

# BLUE CROSS ANNUAL REVIEW 2015



## Opening our new Suffolk rehoming centre

**H**omeless dogs and cats have moved into our brand new rehoming centre in Suffolk.

We couldn't take in unwanted litters of puppies at our old centre, but a new purpose-built mother and baby facility has changed all that, meaning canine families will get all the care they need.

We've got a special area for kittens and nursing cats, too.

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**409,000  
DEDICATED HOURS**

Meet some of the dedicated people who really make a difference.

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Kick starting our five-year awareness and fundraising campaign.

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Take a look back at our highlights of 2015.

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**SETTING NEW RECORDS**

Treating over 29,500 pets in 2015 – more than we have ever done before.



SICK, INJURED AND HOMELESS PETS HAVE RELIED ON US SINCE 1897. ABANDONED OR UNWANTED, ILL OR INJURED, PETS TURN TO US FOR HELP EVERY YEAR. OUR DOORS ARE ALWAYS OPEN TO THEM, AND WITH YOUR SUPPORT, THEY ALWAYS WILL BE.

OUR SERVICES HELP PETS TO ENJOY HEALTHY LIVES IN HAPPY HOMES:

REHOMING



We find homes for unwanted cats, dogs, small pets and horses across the UK and our tailor-made service lets us help each pet find the right home. In 2015 we helped over 9,100 homeless pets.

We found happy new homes for more pets this year than ever before. This is thanks to the dedication and hard work of our teams, as well as positive procedural changes.

See some of the pets we've rehomed on page 06

BEHAVIOUR



We help pets who arrive at Blue Cross with behavioural issues and offer ongoing support to anyone who rehomes a pet from us. Our Behaviour Team carried out over 6,100 consultations and assessments in 2015 – a 70 per cent increase on the previous year.

We launched our Social Ambassador Initiative this year to help less confident dogs – the first of its kind at a UK animal charity.

Read this behaviour success story on page 14

VETERINARY



Our four animal hospitals and network of clinics treat sick and injured pets when their owners cannot afford private fees. We treated more than 29,500 pets in 2015 – almost 10 per cent more than in 2014.

We expanded the reach of our Veterinary Services this year by launching our Vet Grant Scheme and through partnership working with private practices.

Find out more on page 15

PET BEREAVEMENT



Our Pet Bereavement Support Service provides free, confidential emotional support to people who are struggling to cope with the loss of a pet 365 days a year. Our trained volunteers handled confidential calls and emails from 6,136 grieving people in 2015 – and the number of volunteers helping bereaved pet owners grew by 60 per cent.

Work began on developing an accredited training course for veterinary professionals so we can help more grieving pet owners, which will be piloted in 2016.

Get the full story on page 18

EDUCATION



We promote animal welfare to young pet owners by giving talks and offering advice. In 2015 we reached almost 69,000 children and young people. This is a rise of more than five per cent in comparison with 2014.

In addition to our RespectaBULL workshops and school and youth group visits, we developed partnerships with several organisations, including the police and housing associations.

Discover how we're keeping communities safe on page 20

EACH YEAR, THOUSANDS OF CATS, DOGS, SMALL PETS AND HORSES TURN TO OUR ANIMAL HOSPITALS, CLINICS AND REHOMING SERVICES FOR TREATMENT AND TO FIND THEM THE HAPPY HOMES THEY DESERVE.

CHAIRMAN AND CHIEF EXECUTIVE WELCOME

2015 was a year of record-breaking achievement for Blue Cross. We cared for our highest ever number of abandoned and unwanted pets, treated almost 10 per cent more sick and injured animals than last year, and reached almost 69,000 children and young people through our educational talks.



We opened the doors of our brand new rehoming centre in Suffolk, which has enabled us to double the number of pets we help in the area. Refurbishment of our Bromsgrove rehoming centre is also complete, and now has the capacity to help 64 per cent more dogs and cats than before.

Our Pet Bereavement Support Service answered 7,341 confidential calls and emails from grieving pet owners, and our wonderful volunteers donated more than 400,000 hours of their time.

We launched the first phase of our five-year marketing programme this summer with a TV advert featuring Baxter, an unforgettable lurcher. Baxter's tale told the story faced by so many neglected pets in the UK today, and has been watched by over 1.04 million people on YouTube alone. Although it is still early days, we are already seeing a good response to our investment; we have exceeded our target income of £32 million for the year, and public awareness of our charity has grown to its highest level ever. This has put us in an excellent position to be able to help many more pets in future.

We also celebrated the positive impact that law change can have on animal welfare when the Control of Horses Act 2015, which we had long campaigned hard for, was passed.

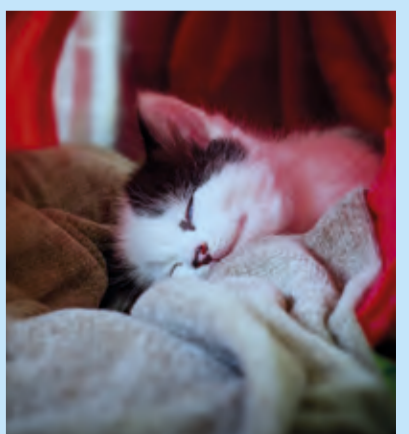
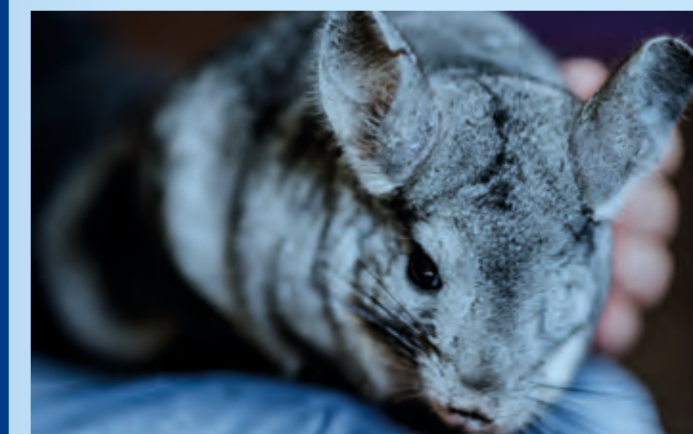
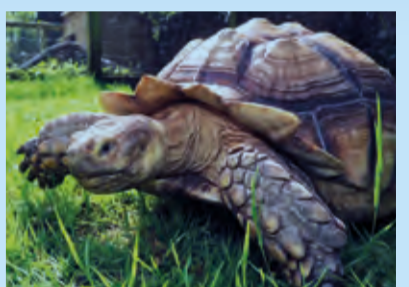
Our dedicated hands-on teams work hard every day to realise our vision that every pet will enjoy a healthy life in a happy home, and we're proud to make our voice heard among decision makers too.

Our plans for 2016 and beyond are ambitious, and we need to be innovative to achieve them. Next year we will increase our impact on pet welfare policy and legislation across the UK and in Europe, increase public awareness even further, continue to grow our income, and make great strides towards our goal of doubling the number of pets helped by 2020.

We will expand our Veterinary Grant Scheme so we can help pets across the country, including areas where we do not have our own facilities, and pilot a new and more agile way of introducing our Rehoming Services to new geographic areas.

As we look back at a fantastic year for our charity, and forward to expanding and delivering quality services in the future, we would like to say a huge thank you to everyone who has given their time and donations to Blue Cross in 2015. It is thanks to you that we are here to help the pets that need us.

Tim Porter FCA, Chairman  
Sally de la Bedoyere, Chief Executive



WE CAN HELP

Got a query about Blue Cross? Call our Supporter Care Team

0300 790 9903

Page 09 RAISING FUNDS AND AWARENESS

We launched our new marketing campaign in September, featuring Baxter.



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**VETERINARY**

Discover how we're treating more pets across the UK.

Page 12  
**OUR VOLUNTEERS**

If you're for pets, we're for you. Find out how our volunteers are helping pets in all kinds of ways.

Page 06  
**REHOMING**

The doors to our brand new rehoming centre in Suffolk are open.

## PEPPER McPICKLES, A THREE LEGGED WONDER

**At just three weeks old, kitten Nancy was already proving she was a little survivor.**

**T**he ginger moggy was rushed to our Victoria animal hospital after the umbilical cord got tangled around her leg.

Sadly, Nancy's leg was beyond repair and she needed an operation to amputate it, but post-surgery, the young cat took to life on three legs with ease. During her hospital stay our team of vet nurses gave her round the clock care. She was then placed under the watchful eye of our wonderful foster carers, who acted as mum and continued to hand feed her.

Nancy has now found a happy home and was renamed Pepper McPickles by her new owners.



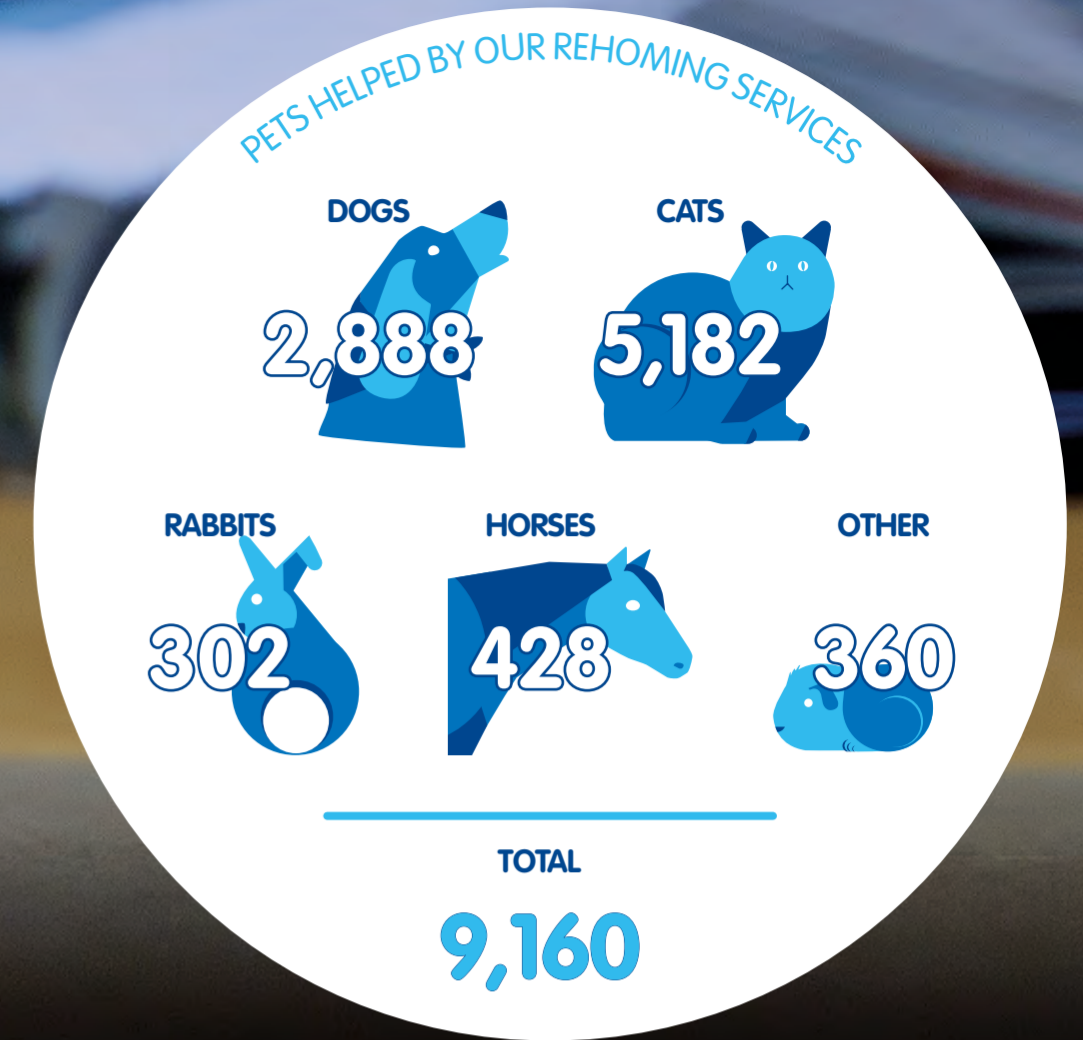
## OUR NEW SUFFOLK REHOMING CENTRE



**We've opened the doors of our brand new Suffolk rehoming centre, and we can now double the number of pets we help in the area.**

Our purpose-built facilities boast special kitten and puppy areas, an on-site veterinary clinic for centre pets and dedicated exercise areas, including 20 acres of neighbouring woodland where homeless dogs can enjoy walks.

Our dedicated puppy facility offers spacious, comfy kennels located next to our team room, separated by a large sliding door which means we can easily socialise the puppies and prepare them for life in a home.



## REHOMING



### LOVING HOMES FOR STARFISH AND HIS SISTERS

**We found happy new homes for more pets in 2015 than ever before. This is thanks to the dedication and hard work of our teams, as well as positive procedural changes.**

Little Starfish was one of five kittens born into a litter belonging to a stray cat called Leila. His mum was found wandering the streets as a stray, heavily pregnant. She was brought to us in poor health, and sadly one of the kittens didn't make it. After the family spent eight weeks in foster care, Starfish and his three sisters, Oyster, Turtle and Jellyfish, all found loving homes, as did Leila.

### SHEILA THE CHINCHILLA



Animals arrive in our care for all sorts of reasons, and it's not uncommon for owners to part with their pets when they're not getting on with others in the household. Poor Sheila is one such case.

In fact, it's amazing the chinchilla even survived being attacked by her cagemates – and she needed urgent round the clock care when she came to us. She sadly lost one eye due to her injuries and now sports a number of holes in her ears, but couldn't be happier in her new home.

FUNDRAISING

WE'D LIKE TO SAY A HUGE THANK YOU TO EACH AND EVERY ONE OF OUR WONDERFUL SUPPORTERS

Whether you've hiked over hill and dale, texted to donate, given a gift or made a purchase at our shops, you've made a real difference to the lives of pets in need. We receive no government funding, so we simply couldn't help the pets we do without you.

Direct Marketing

Our regular giving supporters contributed £4.8m during 2015, with a further £2m coming from our appeals and individual gifts. Our raffles contributed a further £456,000 and helped to bring in 5,644 new supporters. Our door to door fundraisers recruited 5,648 new supporters, many of whom were keen to support us because they were inspired by our work at their local rehoming centre. By gift aiding their donations, our supporters generated £1.3m in additional funds.

Corporate Partners

We enjoy a longstanding partnership with Petplan, where we receive commission income from new Petplan insurance policies and renewals for pets rehomed by us. This partnership generated over £190,000 for Blue Cross in 2015.

Through its innovative VIP Lifelines scheme, Pets at Home has donated nearly £25,000 worth of gift cards to fund enrichment items for our pets.

As part of Pedigree's Feeding Brighter Futures scheme, in 2015, it provided free dog food to our rehoming centres, saving us an estimated £60,000 per annum.

Additionally, Pedigree's Feeding Brighter Futures fund donated £20,000 towards the puppy unit at our new Suffolk rehoming centre. This will help approximately 80 puppies every year.

Trusts and Foundations

Throughout the year we received substantial grants from charitable trusts and foundations. These included contributions towards a new horse admissions facility, vital hospital equipment and several gifts for our Suffolk rehoming centre, such as funding for the mother and kitten unit.

Philanthropy

We are extremely grateful to the many individuals who have helped us to fund vital work and services this year. Generous gifts have contributed towards the cat rehoming unit at our new Suffolk centre, a biochemistry analyser at Victoria, and the continued running of our London mobile vet clinic.

Community and Events

Dedicated supporters across the UK ran, baked, and jumped their way into raising a fabulous £239,188. We launched Steps for Pets, our new national fundraising event, in October and over 400 tea parties were held for our annual Paws for Tea event.

Retail and shops

Income from our catalogue business rose, and orders through our online Christmas shop increased by 14 per cent. In 2015 we acquired six new shops taking the total shop portfolio to 55.

Trading for 2015 saw the retail operation take £4.4m, with the Gift Aid contribution being £275,000. Our partnership with NVS continues to flourish with 15,580 bags of stock contributed, a massive 18 per cent increase on 2014.

Blue Cross would like to give particular thanks to the following companies, trusts and individuals for their generous support throughout 2015

- Companies
- Ceva Animal Health Ltd
- HNJ (Europe) LTD
- Mars Petcare UK
- National Veterinary Services
- Petplan Insurance
- The Pet Professionals
- Pets at Home
- Safe4
- Support Adoption For Pets
- Zoetis

Trusts

- The Dr Sheila Millar-Danks Charitable Trust
- The Sir Peter O'Sullivan Charitable Trust
- The Serth and Gates Charity
- The Beryl Everts and Robert Luff Animal Welfare Trust Limited
- The Gerrick Rose Animal Trust
- The M T & V L Wythe Charitable Trust For Animals
- Edith Murphy Foundation

Individuals

- Seven anonymous donors
- ShareGift
- Kateryna and John Downer
- Mr Michael Price
- Ipswich and District Animal Welfare Centre



Stray dog Finn was all alone and scared when we found him. Kind and generous donations from our supporters made building our new Suffolk rehoming centre possible. Thanks to you, we were able to bring Finn in from the cold and find him the happy home he deserved. Thank you.

Bluey

Despite being 12-years-old and dubbed Britain's noisiest moggy due to her high-pitched purr – louder than the Guinness world record-holder's – we managed to find this lovely girl a new family who appreciated her vocal abilities when her owner went into care.



INCREASE IN WEBSITE TRAFFIC

+23%

INCREASE IN HOMEFINDER FORMS

+57%

NEW SUPPORTERS

9,800

DID YOU SPOT BAXTER AND HIS FRIENDS ON YOUR TV SCREENS?

We launched our five-year awareness and fundraising campaign in September – and we're so pleased at the support we've received.

Millions of people across the UK have watched Baxter's tale and many were inspired to show us how they and their pets were supporting Blue Cross.

The TV ad was supported by coordinated digital and print activity, including public relations, social media, direct mail, internet activity and point of sale messaging in all our shops and centres. With the increase in support from the Great British public thanks to Baxter and his chums, we'll be able to change the story for many more pets.

VIEWS OF OUR ADVERT ON YOUTUBE

1.04m

BRAND AWARENESS

8.3%



**BLUE CROSS DOORS ARE OPEN FOR MOLLY**

**When Molly arrived at Blue Cross she was suffering with an eye injury that had been left untreated for some time.**

**W**e rushed her in for emergency surgery, but sadly her eye could not be saved. After the op we patched her up and gave her all the TLC she needed to get better.

It wasn't long before Molly was ready to find a new home – and she's had no trouble settling in. Gifts like those from the Langfield family mean our doors are always open to pets like Molly.



**Page 14  
DOGS' BEST FRIEND**

Our Behaviour Team's innovative new initiative helps dogs help dogs.

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**Page 18  
ALWAYS THERE**

Dedicated volunteers are just a phone call away when grieving pet owners need someone to listen.



**LEGACIES**

**A FITTING TRIBUTE TO A LIFELONG LOVE OF ANIMALS**



**We are really touched to have received two generous legacies from a family of dedicated animal lovers.**

**M**ary Rose Langfield sadly passed away in 2014, just six years after her mother, Shelagh Langfield. Both Mary Rose and Shelagh had supported Blue Cross's work helping pets for many years, and both kindly left gifts to us in their Wills.

Mary Rose's sister and Shelagh's daughter, Pauline Langfield, told us that both her mother and sister loved animals very much, and dogs in particular.

Pauline said: "Mary Rose was only 54 when she died of cancer. Her beloved cocker spaniel, Freddie, a rescue dog, had died very suddenly two years before her at the age of only seven. It turned out he had had cancer as well.

"She was heartbroken and it was a terrible thing for her to suffer in addition to her own prognosis.

"She did however take on another spaniel, Rupert. He is now with a lovely lady who already had a spaniel of her own. The two dogs adore each other and are like bookends!"

Mary Rose and Shelagh's kind gifts will help ensure abandoned and ill pets, including dogs, will have happier futures.

We help over 40,000 sick, injured and homeless pets every year and we can only do this thanks to the generosity of people like Mary Rose and Shelagh. We hope their legacies are a fitting tribute to their lifelong love of animals.

**Above right**  
Shelagh Langfield had supported Blue Cross's work for many years

**Above left**  
Scrappy, rehomed by Southampton rehoming centre, features on the cover our Gift in Your Will booklet

**Left**  
Mary Rose Langfield with her beloved cocker spaniel, Freddie

# VOLUNTEERING

## OUR FANTASTIC VOLUNTEERS MAKE A REAL DIFFERENCE

HOURS DEDICATED

**409,000**

VOLUNTEERS

**3,500**

Our incredible team of volunteers grew by more than 22 per cent in 2015, to an outstanding 3,500. Between them, they dedicated 409,000 hours of their time – 31 per cent of all hours worked at Blue Cross. This was up 16 per cent on 2014, making it another record-breaking year.

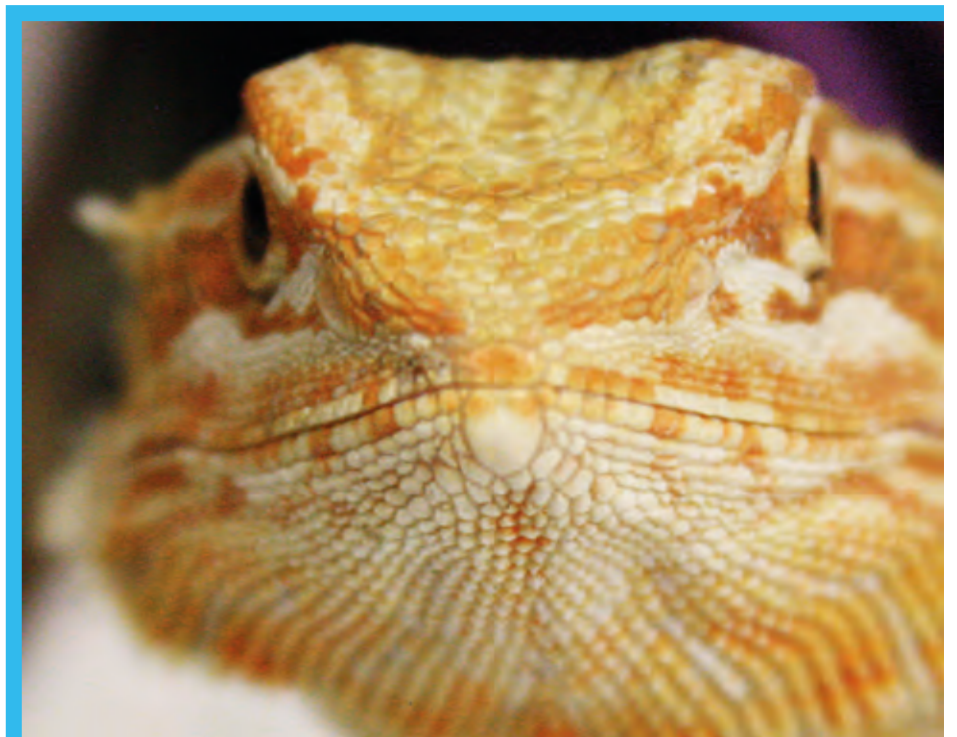
Without their generosity and commitment we just couldn't help as many pets, so we'd like to say a huge 'thank you' to every one of them.

This year we launched our 'if you're for pets, we're for you' campaign, refreshing and diversifying our volunteer roles and programmes so they appeal to the changing needs of 21st century volunteers. We showcased our volunteers' stories using videos, audio recordings and 'I volunteer because...' selfies.

We streamlined our processes and launched online applications to enable new volunteers to get on board more quickly. Our volunteers are also working more closely with managers to give their views, thanks to the Volunteer Voice group launched this year.

We developed a new online induction course, ran webinars about our ambitious plans for the future, and kept volunteers up to date with our video streaming service and national volunteer newsletter.

- 1 Andrea Tate from Lewknor rehoming centre
- 2 Daisy Urban from Northiam rehoming centre
- 3 Sarah McRae from Torbay rehoming centre
- 4 Ben Dearsley from Northiam rehoming centre
- 5 Victor Pope from Grimsby animal hospital at Brocklesby Fair dog show
- 6 Rob Walton from Burford rehoming centre
- 7 Katie Jackson from Northiam rehoming centre
- 8 Kelly Hennequin, Catherine Newland, Karin Sundholm, Matt Jackson and Chris Paradine from Torbay rehoming centre dress up as animals to raise funds for pets
- 9 Marianne Willsher and Lucy Williams at Petroc College rehoming fostering
- 10 Receptionist Su Hearsey from Northiam rehoming centre
- 11 Jason Phipps from Solihull College rehoming fostering
- 12 Michelle and Julie from Southampton rehoming centre



### A NEW HOME FOR TEDDY

Motivated by bringing about a positive change in animal welfare, our volunteers are using the power of the internet to research problems pets face, and lobby for change.

In 2015 our team of campaign volunteers grew to more than 100. Their meticulous research and hard work has enabled our Public Affairs Team to produce an amazing report investigating the irresponsible sale of exotic animals as pets.

Highlighting the issues facing exotics will help animals like bearded dragon Teddy who, after being abandoned, needed help from our Hammersmith animal hospital team to survive. We found Teddy a new home with a reptiles expert who will make sure her welfare needs are met. Thanks to our volunteers' hard work, exotic pets will benefit.





## BEHAVIOUR

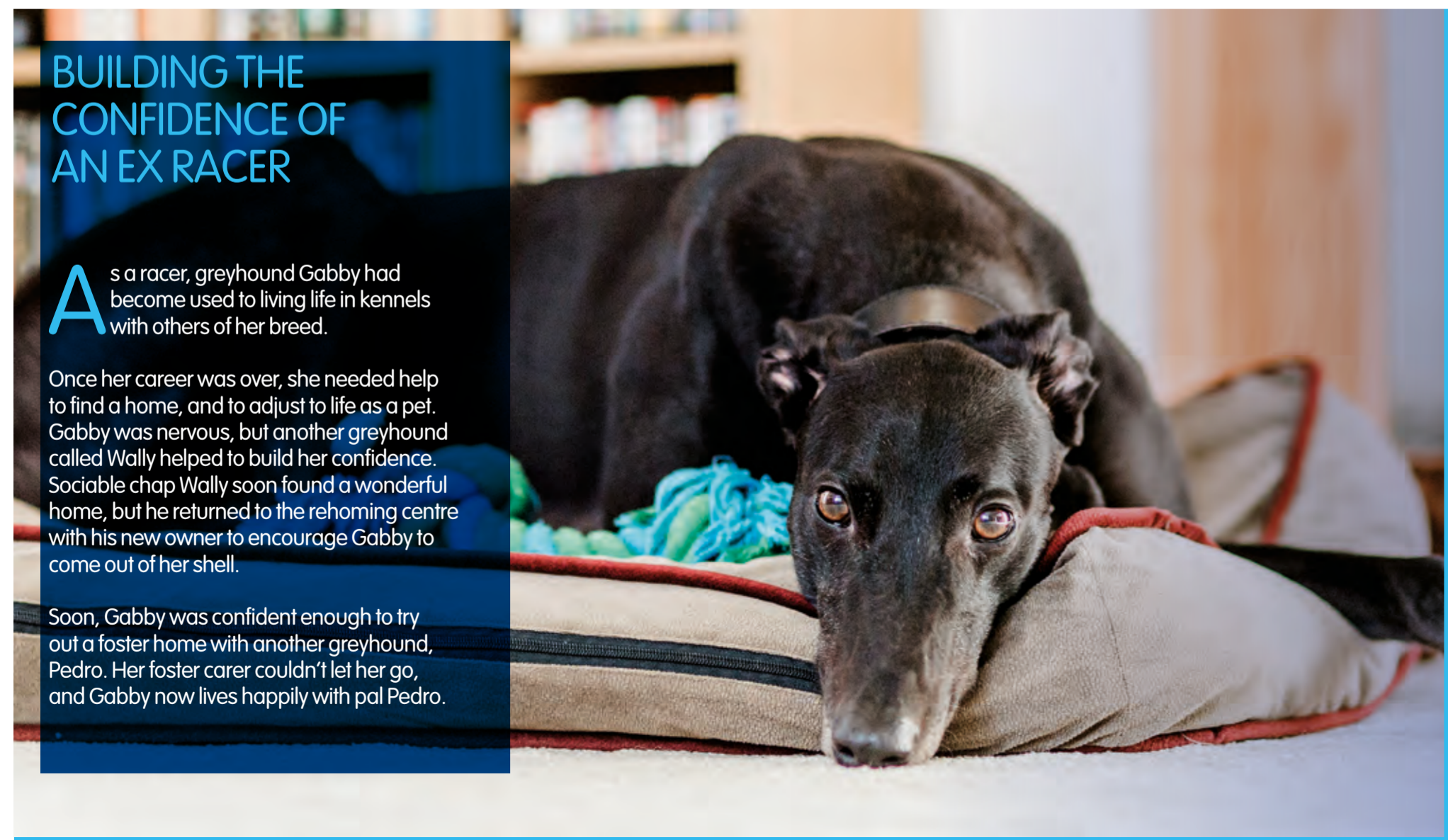
Gabby's confidence has continued to grow in her new home  
 Below  
 Wally now helps his young owner with a health issue

**We help pets who arrive at Blue Cross with behavioural issues and offer ongoing support to anyone who rehomes a pet from us.**

Our Behaviour Team carried out over 6,100 consultations and assessments in 2015 – a 70 per cent increase on the previous year. Dogs at rehoming centres often lack confidence, and introducing them to friendly and calm dogs can really develop the social skills vital for life as a pet.

In 2015, we created our Social Ambassador Initiative, where specially selected sociable rehomed dogs return to our centres with their new owners to help socialise dogs who are still looking for homes and need a little extra help. We believe this initiative is the first of its kind at a UK animal charity.

Our Behaviour Team has also launched some great new videos, which are available to all for free via our website and social media, and provide genuine, qualified advice to help people and their pets.



## BUILDING THE CONFIDENCE OF AN EX RACER

As a racer, greyhound Gabby had become used to living life in kennels with others of her breed.

Once her career was over, she needed help to find a home, and to adjust to life as a pet. Gabby was nervous, but another greyhound called Wally helped to build her confidence. Sociable chap Wally soon found a wonderful home, but he returned to the rehoming centre with his new owner to encourage Gabby to come out of her shell.

Soon, Gabby was confident enough to try out a foster home with another greyhound, Pedro. Her foster carer couldn't let her go, and Gabby now lives happily with pal Pedro.

## VETERINARY



## TRÈS BON, BOSS!

Poor Boss, a nine-month-old French bulldog, visited our mobile vet clinic in Islington, London, suffering with terrible skin problems and repeated infections. It was his fourth visit to our service in his short life.

Sadly, skin diseases and irritations are common in his breed, and we're seeing increasing numbers of pets with these types of problems – many due to irresponsible breeding practices. Boss is now under the care of our dedicated team and his condition is under control, ensuring that he can live his life without such discomfort.

## TREATING MORE PETS IN 2015 THAN EVER BEFORE

**We treated more than 29,500 pets across our four animal hospitals and network of clinics in 2015, in a wide range of cases where owners could not afford private fees.**

By expanding the reach of our Veterinary Services through the launch of our Vet Grant Scheme and partnership working with private practices, we were able to help many more pets.

Our Vet Grant Scheme offers emergency and one-off veterinary treatment grants for pets whose owners meet our eligibility criteria. Since September, when the scheme was launched, we have helped 60 pets with conditions such as dental extractions, bladder stones and pyometra.

We've teamed up with selected private veterinary practices across the country to offer dog and cat neutering at a heavily discounted price. In 2015 we partnered with vets in Coventry, Felixstowe, Manchester and Swindon. We have future plans to widen the reach of this scheme, and introduce additional services such as vaccinations.



Top  
 Boss receives treatment for a skin condition at our mobile clinic in Islington

Above  
 Our animal hospitals are equipped to help pets through routine and emergency operations

Left  
 Vet Adele Mitchell helps staffie Toby with a sore paw



# NEWSHOUND

## A round up of Blue Cross's news and events over the past year.

### 1 PAWS UP FOR NEW UNIT June 2015

The first ever litter to be born and raised in the new mum and puppy unit at Blue Cross Bromsgrove went to their new homes. The five pups called Diddly, Squidly, Wiggly, Tiggy and Beau and their two-year-old mother Minnie, who was found as a stray, all enjoyed the specially designed mum and pup area. It's right next to the centre's team room, separated by large sliding windows which means the pups can get used to the many sounds and smells of everyday life, as well as enjoying lots of cuddles during staff break times.

### 2 TOP AWARD FOR THERESA April 2015

Blue Cross employee Theresa Lovegrove was recognised for her tireless work in helping homeless dogs and cats at our Lewknor centre find loving new homes.

She beat off stiff competition from 5,000 other nominees to be awarded Animal Charity Employee of the Year in the Petplan and Association of Dogs and Cats Homes awards. As part of the award, the rehoming centre was given a cheque for £1,500, which has gone towards a new sensory garden for our dogs.

### 3 BRITAIN'S LONELIEST DOG August 2015

After being homeless for more than 500 days, eight-year-old Kenny's tail was wagging again after finding a loving family. He came to Blue Cross when his owners had to move and could no longer keep him, but was overlooked by some 13,000 potential families during his 17 months in kennels – leaving him lonely and wondering if he'd ever be loved again.

But the Staffordshire bull terrier cross collie landed on his paws after his new owner heard about his plight and took him in, but not before a special farewell party for the long-stay resident at the rehoming centre he had been at for so long.

### 4 PRESTIGIOUS AWARD August 2015

Our Rolleston rehoming centre team received the RSPCA Brian Jeffries Award for its outstanding welfare work at last year's Appleby Horse Fair. Nine members of our team attended the event in Cumbria to offer support, advice, assistance with transporting horses that require treatment, and equine care. Members of our education team also attended to help inform people about all aspects of horse welfare. It was the first time the award, which is named after the inspector who originally led the RSPCA's operation at the event, went to a team from outside the founding charity.

### 5 INSPIRATIONAL WORK December 2015

'Guardian angel' Bonnie was awarded the Blue Cross Medal for hero pets, after helping hundreds of vulnerable people in her community. The 14-year-old whippet-staffie cross from Grimsby has helped children afraid of dogs to overcome their fears, comforted patients – both young and old – at the end of their lives and has brought joy to the elderly residents of a care home. Bonnie had a tough start in life and had at least seven different homes by the time she was adopted by owner Vicky Burn, but she gradually grew in confidence and, after six months, passed the test to become a Pets As Therapy dog.

### 6 CLICK HERE June 2015

Our new website launched in June, making it much easier for the public to discover more about our work, and providing a great platform to showcase the lovely pets we have waiting for new homes.

The new-look site is easy to navigate, reliable, fully responsive, has improved ability to view from a mobile device and page loading times have significantly decreased.

### 7 SUPPORTER CHARTER August 2015

We introduced our new Supporter Charter, reflecting our longstanding commitment to treat each supporter with the highest respect. It is our supporters' generosity that enables us to achieve positive outcomes for pets who need our help. We value each individual who supports us and we never take that support for granted.

Read our Charter in full at [www.bluecross.org.uk/supportercharter](http://www.bluecross.org.uk/supportercharter)

### 8 IF YOU'RE FOR PETS, WE'RE FOR YOU January 2015

Research revealed that over 50 per cent of people believe the best way to help a pet charity is to care directly for sick and abandoned pets, but just four per cent realised the value of behind the scenes support.

Community and at home volunteering positions are just as vital for helping pets, so we launched our national 'If you're for pets, we're for you' campaign to let people know they could help pets in lots of different ways. However you choose to volunteer, we're grateful. Thank you.

### 9 NATION'S FAVOURITE BISCUIT – DECIDED! May 2015

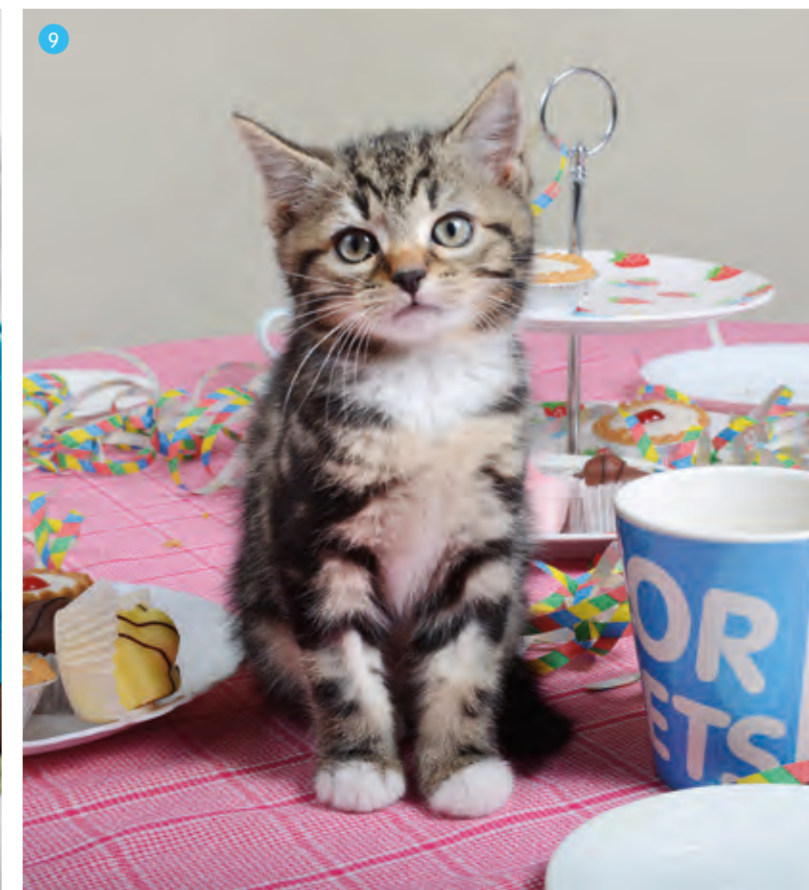
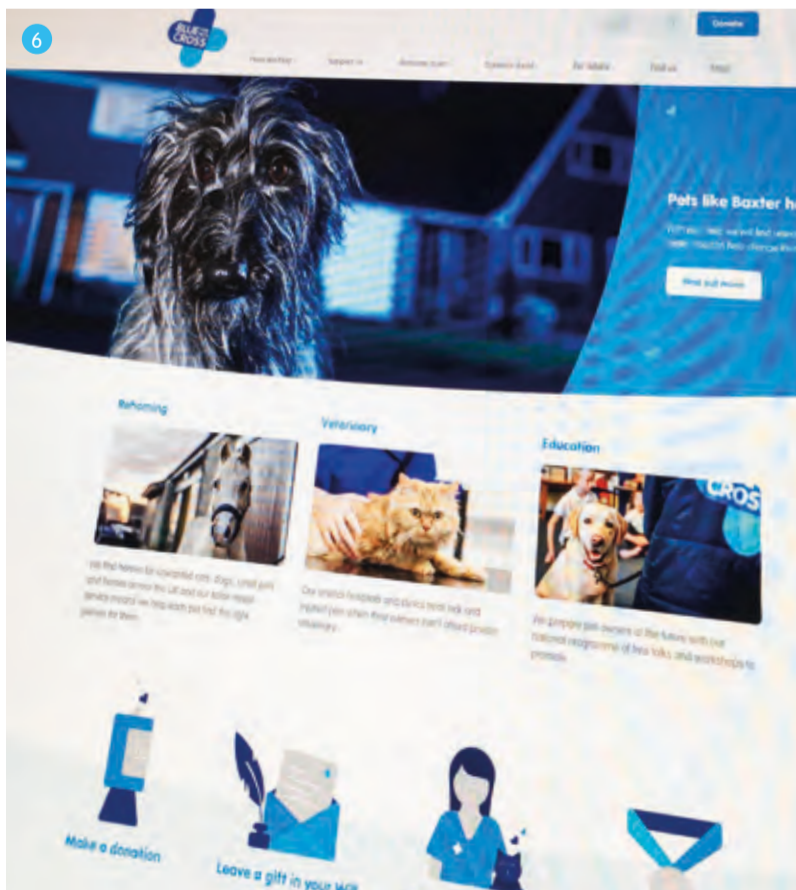
It's official – the chocolate digestive is Britain's favourite biscuit. We conducted a poll in the run up to our national Paws for Tea event and secured widespread media coverage of our annual fundraiser, prompting many to join in the fun. In total, over 400 tea parties were hosted.

### 10 DONATIONS FLOOD IN July 2015

When storms brought dirty water into the cat pens and ruined nearly all the scratching posts, toys and bedding at our Cambridge rehoming centre, our supporters rallied round to help. Toys had to be thrown away because of the risk of contamination, leaving the cats without the vital enrichment and mental stimulation they need as they wait for new homes. Thankfully our cats and kittens stayed safe and weren't too traumatised by the ordeal. An appeal for donations and gifts raised nearly £11,000, and hundreds of toys, scratching posts, treats and other goods were donated. Thank you!

### 11 BEST HOOF FORWARD May 2015

Our annual National Equine Health Survey (NEHS) recorded data from almost 15,000 horses this year, a 35 per cent increase on 2014, making it our most successful year to date. Thanks to NEHS, equines can look forward to a healthier future.



## HELPING MORE GRIEVING PET OWNERS THAN EVER

### PET BEREAVEMENT

**Our Pet Bereavement Support Service has developed external training for veterinary professionals.**

**O**ur Pet Bereavement Support Service provides free, confidential emotional support to people who are struggling to cope with the loss of a pet 365 days a year. Our trained volunteers handled confidential calls and emails from 6,136 grieving people in 2015 – and the number of volunteers helping bereaved pet owners grew by 60 per cent.

Our Pet Bereavement Support Service has developed external training for veterinary professionals in the form of webinars and an accredited training course, which will be piloted in 2016. This innovative programme means many more grieving pet owners will benefit from this unique and valuable service.

We help owners to cope with the devastating loss of a pet

TOTAL CALLS AND EMAILS ANSWERED

7,341

### WE KNOW THAT PET LOSS IS TOUGH

**T**his year, Charcoal celebrated her nineteenth birthday in comfort in a brand new home. The elderly cat had lived with the same owner for 18 years when she found herself homeless. Her owner loved her very much, but health issues meant they could no longer care for Charcoal. Loss and change are difficult for pets to deal with, but we're here to help them.

We know that pet loss is tough for humans to cope with too, so our dedicated team is there at the end of the phone to listen whenever grieving owners need us.



### PUBLIC AFFAIRS



Boyd needed years of help from Blue Cross to recover from neglect

Below  
Delilah and Lola are safe from harm

**Our Public Affairs Team continued to increase Blue Cross's impact on animal welfare policy and legislation not only in the UK, but across the European Union.**

**W**e published our Manifesto for Pets ahead of the general election, outlining our key areas of campaigning focus: the breeding of pets, microchipping, irresponsible ownership, and the advertising of pets for sale online.

Following the election we contacted all 650 MPs and met with the minister responsible for animal welfare. We also attended several party conferences, and increased our involvement and work with devolved administrations, including meeting with the Northern Irish government to discuss online pet sales.

We increased our profile in the EU by attending the EU Dog and Cat Alliance launch event at the European Parliament, meeting with 15 MEPs.

Publication of our detailed report *One Click Away: An investigation into the online sale of exotic animals as pets*, in collaboration with the Born Free Foundation, was supported with a roundtable discussion in the House of Commons, hosted by Angela Smith MP. Thirty MPs and peers pledged to act on this welfare situation, and a debate on the subject was subsequently held in Westminster, sponsored by Sir Henry Bellingham MP.



### RECEIVING ROYAL ASSENT TO POSITIVE IMPACT

**H**orse Delilah was found wandering alone, abandoned and heavily pregnant. The mare was in poor condition and she and her unborn foal needed our help to survive. Safe in Blue Cross care, Delilah gave birth to Lola, the spitting image of her mum. Once the pair was ready, we found them a loving home together. Having campaigned hard for the law to tackle fly grazing, we were delighted that the Control of Horses Act received royal assent in 2015 and look forward to the positive impact this will have on horse welfare.

Page 19  
PUBLIC AFFAIRS

We work with decision makers to influence positive change.

Page 8  
FUNDRAISING

Thanks to our generous donors, we can help even more pets in need.

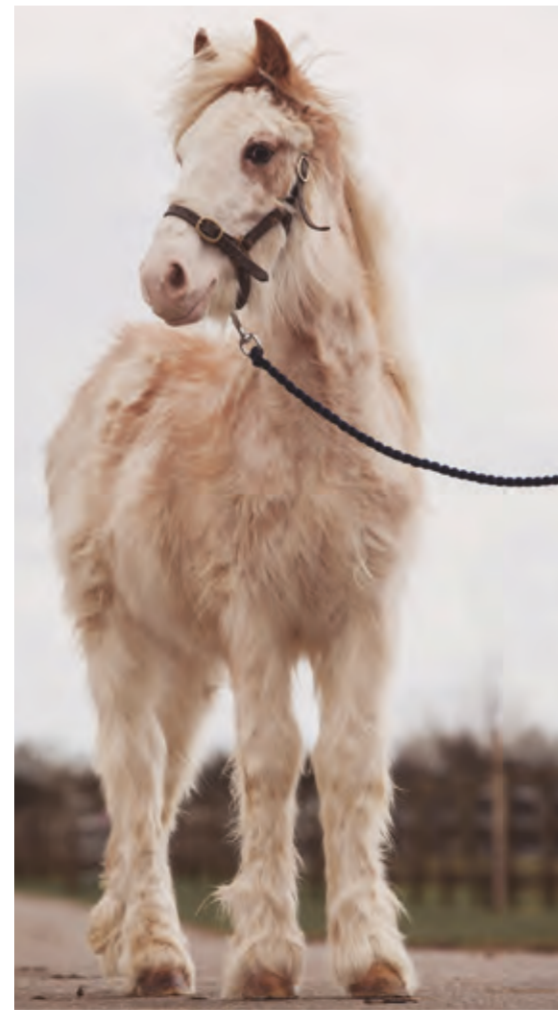
## DELIVERING TALKS TO A WIDE RANGE OF PEOPLE

**Our Education Team reached 68,913 children and young people – our highest ever number through RespectaBULL workshops and talks at schools and youth groups.**

We developed partnerships with several organisations to deliver talks to a wider range of people, including mother and toddler groups in Leicester, training Police Community Support Officers in Staffordshire, dog training demos in Wythenshawe, a supported care organisation in Coventry, and housing associations in London.

We're improving horse welfare through our Equine LINK outreach days where, with partnership charities, we talk to horse owners from all communities about the importance of microchipping and castration.

Our annual National Equine Health Survey (NEHS) recorded data from almost 15,000 horses this year, a 35 per cent increase on 2014, making it our most successful year to date.



## EDUCATION

## SISTER ACT

**Puppy Autumn came into our care with her sister, Luna, at just eight weeks old.**

The husky cross littermates are a prime example of irresponsible breeding, and had been unscrupulously sold to a young man who was unable to properly care for the dogs.

We suspect the pups are husky-Alaskan malamute crossbreeds, which need knowledgeable owners with experience of large, independent dogs. But the breeder – more interested in making money – had failed to check if they would get the care, training and socialisation required. Thankfully they came to us just in time and, despite their terrible start in life, we were able to give these siblings all the training and care needed for them to go on to find happy homes.





**HOPPY NEW HOME**

Beautiful bunny Leo needed a helping hand to find a new family when his owners had to move house and couldn't take him with them.

The young rabbit hadn't had many opportunities to go outside before he came to us, and it was a joy to watch him binky about and explore the great outdoors.

We found Leo a loving home where he now spends his days munching on lush green grass.

**FINANCE**

**OUR INCOME SOURCES AND OUR EXPENDITURE**

£'000

**PRINCIPAL SOURCES OF INCOME**  
Our principal sources of income were as follows:

Donations and gifts	9,495
Legacies received	17,356
Investment income	824
Income from Blue Cross shops	3,750
Other activities for generating funds	979
Income from charitable activities	1,754
<b>Total income</b>	<b>34,158</b>

%

**EXPENDITURE**  
Below is the percentage of funds spent on each function:

<b>Charitable activities</b>	
Clinical	26.15
Rehoming	21.19
Rehabilitation	4.67
Raising awareness	13.59
Advice & Support	2.40
<b>Total percentage spent on charitable activities</b>	<b>68.00</b>
Raising funds	17.75
Other trading activities	14.25

View our full annual report and financial statements at [www.bluecross.org.uk/publications](http://www.bluecross.org.uk/publications)



## WHERE YOU CAN FIND US



### BLUE CROSS ANIMAL HOSPITALS

- 1 VICTORIA
- 2 HAMMERSMITH
- 3 MERTON
- 4 GRIMSBY

### BLUE CROSS REHOMING CENTRES

- 1 BROMSGROVE
- 2 BURFORD
- 3 CAMBRIDGE
- 4 HERTFORDSHIRE
- 5 LEWKNOR
- 6 NORTHIAM
- 7 ROLLESTON
- 8 SOUTHAMPTON
- 9 SUFFOLK
- 10 THIRSK
- 11 TIVERTON
- 12 TORBAY

### BLUE CROSS CLINICS



### PET FOSTERING



### BLUE CROSS SHOPS



### IRISH BLUE CROSS



### FOLLOW US

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youtube.com/thebluecrossUK

## GOVERNANCE

Designed by  
TypeTwo studio

Printed by  
Pureprint

Photography by  
Martin Phelps  
Anthea Bevan  
Steve Bond  
Steve Bardens  
Caters News Agency  
Marc Griggs  
Rebecca Harley  
Rosie Hallam  
James Linsell-Clark  
Claire Mowforth  
Paul Nixon  
Nick Ridley  
Solent News & Photo Agency  
SWNS.com  
Helen Yates  
Ana Goodrum

Blue Cross  
Shilton Road, Burford  
Oxon OX18 4PF  
T: 0300 777 1897  
F: 0300 777 1601  
E: info@bluecross.org.uk

Blue Cross is a charity registered  
in England and Wales (224392)  
and in Scotland (SC040154).

For the year ended 31 December 2015

Company number 363197  
Charity number in England and Wales 224392  
Charity number in Scotland SC040154

Registered office  
Shilton Road  
Burford  
Oxfordshire  
OX18 4PF

PATRON  
His Grace the Duke of Westminster  
KG CB CVO OBE TD CD DL

HONORARY MEMBERS  
The Rt Hon Earl Cadogan DL  
Dr Andrew Edney MRCVS  
The Lord Kirkham CVO  
WJB Sneath  
Sir John Spurling KCVO OBE  
RT Vyner CBE

AMBASSADOR  
A Langton

### TRUSTEES

TRUSTEES, WHO ARE ALSO DIRECTORS UNDER  
COMPANY LAW AND WHO SERVED DURING  
THE YEAR AND UP TO THE DATE OF THIS REPORT  
WERE AS FOLLOWS:

Tim Porter FCA (Chairman)  
Zair Berry FCA  
Catherine Brown (appointed 23 June 2015)  
Amy Clarke  
Professor Anthony Forster FHEA FRSA AcSS  
Kris Glover CABC (appointed 23 June 2015)  
Vicky Hemming (appointed 23 June 2015)  
Dr Tim Hutton MRCVS  
Andy Prebble  
The Hon Henrietta Roper-Curzon (Vice-Chairman)  
Rt Rev David Rosedale  
Colonel Neil C Smith MRCVS  
Dr Jeremy Stewart MRCVS  
Stephen Swift (Vice-Chairman)  
Deirdre Walker (appointed 23 June 2015)  
Dr David Watt (resigned 23 June 2015)

CHIEF EXECUTIVE OFFICER  
Sally de la Bedoyere

BANKERS  
National Westminster Bank Plc  
141 Ebury Street  
London  
SW1W 9QP

SOLICITORS  
Bircham Dyson Bell LLP  
50 Broadway  
Westminster  
London  
SW1H 0BL

Wilson Solicitors LLP  
4 Lincoln's Inn Fields  
London  
WC2A 3AA

EXTERNAL AUDITORS  
BDO LLP  
2nd Floor, 2 City Place  
Beehive Ring Road  
Gatwick  
West Sussex  
RH6 0PA

INVESTMENT MANAGERS  
Rathbone Investment Management Limited  
1 Curzon Street  
London  
W1J 5FB