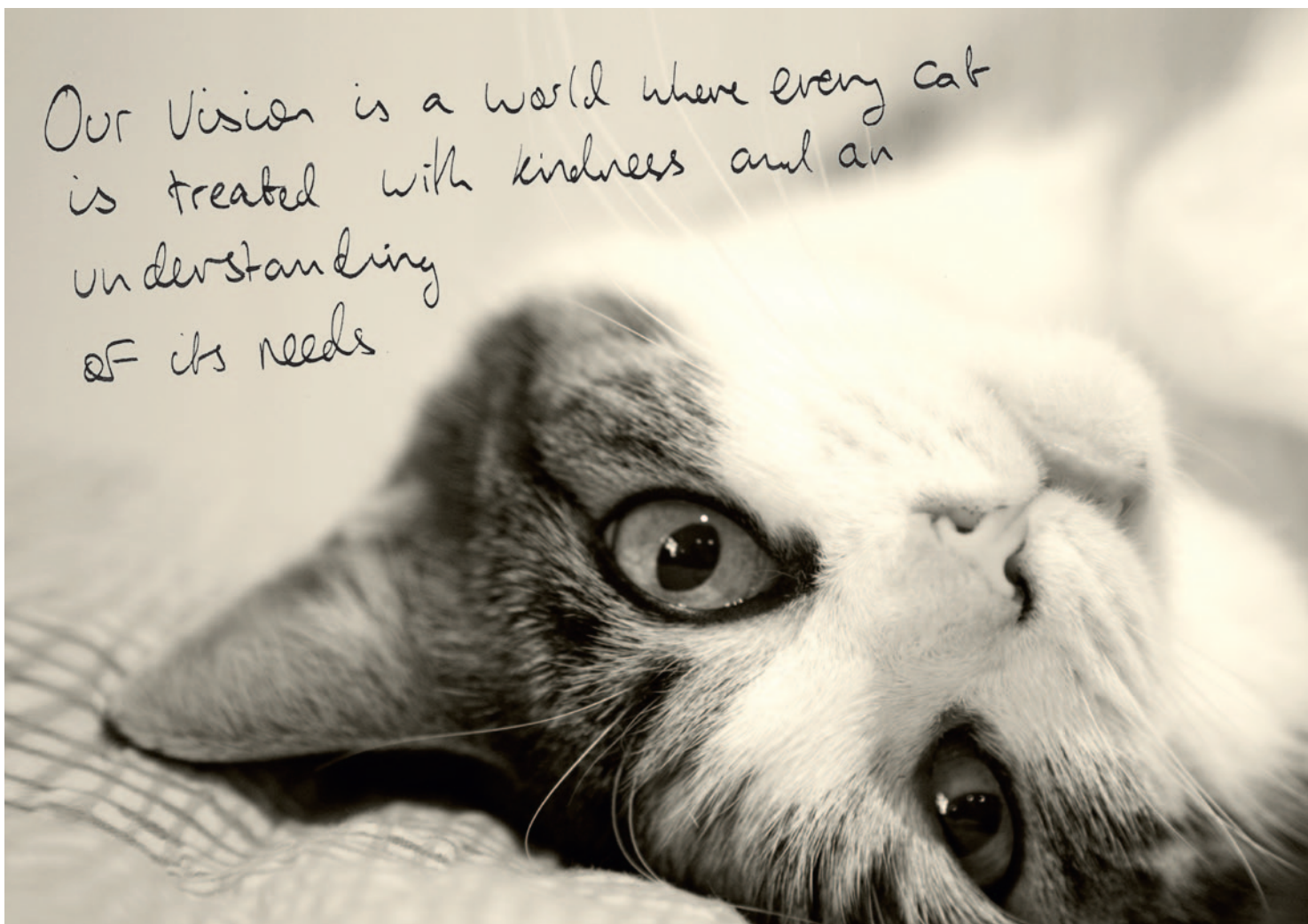


Our vision is a world where every cat is treated with kindness and an understanding of its needs.



A message from our Chief Executive...

Welcome to the 2009 Cats Protection *Annual Review*. The success stories here represent only a small proportion of the fantastic

work done day after day by our nationwide network of branches and adoption centres. Many challenges continue to face us but, in 2009, we helped over 215,000 cats and kittens. That's around 22,000 more than in 2008 and we owe a huge debt of gratitude to the volunteers in our branches and adoption centres all around the country for this. Without their invaluable contribution to Cats Protection's cause, we would simply not be able to create so many happy endings. Despite the UK feeling the effects of the credit crunch, our rehoming figures remained at the same high level and our neutering figures rose by an impressive eight per cent.

In last year's *Annual Review*, I also promised to update you on the progress of our new Homing Centre in Ferndown, Dorset and I am delighted to report that it is now open and has already started to rehome cats in need of love and care. The new centre is revolutionary in many ways and we will learn from our experience of running it as we aim to rehome more cats across the UK in the future. I look forward to sharing more success stories with you next year.

From all of us here at Cats Protection, thank you for your continued support. You have enabled us to help more cats and we will continue to make a positive difference to more and more of them into the future.

Peter Hepburn

Neutering

Cats Protection remains committed to neutering cats as one of the most effective ways of preventing unplanned litters ultimately becoming abandoned pets. In 2009, we launched a new neutering strategy aimed at ensuring our efforts are more targeted at owners who we are not reaching.

In 2009, 162,811 cats were neutered with our assistance – over 11,000 more than in 2008. We also gave 17,990 feral cats a brighter future and microchipped 41,184 pet cats.

Our Preston Branch successfully neutered an incredible 2,205 cats while Barnsley and Gwent helped 1,815 and 1,791 respectively. Between them, the top 10 performing branches neutered 15,188 cats.

Many of our branches stepped up their programmes by joining forces with other charities to run roadshows in areas notorious for animal welfare problems. Many owners were interacting for the first time with animal charities and it was not unusual for over 100 cats to be neutered following a one-day event. Meanwhile, for the first time ever, our adoption centres surpassed the 20,000 neutering operations per year figure. We also began an intensive recruitment programme to bring local authority animal welfare officers onto the neutering scheme. In October, we ran our first ever education day for animal welfare officers and dog wardens. Well over 50 local councils now work with us on neutering.

The London Cat Care and Control Consortium (C4) neutering programme, which we run with six other animal charities, was relaunched in 2009. CP was pivotal in the expansion of the scheme, recruiting more charities to join and helping to improve the accessibility to owners. The results were dramatic – the scheme grew from 6,447 cats in 2008 to 9,279 in 2009. We also launched a massive regional campaign to enable owners living in Greater Manchester and Cheshire to have their cat neutered for £5. Over 6,000 cats benefited in the first 10 months.

Other efforts included a successful online video. In it, four CP staff dressed as cats play football with a non-existent ball before the slogan "You don't need balls to have fun... get your cat neutered" is revealed. A range of new neutering support materials was also published in December.

2010, the story so far

Our branches, adoption centres and National Cat Centre staff continue to help neuter cats at a phenomenal rate. Our recruitment of local authorities to work with us continues and our second, third and fourth seminars will take place later in the year. New free and £5 regional neutering campaigns are also scheduled to run.



Rehoming

One of Cats Protection's primary aims is to find loving homes for cats and to step in to reunite them with their owners after they have become lost. We are pleased to reveal that we rehomed and reunited a total of 55,185 cats in 2009.

Our 10 most successful branches found homes for a combined 5,462 cats. Evesham & District accounted for 636 of these good news stories, while our Croydon and Clackmannanshire & Stirling branches rehomed 634 and 587 cats respectively.

Our volunteers work tirelessly to make a difference to the cats and they are responsible for the majority of our rehoming successes. Among those volunteers is Alan Todd of our Dundee & District Branch who won both the Unsung Hero Award and the overall title in our Volunteer of the Year Awards. Alan was deservedly recognised for the behind-the-scenes cat care work he has done for the last 12 years. He now gives an amazing 30 hours a week, taking on a number of different tasks to help towards finding cats new homes.

"I am very proud to be Cats Protection's Volunteer of the Year. I really enjoy helping unwanted cats to get a second chance in life, but I never thought it would result in a national award!"

Alan Todd, Dundee & District Branch and Volunteer of the Year 2009

Every one of these stories is, of course, a success to be proud of but there were



Alan Todd, CP's Volunteer of the Year 2009

a few that stood out due to the unusual circumstances surrounding them. Volunteers at our Arbroath & District Branch came to the aid of 11-month-old Socks who survived an incredible 34 days trapped inside an industrial storage container. After being discovered by an electrician making a stock check, Socks – who was half his ideal bodyweight – was taken into the care of volunteers who restored the brave young cat to health before reuniting him with his owner, Michelle Maher, who had reported him missing to the branch.

Another survivor was a kitten called Megane who stowed away in no fewer than three different car engines by the time volunteers at our North Birmingham Branch were able to save him with the help of some local mechanics. Megane, who took his name from his third vehicle of choice, started by boarding a Land Rover, enduring a 12-mile journey and then craftily moving to the Megane via a sports car. His ordeal lasted a gruelling 10

hours, but thankfully he was none the worse for the experience and soon found a new home. As we continued to attempt to find more homes for deserving cats, we announced plans for a new Homing Centre in Ferndown, Dorset. The new facility now provides branches in the surrounding area with a central location where ready-to-adopt cats can meet potential new families in a purpose-built environment. It is hoped that this new way of rehoming cats will revolutionise the adoption process across the charity and act as a model for other such centres in the future.

2010, the story so far

Our Belfast Adoption Centre's longest-staying resident, Donna, found her perfect home after nine long years of waiting. She had arrived at the centre after being attacked by youths who tried to set her alight, but with the patience and understanding of CP staff and volunteers, she learned to trust people again and found the home she so richly deserved. This just goes to show that we never give up on finding the right home for our cats – no matter how long it may take.



Donna finally found the home she deserved

Fundraising

Every year our volunteers seem to come up with new ways of raising those much-needed funds to look after the cats in their care and 2009 was no exception. Among other activities, our dedicated volunteers could be found participating in fashion shows, competing in roller marathons and even literally walking across hot coals.

Our volunteers gave 3.4m hours of their own time to raise funds and care for cats. We estimate this as being worth £42m* to us.



DangerMouse takes to the streets for Cats Protection



Firewalking was a popular fundraiser in 2009

As always, the more active pursuits included a large contingent of participants in marathons around the country. Among them was Stephen Rodgers who opted to represent CP dressed as cartoon character, *DangerMouse*! Meanwhile, volunteers from Croydon, Woking & District and Northampton raised a combined £2,000 for their respective branches by abseiling down a 130ft-office block.

"I've always had rescued cats, so wanted to help out. The abseil looked like a great way of raising funds – and giving me a challenge – so I thought why not? I actually enjoyed the abseil and was even a bit disappointed that it wasn't a bit higher!"

Rachel Smith, Croydon Branch

More relaxed fundraising efforts included two Fosterers at Adel & District Branch making a huge £1,500 by selling stitched goods on eBay and appearing in *Cross Stitcher* magazine in the process, while Debbie Miller embarked on a sponsored slim to raise funds for our East Surrey Branch. Debbie set herself a target of losing four stone and has surpassed that,

losing six stone to date and making over £300 at the same time. Our volunteers also found ways of turning merriment into fundraising successes. Numerous branches held pub quizzes while our Gateshead & District Branch enjoyed a salsa night and the Belfast Fundraising Group held its first major event – a 70s and 80s disco.

The National Cat Centre played host to two different open-air events; the first was a production of William Shakespeare's *A Midsummer Night's Dream* by acclaimed theatre group, Illyria, as part of our Paws Outdoors campaign which encouraged supporters to raise funds in the month of June with alfresco activities. The second was a drive-in screening of cult classic, *Grease* with classic cars and Pink Ladies in attendance.

* Based on median gross hourly rate (excluding overtime) for full-time workers from the 2009 Annual Survey of Hours and Earnings National Office of Statistics, November 2009



A production of A Midsummer Night's Dream raised vital funds for the cats in our care



Our Paws Outdoors campaign encouraged supporters to enjoy alfresco activities

Other activities that saw money made and cats benefiting included the success of the Cats Protection 'hold music' of cats miaowing and purring which we offered as a downloadable mobile ringtone. The ringtone now proudly alerts 6,000 supporters to incoming calls. Staying with communication technology, we established our very own 118 directory enquiries number, 118 515. Supporters can now use this service to obtain numbers and Cats Protection receives 9p for every call to it. Other sources of income included a writing competition for readers of *The Cat* magazine, our annual photographic contest and Celebrity paws auction which raised in excess of £9,000 between them.

As usual, the majority of our income came as a result of supporters remembering us in their wills. We received £19.2m in legacies which represents 55 per cent of our income. A further £11.6m was raised as a result of

Our website received 1,249,343 hits and, following in the footsteps of our successful foray into the virtual world with Facebook – which, at the end of 2009 had 16,044 fans – we got 'tweeting' and chatting on Twitter.

Hailed as the next big social networking tool, Twitter enables users to share brief messages with others and is prolific in terms of its ability to promote causes to a new audience. Cats Protection is now firmly established and has gained around 2,000 new online fans as result.

The total circulation of articles in the UK media including articles about or a mention of Cats Protection was a staggering 202,546,860. We estimate that this equates to £3,786,764 worth of press coverage. Of course, we wouldn't be able to reach as many people as we do without our volunteers and their contributions were again acknowledged in our Volunteer of the Year Awards. Jeanette Greaves of our Preston Branch won the Flying



We attended 18 major shows around the UK

donations and subscriptions. Our partnerships, which include the likes of Nestlé Purina, MBNA and Pets at Home and its own charity, Support Adoption for Pets, brought in a further £211,375 as well as helping to promote Cats Protection to a wider audience.

2010, the story so far

Julie Dickenson and Diane Thorpe of our Stoke & Newcastle Branch took part in a sponsored skydive, making £620 in the process. Back on terra firma, Vicki Green of our Nottingham Adoption Centre spent 48 hours in a cat pen raising funds as well as awareness – her efforts made it to radio, TV and local newspapers. We also sent out a fundraising video on email all about the Ferndown Homing centre, which brought in over £15,000 towards the appeal.



Julie Dickenson and Diana Thorpe took the plunge for CP on a sponsored skydive



One of our highly successful homing posters

the Flag Award after promoting her branch via a number of means. As well as running the branch website and producing its newsletter, Jeanette has also generated interest in Preston's many successes by giving talks to schools and community groups. A number of other branches were equally prolific at using their local media to gain more attention for CP. Among the branches to recognise the power of the press and also to regularly make the headlines in their communities were Mid Warwickshire, Bury St Edmunds and Renfrewshire.

Information

Providing information about cats and their care is crucial to the future of Cats Protection and 2009 saw us employing several different ways of communicating this to a wider audience. From publications such as the leaflet *Moving forward together* to joining the latest big social networking website and online videos there was little that we didn't do to spread our important messages.

To help promote Cats Protection to new supporters, we started the year by launching a range of new educational resources. These included two DVDs, namely *A short film about Cats Protection* for adults and *Caring for cats* for children; the latter was narrated by CBBC presenter Sarah-Jane Honeywell.

Complementing our new DVDs were a Junior cat care leaflet and school assembly pack; 2,074 of which were issued to schools around the UK.

We also launched a new Helpline number – 03000 12 12 12. This followed a decision by Ofcom to introduce 03 numbers "to increase certainty, trust and confidence in the numbers that consumers use to call public services, voluntary organisations and companies that require a national presence." A call to the Helpline costs the same as one to the previous number and our Helpline staff were kept busy, answering 40,723 calls, emails and letters in 2009. Cats Protection was in attendance at 18 major shows around the UK where we handed out 38,400 information folders, packed with facts about our work. 2009 also saw us ban the plastic bag from our show stands and we offered visitors a more environmentally-friendly jute bag instead.

"Ensuring good coverage in the local press and other media is essential to promoting the branch and really helps to home the more challenging cats."

Christina Osborne, Mid Warwickshire Branch

Kathryn Atkin of our Sheffield Hallam Branch found a novel way of promoting Cats Protection in her community – by winning a competition on a chocolate bar wrapper! The prize in the *Wispa Gold* promotion by Cadbury was the opportunity to have her own billboard and she used it to draw public attention to the branch.

2010, the story so far

Our official website was replaced with a much more user-friendly site including a completely revamped *Cats for kids* section that includes fun educational resources for our younger supporters including games featuring our new character, *SuperCat* and his friends. The new site has already earned favourable reviews and, at the time of writing, matching branch websites are due to be launched later in the year.



The Cats for kids section of our new website offers much more for younger supporters

Veterinary

Our Veterinary Department maintained its momentum from a highly successful 2008 with three further Shelter Medicine Roadshows for vets in practice undertaking rescue work in Bristol, Edinburgh and Liverpool. The total attendance was 283 and the feedback from delegates was once again very positive. Topics on the agenda at the roadshows included early neutering and infectious disease while the speakers included CP academics and vets from other charities. A conference for local authority workers involved in animal welfare was also run at the National Cat Centre which received similarly glowing feedback.

Being at the forefront of veterinary issues is essential to the continuing successes of Cats Protection and our Veterinary Department again represented the charity at all the major veterinary conferences including BSAVA, BVNA, AVS, ESFM and The London Vet Show. Our staff spoke at internal and external meetings including regional conferences, BVNA, ADCH, ICAWC, a Fort Dodge CPD meeting in Florence – which resulted in two prominent articles appearing in the *Vet Times* – a CVS CPD meeting and Dogs Trust international training.

A new quarterly publication for veterinary professionals, *CP Clinic*, was launched at the BSAVA Congress while the official Cats Protection display at the same event won the award for Best Small Stand.

In order to serve the UK more effectively, the role of Field Veterinary Officer was divided into 'North' and 'South'. Lisa Morrow, a previous CP Head of Veterinary Services

was recruited to become FVO (North) while Vanessa Howie became FVO (South). This means that adoption centres and branches are now well served with veterinary support.

2010, the story so far

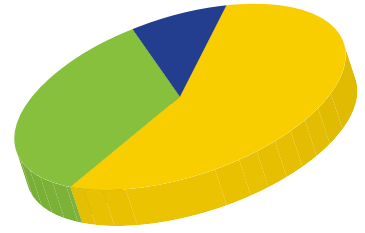
In the early part of 2010 we attended the BSAVA Congress and held our Veterinary Student Awards, run jointly with Dogs Trust. The winner was Caroline Hunt from Bristol University who investigated three cases of feline jaundice.

The winner of the 2008 award, Gemma Patel presented her findings at the prestigious International Veterinary Behaviour Meeting (IVBM) in Edinburgh during 2009. Gemma studied the effect of the feline pheromone F4 on decreasing the effects of stress in rescue cats. She carried out her work at the National Cat Adoption Centre.



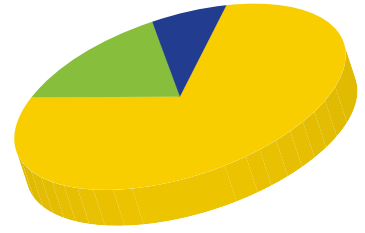
Total income for 2009: £34.7 million

How our funds were received



- Legacies: 55%
- Donations, subscriptions and fundraising: 34%
- Trading company and other: 11%

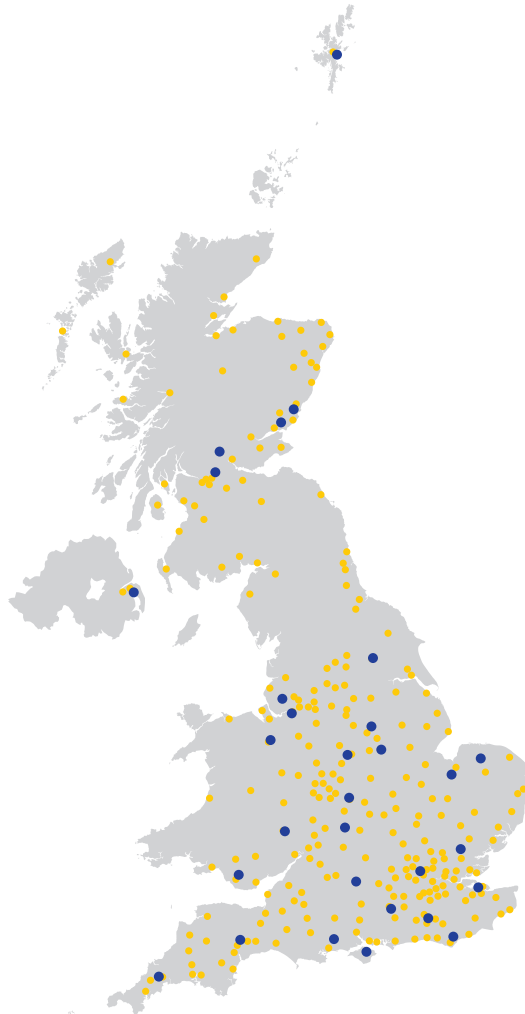
How we used our funds (charitable expenditure)



- Rehoming: 71%
- Neutering: 22%
- Education and information: 7%

Where we are:

- Adoption centres
- Branches



Our network...

- Around 7,800 volunteers and staff
- 256 volunteer-run branches
- 63 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 many ways to make a difference to the cats and kittens in our care...

- Adopt a cat or kitten
- Make a donation or become a Special Friend
- Become a volunteer
- Leave a legacy
- Become a Cat Cabin Sponsor

Please phone our Helpline on 03000 12 12 12, visit 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.



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