



# ANNUAL REVIEW 2010

What a year **2010** was for Cats Protection! We rehomed and reunited **52,583** cats and kittens and that's not all. We also neutered **176,366** of them across the UK and gave **25,291** feral cats a brighter future. Meanwhile, we microchipped **43,729** cats and kittens and a whopping **75** per cent of our work was carried out by our amazing volunteers!

How you can help:  
 Adopt a cat or kitten  
 Ensure your cat is neutered  
 Participate in a sponsored event  
 Make a donation or become a monthly giver or a volunteer  
 Leave a legacy  
 Sponsor a Cat Cabin  
 Follow us on Facebook and Twitter.  
 Please phone our Helpline on **03000 121212** or visit [www.Cats.org.uk](http://www.Cats.org.uk)



As you can see, this kitten was neutered at four months and he's doing really well



I'm telling you man, Volunteering is awesome!



Mmmmm!





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



### A message from our Chief Executive...

Welcome to the 2010 Cats Protection Annual Review. We hope that you enjoy this review of successes from last year – and there's plenty to be proud of! The much anticipated opening of our new Ferndown Homing Centre has been a huge success. It's a really lovely home for our cats while they wait for the right new owner to come along. We have again managed to achieve an increase in neutering figures and at the same time expanded our educational work. Both of these are crucial in creating a better future for all cats. We have also seen the impressive rise of Cats Protection's position in the Third Sector Charity Brand Index from 44th to 37th place.

In 2010, Cats Protection helped an incredible 230,000 cats through our rehoming, neutering and education programmes. These successes are all the more remarkable when you take into account the challenging economic conditions of the last few years. Of course, we are only able to celebrate such results because of the tireless work of our 8,062-strong network of volunteers for whom giving time to Cats Protection really is a labour of love. It is thanks to their dedication and enthusiasm that we are able to defy the odds and help as many cats as we do each year and their contribution cannot be overstated.

As a charity, we have a real impact on cats' lives, on people's lives and on the communities where we work – we know that our work with cats has an impact all around the UK.

Our education programmes help to ensure that cats' needs and welfare are understood by their owners. Our neutering programmes result in happier, healthier cats and by helping cats we help people. Cat ownership is not just about companionship – owning a cat can also reduce stress and is a great way to teach children about respecting and caring for animals.

We solve problems for people and cats; whether that is through neutering feral colonies, taking in cats when people can no longer care for them or by providing financial assistance towards the cost of neutering operations. Our microchipping work helps reduce worry and stress when cats go missing and, in 2010, we reunited 3,132 lost cats with their owners and increased the chances of those who become lost in future by microchipping a further 43,729.

Our outreach Freedom Project helps people too – we work collaboratively with Dogs Trust, the police and social services to give people the chance to escape from domestic violence by ensuring that their cats are cared for when they can no longer safely remain in the family home. In 2010, 30 families and 49 cats were helped in this way.

As a volunteer organisation, we provide people with wonderful opportunities and experiences and a lifetime of memories. Our 8,062 volunteers know that what they do is so important to us, to cats and to the communities which they serve.

Cats have an army of champions and an organisation working tirelessly on their behalf. Cats Protection is a problem solver for society, an organisation people can turn to for help and an expert voice on cats and cat welfare.

We are determined to help more cats and, through our work with them, more people. I am confident that in next year's Annual Review we will have even greater triumphs to share with you.

Thank you for your continued support of Cats Protection, you have helped us to achieve so much.

*Peter Hepburn*

Peter Hepburn

## Our impact\*

We estimate that around 250,000 people benefited directly through our homing service in 2010. This figure includes those households and families whose cats were handed into our care and, of course, those who adopted cats from us. If Cats Protection was not around to provide this service, many of these cats would simply become strays and cause a nuisance in communities – so, indirectly, we are helping many more people.

We reunited over 3,000 cats with their owners in 2010. Not only does this work reduce the stress and suffering of the cats themselves, it also makes for extremely happy cat owners. We estimate this work helped 7,500 people. We offer many more services to people and can find new homes for people's cats when they die. We know this offers real peace of mind for the many cat owners who have asked us to provide this service. Cats that come into our care this way are given a real chance of a new home.

People often contact us to ask for our help in dealing with colonies of feral cats, those that live wild and cannot be domesticated. In 2010 we helped to give over 25,000 feral cats a brighter future and at the same time provided a solution to the problem for people affected.

In 2010, our people gave almost 400 educational talks to Brownies, Scout groups, schools and adult organisations. Our education programme helps the younger generation to understand cats and feline welfare. Working with and talking to youngsters impacts on friends, family and neighbours and we estimate that around 46,000 people have benefited from our education programmes in 2010.

We provide financial assistance and support to low income families and cat owners to help them get their cats neutered. We neutered over 176,000 cats in total, helping 422,000 people directly, as well as many more indirectly. Our volunteers gave a combined total of 4.3 million hours of their own time to all aspects of Cats Protection's work in 2010; we estimate this help is worth £54m\*\*.

## Neutering

Demand for Cats Protection's neutering service in 2010 was stronger than ever as more owners approached the charity for help as a consequence of being on a low household income. We rose to the challenge, however, by successfully neutering 176,366 cats; an increase of around eight per cent on 2009.

Around 46 per cent of our neutering work is initiated through our branches; around 43 per cent by the Neutering Team based at the National Cat Centre and around 12 per cent through our adoption centres. Our 10 most successful branches neutered a total of 15,944 cats and kittens between them. Leading the way was Gwent with 2,271. Halesowen & District and Preston made sure that 1,930 and 1,916 cats and kittens respectively would not be responsible for future generations of unwanted litters.

We were involved in several initiatives all around the British Isles, aimed both at neutering cats and promoting its importance. These included the continuation of our highly successful £5 neutering campaign in Manchester and Cheshire where almost 10,000 cats were neutered. We continued to provide administrative and financial support to the London Cat Care and Control Consortium campaign scheme, which grew by 10 per cent and also offered subsidised neutering across Northern Ireland, at a cost to the owner of £5 per cat. In Scotland meanwhile, we launched £5 neutering schemes in Glasgow, Renfrewshire and Paisley.

Working in partnership with other charities and authorities is also of great importance to us. We supported PDSA to enable more cats to be neutered through its hospitals and also launched a joint free neutering and microchipping scheme in Peterborough, working with our friends at Wood Green Animal Shelters. This work saw almost double the total of cats neutered in the area. We took the number of local authorities working with us on neutering to over 75 and also ran two more local authority seminars

days in Leeds and Gloucestershire. To improve the development of our neutering schemes, we streamlined our centrally-based support team to bring a greater proportion of the task under the management of the charity's Veterinary Department. We also reduced the age of neutering to four months in order to reduce the population of unwanted cats and kittens.

2011, the story so far  
The success of our neutering project in Peterborough has led to a lengthening and extension of the scheme to a wider area. We are also working with other animal charities to run more joint schemes. At the time of writing, we were due to launch an online database of veterinary practices which neuter early, to assist owners and animal welfare workers.

We continue to provide neutering support right across the UK. Providing this level of support to owners and their cats is truly a joint effort between our volunteers, staff and the other charities and statutory agencies with which we work.



## Rehoming

One of our main objectives is to find suitable new homes for the cats in our care and to reunite those who have become lost with their owners. In this respect 2010 was another successful year for Cats Protection with 52,583 happy endings created by our volunteers and staff around the UK.

Between them, our 10 most successful branches found homes for 5,054 cats. Our Croydon Branch created 577 happy endings while our Clackmannanshire & Stirling and Coventry branches reclaimed 554 and 532 respectively.

Among the many successful branches when it came to rehoming cats was our Caterham, Redhill & East Surrey Branch, which created happy endings for over 300 cats – that's almost twice as many as in 2009.

**"The team is entirely focused on cat welfare and homing and we get an immense satisfaction out of it"**  
Jacky Eyres, Co-ordinator, Caterham, Redhill & East Surrey Branch

At Cats Protection, we never put a healthy cat to sleep and endeavour to find every one in our care a suitable home, no matter how long it takes. Even those with serious medical conditions have the chance of a long, happy life which is why our Bredhurst Adoption Centre opened a dedicated pen to help FIV-positive cats find suitable indoor homes. The initiative was part-funded by a legacy left to the Friends of Bredhurst by CP supporter, Enna Roe. It found homes for 19 FIV-positive cats in its first year. Another new venture was the opening of our Ferndown Homing Centre in Dorset. The facility is the first of its kind and provides CP branches in the surrounding area with central location where ready-to-adopt cats can meet potential adopters. In its first year, 452 cats and kittens found new homes.

Our newly renamed Glasgow Adoption Centre, which was formerly known as Kirkintilloch Adoption Centre,

launched an awareness campaign which resulted in a 66 per cent increase in rehoming enquiries during October. Among all of the rehoming stories was the usual quota of more unusual ones; Bailey, for example, found his ideal new home on a yacht thanks to our St Helens Adoption Centre. Things looked bleak for the poor puss who had been given up for adoption three times, but his fortunes changed when a prospective new owner visited the centre looking for a laid-back cat who he could take sailing in the summer. Bailey fitted the bill perfectly and is delighted with his new surroundings!

**"Bailey means more to us than the boat, even though it is our pride and joy of thousands of miles sailing. He really is the most loving, attentive, patient affectionate pretty little fellow you could ever wish to meet"**  
Michael Williams, Bailey's new owner



Bailey is loving life aboard his new home!

Another unusual homing story saw Jack adopted from our Swale Branch as part of the last will and testament of Winston Churchill. The legendary leader decreed that a ginger cat with four white paws and a white bib called Jack should always be in comfortable residence at his home in Chartwell, Kent. Jack V, to give him his full name, has settled in well to the National Trust property and is already very popular with staff and visitors alike.

2011, the story so far  
Reuniting a lost cat with his owner is one of the most rewarding experiences and, in the early part of this year, Cats Protection was involved in two notable happy endings. Staff at our York Adoption Centre were amazed when a microchip scan revealed that Star had come all the way from the Isle of Wight where he had disappeared in October 2009. Fluffy, meanwhile, was reunited with his owner by Stourbridge & District Branch after being spotted on social networking website Facebook! Owner, Karen Walker, was stunned to see a photograph of him on the profile of a friend who volunteers for the branch.



'Churchill cat' Jack is proving popular at Chartwell

## Education

Ensuring that the pet owners of tomorrow are well educated about cats and their care is of paramount importance to the future of Cats Protection and 2010 saw us again increasing our efforts.

Naturally, the younger generation is a key focus of our education work and, throughout the year, a large number of our dedicated resources were distributed to schools. Among these were 686 hard copies of Teacher Packs and 1,038 Junior Cat Care leaflets. General information packs were sent to 400 children, 450 Brownies and 50 Beavers. Meanwhile, 1,012 young people took part in our adoption centre visits where staff explain what happens when cats come into our care as well as how to look after them properly. Up and down the country, our volunteers were busy giving talks about the work of Cats Protection to local community groups. In total, 397 talks took place – increasing the profile of the charity in the communities where we work.

We attended two major education exhibitions as well as the Animal Charity Education Managers' Forum to learn about developments in education work undertaken by other charities. During the year we also produced a new



Our 'how to'-style videos taught 4,500 people about cat care



Our successful Junior Cat Care leaflet

Early Years foundation Stage CD-ROM and included educational messages in two children's publications: *Bumble the Brave Kitten* – for which Cats Protection receives a donation of 50p for every copy sold; to date almost 11,000 copies have been purchased – and a series of four new *Cuddle the Cutest Kitten* books.

Meanwhile, NCC veterinary and adoption centre staff contributed to a series of 20 'how to' videos for the popular online information site, Videojug. The videos covered topics ranging from introducing new cats, through to neutering and finding suitable new homes for feral cats. So far the videos have been viewed over 4,500 times, educating visitors to the site about cat care and promoting the work of CP at the same time.

We continue to work alongside a growing number of other organisations to promote important issues for the charity and in terms of cat welfare as a whole. These relationships included an initiative with the Pet Food Manufacturers Association (PFMA) to explore effective, collaborative working across animal welfare charities and organisations.

Northern Ireland was the focus of a large amount of our education work and, following the appointment of our first Education Officer in Northern Ireland, 665 young people attended talks across the six counties, learning about our work and how they can help CP.

2011, the story so far  
To help us educate more people about feline welfare, two new posts were created for Community Education Officers; one for London and the South East and the other for the North and Midlands areas. We also began an initiative in Northern Ireland whereby children are taught in libraries about feline welfare, while staff at our adoption centres around the UK were given detailed training in delivering our educational messages to the public.



## Raising awareness

Raising awareness of our work is absolutely crucial and our volunteers and supporters yet again came up with plenty of imaginative ways of promoting the charity. Luton, Dunstable & District Branch, for example, did so by joining forces with a local amateur dramatic group performing *Die Whittington* for a joint photo shoot. Meanwhile, supporters Amy and Ranith De Silva found a novel way of promoting the charity to a new audience on their wedding day – by giving out Cats Protection trolley tokens as favours to all of their guests!

On a national level, the Cats Protection Helpline answered 36,137 phone calls from the public and responded to 6,477 emails, texts and letters. A text-to-adopt service was piloted in *Friday-Ad* advertisements during September and resulted in an amazing 115 per cent increase in homing enquiries.

The internet continues to be the first port of call for the majority of people seeking information and, as a result, the Cats Protection website was relaunched at the start of the year. Our new online presence is much more user-friendly than its predecessor and includes a completely new *Cats for kids* section featuring educational games and activities for our young supporters. The response to the new site was very positive with 1,187,149 hits registered in 2010 and it was shortlisted for a prestigious *Third Sector* award for charity communications. We also became regular contributors to children's blog *First News* to help raise awareness among a new generation. The total number of followers of the official Cats Protection Facebook page is now more than double that of 2009 with 38,821 showing their support. Our burgeoning Twitter presence, meanwhile, had 6,314 followers at the end of the year. We also ran our first live Twitter feed during the Rescue Cat Awards, keeping those unable to attend up to date with the day's events and providing details of the winners. The overall title was won by Fareham cat Marmite who

was a lifeline and birth partner to his owner Lindsey Davies during a difficult pregnancy. We also attended 14 major shows and events across the country and, consequently, many people will have spotted our CP vans whizzing up and down the motorways!



Southampton maggy, Oscar, stole over 100 pairs of pants from neighbours' homes and earned Cats Protection over £13,000 worth of press coverage in the process!

The press, of course, also remains a key channel for promoting the work of Cats Protection and, in 2010, the total circulation of articles in UK media about or including mention of CP reached a massive 168,503,164. This is the equivalent of £2,911,018 worth of coverage. Major stories that made an impact were our Rescue Cat Awards and Ferndown Homing Centre opening which 10,963,395 and 1,164,557 people respectively will have had the opportunity to read. Hot on the heels of the Ferndown statistic, maggy of Oscar who was adopted from Southampton Branch and had a penchant for stealing underwear, reached



Our rebranded fleet of vans enabled us to raise awareness of CP while carrying out our vital work

at least 1,049,838 readers! We welcomed new branches including, among others, Fareham & Waterlooville Districts and Welwyn Hatfield District while Friends of Groups were established in Bridgend, Downham Market, Dereham, Exeter and Haslemere. In other initiatives, we made new artwork available for existing Cats Protection vans. In 2010, 10 of the new-look vehicles could be seen out and about promoting their respective branches and adoption centres while carrying out essential cat welfare work. Several more rebranded vans are in the pipeline so keep an eye out for them in 2011!

2011, the story so far  
A new branch was established in Coleraine, while, following the successful launch of the new CP website, matching sites were made available to our branches as we continued our efforts to move forward together as one charity. Despite being a progressive and forward-looking organisation, we remain very proud of our past and the Spring 2011 issue of *The Cat* was testament to this as we celebrated the magazine's eightieth year. A new iPhone App is also on the way!



## Veterinary

Our Veterinary Department is always busy and provides a much-sought-after voice on feline welfare issues and 2010 was no exception. We attended all of the major veterinary events – including the British Small Animal Veterinary Association (BSAVA) Congress, the London Vet Show and the Association of Veterinary Students (AVS) Congress. We were also represented by speakers at the British Veterinary Nursing Association (BVNA) and AVS shows as well as at the Dogs Trust International training and the International Companion Animal Welfare Conference in Prague.

In association with leading pharmaceutical company, Pfizer, our resident vets organised a successful series of free feline shelter medicine events to provide veterinary professionals with the opportunity to enhance their knowledge in this relatively new area. Our ever-popular Veterinary Student of the Year Award received a high standard of entries and was won by Caroline Hunt, whose series of case studies of feline jaundice earned the judges' vote.

New policies included adding microchipping to our Minimum Veterinary Standards and lowering the age of neutering. These standards allow us to ensure the best care for the cats entrusted to us and also help promote the benefits of routine preventative veterinary care to the general public. Cats Protection's continuing recognition of the importance of understanding feline behaviour led to the appointment of our first Behaviour Manager.

2011, the story so far  
Staff from our Veterinary Department picked up where they left off by attending the Association of Dogs and Cats Homes (ADCH) and AVS conferences and running successful feline shelter medicine events in Belfast and Newcastle. We also launched a new series of veterinary student awards in association with Dogs Trust and prepared to publish our Early Neutering Register. Work is also underway on a new range of CP veterinary leaflets which will be printed later this year.

## Fundraising

It seems that our volunteers will go to great lengths – or, in some cases, dizzy heights – to raise the vital funds that allow their branches to continue to care for as many cats as they do each year. Not least 15-year-old Alex Tuck, who joined volunteers from around the south in completing a sponsored abseil of Kings College Hospital for Croydon Branch. Other branches to benefit from this included Swindon, Oxford and Chiltern with a total of over £1,500 raised. Similarly, a sponsored abseil of the Mersey Tunnel Ventilation Shaft in Birkenhead saw both our St Helens Adoption Centre and North Hertfordshire Branch benefit to the tune of around £1,000. As if the challenge was not daunting enough, supporter John Craig Hailes completed the challenge dressed in a bulky cat costume!



Alex Tuck took the plunge for CP at the age of only 15



Vicki Green spent 48 hours in an outdoor cat pen for CP

We had competitors in all of the major running events, including the London Marathon, the Great North Run, the Great South Run and the Brighton Marathon, while a different kind of endurance challenge saw Vicki Green, a Cat Care Assistant at our Nottingham Adoption Centre, braving sub-zero temperatures to complete a 48-hour session locked in an outdoor cat pen, raising £1,007 in the process. Elsewhere, John Hutchinson raised £2,875 for Mid-Warwickshire Branch by cycling from Land's End to John O'Groats, while Chloe Tifford made over £90 for Bedford, Biggleswade & District Branch by having her head shaved! Sarah Kelly also raised over £600 for our Bromley Branch by completing a 60-day yoga challenge. This entailed at least one 90-minute yoga session every day in a hot room which was constantly heated between 42-48 degrees!

**"I chose CP Bromley because I am in total awe of what they do. I have been a veterinary nurse for over 20 years and CP is the only charity I can hand on heart say I can really rely on and trust. The volunteers are all such hard workers and always go out of their way. I think they are amazing"**  
Sarah Kelly, Supporter of Bromley Branch

Other events that simultaneously entertained and raised funds included an *Alice in Wonderland*-themed open day at Bridgend Adoption Centre, Atherton & Wigan Metro Branch's fourth annual 'Kataoke' which raised over £1,700 and West Oxfordshire Branch's fashion show. Caroline Skelton celebrated making £15,000 for Hemel Hempstead & Berkhamstead Branch on eBay in just five years! Caroline will have been raising funds for the branch since 2005 by selling donated items such as clothes, shoes, ornaments, bric-a-brac, books, jewellery and cuddly toys on the popular online auction site.

**"We needed to do something to maximise returns on all the lovely donated items we receive so I decided to sell the better stuff on eBay. I've never looked back and, after five years, I've not only made some lovely friends, but also raised more than £15,000 for our branch. I'd certainly recommend all branches to give it a whirl"**  
Caroline Skelton, Fundraiser, Hemel Hempstead & Berkhamstead Branch

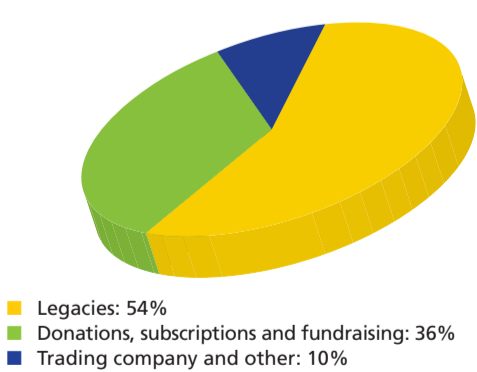
We would only be half the charity we are today without kind-hearted supporters remembering Cats Protection in their wills and, in 2010, we received £19m in legacies. This accounted for 54 per cent of our income. The gifts that people left for us have helped us further our work in all our core areas, from extending neutering schemes, to the construction of new homing pens.

Our partnerships with, among others, Nestlé Purina, CEVA, Pets at Home and Petplan raised a total of £146,215 and helped raise the profile of Cats Protection nationally. An arrangement with Purina's Felix Kitten Factor – a popular national photography competition for which the charity received £1 for every entry – raised £9,623 for Nottingham Adoption Centre while another Felix promotion involving tokens resulted in 8,000 Felix cat blankets being donated to CP thanks to kind-hearted supporters donating their tokens.

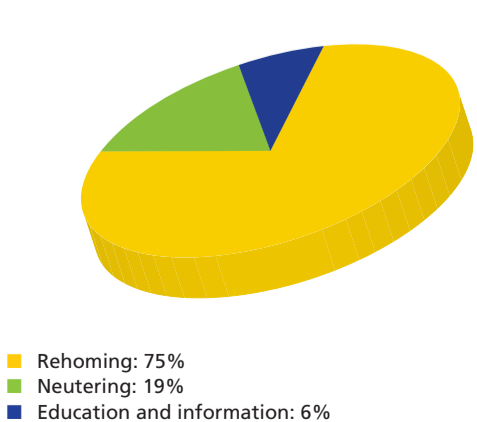


### Total income for 2010: £35.3 million

#### How our funds were received

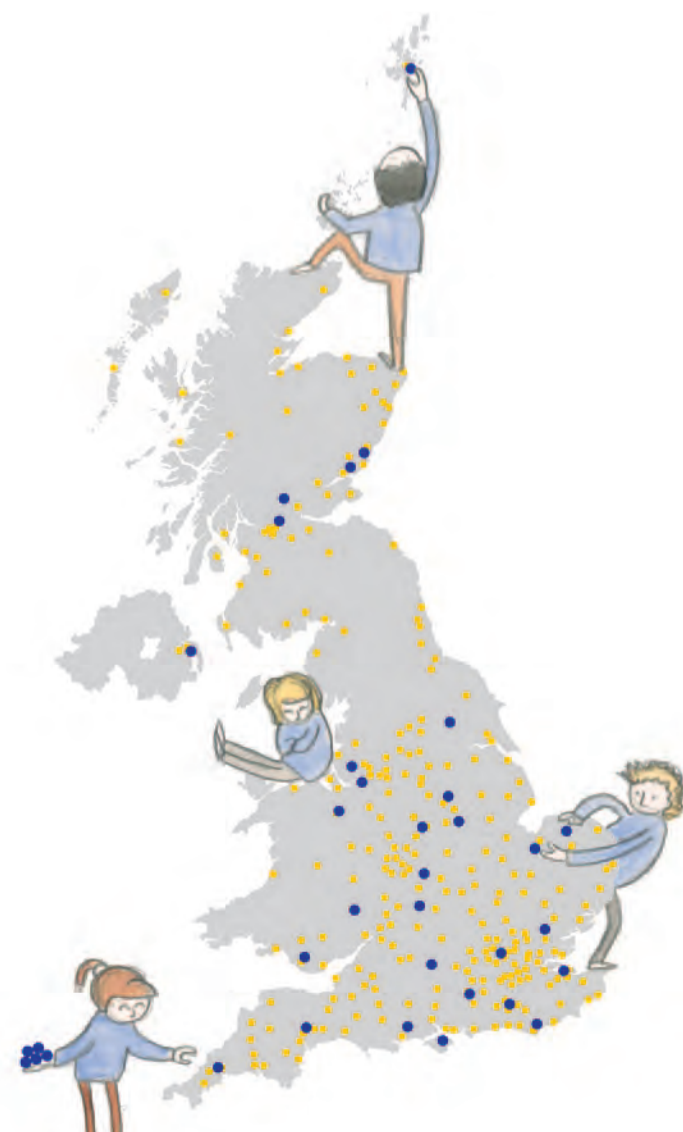


#### How we used our funds (charitable expenditure)



#### Where we are:

- Adoption centres
- Branches



- #### Our network...
- Around 8,500 volunteers and staff
  - 257 volunteer-run branches
  - 65 charity shops
  - 29 adoption centres
  - 1 homing centre

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

- Adopt a cat or kitten
- Ensure your cat is neutered
- Participate in a sponsored event
- Make a donation or become a monthly giver
- Become a volunteer
- Leave a legacy
- Sponsor a Cat Cabin
- Follow us on Facebook and Twitter

Please phone our Helpline on 03000 12 12 12, 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. [www.facebook.com/catsprotection](http://www.facebook.com/catsprotection) [www.twitter.com/catsprotection](http://www.twitter.com/catsprotection)

Thank you for your continued support.



\* In estimating the impact of our work we have made assumptions based on the average size of UK households. We have deliberately underestimated – the true impact of our work will be greater in many cases  
\*\* Based on median gross hourly rate (excluding overtime) for full-time workers from the 2010 Annual Survey of Hours and Earnings National Office for National Statistics, December 2010