

Blue Cross Annual Review 2011



Our vision

Every pet will enjoy a healthy life in a happy home.

Our mission

We find happy homes for abandoned or unwanted pets, and we keep pets healthy by promoting welfare and providing treatment.

Peanut and Brazil Nut

Rabbits Peanut and Brazil Nut came to us with their littermates after their mum had to have an emergency hysterectomy and wasn't able to nurse them. Their owner was struggling to cope with looking after such young rabbits and, when they were three weeks old, she brought them to Blue Cross. We hand reared them for several weeks until they were ready to be weaned. Peanut and Brazil Nut blossomed into happy and healthy bunnies and have now been rehomed.



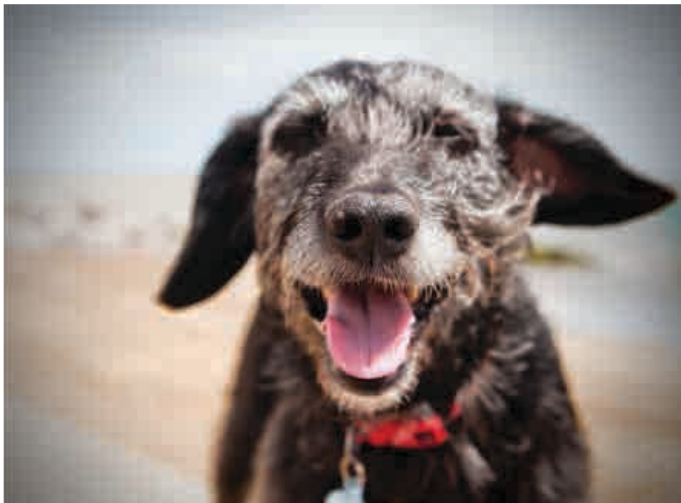


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What we do

Blue Cross has been dedicated to helping poorly, injured and abandoned pets for over 100 years. We opened the world's first animal hospital in 1906 and since then our doors have never closed to sick and homeless animals. With your help, they never will.

Today we run four animal hospitals and 12 rehoming centres across the UK, which provide treatment and seek happy homes for thousands of cats, dogs, small pets and horses every year.



Rehoming

We find new homes for unwanted pets across the UK, and our tailor-made service means we help each pet find the right person for them.

Veterinary

Our animal hospitals and clinics give veterinary care to sick and injured pets when their owners can't afford private treatment.

Behaviour

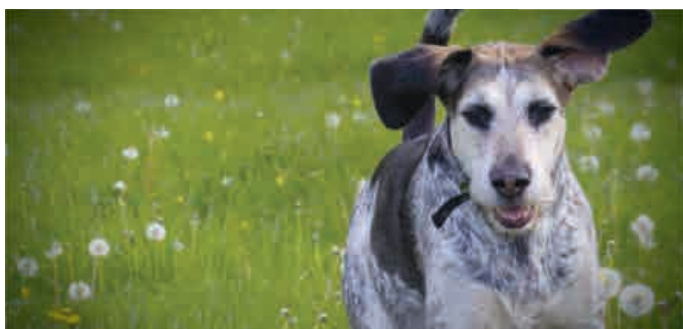
We help pets that arrive at Blue Cross with behavioural issues and offer ongoing support to anyone who rehomes an animal from us.

Education

We promote pet welfare by giving talks at schools and youth groups and producing a range of pet advice leaflets.

Pet Bereavement

The Pet Bereavement Support Service is available 365 days a year to help people who are struggling to cope with the loss of a much-loved pet.



Chairman and Chief Executive



Zair Berry, Blue Cross Chairman

There is a proud history behind Blue Cross and 2011 was an opportunity to reflect and take stock of our legacy whilst recognising that now is the time to move the charity forward. Significant progress has been made over the last year to embrace the changing times we live in so we can bring Blue Cross to more people and help more pets.

Since 1897 our staff, supporters and volunteers have been dedicated to the welfare of animals and our work caring for injured horses on the battlefields during World War I was highlighted during the run up to the release of the film War Horse. This much-anticipated Hollywood blockbuster gave us an opportunity to remember the animals of war and the bravery of our predecessors who worked tirelessly to make sure they received the veterinary care they needed.

In 2011 we also looked to our future. In order to raise the profile of Blue Cross we carried out a full review of our brand. It was an extremely thorough process that involved speaking to more than a thousand people and included a broad spectrum of stakeholders from representatives of the Board of Trustees through staff, volunteers, supporters and users of our services, all playing a part in the process.

As you will see in this Annual Review, not only do we have a new look but we have made significant progress and taken some important decisions to enable us to help more pets. We are already seeing results, with a six per cent increase in animals being rehomed in 2011. Read some of our rehoming success stories throughout the following pages.

In 2011 four new Trustees joined us and I'd like to take this opportunity to welcome them to Blue Cross, and to give my warmest thanks and wishes to the Trustees who have now retired.

I'm looking forward to seeing more successes in 2012 and for many more years to come.

A handwritten signature in black ink that reads "Zair Berry".

Zair Berry
Chairman



Kim Hamilton, Blue Cross Chief Executive

Welcome to our 2011 Annual Review. It's been an exciting year for Blue Cross and one that we'll remember for taking bold steps to make sure we can help as many needy pets as we can, now and for many years to come.

Everyone hoped that 2011 would be the year that the UK emerged from the financial uncertainty but sadly it didn't happen. The easiest option would be to go back into our shell but that's the worst thing we could do. During these times pets need our help more than ever, so we had to keep positive and take steps to develop our organisation and invest in it so that we can do more. We had to think about how we could do things even better, so we introduced new schemes like Home Direct and our tailor-made rehoming service. We also had to keep up with a changing environment, so we invested in our digital activity, using our website and social media to reach new audiences.

Reviewing our brand was one of the most exciting things we did in 2011. It was a process that we felt was necessary to embrace the changing times, find out what people think of us and reach out to new supporters, with the ultimate goal of helping more pets.

The result is a new look and feel to Blue Cross which emphasises our passion and commitment to pets, and which is reflected in our updated vision and mission that you'll see in this Annual Review. It's thanks to our tremendous supporters that we can stay positive during these times and invest in our future to ensure we continue to help as many needy pets as possible – I'm grateful to each and every one of you for joining us on this journey.

Kim Hamilton
Chief Executive

Rehoming

It was an excellent year for rehoming, with 7,208 cats, dogs, horses and small pets finding homes – a six per cent increase on the year before. Not only did our rehoming centres and pet fosterers continue to take in homeless animals, we expanded our exciting new Home Direct scheme, where pets stay with their owner until we can find a new home for them. It's already been a success with nearly 150 pets, from dogs to degus, finding new homes.



We're hard at work finding loving new families for unwanted pets like Rosa, a friendly and affectionate cat, who has now been rehomed.

Rosa

Rosa was a stray cat that had been seen hanging around the grounds of a nursing home for a while. When the staff discovered that she was looking after some newborn kittens at the back of the garden, she was brought to our Bromsgrove Rehoming Centre so she could get the care she needed. Rosa wasn't microchipped so we couldn't track down her owner. We looked after the proud mum and her offspring as they blossomed into healthy, happy kittens that were eventually weaned and rehomed. Rosa is a lovely girl who adores fuss and attention and she's now been rehomed too.

Rehoming

We help many types of pets, from hamsters to horses, and they all have their own personalities and needs. We want to find happy homes for them all and that's why we started our tailor-made rehoming service, where we treat each case individually and do everything we can to match pets to the right person, rather than having a list of rules about what makes the perfect home.

Our tailor-made rehoming scheme helped us to find the right home for Peaches.




Peaches

Peaches came to us with her mum Poppy because her owner could no longer afford to keep the ponies. She wanted to make sure that they had a secure future so she contacted Blue Cross to see if we could help. We quickly realised that Peaches had lots of potential to be a fantastic riding pony in the future but she was quite inexperienced. When Peaches turned four, staff at our Burford Rehoming Centre started her on a tailor-made training plan and, when she was ready, found her a new home with an experienced, horse-mad family where she can continue her education.

Veterinary

We continued to treat thousands of poorly and injured pets, with our veterinary staff carrying out 71,109 consultations, 10,844 operations and 15,071 diagnostic procedures. We helped more pets through our outreach services, with a seven per cent rise in consultations at our mobile clinics and an eight per cent rise at our veterinary welfare clinics. More unusual cases included removing an airgun pellet from a cat's nose and performing lifesaving surgery on a kitten with a rare heart condition.





Our veterinary team are caring for sick and injured pets like Benji and performing lifesaving surgery.

Benji

Tiny puppy Benji was rushed to our Victoria Animal Hospital when his foot became swollen and black. The one-month-old Staffordshire bull terrier's foot was severely infected and there was a risk of septicaemia developing. Benji's prognosis was poor and the only option was to amputate his leg. The operation was a success and Benji quickly learned how adapt to having three legs. Following a stay in hospital, so we could give him the antibiotics and pain relief he needed, Benji recovered well from the surgery.

Behaviour

Our behaviour team works with pets that need more support or training before they're ready to be rehomed, and in 2011 we recruited another animal behaviourist to help us respond to the growing demand for this service. The team made 112 visits to our rehoming centres, 14 per cent more than the previous year. They carried out 983 consultations and provided ongoing support to people who have rehomed a pet from us, responding to 1,365 emails and phone calls.



Our behaviour team is helping troubled pets like Alvin, who lost his confidence and needed our help to learn to trust people again.

Alvin

Alvin was frightened of being groomed and became fearful if anyone tried to handle him. His coat was in a bad condition and his confidence was in tatters. It soon became clear that Alvin was going to be a difficult dog to work with and rehome. Our Animal Behaviourist Ryan Neile worked closely with him over many weeks to gain his trust and get him used to situations that previously had made him panic. Ryan says: "Our sessions required responding immediately to the tiny changes in his behaviour, rewarding him for being brave and slowing down or stopping when he couldn't cope. He started to let me do more and more and the transformation was incredible." Alvin is now happy, healthy and enjoying life in his new home with Julie Brown from Oxfordshire.

Education

We reached 32,219 young people through our education talks – a 29 per cent increase on 2010. They ranged from primary school children to teenagers who were the target of our 41 status dog workshops. The workshops, which we held at schools, youth groups and young offender institutions, got them thinking about pet welfare. One boy was so inspired he admitted his dog had never learned to sit but said he was now going to teach him.

Gyp

Border collie Gyp is a somewhat distinguished teacher. In her six-year career as an education dog for Blue Cross she's helped hundreds of children learn about responsible pet ownership. Last year Gyp and her owner Joan Cattell visited The Meadow Community Primary School in Leicestershire where the children learned about being safe around dogs. Joan says: "Gyp is very good when the children are listening to me talking and then she gets her turn, and she's rewarded by all the children giving her a stroke. She enjoys that bit the best. It's a win-win situation because the children get educated and, after all, they're our next generation of pet owners."



All across the country our education team is helping pets by teaching the next generation of owners about responsible pet welfare.



Roz knows what it's like to lose a pet and that's why she's volunteering for the Pet Bereavement Support Service.



Roz Kadir

No one knows what it feels like when a much-loved pet dies unless they've been through it themselves, and that's why Roz Kadir decided to become a support line volunteer for the Pet Bereavement Support Service. She says: "I've had animals all my life and I know exactly what it's like, so I thought it would be a lovely thing to help other people. You can feel so horribly isolated when a pet dies. My first shift was nerve-wracking but it gets easier. I find it very rewarding – when someone tells me they feel so much better now that they've spoken to somebody who understands them, it makes it all worthwhile."



Pet bereavement

The Pet Bereavement Support Service responded to 6,013 calls and 519 emails from people struggling to cope with the loss of a pet. We had 78 dedicated volunteers who gave 11,265 hours of their time to make sure we could operate 365 days a year. The service, which is run jointly with the Society for Companion Animal Studies, was awarded a Quality Standard accreditation by The Helplines Association. This seal of approval involved passing a thorough appraisal and meeting a wide range of criteria.

Review of the year

More and more dogs are becoming victims of fashion. The popularity of bull breeds among people wanting a tough-looking “status dog” is growing but many are abandoned as their owners lose interest. Small dogs like Chihuahuas suffer a similar fate as people wanting a “handbag dog” realise they’re harder work than they thought.

Handbag dogs

With celebrities regularly being photographed with their latest “accessory” it seems that no handbag is complete without a small dog peeking out of it. But, just like all things, they quickly fall out of fashion when their owner realises that they’re more hard work than they thought.

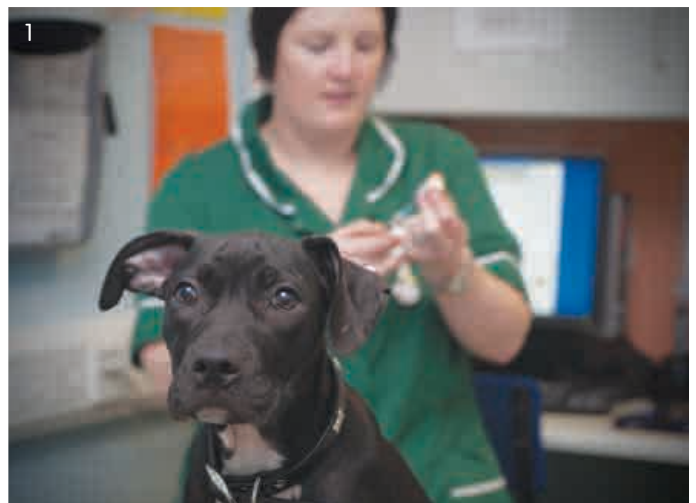
We don’t normally see that many Chihuahuas at Blue Cross so we were surprised when we recorded a 270 per cent increase in the number being admitted, from 10 in 2010 to 37 in 2011. Blue Cross Animal Behaviourist Ryan Neile says: “Due to their size, people forget they are still dogs and they need to be treated and respected as such.

“People pick them up and kiss and cuddle them and they go along with it because they have no choice. Despite their size, they should not be denied the opportunity to engage in normal dog behaviour on the ground.”

Status dogs

Our rehoming centres were forced to turn away nine out of ten Staffordshire bull terriers due to the rising number of “status dogs” being over-bred and abandoned. The staffies that we are able to take in often take longer to rehome, despite the fact that these types of dogs can make wonderful family pets. Sadly, reputation by association is hard to get rid of.

Our London hospitals treat more staffies than any other breed of dog and last year we treated more than 4,000. We’ve been continuing to urge people to get their pets neutered to help tackle this growing crisis.



37

Chihuahuas admitted in 2011 – 270 per cent more than 2010

4,000

Staffordshire bull terriers treated at our hospitals

1 There's a huge welfare problem with bull breeds in the UK, with large numbers being bred and a shocking number being given up and abandoned. Blue Cross hospitals treat more Staffordshire bull terriers than any other breed of dog and our rehoming centres are inundated with calls from people who have a bull breed dog they no longer want.

2 Former city banker turned Chief Executive, Kim Hamilton, is used to tough working days, but she's never experienced such physical and emotional exhaustion as she did when she went undercover at Blue Cross. She witnessed the challenges our staff and volunteers face daily and the highs and lows of animal welfare work, including the growing problem of the over-breeding and abandonment of Staffordshire bull terriers.

Life Skills for dogs

We saw more dogs arriving at Blue Cross with no basic training. This means that they haven't learned the important social skills they need to help them settle happily into family life.

Blue Cross Head of Behaviour Services, Julie Bedford, says: "People don't expect their dogs to do things like fetch their slippers any more, but what this means is that when the dogs come to us they've had absolutely no training.

"This is where our Life Skills programme comes in. This is a list of basic skills that our staff work through and record what each dog has achieved. When the dog is rehomed, we encourage their new owners to continue with the Life Skills by joining a local dog-training class."

Going undercover

Blue Cross Chief Executive Kim Hamilton stunned everyone when she revealed that she had been working undercover in disguise. Kim swapped her suit for scrubs and posed as a volunteer for the Channel 4 television series *Undercover Boss*. We were the first charity to appear on the show and it gave Kim a chance to really see what happens on the front line at Blue Cross.

She says: "I wanted to find the unsung heroes of the organisation, ask what issues are important to them, explore their successes and frustrations and look at how effective we are at what we do.

"I've always known that our people are hardworking and dedicated, but I had no idea how truly passionate they are for their work and to what lengths they will go to do their bit for pets in need."

Helping people to help pets

Animal charities have a bit of a reputation for being hard to get a pet from. But we understand that what's perfect for one pet or person won't work for another, so we've been working hard to assure people that we'll do what we can to match them to the right pet.

Blue Cross Head of Rehoming Services, Mandy Jones, says: "We want to be a family-friendly charity and we want children to grow up knowing that taking on a rescue pet is a good choice.

"There's a perception out there that it's hard to get a pet from a charity, but we're immensely grateful to people who choose to come to us and we'll do everything we can to find a suitable pet for them."

Review of the year continued

We're always looking for ways to help more pets. In 2011 we developed new and exciting rehoming services. We also reached out to travellers, a notoriously inaccessible group, to see how we can help them. And we carried out rare, lifesaving surgery on needy pets.

Reaching new audiences

For the first time we had a stand at Appleby Horse Fair, in partnership with the National Equine Welfare Council, so we could find out what issues affect travellers and whether we can help.

We weren't sure how we'd be received but we found that people were happy to come over and talk to us. One visitor even told us it was the first time he'd ever had a conversation with a non-traveller. Education Development Manager Tracy Genever says: "With hard to reach groups, it's not about lecturing them on what's right and wrong, it's about talking to them and seeing how we can help."

Raising public awareness

We lobbied the government to introduce compulsory microchipping for dogs and worked with other organisations, like the RSPCA and the police, to campaign for the reform of the ineffective Dangerous Dogs Act.

We also held events to promote animal welfare at all three major party political conferences and arranged a series of MP visits to our hospitals and rehoming centres across the UK. We published our first policy document, called *People with Dogs*, which was mailed to hundreds of politicians and we met with government ministers to discuss pet welfare issues.

We've been working with websites like Gumtree and Preloved on the problem of online pet sales, which is having an impact on improving their internal systems, assisting with training and ultimately cracking down on the irresponsible sale of pets online.



1 We needed to find giant rabbits Plum, Peach and Apricot a home where they could get the two things they needed most – love and space. At the same time, staff at Enstone House residential care home had just extended their garden and wanted a new pet. It was the perfect match. The rabbits have a lovely home and the residents are delighted.

2 Cloudy was saved from an unusual and life-threatening heart condition following surgery at our Victoria Animal Hospital. Blue Cross Vet, Young Shin, says: "It's very rare to see this condition in a cat and Cloudy was the first one we have performed this operation on."

97,024

veterinary consultations,
operations and diagnostics
were carried out

7,208

animals were rehomed



Shows

We attended 27 events throughout the year, from county shows to international competitions like Badminton Horse Trials. We answered pet care questions, promoted our work and took educational games with us to encourage families with children to stop by and learn about pet welfare.

Performing lifesaving surgery

We're incredibly proud of our veterinary expertise, which has helped us to save thousands of pets. One pet to benefit in 2011 is Cloudy, a tiny kitten found roaming the streets.

Cloudy had a very loud murmur and further investigation revealed a rare and serious condition that meant he could be on the brink of an early death. His heart was twice the size it should have been and he needed emergency surgery. Thankfully the operation was a success and Cloudy has a bright future to look forward to.

Society for Companion Animal Studies

The Society for Companion Animal Studies (SCAS) continued to support its mission to enhance the health and wellbeing of people and pets by promoting their interaction. In 2011 it introduced two new courses in practical training for therapy dogs and an introductory course for animal assisted intervention. It also launched an online learning environment, which hosts training courses, offers support for students and provides a place for them to interact.

A highlight of the year was the delivery of a very successful one-day conference on the rehabilitation of young offenders through dog training programmes. Held in July, it was attended by over 100 people from a variety of sectors including UK prison services, animal welfare organisations and social and healthcare providers. The event was widely covered in the media and helped promote the positive impact that programmes like these can have on the lives of young people.

SCAS has also improved the way it interacts with supporters and can now be contacted via Facebook and Twitter – just search for SCAS.

How you can help

Make a donation – whether it's a one-off gift or a monthly payment, it all helps us to care for pets.

Rehome a pet – we have dogs, cats, horses and small pets looking for loving homes.

Leave a legacy – more than half our income comes from gifts left to us in Wills so this money is vital in helping us to continue our work.

Fundraise for us – whether it's selling raffle tickets, holding a tea party or running a marathon, there are so many fun ways to support us.

Shop with us – we have lots of charity shops selling a whole range of different items and the money raised goes towards helping pets.

Volunteer with us – Our team of more than 2,000 volunteers carry out lots of different and rewarding roles across the UK.

www.bluecross.org.uk

Volunteers

Our volunteers give us vital support in so many different ways, whether it's walking dogs at a Blue Cross centre or educating children across the UK on responsible pet ownership. We try to make their experience as rewarding as we can to help them get the most out of helping pets.

It was a record-breaking year for volunteering at Blue Cross, with our dedicated team giving us an amazing 210,215 hours of their time, a 20 per cent increase compared to 2010 – largely due to the expansion of our shops network and our fostering scheme. We have more than 2,000 volunteers who carry out lots of different roles, from administration to hands on animal work.

Our volunteers are extremely important to us and we've made some changes so we can maximise the valuable contribution they make. We now have a volunteer coordinator for each rehoming centre and hospital, plus a volunteering support manager, animal foster care coordinator and education officer in each of our three regions. What this means is that we can spend more time investing in our volunteers, helping them to grow and develop.

Head of Volunteering Development Karen Allsop says: "We want to manage our volunteers as best as we can so we can make sure their time at Blue Cross is fulfilling, and that they're getting the support they need.

"It's wonderful that so many people are generously willing to donate their time to pets, and we need to ensure that we're making the most of this by developing new roles and seeing where else volunteers can have an impact. Ultimately, this means we can help even more pets in need."



Collie cross puppy Tansy gets some love and attention from volunteer Nicky Johnson at our Lewknor Rehoming Centre. Nicky is one of more than 2,000 volunteers who gave up more than 200,000 hours of their time to help pets at Blue Cross, and helped to make 2011 a record year for volunteering.



Maja Jakubowska has always dreamed of working with animals and volunteering at our Victoria Animal Hospital has helped her to get one step closer. She spends two mornings a week in the hospital kennels, helping to clean and disinfect them, and fosters cats that are recuperating before they can be rehomed. She says: "It gives me so much joy and I've learned so much. I'm now planning to study animal management at college."

Review of the year continued

Fundraising

We couldn't do what we do without our incredible fundraisers. Whether they bought a raffle ticket or ran a marathon, donated a few pounds or wrote a cheque for thousands, we're grateful to each and every one of them for their support and dedication to helping needy pets.

Community and events

Our supporters will go to the ends of the earth to raise money for pets in need – or at least 26.2 miles of it. Last year 25 people braved the heat to run the Virgin London Marathon for us, raising £36,000.

In 2011 our events team raised £150,000, thanks to our fundraisers who tackled everything from tea parties to trekking challenges. Even our own executive team took on the 25-mile Hadrian's Wall trek, raising more than £5,500. Our volunteer fundraisers continued to amaze us with their support, like great-grandma Mary Lancaster, who runs a weekly stall at London's Acton Market and has already raised an incredible £9,000 for Blue Cross.

Direct marketing

Our regular giving via direct debits and standing orders raised more than £4.3m in 2011, and our cash appeals made £750,000. We always encourage people to Gift Aid their donations where they are able to which was worth £1.3m to Blue Cross with no extra cost to our supporters. It was a great year for online donations too, raising £103,000.

Our three Paw Draw raffles and our first Christmas Prize Draw together brought in over £440,000.



Our charity shops are a valuable way of raising funds for sick, injured and homeless pets. In 2011 income from the shops topped the £2m mark for the first time. We've now got 26 shops with more openings planned soon.

Retail

It was an incredible year for our charity shops, with income topping £2m for the first time. Our established shops achieved excellent year-on-year increases, despite the difficult trading conditions. We opened three more shops, in Witney, Cheltenham and Chippenham, taking our total to 26.

High value relationships

Working with trusts, companies and major donors, our high value team raised more than £1.3m in donations of income and gifts-in-kind. Support included the provision of food for the pets in our care from our key partners, such as Hill's Pet Nutrition, Burgess Pet Care and Dengie Horse Feeds.

High value donors gave us much-needed funding to expand facilities at our rehoming centres, buy new equipment for our hospitals and enable us to continue to offer services such as our mobile veterinary clinic. The high value team also helped develop relationships with National Veterinary Services who collected donations of clothing for our charity shops, and Petplan who generate income for Blue Cross from the sale of insurance policies.

Jonny Lambert took on the ultimate physical challenge to raise money for sick, injured and homeless pets. He joined Blue Cross on our Dharamsala trek with a colleague and they raised more than £7,000. He loved it so much that he signed up to run the London Marathon for us in 2012.



Legacies

Our legacies come from many walks of life but they all have one thing in common – they help us to continue caring for sick, injured and homeless pets. Whether it's a gift of £100 or £100,000, it's a touching tribute to a love of pets and a passion for helping animals in need.

The tough economic climate is affecting most things, and legacies are no exception. The money that people have to leave behind after they've gone is dwindling and there's been a national fall in charity legacy income. Thankfully, people remain passionate about pets and gifts left to us in Wills still account for more than half our income.

In 2011, legacies raised £14.4m. We received around 1,000 payments from estates and had 1,788 new pledgers, which means we now have more than 10,000 pledgers on our database. Legacy Officer Naomi Orrey says: "It's lovely that people are still willing to support us, even though times are hard. Our supporters understand that to keep us going in the future, they need to think about us now. No matter how large or small, every gift is welcome."

Last year we found out we had been bequeathed £100,000 by Alexander McQueen following his tragic death aged 40 in 2010. We were touched by this gift, a tribute to his love for his dogs and his passion for animal welfare.



Horses were the love of Muriel Joyce Lovatt's life from an early age. At the beginning of World War Two she left home to work with horses and, after she gave up riding, she bred them. They had a life of leisure and never went short, even if she did. Muriel passed away at the age of 95 and left £100 to Blue Cross so we could help horses in the future.



Legacies make up more than half our income so they are a vital fundraising source for us. In 2011 we received £14.4m from gifts left to us in Wills. Our legacy team worked hard to get the message out there about how vital this income is to us and to encourage more gifts in the future. To us, legacies are an inspiration that people should be proud to talk about.

Governance and professional advisers

Registered Office

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

The Blue Cross (incorporating Our Dumb Friends League) is a company limited by guarantee (registered in England No. 363197), which has its registered office at Shilton Road, Burford, Oxfordshire OX18 4PF. Registered as a charity in England and Wales (224392) and in Scotland (SC040154).

Patron

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

Honorary President

RT Vyner CBE

Honorary Vice President

Dr Andrew Edney MRCVS

Vice Presidents

The Rt Hon Earl Cadogan DL

The Lord Kirkham CVO

A Langton

Dr ARW Porter CBE (resigned 17 January 2012)

Lord Sheppard of Didgemere KCVO Kt

WJB Sneath

J Spurling OBE

Board of Trustees

Zair Berry FCA (Chairman)

Dr David Watt PhD FRICS

(Vice-Chairman from 8 December 2011)

Diane Sinclair LLB QDR (resigned 15 February 2012)

Peter Brooks

Tom Corran (Co-opted from 29 September 2011)

Dr Andrew Edney MRCVS (Retired 20 September 2011)

Roger Green MRCVS

Tim Hutton MRCVS

Julie Hyde RGN MA

Tim Porter FCA (Co-opted from 29 September 2011)

Andrew Prebble

Mervyn Reed FCA

The Hon Henrietta Roper-Curzon

Adrian Rowbotham

Colonel Neil Smith QHVS MRCVS

(Co-opted from 29 September 2011)

Stephen Swift (Co-opted from 29 September 2011)

Chief Executive and secretary

Kim Hamilton

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Chartered Accountants
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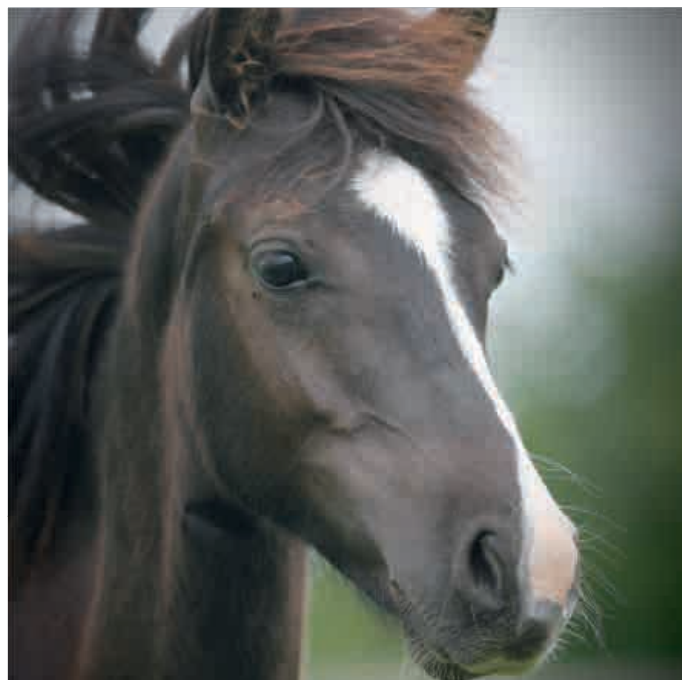
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Looking forward Our plans for 2012 and beyond



Rehoming

We want to expand our Home Direct scheme to make it the first choice for anyone who needs to give up their pet. Under the scheme the pet stays with their owner until we can find a new home for them. This saves the animal the stress of coming into a rehoming centre and it means we can free up spaces for pets that have no other choice, for example if they're stray, abandoned or neglected.

Education

We're expanding our "RespectaBull" status dogs talks even further to promote animal welfare and get young people talking about the issues surrounding so-called "status dogs".

Volunteering

We're working to create opportunities for younger people to get involved and to get our volunteers in touch with each other to share ideas and news. We're also looking to develop online and community-based volunteering.

Retail

We're looking to open another 12 shops and develop other exciting new commercial opportunities.

Events

We're launching a new team challenge, where adventurers have to cover 52 miles in 24 hours across the Peak District.

Community

We want to encourage more community fundraising and we're launching a new fundraising pack in 2012 to promote this.

Public affairs

We'll continue to campaign for more effective legislation to protect the welfare of animals and work with others to promote responsible pet ownership.



Financial summary and other statistics

	2011 £m	2010 £m
Income		
Donations and gifts	£8.0m	£7.1m
Legacies	£14.4m	£15.1m
Fundraising	£0.9m	£0.7m
Income from shops	£2.0m	£1.3m
Investment income	£0.7m	£0.6m
Clinical services	£1.6m	£1.1m
Rehoming services	£0.9m	£0.9m
Rehabilitation	£0.1m	£0.1m
Total	£28.6m	£26.9m
Expenditure		
Clinical services	£9.2m	£8.2m
Rehoming services	£7.4m	£6.8m
Rehabilitation	£1.5m	£2.1m
Advice and support	£0.2m	£0.6m
Costs of fundraising	£8.7m	£7.4m
Total	£27m	£25.1m

This financial summary is taken from the audited accounts approved by the Board of Trustees, which are due to be received and approved by the Members at the Annual General Meeting in June 2012. The full accounts will be available after this date on request from our Director of Finance and Resources at the Blue Cross head office.

2011 income

£28.6m

2011 expenditure

£27m

Total number of pets admitted

7,755

Cats **4,368 (56.5%)**



Dogs **2,712 (35%)**



Rabbits **313 (4%)**



Horses **166 (2%)**



Others **196 (2.5%)**



Total number of pets rehomed

7,208

Cats **4,127 (57%)**



Dogs **2,497 (35%)**



Rabbits **253 (3.5%)**



Horses **153 (2%)**



Others **178 (2.5%)**



Total veterinary consultations/
operations/
diagnostic procedures

97,024

Consultations

71,109

Operations

10,844

Diagnostic procedures

15,071

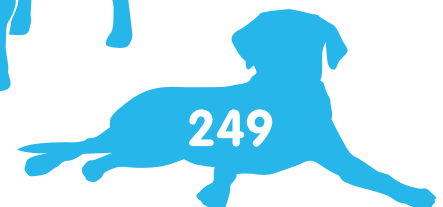
Top five dog breeds admitted:



Jack Russell terrier



Staffordshire bull terrier



Labrador retriever

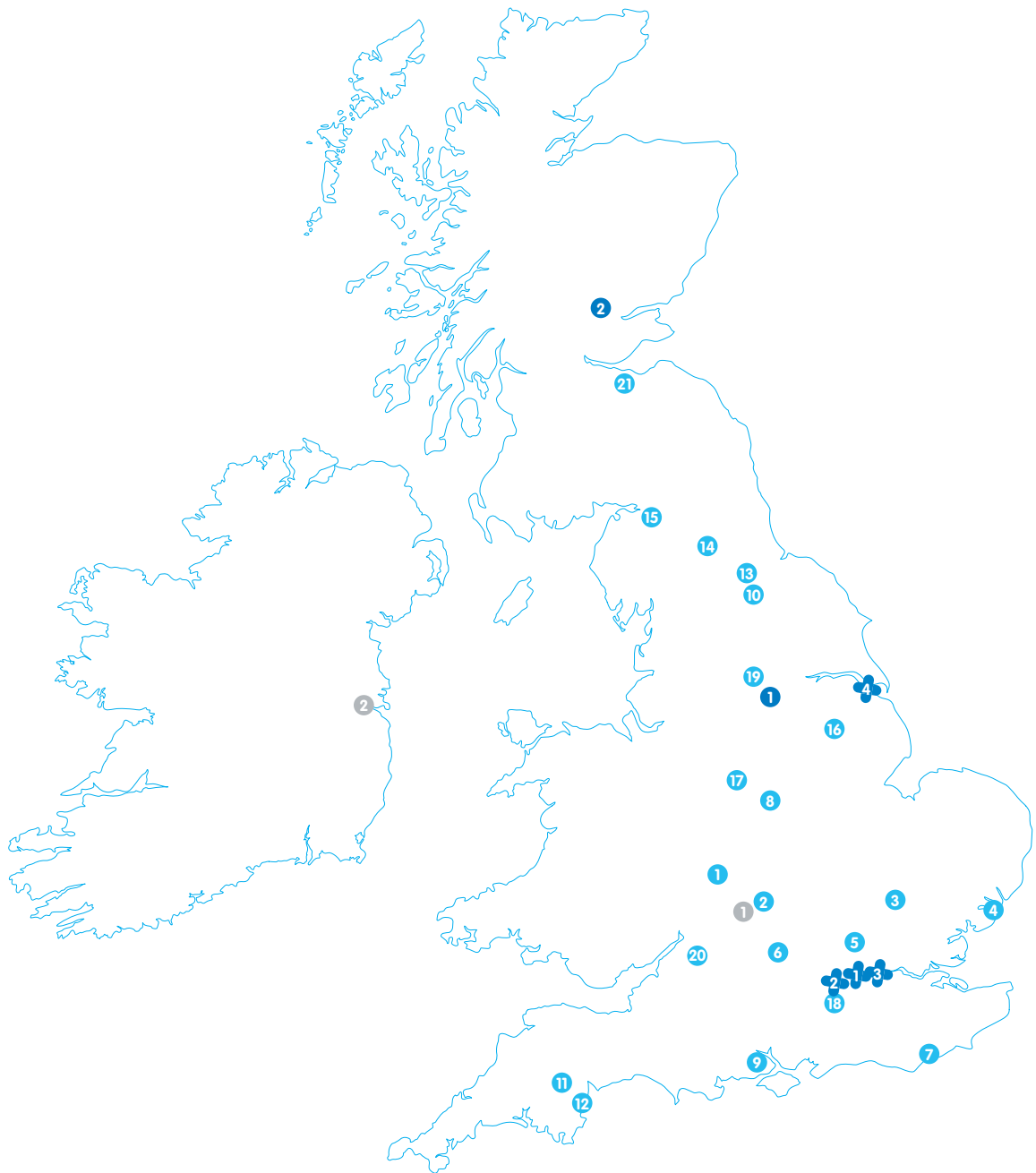


Lurcher



Border collie

Find us



Blue Cross Animal Hospitals

- 1 Blue Cross Animal Hospital, Victoria
- 2 Blue Cross Animal Hospital, Hammersmith
- 3 Blue Cross Animal Hospital, Merton
- 4 Blue Cross Animal Hospital, Grimsby

Blue Cross Rehoming Centres

- 1 Bromsgrove
- 2 Burford
- 3 Cambridge
- 4 Felixstowe
- 5 Hertfordshire
- 6 Lewknor
- 7 Northiam
- 8 Rolleston
- 9 Southampton
- 10 Thirsk
- 11 Tiverton
- 12 Torbay

Pet Fostering

- 13 Cleveland
- 14 County Durham
- 15 Cumbria
- 16 Lincolnshire & Leicestershire
- 17 Staffordshire
- 18 Surrey & Kent
- 19 West Yorkshire
- 20 Wiltshire
- 21 Pet Fostering Service Scotland

Associates

- 1 Mayflower Sanctuary
- 2 Mountains Animal Sanctuary

Partner Charities

- 1 Society for Companion Animal Studies (SCAS)
- 2 The Irish Blue Cross

Blue Cross Shops

Andover, Banbury, Bromsgrove, Cheltenham, Chippenham, Droitwich, Dursley, Fleet, Frome, Hereford, Hungerford, Kidlington, Leamington Spa, Ledbury, Marlborough, Newbury, Pershore, Stow-on-the-Wold, Stratford, Summertown, Tewkesbury, Wootton Bassett, Warwick, Worcester, Wells and Witney.

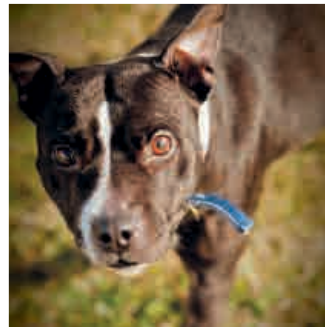
Thank you

We're grateful to everyone who has supported us in 2011 – thanks for doing your bit to help us care for thousands of needy pets. We also love hearing about how the pets we've helped are doing now, and here are some of our favourite messages of thanks from our fabulous Blue Cross supporters.



"When we met Ollie we loved him straightaway and decided that night we wanted to have him. It's been lovely to see him grow up and get bigger every week. When I was poorly with a stomach bug I was in bed for two days and he snuggled up on the bed with me and kept me company."

[Katie Dahlstedt, rehomed cat Ollie](#)



"Please pass on my thanks to everyone at Blue Cross who helped to save and nurture Bessie. You are involved in wonderful work and the fact that Bessie is doing so well is a tribute to you and your colleagues. Thank you again for all you did for this special little character."

[Bill Jones, rehomed dog Bessie](#)



"Angel taught me everything I know. They say that everyone has one extra-special horse in their lifetime and she is undoubtedly mine. She's such a major part of my life, and my family's life too. She's so fabulous, I can't believe how amazing she is. I couldn't find a better horse."

[Natalie Smith, rehomed horse Angel](#)



"The whole time they were operating it was touch and go and even when he survived the surgery I knew it didn't mean he was out of the woods. But then suddenly he seemed to go from better to better and finally I could have hope. I really can't praise Blue Cross enough – they never gave up on Bobby."

[Evelyn Davidson, veterinary client](#)



"When Steve showed me the picture of Zak and Lily my heart just melted. We were really worried someone else would have already snapped them up so we phoned Blue Cross as soon as possible. We were overjoyed when they chose us to take them home – I was in love before we even met them."

[Elaine Pickering, rehomed dogs Zak and Lily](#)



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The Blue Cross (Incorporating
Our Dumb Friends League)
is a charity registered
in England and Wales (224392)
and in Scotland (SC040154).