

 **THE BLUE CROSS**
Britain's pet charity

ANNUAL REVIEW 2006



contents

3	Chairman's welcome
4	Our mission
5	Chief Executive's introduction
6	Pet rehoming
8	Animal behaviour
10	Veterinary services
12	Pet bereavement
14	Equine rehabilitation
16	Support and income
18	Our history
20	Education
22	Volunteering
24	Finance
26	Spreading the word
28	A year in pictures
30	Legacies
31	Thank you
32	Contact us
35	Governance



chairman's welcome

From its earliest days, recognition of the interdependence and bond between man and animals has been at the heart of all our charitable activities.

Very recently, the revival of the Blue Cross Medal for animal heroism as part of the centenary celebrations for our Victoria animal hospital in London provided a moving illustration of the many facets of this bond. Represented among the finalists were animals from Assistance Dogs, Pets as Therapy and Riding for the Disabled. The winner, a wonderful example of partnership, was Jake the police dog who, with his handler, worked fearlessly and tirelessly to save many lives in the immediate aftermath of the 2005 London bombings.

Though we may look back with justifiable pride on the charity's development over more than 100 years, we avoid any complacency as we look forward to an ever more challenging future. We have a responsibility to ensure that The Blue Cross, whilst retaining its values, will continue to grow as it responds to all the external changes, whether they be social, economic or legislative, which will inevitably affect us.

The Board of Governors is very conscious of this responsibility in the face of rapid changes in society. It has, therefore, in consultation with the Senior Management Team, put in place a new Strategic Plan for The Blue Cross to cover the next five years. Progress will be subject to regular scrutiny to ensure that the matters therein remain relevant to current charitable needs and that we are seizing further opportunities to enhance our service delivery as they become evident.

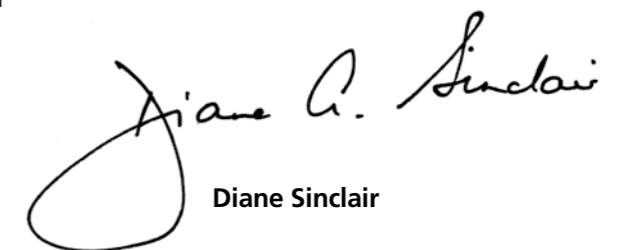
A major objective of the plan is to develop a much more extensive use of volunteers to complement the work of our paid staff. We also intend to augment our current facilities by the provision of a pet fostering service which will provide homes for infirm or elderly pets otherwise difficult to rehome, animals in need of optimum human contact in a safe non-challenging domestic environment prior to

rehoming, and those in need of short-term care whilst an owner recovers from an illness. Volunteering is a mutually beneficial process allowing people to use their skills, learn new ones, make new friends and above all to feel part of a caring community.

The provision of veterinary care for animals whose owners cannot afford private veterinary fees has always been a core objective of The Blue Cross. Our hospitals, however, are in London and Grimsby and where possible we plan to develop welfare clinics at our adoption centres. The above-inflationary rise in veterinary fees on a nationwide basis has resulted in a substantial increase in the numbers of those needing help. We are therefore engaged in active discussions to evaluate a means of enabling many thousands of low-income pet owners to have access to affordable veterinary care for their much-loved companions.

We shall, of course, continue to develop our existing initiatives in education, with welfare associates and with an increased emphasis on equine needs. To that end, we have embarked on an exciting new initiative with The Pony Club, which will further raise the profile of our equine activity.

We are, as always, dependent on and deeply grateful to all our supporters and to every single member of our staff, without whom our work simply could not continue.



Diane Sinclair



our mission

**Provide care, promote companionship,
enhance animal and human lives.**



**chief executive's
introduction**

In 1897 a group of individuals concerned about the welfare of animals in general, and the working horses of London in particular, came together to form a society to help horses, dogs, cats and other "companion" species, and to "encourage kindness to animals".

Although there have been many changes in the way our help to animals is given, The Blue Cross today is still faithful to those principles. The core services of the charity are the provision of veterinary care for animals owned by the financially disadvantaged; the taking into our care of horses, dogs, cats and other small animals in order to find them new homes; and the provision of education to improve the welfare of Britain's pets. The calls on all these services increased last year.

Given that horses in need was one reason for the foundation of our society a hundred and ten years ago, it is fitting that 2006 saw the opening of our third equine welfare centre, at Rolleston-on-Dove in Staffordshire. We have named the centre the Hilda Archer Sanctuary to mark her great kindness in bequeathing us the 65-acre farm in 1987. This £2 million centre with its modern stabling and exercise facilities provides much-needed services to Midlands owners of horses in need.

Another proud milestone was the centenary of The Blue Cross animal hospital in Victoria, London, which was founded in 1906, and the first of its kind. In 2001 we opened a new well-equipped hospital on the site of the original building, which had become rather dated. On 15 May 2006, one hundred years to the minute from the foundation of the original 1906 hospital, a special celebration was held to salute the founders of the original facility and all those who, over the years, have helped to give us the flagship building that today helps so many animals in need.

It is satisfying to report that much of the modernisation and expansion of our services planned in our 2002 Strategic Review has come into being. We have

strengthened our links with other charities with similar aims by forging a number of welfare associates, more welfare veterinary clinics have been opened, our mobile clinics and community veterinary nurse services have increased their reach, our vital volunteers base has grown, several animal adoption centres have seen buildings replaced or upgraded, and we have been fortunate that our income has grown to pay for it all. Our Chairman reports on our new Strategic Plan on page three.

We welcome the Animal Welfare Act to take effect from April 2007, but much work still needs to be done to ensure that the regulations underpinning the act are both robust and practical. This will ensure it has teeth to support the "duty of care" placed upon owners and keepers of animals. Whilst we applaud the new act, our main thrust will be to extend the reach of our education programme to help minimise neglect of, or cruelty to, our animal friends.

Tribute was paid earlier in this introduction to our founders, but we also salute all those who have done so much over the years to make The Blue Cross what it is today. Special thanks are due to all our staff and volunteers who are so wonderfully committed to our cause. The financial resources that are the lifeblood of our services are all donated voluntarily and we take off our hats to you as caring individuals, whether in a private capacity or as a decision-maker in a charitable trust, private or public company, as an executor, or a volunteer fundraiser – we, and our four-legged friends, are indebted to you.

John Rutter

helping pets find their perfect home

Timmy was successfully rehomed through the Blue Cross adoption centre in Southampton, along with the thousands of cats, dogs and small animals that were cared for and rehomed by the charity in 2006.

Loveable collie-cross Timmy (pictured) arrived at Southampton adoption centre as a stray. Despite his ordeal, Timmy was a lively and energetic dog that soon melted the hearts of everyone who met him.

Having recently lost their previous dog, Sandy Willis and her partner Ron were trying to decide whether to go through the process of adopting another one. They began to visit the centre in the hope of adopting an older, female dog, but as soon as they saw Timmy, they knew instantly he was the dog for them: "As we entered the kennel block, we had no idea what impact the last dog on the row was to have on us. The minute we saw Timmy, we instinctively knew he was the one."

Timmy was rehomed to Sandy and Ron, but adjustment to his new home took a while: "He had been a stray and was not housetrained, so would snatch his food from his bowl and eat it in a corner," Sandy explains. After a time, Timmy became a happy and relaxed dog. "He is excellent in the house and although he still occasionally takes things he shouldn't, at least he's learned to bring them to me now before chewing them to bits!"



long term rehabilitation

The Blue Cross continues caring for pets long after they've been rehomed, by giving expert advice and support to owners. Timmy and his new family have all benefited from attending training classes, and he now responds well to basic commands. Sandy and Ron once had doubts about whether they were the right owners for Timmy, but received reassurance from Blue Cross staff: "Without the support and help from staff at the Southampton adoption centre, we might have given up. We love Timmy's gentle, but cheeky nature and now we can't imagine life without him."

fostering sick animals

Last year, many older pets and those with health problems found permanent loving homes thanks to our Welfare Fostering Scheme. We know that potential adopters, fearful of spiralling veterinary costs, often overlook these animals. By providing lifelong financial support to help with vet fees for pre-existing conditions, we've been able to ensure that some of our most difficult animals to rehome were able to enjoy a new start. The service continued to grow in 2006, and we plan further expansion in the year ahead.

pets into care

The Blue Cross also runs an initiative for people who wish to ensure their pet will be looked after and rehomed in the event of their death. The Pets into Care scheme involves registering the pet and inserting a simple clause in the owner's Will. This costs the owner nothing, and applications are considered regardless of whether The Blue Cross stands to benefit from a legacy or not.

"Without the support and help from staff at the Southampton adoption centre, we might have given up."



behaviour lessons for pets and owners

As the first major charity to integrate animal behaviour work within the rehoming process, it's not surprising that our team of behaviourists is highly skilled in ensuring our animals find loving, happy partnerships to last a lifetime.

But the support doesn't end when an animal moves to a new home; adopters continue to have access to our expert advice and support.

A pilot scheme was launched in 2006 to provide new adopters of dogs with access to dog training classes. The scheme was a great success and we plan to extend its reach in the year ahead.

The Blue Cross is committed to staff training, and our behaviourists completed many academic and practical training courses in 2006, enabling us to help animals and people with the very latest techniques.

Last year we also launched DVD guides for new cat and dog owners. These DVDs give helpful advice for pet owners across the UK and further our commitment to provide ongoing support for pet owners in their own homes.



“I feel part of the hospital – as they have been a part of my life for over 30 years.”

veterinary services

blue cross veterinary care

Blue Cross animal hospitals provide a vital service to members of the community unable to afford private veterinary fees. One such beneficiary is pensioner Joy Waters.

Joy Waters, 85, has had many pets over the past three decades, and she remembers each of these precious friendships with affection. Animals have been an important part of Joy's life, particularly in recent years.

But veterinary fees can be costly, and Joy relies on the support she receives from the dedicated veterinary team at the Blue Cross animal hospital, Victoria: “I have had five dogs that have been treated at The Blue Cross hospital, and six cats. For me, the hospital was a home from home as I had so many pets.”

Joy currently has two pets: Katie, a 15-year-old longhaired cat (pictured with Joy), and a shih tzu called Poppy. Both pets have received vital treatment at the Victoria hospital, as Joy explains: “The Blue Cross is a lifeline for people like me, who can't afford vets' fees. The ambulance service they provide is so important to me too. I'm not as mobile as I used to be, so my cat Katie was picked up by the ambulance to be taken in for treatment.”

Joy fondly recalls being a guest at the reopening of the Victoria hospital, following its rebuilding, in 2001: “I met The Queen at the opening and was also there for the laying of the foundation stone. I feel part of the hospital – as they have been a part of my life for over 30 years now.”

financial help for those in need

Pet owners living outside the catchment areas of Blue Cross hospitals and clinics may be eligible to benefit from The Blue Cross Animal Welfare Grants Scheme, which provides assistance with private veterinary bills.

The number of animals that have benefited from the scheme increased significantly last year to 473 – many of them receiving life saving treatments that their owners could not otherwise afford.

celebrating a century of blue cross care

On 15 May 2006, The Blue Cross animal hospital, Victoria, celebrated one hundred years of care, with staff dressed in period costume and taking part in events throughout the day. The hospital has proudly served the community for a century, providing continuous veterinary care for the pets of those unable to afford private veterinary fees.

Last year also saw the launch of a new veterinary clinic, in Mitcham, south London. Based in a community centre in Pollards Hill, the clinic is run by staff from the nearby Blue Cross animal hospital, Merton.

The Blue Cross is striving to make its veterinary service available to even more needy clients, with plans to expand the mobile veterinary clinic opening hours and introduce new clinics at our adoption centres.



greater support for coping with pet loss

The Blue Cross continued its relationship with the Society for Companion Animal Studies (SCAS) in 2006, jointly providing the Pet Bereavement Support Service to help people coping with the loss of a pet.

In 2006, the Pet Bereavement Support Service introduced an improved and cost-effective telephone system to handle the thousands of calls it receives each year. The service now offers fast, direct and free access to trained befrienders for anyone requiring support and information on pet loss. Last year, the service received 2,148 calls and saw a 60 per cent increase in emails compared to 2005.

An average of 100 pet memorials were created every month on The Blue Cross website in 2006, demonstrating the need for people to mark their loss.

supporting research

With support from The Blue Cross, SCAS re-launched its scholarship award in 2006, to encourage research on the human-companion animal bond. The society also began an 18-month study into animal welfare education for children, based on the work of our children's education programme.



practical care for equines

In 2006, The Blue Cross gave many more equines a new lease of life, and opened a modern new equine welfare centre in the Midlands.

With over a century of experience in equine welfare, The Blue Cross has established a sound reputation for rehabilitating, retraining and rehoming horses and ponies in need. Whether due to neglect, behavioural issues or other problems, all equines arriving at one of our dedicated equine welfare centres receive the same high standard of care to give them a second chance in life.

All horses and ponies remain the property of The Blue Cross for life, and are 'loaned' to new homes, ensuring we can continue to provide ongoing care for the duration of an animal's life, with regular inspections and a continuous programme of support for borrowers.

In September 2006, we opened our third equine welfare centre in Rolleston-on-Dove, Staffordshire, extending our geographic reach to meet the considerable local demand for our services. The new centre is contributing significantly to the number of animals that we can help, and provides the very latest equipment and facilities to meet today's welfare challenges.

fred's new life

Fred (pictured), a four-year-old horse with previous behavioural issues, is just one of our many success stories. Following successful rehabilitation, Fred was loaned to the Nowell family last year: "Fred has settled in really well," says Mrs Nowell, "he has found lots of new friends in the field and has been out hacking every weekend."

Mrs Nowell and her family received expert advice from staff at Rolleston throughout the homing process. As she explains: "Staff kept us fully informed at all stages and were very thorough. We all love Fred, he has fitted in so well. It feels as if he belongs to us, and we look forward to him being with us for a very long time."

Without The Blue Cross, Fred's story could have been very different, and many more horses and ponies still require care, rehabilitation and new homes.

improving services

In 2006 refurbishment of the Blue Cross equine welfare centre, Burford, improved our horse care and training facilities, helping them meet developing rehabilitation needs and an increased demand.

Equine healthcare packages were extended in 2006, with annual veterinary checks and health support provided for all Blue Cross companion equines placed in new homes.

All three equine centres benefited from increased and invaluable support from volunteers in 2006, with further volunteer recruitment planned for 2007.

Finally, The Blue Cross continued its association with Mountains Animal Sanctuary in Scotland. And at the end of the year we secured an important new relationship with The Pony Club, promoting responsible equine ownership and working together to ensure the highest standards of welfare for Britain's horses and ponies.

"Staff kept us fully informed at all stages and were very thorough."



our network of support

As The Blue Cross doesn't receive government funding, we are dependent on donations for our work.

corporate partnerships and charitable trusts

The Blue Cross works closely with many companies that share our goals, helping us to raise vital funds whilst promoting responsible animal ownership nationwide.

Here are just a few of our corporate relationships that have made a difference in 2006:

- Pets at Home raised over £300,000 over 18 months through competitions and activities in stores
- Hill's Pet Nutrition provided free cat and dog food and sponsored our annual Take Your Dog To Work Day
- Petplan continues to give adopted animals six weeks of free insurance and make a generous donation to our work for each policy issued to adopters and supporters
- Fort Dodge again supported our equine welfare work
- Sainsbury's kindly donated proceeds from the sale of Animal Club pet accessories

Share giving is a great way of raising funds by supporters donating unwanted shares to The Blue Cross that are then converted into valuable funds. In 2006, The Blue Cross received £15,000 from ShareGift and, since the relationship began in 1998, the charity has received more than £50,000 through this scheme.

We thank the grant-giving trusts and foundations that contributed towards vital new works such as our new equine site at Rolleston, the Burford equine welfare centre refurbishment project and the dog admissions hub at Kimpton. We also thank the many other trusts and companies that contributed towards our day-to-day running costs.



shopping around

In 2006, The Blue Cross secured three new charity shops, taking us to a total of six. This has allowed us to widen our geographic presence and to raise essential funds for the pets in our care.

Our two annual raffles brought in nearly £300,000 for the charity, and our 72-page Christmas catalogue was the biggest ever, with around 450,000 copies distributed.

events and individual effort

Many supporters took part in active challenge events to help raise funds for the charity. Activities included running the London Marathon, husky trekking (pictured), parachuting, and treks in Peru and China.

Individual supporters around the country devised fun ways to involve friends and colleagues, including sponsored events, competitions, and recycling schemes for mobile phones and ink cartridges. Events such as our London carol concert, attended by celebrities Angela Rippon, Jenny Seagrove, Ian Hogg and Anthony Head, and our many centre open days and local events, also helped raise our profile as well as income.

loyal support from individuals

We are so very grateful for the support we receive from individuals across the country, allowing us to carry on providing pets with the best care possible. But the work of our charity is ongoing, and donations are essential to help us continue to help animals in need. Last year, supporters donated nearly £9 million to our charity.

Our thanks go to each and every one for their valuable contribution.

We are so very grateful for the support we receive from individuals across the country, allowing us to carry on providing pets with the best care possible.



the blue cross story

From its beginnings in 1897, The Blue Cross has been a charity with one aim – to help Britain’s pets and horses.

Our Dumb Friends League – the original name for The Blue Cross – was founded.



1897



The Blue Cross animal hospital in Victoria was opened for the animals of owners unable to afford veterinary fees.

1906



A quarantine kennel was set up by the League for dogs brought back to the UK by members of the armed forces returning from service during the First World War.

1918



Our Dumb Friends League became officially known as The Blue Cross.

1950



The Blue Cross's new head office in Burford, Oxfordshire was opened by The Duchess of York.

1991

The first national Take Your Dog To Work Day event was launched by The Blue Cross.



A brand new adoption centre was opened in Lewknor. HRH Princess Anne opened the newly rebuilt animal hospital in Grimsby.

1995



The completely rebuilt Victoria animal hospital was officially opened by Her Majesty The Queen.

2001

2005

1900



The first horse ambulance for use on London's streets was purchased for £500 by the League.

1912

The Blue Cross Fund was launched to assist animals during the Balkan War. Animals would go on to be helped in other conflicts.



1945



To help servicemen bring dogs back from overseas, the League's Blackheath boarding kennels were used for quarantine purposes. The Irish Blue Cross was also founded in Dublin.

1959

The Blue Cross was the first animal welfare charity to employ an animal behaviourist to assist owners with problem pets.



The Blue Cross animal hospital, Grimsby, opened.

1992

HM Queen Elizabeth, The Queen Mother opens Merton animal hospital in London.

1999

We launched the All About Pets national pet care information service and website.

2003

A new equine welfare centre was opened in Rolleston-on-Dove.



2006

learning about pets

Central to The Blue Cross approach is our belief that every pet owner should be equipped with the knowledge and skills to provide the very highest standards of care for their animals. Our education programme reaches more people each year, promoting responsible animal ownership and securing a better future for Britain's pets.

britain's future pet owners

In 2006, we focused on visiting schools, youth groups and holiday clubs to promote the very highest standards of care to the next generation of pet owners. Our nationwide network of trained volunteers takes Blue Cross expertise to every corner of the country. Usually our volunteers will take a dog along to help children understand how to behave correctly around animals.

The programme is expanding steadily, with newly trained volunteers and temperament-tested dogs joining the programme every week.



real life meeting

Many children, particularly in cities, have no contact with animals. For the children of Eldon Junior School in Edmonton, London (pictured), a visit from friendly Blue Cross volunteers with their dogs proved to be one of the highlights of the school year. Teacher Alison Foster said: "It's a fantastic opportunity for the children to see the dogs up close and learn not be frightened of them... And it's a chance to see that dogs can be well-behaved too."

The Blue Cross lessons have been created to fit neatly within the national curriculum for science, and for different key stages. During the lesson, every child is encouraged to get involved by learning how to check the dogs for injuries, groom them and find out about the various products that are needed to care properly for a pet.

Alison continued: "Having the dogs come into the classroom is brilliant because it really stimulates the children to ask questions; they are more engaged and likely to take the information on board."

Dogs can be ideal pets to take into schools, but children also learn that all pets have different needs and that different levels of involvement are required to look after each. Children are taught to understand the importance of being well informed about their chosen pet, and to think carefully before deciding which animal would best suit their home and lifestyle.

never too late to learn

For future and current pet owners alike, our hugely successful All About Pets range of 80 leaflets continues to give expert pet advice and support on keeping animals healthy and happy. The leaflets are easy to read, illustrated, and make Blue Cross expertise available to everyone.

This comprehensive range is also available from the website, www.allaboutpets.org.uk. Millions of people have visited the site since its launch in 2003, and thousands of leaflets are downloaded every week.

In 2006, we focused on visiting schools, youth groups and holiday clubs to promote the very highest standards of care to the next generation of pet owners.



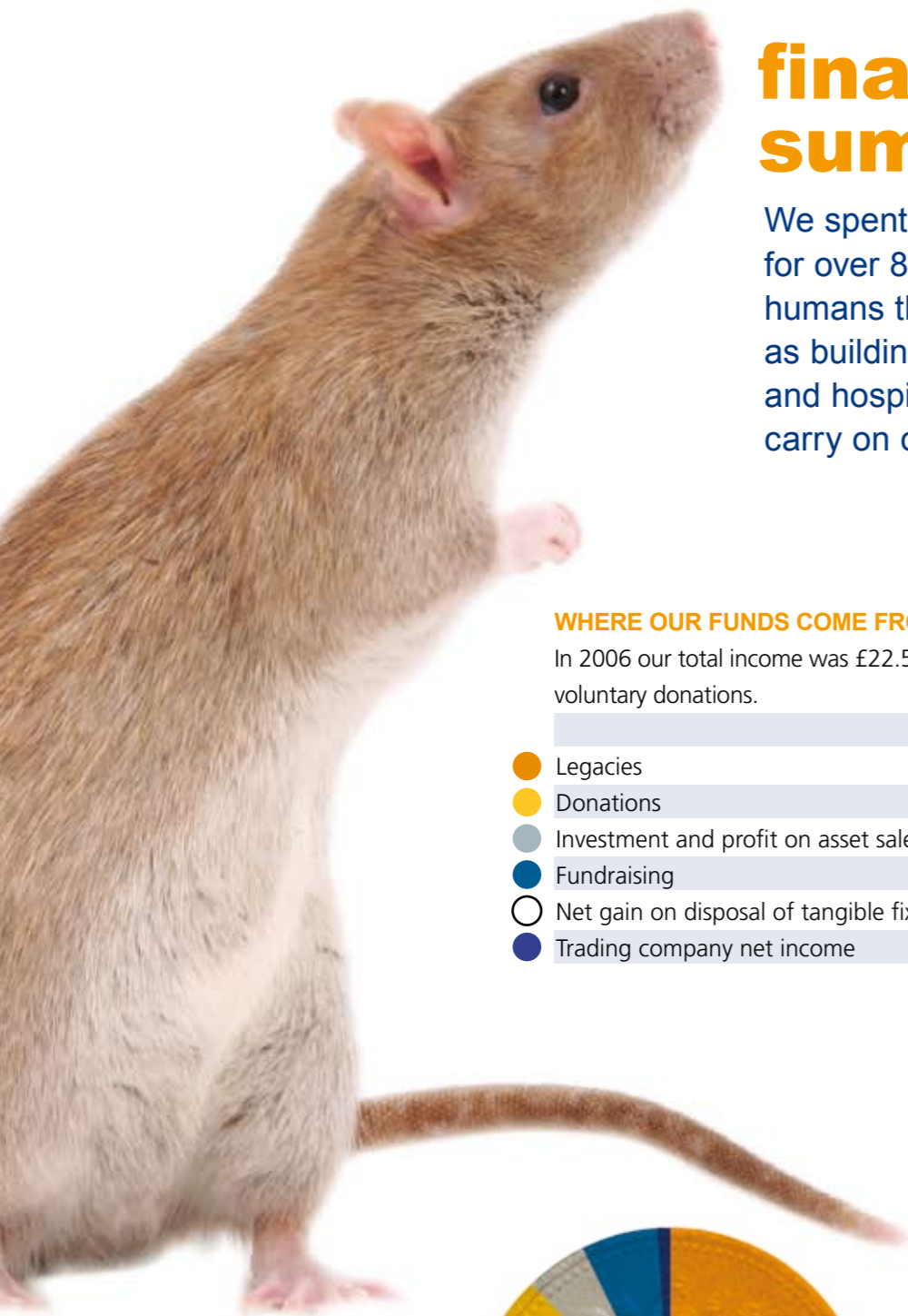
a growing network of volunteers

Last year was an exciting one for volunteering, with the appointment of our Volunteer Development Manager to build on the existing network. The Blue Cross aims to increase the number of volunteers working across the charity in a variety of roles. In 2006, nearly 45,000 hours of volunteer time were donated to the charity.

One such volunteer is Marion Palmer (pictured) who has been walking dogs, interacting with cats and organising and attending local events at The Blue Cross adoption centre in Felixstowe for the past three years.

Marion has pets of her own and understands the benefits of interaction with animals. "Volunteering allows me to make use of the time I have now. I am happy to help animals, especially dogs that are unwanted and often uncared for. Now I feel I am able to make a difference by helping pets move on to new homes and happier lives."





financial summary

We spent £21 million this year caring for over 80,000 animals and the humans that they depend on – as well as building and equipping centres and hospitals and raising the funds to carry on our work in the future.

WHERE OUR FUNDS COME FROM

In 2006 our total income was £22.5 million, of which 94% was received from voluntary donations.

	2006	2005
● Legacies	54%	50%
● Donations	34%	33%
● Investment and profit on asset sales	5%	5%
● Fundraising	6%	5%
○ Net gain on disposal of tangible fixed assets	0%	6%
● Trading company net income	1%	1%



2006 INCOME



2005 INCOME

EXPENDITURE: HOW YOUR MONEY WAS SPENT

In 2006 our total expenditure, including capital expenditure, was £21 million.

	2006	2005
● Animal adoption centres	32%	34%
● Animal hospitals and clinics	33%	36%
● Equine welfare	13%	11%
● Education and advice	4%	4%
Total charitable expenditure	82%	85%
○ Costs of appeals and other voluntary income	13%	10%
● Costs of other fundraising	4%	4%
● Governance costs	1%	1%



2006 EXPENDITURE



2005 EXPENDITURE



ANNUAL ACCOUNTS

This financial summary is taken from the audited accounts, in the new format required by the Charity Commission, which is due to be received and approved by the Members at the Annual General Meeting on 20 June 2007. These accounts will be available after this date, on request from our Director of Finance at the Blue Cross head office.

talking to the people of britain

Caring for an animal brings great rewards, but it also carries important responsibilities. The Blue Cross uses a wide range of media, both traditional and new, to reach as many people as possible, to increase awareness of the importance of responsible animal ownership.

taking the virtual route

The Blue Cross is proud to be at the cutting edge of new media communications. Over 75,000 people receive monthly pet care updates via our e-newsletter, *Pawprint*.

Our websites, including both the main Blue Cross site and our newly relaunched pet care information website, All About Pets, reach millions of people each year with our message of responsible animal ownership.

E-marketing campaigns are a new and effective way of reaching people who otherwise would perhaps be unaware of our objectives and services, and we continue to explore innovative ways to communicate. In 2006

we circulated a 'virtual' desktop pet, which proved a huge hit. It was emailed and forwarded repeatedly, with over 25,000 people downloading the pet onto their computer desktops. The pet helped promote the message about responsible animal ownership.

The All About Pets information service provides guidance on caring for pets. With nearly 80 leaflets, almost every aspect of basic pet and equine care is covered in this reliable and accessible range, all written by expert members of Blue Cross staff. Nearly half a million leaflets were downloaded in 2006 from the All About Pets website.



Our ongoing programme of media campaigns ensured The Blue Cross stayed in the media spotlight throughout 2006.



in print

This year there were many good reasons for The Blue Cross to grab the headlines, and our press office was busy keeping our message of responsible animal care on the news agenda in both local and national press.

2006 was the centenary year for the Blue Cross animal hospital at Victoria, an event that generated extensive media coverage. Vets and nurses dressed in period costume for the day, whilst staff and clients past and present enjoyed an exhibition of photographs from the hospital's long and proud history over the past century.

To celebrate the centenary the reinstated Blue Cross Medal was presented by Felicity Kendal to Jake, a cocker spaniel police dog, for his work during the London bombings of 2005. Our press campaign ensured millions of people were aware of the hospital's centenary year.

The Blue Cross Pet Census is the only national survey of its kind and is compiled as part of our ongoing work to understand the relationships people have with their pets. The resulting data provided national and regional information on pet ownership trends, and received widespread coverage across television, radio and newspapers towards the end of 2006.

meeting the public

The Blue Cross attends many shows and events across the country, including Discover Dogs, Crufts and the National Cat Show, as well as regional and county shows, meeting pet owners we would not otherwise reach. In 2006, we attended 38 such events, meeting over a million people.



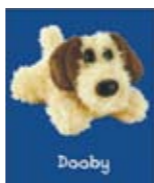
2006 at the blue cross

Every year, thanks to our supporters and generous responses to fundraising appeals, we are able to make important improvements to our facilities and continue to care for the animals at our centres and hospitals. Here are some highlights of 2006.

Our new equine rehabilitation centre opened in September and staff immediately began taking in new equines, helping us to give even more horses a second chance in life. The excellent new facilities help staff ensure the very highest standards of care.



In 2006, The Blue Cross was Pets at Home's Charity of the Year. The association helped us to get our message of responsible pet ownership to thousands of pet owners across the country, and raised vital funds for animals in our care.



In May, The Blue Cross animal hospital in Victoria celebrated its centenary. Veterinary staff and clients were proud to join in the event to celebrate so many years of support for London's needy animals.



The Blue Cross Medal was reinstated as part of the Victoria animal hospital centenary celebrations. Felicity Kendal presented the Medal to winner Jake, a police dog, for his work on the day of the London bombings of 2005.



leaving a legacy

The Blue Cross depends on legacies to help fund its animal welfare work as we receive no government funding. Money left by our supporters in this way accounts for 54 per cent of our income. This remarkable commitment to our work is essential to the running of our hospitals and adoption centres. In 2007, The Blue Cross website launched a Book of Thanks page, which states the names of legators whose generous legacies have been

received. With this small gesture we hope to acknowledge and show appreciation of those people who wanted to ensure that even after their death they continued to help animals in need.

The pledges we receive help us enormously in planning our work. By leaving the gift of a legacy, supporters help to secure a better future for animals and we are indebted to them for their compassion.



thank you

For over a century, The Blue Cross has remained dedicated to caring for and supporting Britain's companion animals, and their owners. We are only able to continue this work because of the kindness, generosity and commitment of our supporters.

Nearly every penny we receive comes from voluntary income, and we are indebted to those who support our work in a wide variety of ways.

The Blue Cross would like to thank all the individuals, trusts, companies and others who have so generously supported us in 2006.



contact us

the blue cross head office

The Blue Cross
Head Office
Shilton Road
Burford
Oxon OX18 4PF
Tel: 01993 822651
Fax: 01993 823083
Email: info@bluecross.org.uk
Website: www.bluecross.org.uk

the blue cross animal hospitals

1 The Blue Cross Animal Hospital, Victoria

Sheppard House
1-5 Hugh Street
Victoria
London SW1V 1QQ
Tel: 020 7932 2370
Fax: 020 7821 2371

2 The Blue Cross Animal Hospital, Hammersmith

Argyle Place
King Street
Hammersmith
London W6 0RQ
Tel: 020 8748 5150
Fax: 020 8237 1430

3 The Blue Cross Animal Hospital, Merton

88-92 Merton High Street
London SW19 1BD
Tel: 020 8254 1400
Fax: 020 8254 1401

4 The Blue Cross Animal Hospital, Grimsby

Coco Markus House
Nelson Street
Grimsby
NE Lincs DN32 7SH
Tel: 01472 343278
Fax: 01472 269770

KEY

- Blue Cross Animal Hospitals
- Blue Cross Adoption Centres
- Associates
- Connected Charities

the blue cross adoption centres

1 Bromsgrove Adoption Centre

Wildmoor Lane
Catshill, Bromsgrove
Worcs B61 0RJ
Tel: 0121 453 3130
Fax: 0121 457 6859
Email: bromsgrove@bluecross.org.uk

2 Burford Adoption and Equine Centres

Shilton Road, Burford
Oxon OX18 4PF
Tel: 01993 822483 (Adoption Centre)
Fax: 01993 822858
Email: burford@bluecross.org.uk
Tel: 01993 822454 (Equine Centre)
Fax: 01993 823083
Email: burfordequine@bluecross.org.uk

3 Cambridge Adoption Centre

20 Garlic Row, Newmarket Road
Cambridge CB5 8HW
Tel: 01223 350153
Fax: 01223 324137
Email: cambridge@bluecross.org.uk

4 Felixstowe Adoption Centre

333 High Street
Walton, Felixstowe
Suffolk IP11 9QL
Tel: 01394 283254
Fax: 01394 672271
Email: felixstowe@bluecross.org.uk

5 Hertfordshire Adoption Centre

Kimpton Bottom
Herts SG4 8EU
Tel: 01438 832232
Fax: 01438 833645
Email: kimpton@bluecross.org.uk

6 Lewknor Adoption Centre

London Road (A40),
Lewknor
Oxon OX49 5RY
Tel: 01844 355293
Fax: 01844 355741
Email: lewknor@bluecross.org.uk

7 Northiam Equine and Small Animal Adoption Centre

St Francis Fields
Northiam
East Sussex TN31 6LP
Tel: 01797 252243 (Adoption Centre)
Tel: 01797 253908 (Equine Centre)
Fax: 01797 252948
Email: northiam@bluecross.org.uk

8 Rolleston Equine Centre

Hilda Archer Sanctuary
Newlands Farm
Dovecliff Road
Rolleston-on-Dove
Staffs DE13 9AU
Tel: 0845 260 5505
Email: rolleston@bluecross.org.uk

9 Southampton Adoption Centre

Bubb Lane
West End
Southampton
Hants SO30 2HL
Tel: 023 8069 2894
Fax: 023 8069 5477
Email: southampton@bluecross.org.uk

10 Thirsk Adoption Centre

Parklands, Station Road
Topcliffe, Thirsk
North Yorks YO7 3SE
Tel: 01845 577759
Fax: 01845 578596
Email: thirsk@bluecross.org.uk

11 Tiverton Adoption Centre

Chilton Gate
Bickleigh, Tiverton
Devon EX16 8RS
Tel: 01884 855291
Fax: 01884 855705
Email: tiverton@bluecross.org.uk

12 Torbay Adoption Centre

Ashley Priors Lane
Watcombe
Torquay
Devon TQ1 4SE
Tel: 01803 327728
Fax: 01803 323314
Email: torbay@bluecross.org.uk

other blue cross offices

Communications & Fundraising Office

7 Hugh Street
London SW1V 1QG
Tel: 020 7932 4060
Fax: 020 7932 4061
Email: press@bluecross.org.uk

Pet Bereavement Support Service

The Blue Cross, Shilton Road
Burford, Oxon OX18 4PF
Tel: 01993 825539 (general enquiries)
PBSS Helpline: 0800 096 6606 (UK
only) 8.30am-8.30pm
Email: pbssmail@bluecross.org.uk

associates

1 Assisi Animal Sanctuary

1 Old Bangor Road
Conlig, Newtownards
Northern Ireland BT23 7PU
Tel: 028 9181 2622

2 Mountains Animal Sanctuary

Milton of Ogil, Glenogil, Forfar
Angus, Scotland DD8 3SQ
Tel: 01356 650258

3 Porthcawl Animal Welfare Society (PAWS)

3 Lias Road, Porthcawl
Mid-Glamorgan
Wales CF36 3AH
Tel: 01656 773307

Phoenix Association

Les Fauges, 24380 Vergt
France
Tel: 00 33 5 53 54 94 81

connected charities

1 Society for Companion Animal Studies (SCAS)

The Blue Cross
Shilton Road
Burford
Oxon OX18 4PF
Tel: 01993 825597

2 The Irish Blue Cross

Unit 15A Goldenbridge
Industrial Estate
Tyrconnell Road
Inchicore
Dublin 8 Ireland
Tel: 00 353 1 416 3030
Fax: 00 353 1 416 3035
Website: www.bluecross.ie

pet behaviour services

If you are having any difficulties with your Blue Cross pet, please contact staff at the Blue Cross centre where it was obtained. The Blue Cross has animal behaviour advisers at each centre who can give advice on minor behaviour problems. We also have more experienced behaviourists at head office to whom you can be referred if your problem is more severe.

the blue cross shops

Fleet Blue Cross Shop

187 Fleet Road
Fleet, Hampshire
GU51 3BL
Tel: 01252 627133

Summertown Blue Cross Shop

276 Banbury Road
Summertown
Oxford, Oxon
OX2 7ED
Tel: 01865 516402

Tewkesbury Blue Cross Shop

150 High Street
Tewkesbury
Gloucestershire
GL20 5JP
Tel: 01684 850549

opening in 2007

Dursley Blue Cross Shop

25/27 Parsonage Street
Dursley
Gloucestershire
GL11 4BW
Tel: 01453 548646

Hereford Blue Cross Shop

7 St Peters Street
Hereford
HR1 2LE
Tel: 01432 278168

Wootton Bassett Blue Cross Shop

Unit 17 The Borough Fields
Shopping Centre
Wootton Bassett
Wiltshire SN4 7AX
Tel: tbc

governance and professional advisers

Patron

His Grace the Duke of Westminster KG
OBE TD DL

President

RT Vyner CBE

Board of Governors

DA Sinclair QDR (Chairman)
TC Hutton MRCVS (Vice Chairman)
ZD Berry FCA
W Beswick MRCVS
PF Brooks
Dr ATB Edney MRCVS
R Green MRCVS
Mrs J Hyde RGN MA
WH King
AJ Prebble (co-opted 25 October 2006)
JMI Reed FCA
The Hon H Roper-Curzon
AV Rowbotham

Chief Executive

JS Sewell-Rutter

Vice Presidents

M Birley
The Rt Hon Earl Cadogan DL
Mrs I Edwards
The Lord Kirkham CVO
A Langton
Dr ARW Porter CBE
Lord Sheppard of Didgemere KCVO Kt
WJB Sneath
J Spurling OBE

Bankers

National Westminster Bank plc
London SW1W 9QP

Auditors

The Gallagher Partnership LLP
Chartered Accountants
London EC2A 4RR

Solicitors

Bircham Dyson Bell LLP
London SW1H 0BL


Investment Managers

Rathbones Investment Management
Limited, London W1S 2UD

Registered Office
The Blue Cross (incorporating Our Dumb
Friends League)
Shilton Road
Burford
Oxfordshire
OX18 4PF

The Blue Cross (incorporating Our
Dumb Friends League), a company
limited by guarantee, registered in
England number 363197.
Registered charity number: 224392



 The Blue Cross annual review is printed on paper from sustainable forests.

Photography: Nick Ridley; Steve Bardens; Indusfoto; Pete Van Dongen; Anthea Bevan



Shilton Road, Burford

Oxon OX18 4PF

Tel: 01993 822651

Fax: 01993 823083

Email: info@bluecross.org.uk

Website: www.bluecross.org.uk

Registered charity no: 224392

