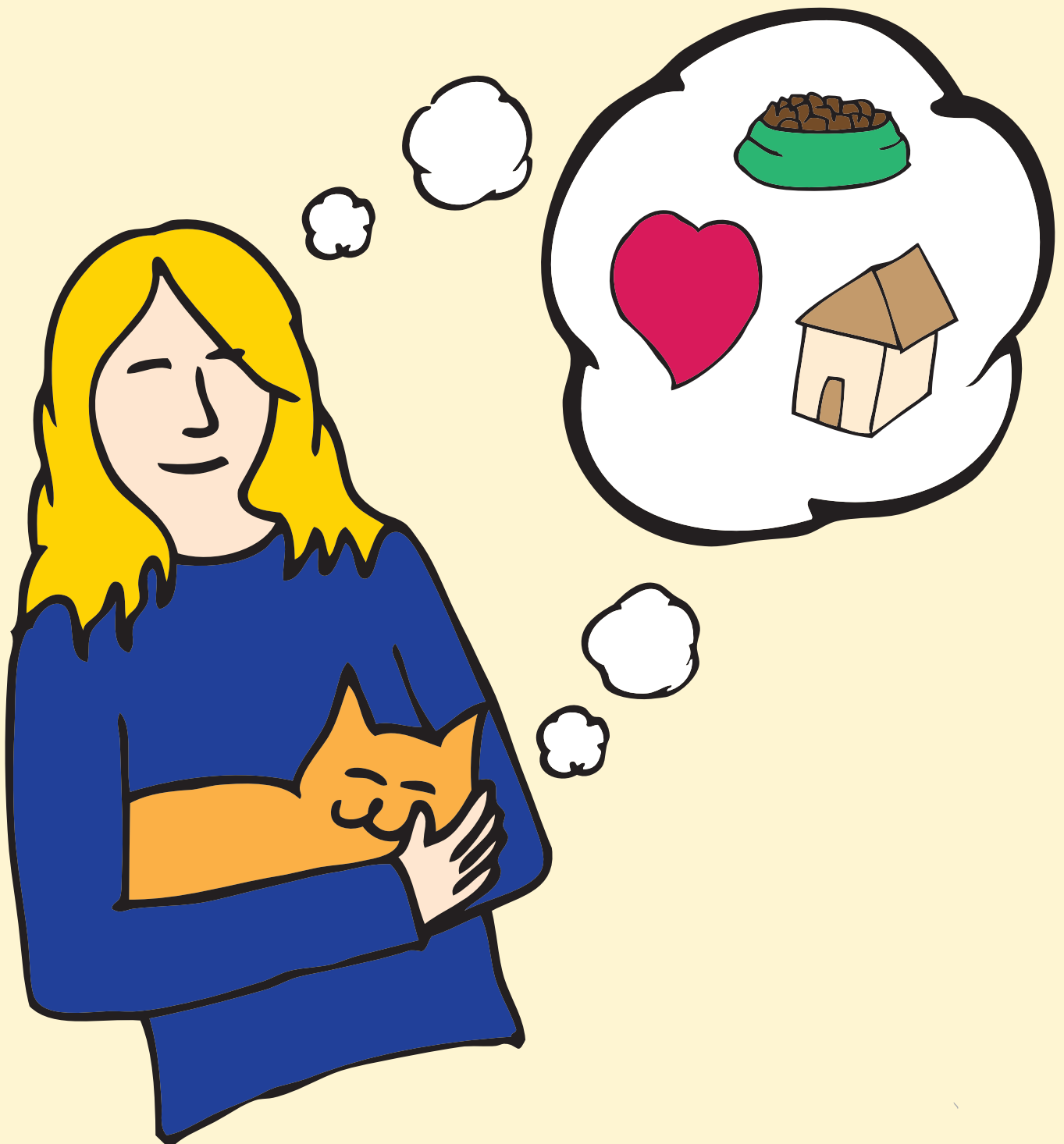




# ANNUAL REVIEW 2007





## A message from our Chief Executive...

Every time I see a cat that has been rejected or mistreated, I am more determined that

we should do everything we can to help as many as possible. Every time I hear of a happy ending about a cat arriving in a loving home, I am proud of what Cats Protection achieves.

In the year since our last Annual Review was published, we have had many such stories, turning around the lives of cats for the better. In 2007 we celebrated our 80th year of caring for the nation's favourite pet with continued successes and major events to mark the occasion.

Now we look to the future as we work towards our vision; to ensure that every cat is given the chance of a life where it will be treated with kindness and an understanding of its needs. This is an ambitious goal, but we firmly believe that it can be achieved.

It is thanks to the dedication, determination and hard work of our thousands of wonderful volunteers, working alongside our committed staff, that we continue to move from strength to strength. The selection of success stories on this poster only represents a fraction of the examples of the extraordinary lengths our people will go to in order to help cats.

I hope that you enjoy our look at the successes of 2007 and thank you for all your continued support.

Peter Hepburn

## NEUTERING

Cats Protection successfully helped to neuter 121,539 cats in 2007 – almost 23,500 more than in 2006. Our voucher scheme offering discounted rates on neutering operations was a tremendous success, while our work with other animal charities saw a further 16,797 cats neutered. We also raised awareness about the importance of this work by joining forces with both Dogs Trust and PDSA in separate initiatives. Our Shetland and Buckie, Elgin & Forres Branches intervened to help neuter the feline residents of multi-cat households, while our Maidenhead, Slough & District Branch was called out to the grand surroundings of Windsor Castle to find and neuter a feral – and were filmed for a BBC fly-on-the-wall documentary in the process!



Cats Protection helped to neuter 121,539 cats in 2007

***"It was quite an experience, but hard work too. I was wired up and asked to trap the cat like I normally would. It went like clockwork and I was even asked for an interview about trapping cats!"***

*Peter Simmonds, Co-ordinator, Maidenhead, Slough & District Branch*

We increased our neutering work with ferals by 213 per cent and also increased neutering in remote and rural areas through our partnerships with other charities by 140 per cent. Across the UK our Preston Branch helped to neuter 1,322 cats, Wharfe Valley Branch helped to neuter 1,250 and Atherton & Wigan Metro gave 1,240 a better life. In addition, we successfully microchipped 35,000 cats – 3,000 more than in 2006.

### 2008, the story so far

The existence of unwanted litters never stops, but neither do our volunteers. Our Gwent Branch was called into action when a local factory closed, leaving 78 ferals facing an uncertain future. Thanks to a massive effort, all of the cats were neutered and relocated to suitable outdoor homes. The year also started strongly on the neutering partnerships front with 1,152 cats neutered in collaboration with PDSA in January alone.

## REHOMING

Rehoming and reuniting cats and kittens is one of our main objectives and, thanks both to your support and the dedication of our volunteers and staff, 2007 saw 55,427 such success stories nationwide. Our Atherton & Wigan Metro Branch was responsible for an impressive 725 happy endings, while Croydon, Evesham & District, Mansfield & District and Wrexham & District branches rehomed around 600 cats each. The total number of cats and kittens given a second chance by our adoption centres was up 3 per cent on 2006 – Bridgend rehomed 1,635 cats and kittens while Birmingham found loving new homes for 1,197 felines. St Helens rehomed an average of 41 cats per rehoming pen, while Hereford and Wrexham had averages of 35 and 32 respectively.

Among those to find the perfect home last year was Tizer – now PC Tizer – who found his happy ending as a feline friend and the resident mouser at London's Kings Cross British Transport Police Station. The 13-year-old tabby-and-white cat was adopted from our North London Adoption Centre when officers at the station decided previous pest control methods just didn't work. PC Tizer has since provided a real morale boost in the station's fight against crime.

***"Everyone is always asking after PC Tizer, and he is probably the most popular member of staff. As well as being a good boost to morale, he helps de-stress staff on particularly hectic days, so he definitely earns his keep."***

*PC Roy Sloane, Kings Cross British Transport Police*



PC Tizer pictured alongside his new 'colleague' PC Roy Sloane

Meanwhile, on the 'other' side of the law, our York Adoption Centre found homes for 'The Leeds Six' with an ingenious poster campaign depicting half a dozen unwanted moggies as criminals with charges such as "being a bit shy" and "having a bent ear". The novel plan worked perfectly as all six were quickly rehomed.

Our Swansea & District Branch came to the aid of a stray cat who had taken up residence in the Liberty Stadium, home of Swansea City FC and the Ospreys rugby team. With her black-and-white coat matching both teams' kits, 'Liberty' became a big hit with fans, but a 20,000-seater stadium is no place for a cat so volunteers intervened to find a more appropriate home for the footy-mad feline.

***"We were all sorry to see Liberty go, but were happy she went to Cats Protection where she found an even better home than Liberty Stadium."***

*Liberty Stadium Spokesperson*



Liberty enjoys a cuddle with Swansea City fan Rebekah-Louise Farrell

***In 2007, we gave 16,801 feral cats a brighter future.***

### 2008, the story so far

At any one time, we have over 6,500 cats and kittens in our care, so our rehoming work never stops. Among the happy endings in the early part of 2008 was Sam, who was reunited with his owners by staff at the National Cat Adoption Centre after being missing for three and a half years. This was made possible thanks to his microchip.



# INFORMATION

Spreading the word – both of feline welfare and of what we do – is another of our key objectives and, in 2007, we reached more and more people in a number of ways.

Our branches gained an increased amount of coverage in local newspapers and spread word of their efforts via newsletters, not least Jean Wood of Inverurie & Alford Branch who wrote and edited the branch newsletter from her hospital bed. This was not the first time that Jean had gone the extra mile, however, as she has fostered endless numbers of cats, operated the cat care helpline and volunteered at fundraising events – all despite suffering from MS. When Jean was admitted to hospital for chemotherapy, she was not to be stopped in her efforts to help the branch and, with the assistance of fellow volunteer, Dorothy Lee, produced the newsletter.

***"In the few years I have known Jean, she has quietly got on with the job. That newsletter was a sign to us all that Jean was bouncing back and we are delighted that not only has she recently produced the next issue, but she has begun fostering once more."***

*Gill Sutherland, Secretary, Inverurie & Alford Branch*

When it came to spreading word of successes, events and cat care information, our Stourbridge & District Branch was among the most prolific. From advice on neutering and details of fundraising events to a reminder about keeping cats indoors during fireworks season, the branch issued a huge number of press releases to its local media. This resulted in 32 stories in local newspapers, several appearances on local radio and even one story on Ceefax!

***"Maintaining good relationships with our local media is vital to the branch. Newspapers and radio are a brilliant way of getting our messages to local people."***

*Rob Hall, Public Relations Officer, Stourbridge & District Branch*

A total of 28,141 education packs were downloaded or distributed, that's over 8,000 more than in 2006. Following our biggest ever overhaul of information we give to the public, we also released two brand new sets of leaflets; *The Essential Series* and *The Veterinary Series*.

Rewriting and designing the 32 leaflets was a huge task, but it has proved more than worthwhile with positive responses to the range received from volunteers, veterinary experts and the general public. The leaflets are also available in Welsh, Urdu, Bengali, Hindi, Punjabi and Gujarati as we strive to reach more and more people.

Furthermore, a total of 508,265 leaflets, posters and factsheets were distributed, while 38,000 copies of our new range of

leaflets were downloaded from the Cats Protection website over a four-month period from September to December. An increasing number of supporters are now taking the environmentally-friendly route we offer by downloading cat care information online.



2007 saw the release of our two new ranges of cat care leaflets

***"I think your science pack is a fantastic resource. The children absolutely loved playing with Willow the Cat on our interactive whiteboard. I think you have pitched the material at just the right level. Some other education packs go way over the children's heads! Thank you."***

*Rebecca Sales, Southbrook Infant School, Northamptonshire*

As we looked back on the successes of our first 80 years, we also looked forward to even greater achievements in our CP@80 leaflet. This publication set out our goals and objectives as well as establishing our vision: to ensure that every cat is given the chance of a life where it will be treated with kindness and an understanding of its needs.



The Training and Education Centre opened its doors in 2007

Other approaches included the opening of our Training and Education Centre on the NCC site, a two-month poster campaign at four major train stations in London and Manchester, during which an estimated 50 million people passed through the stations in question, and the launch of official Cats Protection presences on the popular social networking websites Facebook, MySpace and Bebo. These free-of-charge websites help create opportunities to reach new, often younger audiences and gain further support for the charity. At the time of writing, we have over 3,000 'friends' or 'fans'. On average, our fan pages earn 50 hits per day and act to channel web traffic to the main Cats Protection website. Up and down the country, volunteers at our branches took thousands of calls and emails en route to helping more cats, while our national Helpline answered around 100,000 calls, 5,000 letters and 10,000 emails during 2007.

Then, of course, there is the valuable national press coverage. In 2007, the total circulation of publications that included an article or mention about Cats Protection was a huge 1,139,931,200 people. Put simply, that equates to seven articles about the charity published every day and £77,453 worth of press coverage created every month.

Another important information medium is the internet and, in 2007, our main website received an average of 164,575 visits per month while the web presence of our Celebrity Paws auction was visited 13,000 times during the popular event. There were also over 620 interactive Cat Cabin Sponsors in 2007. In further support of our growing reputation online, our successful *Cats for Kids* website earned a nomination for a prestigious *Third Sector* magazine Award.

**2008, the story so far**

March saw us open for entries to the much-anticipated Rescue Cat Awards 2008 which took place at London's O2 Arena on 1 August, while we also launched the search for our Volunteer of the Year. Our new text to donate service was launched in our *Miaow* newsletter and on national poster campaigns, enabling supporters to instantly donate vital funds to the charity, and to download free mobile graphics. *The Cat* magazine was treated to a makeover while a revised version of CP@80 – entitled *CP Into the future* – was published. Work started on establishing the Cats Protection extranet – a useful resource website for volunteers and staff while a new initiative saw 71,563 leaflets from our new range distributed to 358 veterinary practices; 86 of which are also using our branded carousel dispenser.

# FUNDRAISING

All year round, our dedicated volunteers and staff are hard at work raising vital funds for the cats and kittens in our care. We estimate that, in 2007, our volunteers gave around 3.4m hours to Cats Protection. The value of these hours to us is approaching £40m\*.

Among them are Great Amwell & District's husband-and-wife team Cyril and Marion Phelps who, in 2007, celebrated an astonishing 50 years of volunteering for Cats Protection. Despite Marion stepping down from her 46-year stint as Branch Treasurer at the end of the year, the couple continue to give their time at fundraising events.

***"We really have enjoyed volunteering for Cats Protection and it has become part of our life. Seeing Cats Protection as it is today makes us very happy and we feel proud in having helped the charity to get to where it is now."***

*Cyril and Marion Phelps, Great Amwell & District Branch*

When it came to going the distance for Cats Protection, there was no shortage of willing volunteers. A total of 69 supporters participated in running events such as the Flora London Marathon, Great North Run and Great South Run to raise funds, while

Angela Newton of our West Lothian Branch completed a gruelling 100-mile bike ride in terrible weather conditions from Edinburgh to Glasgow and back again.

**"It was a great effort by Angela and was much appreciated by everyone at the branch and, of course, all the cats too. Without such fundraising efforts, we wouldn't be able to help as many cats as we do."**

Roz Fleming, Co-ordinator, West Lothian Branch



Volunteer Angela Newton completed a 100-mile bike ride to raise funds for Cats Protection

Among the more unusual fundraising events to take place, Lea Valley Branch hired out a local curry house for a highly successful quiz night, while Ipswich Branch's events included a samba band and sumo wrestling! Our Rugby and Cherwell Branches benefited from a belly dancing event and beer festival respectively! Volunteers from the North Ayrshire Branch organised a psychic night and four daredevils from Gwent Branch took to the high wires to zip-slide from Newport's imposing Transporter Bridge.

Nationally, two of the main fundraising events – namely the Aristocats Ball and our Celebrity Paws internet auction, where we asked celebrities to draw around their hand and add a signature and decoration to create unique items for fans to bid on – raised a combined total of over £17,000. As always, our annual photographic competition proved popular with over 2,000 entries received, while a brand new short story contest run in *The Cat* magazine raised almost £3,000 in accompanying donations.



Cyril and Marion Phelps celebrated an amazing 50 years of volunteering for Cats Protection

We received £19.9 million of our 2007 income through legacies. This was supplemented by a total of £8.6 million received as a result of subscriptions and donations.

Our KittenAid appeal accounted for £265,615 of this appeal while the annual raffle saw a total of £201,244 generated. Our Special Friends scheme accounted for a further £144,000 while an appeal organised to coincide with our 80th year raised £62,876.

Thanks to our partnership with leading pet insurer, Petplan, we raised £186,940 in 2007. Petplan offers six weeks' free insurance to new cat adopters and for every new policy or renewal introduced by Cats Protection, we receive a percentage of the premium paid.

We also received £68,258.72 thanks to supporters signing up for the MBNA Cats Protection affinity credit card and a further £92,948.40 as a result of our Payroll Giving scheme.

#### 2008, the story so far

Our February appeal on the issue of older cats was very successful with the highest ever number of transactions processed in a single month for a given appeal. In the first three months of 2008, our partnership with MBNA saw £16,293.28 raised while the Payroll Giving Scheme has resulted in £22,777.13 so far. Following in the footsteps of Cat Cabin Sponsorship in adoption centres, we launched the same scheme to enable branches to raise more vital funds.

## VETERINARY

It was yet another busy year for our Veterinary Department. As well as being actively involved in the processes behind the new Animal Welfare Act and rewriting the charity's official range of veterinary leaflets, our expert team had a packed calendar.

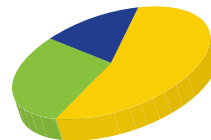
In April 2007 we awarded a Research Scholarship to Leanne Haines, a student from Liverpool Vet School. Leanne carried out an investigation into the health beliefs of owners that determine whether they vaccinate their cats. This was published in our *Veterinary Newsletter* which goes out to over 4,000 small animal specialist vets and was also presented at the 2008 British Small Animal Veterinary Association Congress, raising the profile of Cats Protection and providing valuable information to further our knowledge of cat welfare. November saw the Veterinary Team hold the UK's first Feline Shelter Medicine Conference at the NCC to the acclaim of the delegates who attended.

#### 2008, the story so far

We wasted little time in 2008 with the introduction of our new Minimum Veterinary Standards on 1 January. This was followed by members of the team attending high-profile veterinary events such as BSAVA (British Small Animal Veterinary Association) Congress to promote Cats Protection. Further events will follow shortly and three more Shelter Medicine events are being planned. January also saw us join forces with Dogs Trust to fund two Student Research Scholarships.

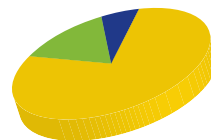
## Total Income for 2007: £35.3 million\*

### How our funds were received\*



- Legacies: 55%
- Donations, Subscriptions and Fundraising: 35%
- Trading company and other: 10%

### How we used our funds (charitable expenditure)\*



- Rehoming: 80%
- Neutering: 14%
- Education and information: 6%

\* Un-audited figures. Latest reports and accounts are available on request.



## Our network...

- Around 7,000 volunteers and staff
- 252 voluntary-run branches
- 62 charity shops
- 29 adoption centres

### Support Us

For every cat we help, there are many more that we cannot, so please consider helping us in any way you can. Together we can create even more happy endings. There are many ways to make a difference to the cats and kittens in our care...

- Adopt a cat or kitten
- Make a donation or become one of our Special Friends
- Become a volunteer
- Leave a legacy
- Become a Cat Cabin Sponsor

Please phone our Helpline on 08702 099 099, visit [www.cats.org.uk](http://www.cats.org.uk) or write to us at Cats Protection, National Cat Centre, Chelwood Gate, Haywards Heath, Sussex RH17 7TT

Thank you for your continued support.

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

# WE HELPED 157,000 CATS & KITTENS IN 2007