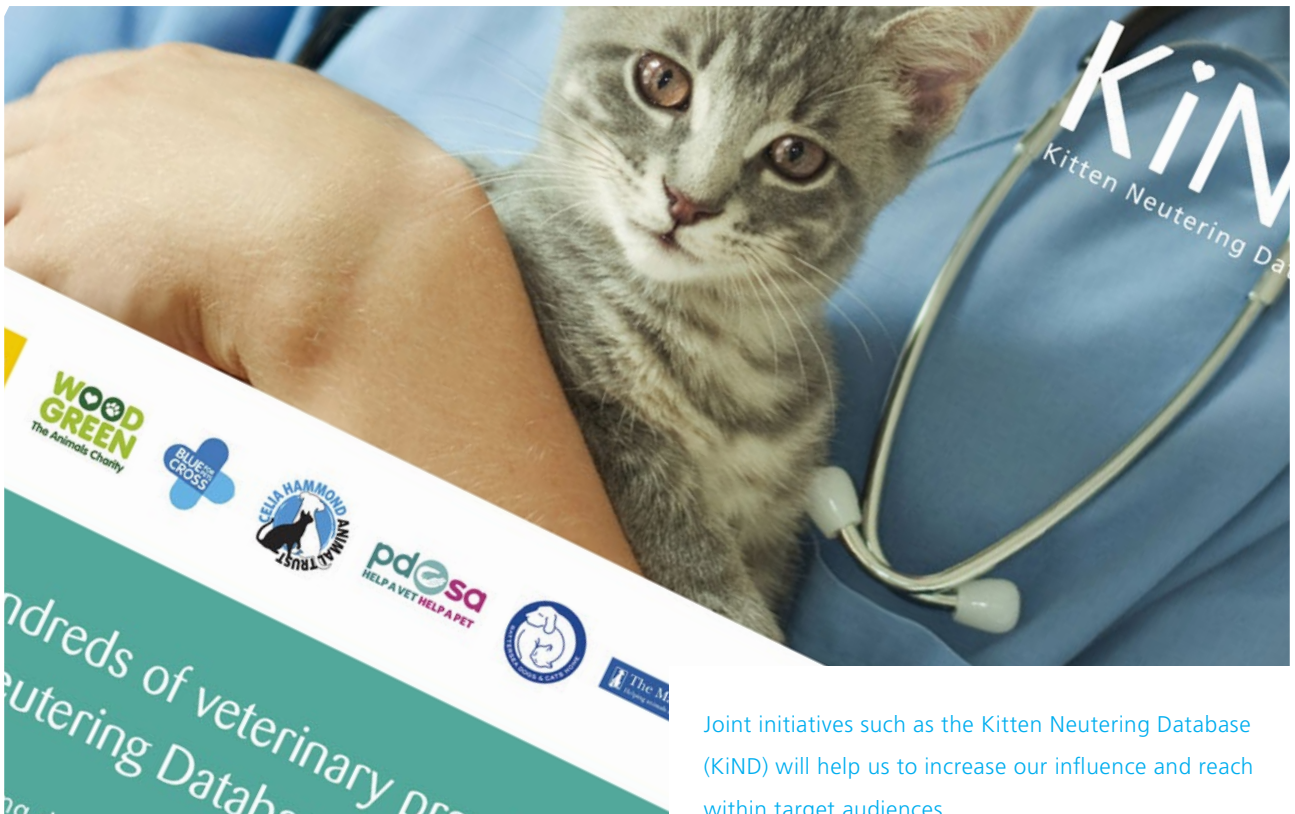
Neil Parish MP speaking at our Manifesto for Cats launch event at the House of Commons, February 2015. Here, our 10-point manifesto was presented to over 40 MPs and interested parties



Helping us to get there: We will increase the extent and effectiveness of our collaboration with animal welfare charities and other organisations, for the benefit of cats

How we will achieve this

- By working in partnership with other animal welfare charities, businesses and other organisations we will increase our impact and influence in order to bring about changes or deliver projects that will improve conditions for cats
- We will reach out to the customers of our corporate partners and enlist their support for our work with cats



Joint initiatives such as the Kitten Neutering Database (KiND) will help us to increase our influence and reach within target audiences

