

# **FINANCIAL STATEMENTS**

for the year ended 31 December 2009

The Blue Cross (Incorporating Our Dumb Friends' League)

A Company Limited by Guarantee No: 363197

Registered Charity No: 224392

Registered Charity in Scotland No: SC040154

# REPORT OF THE TRUSTEES

#### MISSION STATEMENT

To provide care, promote companions iip and enhance animal and human lives.

### PRINCIPAL OBJECTIVES AND ACTIVITIES OF THE BLUE CROSS

To encourage and promote kindness to, and the protection of, animals and to educate the public in responsible animal ownership

### BLUE CROSS GUIDING PRINCIPLES

The Blue Cross exists to:

- · treat the animals of owners who cannot afford private veterinary services
- · find permanent homes for unwaited or abandoned animals
- · educate the public in responsible animal ownership
- promote the benefits to humans of companion animal ownership
- . ensure that no healthy animal in its care is put to sleep simply for want of a home
- ensure that all engaged with the Blue Cross, whether animals or people, receive courteous, friendly and high quality service

### STRATEGIC OBJECTIVES AND 2009 REVIEW

The Board reviewed the long term vision for the Blue Cross and developed a new Strategic Plan to deliver that vision in a sustainal le manner. The implementation of the new strategy will commence in 2010.

Progress made against the outgoing plant is set out below:

2009 STRATEGIC OBJECTIVES	2009 PROGRESS REVIEW
Develop a more extensive volunteer network	2009 was a year of significant growth for our counteer programme with over 1,500 registered colunteers who provided around 145,000 hours to the charity in 2009, a 27% increase on 2008
Expand our education programmes	I ve reached 44,600 children through our school visits and youth groups programme and continued to cistribute pet advice through printed leaflets and cownloads via our social network website www.allaboutpets.co.uk
Increase the number of Welfare Associates	Vie reviewed and consolidated our relationships with our Welfare Associates which reduced the number to 11 including Pet Fostering Service Scotland.

STRATEGIC OBJECTIVES	2009 REVIEW
Develop pet fostering as a Blue Cross service	This initiative cares for those animals which are unsuited to a kennel environment and increased the number of animals rehomed to 313. The first year of collaboration with PFSS saw the rehoming of 25 animals
Enhance The Blue Cross availability to clients and customers	We completed the building of a fourth welfare clinic and major refurbishment at our Southampton adoption centre and finished the major building work at our Thirsk centre to provide new kennels and better public access.
Develop a balanced and sustainable supporter base	We recruited 19,600 new supporters through a wide variety of media to help maintain the level of our supporter base and saw an increase in the number of online and direct debit regular givers.
Sustain and develop fundraising	Our overseas fundraising events raised £180k and our biggest ever team of 215 runners raised £80k in the Royal Parks half marathon. We introduced a Summer raffle for the first time and this helped boost contributions from this source to nearly £540k. We opened our 15 <sup>th</sup> Blue Cross shop as we continue to expand our network across the country.
Expand the work of The Blue Cross veterinary services	Our adoption centre-based clinics helped treat 500 more animals than in 2008 and we provided veterinary care grants worth £438k to support the owners of 4,459 sick pets in 2009.
Enhance The Blue Cross equine operations	Our equine welfare department had 642 horses in its care at the end of 2009 and reached nearly 1,600 people through our equine education programme
Build on our partnership with the Society for Companion Animal Studies	Our support for SCAS in its 30 <sup>th</sup> year continued to promote the human/animal bond through a 150% expansion of its student training programme and the Pets for Life campaign

# Capital Expenditure

Capital expenditure has increased by a further £300k this year to £1.6m with the completions of the Thirsk redevelopment and the major refurbishment programme to improve kennels and reception areas at our Southampton centre. The 2009 Strategic review has extended our capital planning horizons which forecasts that our major building plans for the next 10 years will amount to £30m of which £12.5m is over the next 5 years ( 2008 9.6m).

#### ACHIEVEMENTS AND PERFORMANCE

#### Fundraising

We were pleased that in the current economic climate our voluntary and fundraising income in the year, including legacies totalled £24.7m (2008 - £22.7m).

#### SERVICE DELIVERY

#### **Small Animals**

The demand for our services at our adoption centres was steady during the year, and we cared for 3,996 cats (2008 – 3,227), 2 505 dogs (2008 – 2,588) and 393 (2008 - 313) other domestic pets. 313 animals (2008 – 110) were rehomed through our new fostering outreach service in the North East of England and Scotland.

Our animal behaviour team conducted consultations and assessments face to face and by telephone or Email advice for 2,241 cases (2008 – 2,210) and carried out 32 training days

#### Equine

Our equine welfare services expanded with a total of 642 (2008 - 631) horses under guardianship. In addition to 498 (2008 - 504) horses out on loan, 144 (2008 - 127) horses and ponies were cared for in our three equine centres, many of them undergoing rehabilitation prior to rehoming. We continued our association with the Pony Club and our Equine Education programme reached (600 people (2008 -1,955).

#### Veterinary

Our four animal hospitals carried out 101,766 consultations, diagnostic procedures and operations (2008 – 100,131) including 2,792 consultations at our mobile clinics in London (2008 – 2,936)

The Blue Cross Animal Welfare Grants Scheme gave £438k to 4,459 pet owners in need of financial help towards the cost of veterii ary care for their animals (2008 - £343k to 2,997 pet owners).

Our adoption centre-based welfare clinics saw 1,934 animals for consultations (2008 – 1,392) and a new clinic was opened at cur Southampton centre during the year.

#### Education

Our education programme continued to develop as we reached out to 44,600 children (2008 - 41,000) in face to face talks in primary schools, pre-schools and youth groups around the country delivering our key messages a bout responsible pet ownership, health and staying safe around animals. We also developed and delivered a new education campaign called "Fat Horse Slim" aimed at reducing equine obesity which was launched at Badminton Horse trials. We also introduced our Pony Club Welfare badge and a new information pack in schools called Animals in Society.

#### Subsidiary Companies

The Trading Company had a better year in 2009, as the new catalogue fulfilment house relationship settled down and it donated its profit of £46k (2008 - £20k) by way of gift to the Charity. In addition donations received by the Trading Company from supporters and passed directly to the Charity amounted to £540k (2008 - £406k) boosted by the launch of our new Summer Raffle.

The Design & Build Company continued to oversee the management and cost effectiveness of major building projects on behalf of the Charity and in particular the on-budget and on-time completion of the Southampton adoption centre refurbishment and Thirsk rebuild.

#### **Connected Charities**

### The Irish Blue Cross

We continued to provide grant funding to our 'sister' charity in the Irish Republic who successfully increased their annual income by around 12% and the proportion of their income received from other sources. They completed the building of a new clinic inside the headquarters which is now running very successfully in support of their network of mobile clinics in Dublin and they continue to provide the horse ambulance services for all of the racing fixtures in the Republic.

# The Society for Companion Animal Studies (SCAS)

The Blue Cross partnership with SCAS continued to promote the benefits of the human-animal bond and through direct funding by the Blue Cross the jointly-run Pet Bereavement Support Service provided support and information to bereaved pet owners through responding to 5,830 phone calls (2008 – 3,927) and 604 emails (2008 - 596).

### Assisi Animal Charities Foundation

The Blue Cross, in conjunction with four other animal charities, continued to benefit from its association with Assisi, which promotes payroll giving for the benefit of all five charities.

# Other Charities

We continue to promote, and practise, active cooperation with other major animal welfare charities for mutual benefit through shared knowledge of best practice and coordinated responses to animal welfare issues and proposed legislation.

# FINANCIAL DUTCOME FOR THE YEAR

A summary of the results for the year and the resources deployed at 31 December 2009 is:

	2009 £'000	2008 £'000
Operating Income Legacy Income	11,469 13,942 25,411	11,279 12,989 24,268
Expenditure	(25,562)	(25,728)
Net loss for the year	(151)	(1,460)
Realised losses on sale of investments Net Income transferred to total funds	<u>(8)</u> (159)	<u>(126)</u> (1,586)
Unrealised gains / (losses)on investments in the year	2,920	(5,808)
Total Funds at 1 January 2009	49,880	57,274
Total Funds at 31 December 2009	52,641	49,880
Total Funds are deployed and allocated to :	2009 £'000	2008 £'000
Land and Buildings, Equipment and other assets Capital expenditure planned by the Board Operating lease commitments Reserves	18,771 12,457 2,414 18,999 <b>52,641</b>	18,049 9,624 1,619 20,588 <b>49,880</b>

# STRUCTURE, GOVERNANCE AND MANAGEMENT

# CONSTITUTION

The Blue Cross (Incorporating Our Dumb Friends League) is a Charity Registered in England and Wales (No: 224392) and in Scotland (No: SC040154) and a Company limited by guarantee with no share capital (Registered No: 363197). The governing document is the Memorandum and Articles of Association of The Blue Cross.

# HONORARY PRESIDENT

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# **MEMBERSHIP**

On 31 December 2009 there were 47 Members of The Blue Cross, each paying an annual subscription and entitled to vote at the AGM. Admission to membership requires Board approval.

### **BOARD OF TRUSTEES**

The Board of Trustees, all of whom are Members of the Charity, is required to conduct the affairs and the general business of The Blue Cross and meets a minimum of four times per year. Under Article 14 of its Articles of Association the Charity is required to have a minimum of five Trustees, with no upper limit. The Board currently stands as follows:

# **Board Members:**

DA Sinclair LLB QDR (Chairman)
WH King (Vice Chairman)
ZD Berry FCA
W Beswick MRCVS
PF Brooks
Dr ATB Edney MRCVS
R Green MRCVS

TC Hutton MRCVS
J Hyde RGN MA
AJ Prebble
JMI Reed FCA
The Hon H Roper-Curzon
AV Rowbotham

Dr DS Watt PhD FRICS

Secretary to the Board: KL Hamilton MSc

Under Articles 16 and 17 of the Charity's Articles of Association, the following Trustees retired by rotation and, all being eligible, were re-elected to the Board at the Annual General Meeting held on 24 June 2009:

ZD Berry FCA PF Brooks The Hon H Roper-Curzon AV Rowbotham

#### **BOARD OF TRUSTEES (cont)**

New members of the Board are co-opted by existing Trustees to maintain or augment the range of skills and experience appropriate to the needs and activities of the Charity and subsequently proposed for election by the Members at the AGM.

On appointment new Trustees are provided with appropriate Charity Commission guides, The Blue Cross Handbook, a copy of the Memorandum and Articles of Association, a full set of the Charity's policies, the current Strategic Plan, the latest Statutory Accounts and an outline of their duties and responsibilities. New Trustees meet with the Chief Executive to undertake an induction process.

#### STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the report of the trustees and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable IBW). The financial statements are required by law to give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that period. In preparing these financial statements, the Trustees are required to:

- · select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any
  material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland). They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as each of the Trustees at the date of this report is aware, there is no relevant audit information of which the charity's auditor is unaware. Each Trustee has taken all the steps that he/she ought to have taken as a trustee in order to make himself/herself aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

#### FINANCE AND SUPPORT COMMITTEE

The members of the Finance and Support Committee (FISCO) are listed below. The Committee operates under the delegated authority of the full Board and meets to consider finance and support matters, so leaving the Board with responsibility for major policy decisions and any issues that must be considered by the full Board.

ZD Berry FCA (Chairman)

PF Brooks
AJ Prebble
JMI Reed FCA
AV Rowbotham
Dr DS Watt PhD FRICS
DA Sinclair LLB QDR (ex-officio as Chairman of Trustees)

### **AUDIT COMMITTEE**

The members of the Audit Committee are listed below. The Committee operates under the delegated authority of the full Board and meets at least twice a year to consider audit and risk matters, so leaving the Board with full responsibility for major policy decisions and any issues that must be considered by the full Board.

J Hyde RGN MA (Chairman)
Dr ATB Edney MRCVS
R Green MRCVS
TC Hutton MRCVS
JMI Reed FCA
Dr DS Watt PhD FRICS

# SERVICE DELIVERY COMMITTEE

The members of the Service Delivery Committee (SEDCO) are listed below. The Committee operates under the delegated authority of the full Board and meets to consider service delivery matters, so leaving the Board with full responsibility for major policy decisions and any issues that must be considered by the full Board.

WH King (Chairman)
W Beswick MRCVS
Dr ATB Edney MRCVS
R Green MRCVS
ATC Hutton MRCVS
AJ Prebble
DA Sinclair LLB QDR (ex-officio as Chairman of Trustees)

# COMMERCIAL AND RETAIL COMMITTEE (COMCO)

The members of the Commercial and Retail Committee (COMCO) are listed below. The Committee operates under the delegated authority of the full Board and meets to consider fundraising and commercial matters, so leaving the Board with full responsibility for major policy decisions and any issues that must be considered by the full Board.

AV Rowbotham (Chairman)
ZD Berry FCA
W Beswick MRCVS
PF Brooks
WH King
The Hon H Roper-Curzon
DA Sinclair LLB QDR (ex-officio as Chairman of Trustees)

KL Hamilton and other members of the Executive Team (ET) are in attendance at the above meetings as required.

KL Hamilton Chief Executive

C Bamber Director of Service Delivery
RJ Briggs Director of Human Resources

M Evans Director of Commercial and Retail (from 1 March 2010)

SP Goody Director of Extern al Affairs
NA Smith Director of Finance and Resources

R Mitty Interim Director of Fundraising (from 1 March 2010)

The Board delegates responsibility for the day-to-day management of the Charity to the Chief Executive and the ET. The ET reports to the Board on the performance of their respective Directorates against the Strategic Plan set out by the Trustees and financial and operational trends measured against the annually approved budget. Key performance indicators are in place to assist this process.

#### **RESERVES**

During 2009 the Board reviewed its reserves policy to ensure that it represented an appropriate mechanism to support the organisation in countering short term financial risk whilst recognising the interaction between reserves and long term strategic objectives and capital plans.

The Board's policy is to maintain liquid reserves sufficient to counter the most significant short term financial risk to the organisation, which has been identified as a sudden fall in income. The appropriate benchmark has been determined as the ratio of liquid reserves to the amount required to cover

- 6 months future budgeted expenditure which has been determined as being a sufficient timeframe to manage material cost reductions or fund emergency appeals whilst minimising the impact on our service delivery and core organisational capabilities
- all contracted capital expenditure
- all expenditure committed under leases through to their expiry

The Board has reviewed this measure and decided that the desired target ratio is 1.00. The Executive team will provide justification for any material variation from this target and, where appropriate, take corrective action.

Against this measure, at 31 December 2009 the organisation is operating at a ratio of 1.93 and therefore exceeds the target reserves policy.

#### INVESTMENT POLICY AND PERFORMANCE

The world's financial markets have begun to recover from the severe turmoil experienced in 2008 and this has improved the value of the Charity's investments by £3m (2008 - £6m loss).

Whilst the continuing uncertainty in the global economy remains of concern to the Trustees, the investments are held for the long term and with a general expectation of future recovery.

The investment portfolio is managed externally by the charity's investment managers on a discretionary basis, subject to appropriate policies and limits established by the Trustees.

The central requirement for the investment portfolio is to produce optimum growth exceeding inflation over any long-term period with a balanced level of risk. Investment performance is reviewed by the Trustees on a quarterly basis with the Charity's investment managers against relevant benchmarks.

# RISK

The Trustees regularly review areas of risk across the whole range of the Charity's activities. The annual budget and business planning processes include reviews and assessment of the possible risks to the Charity, the likely consequences of those risks and plans to mitigate their effects on delivery of the charitable services. This framework of risk is actively monitored across the organisation by the Executive Team supported by Internal Audit resources, a Health and Safety Manager and The Blue Cross staff. Any significant changes in risk to the organisation are notified to the Trustees and addressed by the Executive Team.

The Charity appointed Grant Thornton LLP to carry out the internal audit function (reporting to the Chief Executive and Audit Committee) which will include a review of the Blue Cross risk register and processes for risk management as an integral part of this appointment.

# **EMPLOYEES**

Employees are vital to the delivery of our charitable objectives. The Charity believes in, and practises, open communication, supported by a Staff Forum, inter-departmental meetings, newsletters and organisation-wide email access. The Charity continues to hold Investors in People accreditation, as external evidence of its commitment to, and practical application of, staff communication and development.

# **EQUAL OPPORTUNITIES**

The Blue Cross is committed to the principle of equal opportunity in employment and aims to ensure that recruitment, selection, training, development and promotion procedures result in all job applicants and employees, regardless of their status, being treated on an equal basis, bearing in mind the aptitudes of the applicant concerned, and subject to any reasonable adjustment that may be required. Every effort is made to ensure that if a member of staff becomes permanently disabled during their employment with the Charity, their employment continues and any additional training and support is provided.

# **VOLUNTEERS**

2009 continued to be a year of significant growth for our volunteer programme. We now have well over 1,500 registered volunteers who provided a total of over 145,000 hours to the charity in 2009, a 27% increase on the 114,000 hours given in 2008. We are very aware of the importance of our volunteers in all aspects of the Charity's current activity and the part that they will play in our future growth. We recognise the need to continue to invest in the resourcing and management of our volunteer programmes to enable them to support the charity in the years ahead.

#### **PUBLIC BENEFIT**

Our principal charitable objective is 'To encourage and promote kindness to, and the protection of, animals and to educate the public in responsible animal ownership"

As an integral part of achieving that objective and therefore of direct public benefit:-

- our veterinary hospitals provide around 100,000 treatments each year for animals owned by the public who canno afford private veterinary services
- our adoption centres take in arc and 6,000 dogs and cats many of whom we neuter to help reduce the number of unwanted and stray animals
- we provide an invaluable matching service for the public looking to adopt those 6,000 unwanted animals each year
- we run a Pets into Care scheme to provide peace of mind for pet owners who
  predecease their pets
- we run a public education programme through provision of a free range of 80 pet care leaflets available in printed and on-line media
- we also run a curriculum based children's education programme in schools which reaches around 45,000 children and teaches both responsible pet ownership and safety around dogs.
- We also work with housing providers, other organisations and charities and members
  of parliament to encourage the enacting of legislation which supports people and
  animal welfare policies.

The Blue Cross believes that the promotion of kindness to, and protection of, animals together with responsible animal owner hip supports a better civil society and is therefore of significant public benefit.

### **AUDITORS**

The Trustees will place a resolution before the Annual General Meeting to re-appoint The Gallagher Partnership LLP as auditors for the ensuing year.

By order of the Board

KL Hamilton MSc Secretary

unalda

28 April 2010

# DETAILS OF THE REGISTERED OFFICE OF THE BLUE CROSS AND ADDRESSES OF ITS PROFESSIONAL ADVISERS

# **Registered Office**

Shilton Road Burford Oxfordshire OX18 4PF

The Blue Cross (Incorporating Our Dumb Friends League), is a Charity Registered in England and Wales (No:224392) and in Scotland (No:SC040154) and a Company limited by guarantee with no share capital, registered in England (No:363197)

### **Bankers**

National Westminster Bank Plc 141 Ebury Street London SW1W 9QP

# **External Auditors**

The Gallagher Partnership LLP Chartered Accountants Registered Auditors Titchfield House 69/85 Tabernacle Street London EC2A 4RR

# **Investment Managers**

Rathbones Investment Management Limited 159 New Bond Street London W1S 2UD

# **Solicitors**

Bircham Dyson Bell LLP 50 Broadway Westminster London SW1H 0BL

# **Internal Auditors**

Grant Thornton UK LLP Enterprise House 115 Edmund Street Birmingham B3 2HJ

# Independent Auditor's Report to the Members of THE BLUE CROSS (Incorporating Our Dumb Friends' League)

We have audited the group and parent company financial statements of The Blue Cross for the year ended 31 December 2009 set out pages 15 to 31 These financial statements have been prepared in accordance with the εccounting policies set out therein.

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and with section 44(1)(c) of the Charities and Trustee Investment (Scorland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the company's members as a body, for our audit work, for this report, or for the opinions we have form:

#### Respective responsibilities of trustees and auditors

The trustees' (who are also the directors of The Blue Cross for the purpose of company law) responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

We have been appointed auditors under the Companies Act 2006 and under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report to you in accordance with those Acts. Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (United Kingdom and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice and have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006. We also report to you if in our opinion the information given in the Trustees' Annual Report is not consistent with the financial statements.

In addition, we report to you if, in our op nion, the charitable company has not kept adequate accounting records, if the charity's financial statements are not in agreement with those records, if we have not received all the information and explanations we require for our audit or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it. Our responsibilities do not extend to other information.

#### Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (United Kingdom and Ireland) issued by the Audiling Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the trustees in the preparation of the inancial statements, and of whether the accounting

policies are appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

# Independent Auditor's Report to the Members of The Blue Cross

# Opinion

In our opinion:

- the financial statements give a true and fair view of the state of the group's and the
  parent company's affairs as at 31 December 2009 and of the group's incoming
  resources and application of resources, including its income and expenditure, for the
  year then ended;
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- the financial statements have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006; and
- the information given in the Trustees' Annual Report is consistent with the financial statements.

The Gallaguer Patresting LLP

Samuel Clarke
Senior Statutory Auditor
For and on behalf of
The Gallagher Partnership LLP
Statutory Auditor
London

30 APRIL 2010

# Consolidated Statement of Financial Activities for the year ended 31 December 2009

	Note	General Funds £'000	Restricted Funds £'000	Total 2009 €'000	Total 2008 £'000		
Incoming Resources from Generated Funds							
Voluntary Income:							
Donations and gifts		7,811	447	8,258	8,223		
Legacies received Activities for generating funds:		10,841	3,101	13,942	12,989		
Service Delivery		403	0	403	0		
Fundraising		1,956	64	2,020	1,501		
Income of Trading subsidiaries	4	46	0	46	20		
Investment income	3	699	43	742	1,534		
Other incoming resources							
Net gain on disposal of tangible assets	fixed	0	0	0	1		
Total Incoming Resources		21,756	3,655	25,411	24,268		
Resources Expended Charitable activities:							
Animal hospitals and clinics		6.534	2,076	8.610	8,335		
Companion animal centres		6.097	1,985	8,082	8,334		
Equine welfare		1,897	289	2,186	2,502		
Education		785	8	793	1,190		
		15,313	4,358	19,671	20,361		
Cost of Generating Funds					0.045		
Voluntary Income		3,725	145	3,870	3,845		
Fundraising Income		1,897	0	1,897	1,347		
Investment income		49	0	49	49		
Governance Costs		5,671 75	145 0	5,816 75	5,241 126		
Covernance Goods							
Total Resources Expended	6	1,059	4,503	25,562	25,728		
	urces		(0.40)	(4=4)	44 400)		
for the year before transfers		697	(848)	(151)	(1,460)		
Gains on investment assets:							
Total unrealised and realised							
investment gains/(losses)		2,851	61	2,912	(5,934)		
Net Movement in Funds		3,548	(787)	2,761	(7,394)		
Fund balances brought forward at	t	-,- :-	` ,	_,,	(1,00.7		
1 January 2009		4 2,646	7,234	49,880	57,274		
Transfers between funds		0	0	0	0		
Fund halanoon social formed	1						
Fund balances carried forward at 31 December 2009		46,194	6,447	52,641	49,880		
			-,		-,		

None of the Society's activities was acquired or discontinued during the above two financial years. The Society has no recognised gains or losses other than those dealt with in the statement of financial activities. The notes on pages 19 to 31 form part of these accounts.

# Consolidated Balance Sheet at 31 December 2009

	Note	2009 £'000	2009 £'000	2008 £'000	2008 £'000
FIXED ASSETS Tangible Assets Investments	8 9		18,771 18,689 37,460		18,049 15,242 33,291
CURRENT ASSETS Stocks Debtors Cash at bank and in hand CREDITORS: Amounts falling due	10 11	42 2,449 14,370 16,861		59 1,685 <u>17,325</u> 19,069	
within one year	12	(1,680)		(2,480)	
NET CURRENT ASSETS			15,181		16,589
NET ASSETS			52,641		49,880
Unrestricted funds Restricted funds	13 14		46,194 6,447		42,646 7,234
TOTAL FUNDS			52,641		49,880

The financial statements were approved by the Board on 28 April 2010 and signed on its behalf by:

DA Sinclair LLB QDR

Chairman

ZD Berry FCA

Chairman

Finance and Support Committee

# Company Balance Sheet at 31 December 2009

	Note	2009 £'000	2009 £'000	2008 £'000	2008 £'000
FIXED ASSETS Tangible Assets Investments	8 9		18,771 18,689 37,460		18,049 15,242 33,291
CURRENT ASSETS Stocks Debtors Cash at bank and in hand CREDITORS: Amounts falling due	10 11	42 2,661 - <u>14,141</u> 16,844		59 2,178 16,784 19,021	
within one year	12	(1,663)		(2,432)	
NET CURRENT ASSETS			15,181		16,589
NET ASSETS			52,641		49,880
Unrestricted funds Restricted funds	13 14		46,194 6,447		42,646 7,234
TOTAL FUNDS			52,641		49,880

The financial statements were approved by the Board on 28 April 2010 and signed on its behalf by:

DA Sinclair LLB QDR

Chairman

ZD Berry FCA Chairman

Finance and Support Committee

Consolidated Cashflow Statement for the Year el December 2009	nded 31	2009 £'000	2008 £'000
Net cash (outflow)/inflow from operating activities Investment income		(1,606) 742	(1,461) 1,534
Capital expenditure Net movement in investment funds		(1,556) (535)	(1,258) (135)
Increase/(Decrease) in cash		(2,955)	(1,320)
Reconciliation of Operating surplus to Net cash inf	low from oper	ating activities	•
Net (outgoing)/incoming resources for the year Depreciation		(151) 834	(1,460) 821
(Surplus) on sale of fixed assets/ investments		0	(1)
(Increase)/Decrease in stocks (Increase) in debtors		17 (764)	5 (22)
(Decrease)/Increase in creditors		(800)	730
Investment income		(742)	(1,534)
Net cash inflow from operating activities		(1,606)	(1,461)
Analysis of cashflows for headings netted in the	Cashflow Sta	itement	
Investment income			
Investment income received & receivable Interest received & receivable		487 255	934 600
		742	1,534
Capital expenditure			
Purchase of tangible fixed assets Sale of tangible fixed assets		(1,556) 0	(1,259) 1
		(1,556)	(1,258)
Investment Funds			
Purchase of investments Sale of investments		(5,562) 5,027	(3,546) 3,411
Net movement on investment funds		(535)	(135)
Analysis of changes in net funds	At 1 Jan 2009 £'000	Changes £'000	At 31 Dec 2009 £'000
Net cash: Cash held by Investment Managers	546	(524)	22
Short term deposits Cash in hand	9,000 7,779	2,000 (4,431)	11,000 3,348
	17,325	(2,955)	14,370

#### 1. ACCOUNTING POLICIES

A summary of principal accounting policies, all of which have been applied consistently throughout the year and the preceding year, is set out below:

#### i. Basis of Accounting

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value. The financial statements have been prepared in accordance with the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005), applicable accounting standards and the Companies Act 2006.

#### ii. Income

Charitable income is recognised on a cash received basis other than where an accruals basis provides a more accurate basis or will give a fairer representation of the underlying nature of the transaction. Income is recognised so far as there is entitlement to the income, there is certainty of its receipt and the amount is quantifiable. Turnover in the Trading Company is represented substantially by the commission receivable, excluding VAT, on goods sold during the year.

#### iii. Legacies

Legacies are treated as income when the Society is legally entitled to the bequest and the amount can be quantified with reasonable accuracy. The date of entitlement is the earlier of the Society being notified of an impending distribution or the legacy being received. Bequests received for specific hospitals, centres and other purposes are included as restricted funds income and utilised to meet their respective costs.

#### iv. Tangible Fixed Assets

Tangible fixed assets represent freehold land and buildings, motor vehicles and equipment. With the exception of IT equipment which is all written off in the year of purchase, all fixed assets purchased for more than £5,000 and with an expected life of more than one year are included at cost and depreciated on the bases outlined below. Freehold land and buildings are stated at cost or at valuation. Property additions since the last revaluation are stated at cost.

#### v. Depreciation

The Board has set depreciation rates that are prudent and realistic and use the following rates, all on a straight line basis, to reduce by annual instalments the cost of the tangible assets over their estimated useful lives:

Freehold buildings - hospitals and administration	50 years
Freehold buildings - adoption and equine centres	25 years
Equipment	4 years
Motor vehicles	3 years

#### vi. Listed Investments

Investments are included in the accounts at market value.

### vii. Stocks

Stocks are valued at the lower of cost and net realisable value. Full provision is made for slow moving and obsolete items.

# viii. Expenditure

Expenditure is charged to the revenue account on an accruals basis and has been classified under headings that aggregate costs related to each particular charitable activity. Support costs that relate to the delivery of our charitable work including IT, payroll, administration, health and safety, human resources, print, communications and management, have been allocated to activities on the basis of headcount in the area of activity. Governance costs relate to the monitoring of the general running of the charity, strategic planning and public accountability.

# ix. Pensions

Pension contributions are charged to the income and expenditure account as incurred.

# x. Consolidation

The Group Accounts consolidate the accounts of The Blue Cross and its subsidiary undertakings drawn up to 31 December 2009 on a line by line basis in the balance sheet and a single line entry in the Statement of Financial Activities. The detailed profit and loss account of The Blue Cross Trading Company is included in Note 4 and The Blue Cross (D&B) Company's activity is disclosed in Note 5 to the accounts.

# 2. NET INCOME FOR THE YEAR

The net income for the year is stated after charging:	2009 £'000	2008 £'000
Depreciation	834	821
Gains on disposals of tangible fixed assets	0	1
Auditors remuneration	20	20
3. INCOME FROM INVESTMENTS		
	2009 £'000	2008 £'000
Investment income received & receivable	487	600
Interest received & receivable	255	934
	742	1,534

#### 4. THE BLUE CROSS TRADING COMPANY LIMITED

The Charity has a wholly owned trading subsidiary incorporated in the UK, whose activities form part of an integrated approach to supporters. The Blue Cross Trading Company Ltd primarily generates its income through commission on the sales of gifts and Christmas cards by mail order. Turnover also includes sales at the Charity's adoption centres. Net taxable profits are transferred to The Blue Cross by way of Gift. A summary of the trading results is shown below:

Profit and Loss Account	2009 £'000	2008 £'000
Turnover	189	143
Cost of Sales	(112)	(87)
Gross Profit	77	56
Administrative Expenses	(31)	(36)
Profit on ordinary activities	46	20
Tax on profit on ordinary activities	0	0
Profit on ordinary activities after taxation	46	20
Retained profit brought forward	0	0
Gifted to The Blue Cross	(46)	(20)
Retained Profit carried forward	0	0

#### 5. THE BLUE CROSS (D&B) COMPANY LIMITED

The Charity has set up a wholly owned subsidiary incorporated in the UK, whose main activity is to undertake the design and building of the Charity's hospitals and adoption centres in the most cost effective manner for the benefit of the Charity. Its turnover is derived from invoicing the Charity at cost for each major capital project as the costs are incurred. Any net profits would be transferred to The Blue Cross by way of Gift.

A summary of the trading results is shown below:

Profit and Loss Account	2009 £'000	2008 £'000
Turnover Cost of Sales	2,326 (2,326)	1,077 (1,077)
Gross Profit Administrative Expenses	0 0	0
Profit on ordinary activities Tax on profit on ordinary activities	0	0
Profit on ordinary activities after taxat on	<u>0</u>	- 0
Retained profit brought forward  Retained Profit carried forward	0	<b>0</b>

# 6. ANALYSIS OF TOTAL RESOURCES EXPENDED

	Staff Costs £'000	Other Costs £'000	Dep'n £'000	2009 Total £'000	2008 Total €'000
Direct charitable expenditure Animal hospitals and					
clinics	5,535	2,854	221	8,610	8,335
Companion animal centres	3,908	3,766	409	8,083	8,334
Equine welfare	1,1 <b>41</b>	867	177	2,185	2,502
Education	274	518	11	793	1,190
	10,858	8,005	808	19,671	20,361
Costs of Generating Funds					
Voluntary Income	671	3,183	16	3,870	3,845
Fundraising Income	650	1,237	10	1,897	1,347
Investment Income	0	49	0	49	49
	1,321	4,469	26	5,816	5,241
Governance costs	40_	35	0	75	126
Total	12,219	12,509	834	25,562	25,728

Staff costs include £2,075k (2008 - £2,033k) and Other Costs include £1,751k (2008 - £2157k), which have been allocated across all activities. These allocated costs include the provision of IT, payroll, administration, health and safety, human resources, print, communications and management services to the charity's staff and volunteers, adoption centres, equine centres and shops across the UK. They have been allocated on the basis of the number of full time equivalents in each area of direct activity.

# 7. STAFF COSTS

	2009 Group £'000	2008 Group £'000
Wages and salaries	10,785	9,983
Social security costs	1,004	917
Other pension costs	430	408
	12,219	11,308

#### 7. STAFF COSTS (continued)

The average weekly number of employees engaged in the activities of the Charity during the year, calculated on full time equivalents, was:

	2009 Group Number	2008 Group Number
Animal hospitals and clinics	166	149
Companion animal centres	185	183
Equine welfare	49	50
Education	8	12
Generating voluntary income	25	21
Generating fundraising income	16	14
Governance	0	1
	449	430

The number of employees whose emoluments (including benefits in kind) were in excess of £60,000 for the year were:

	2009 Group Number	2008 Group Number
£60,001 - £70,000	3	2
£70,001 - £80,000	2	5
£80,001 - £90,000	0	0
£90,001 - £100,000	1	0
£100,000 - £110,000	1	0

Contributions made in the year for the provision of money purchase pension schemes totalled £33,308 for these 7 employees (2008 - £42,092 for 7 employees).

In accordance with the Memorandum of Association of The Blue Cross the Trustees received no remuneration for their services during the year.

Total expenses incurred during the year for 14 Trustees was £14,588 (2008 - 14 Trustees £17,984).

Trustee Indemnity Insurance was provided in the year at a total cost of £3,150 to the Charity (2008 - £2,258).

# 8. TANGIBLE FIXED ASSETS FOR THE GROUP AND COMPANY

04	Freehold Land and Buildings £'000	Equipment £'000	Motor Vehicles £'000	Total £′000
Cost	04.040	400		
At 1 January 2009	24,319	428	151	24,898
Additions	1, <del>4</del> 81	33	42	1,556
Disposals	0	0	0	0
At 31 December 2009	25,800	461	193	26,454
Depreciation				
At 1 January 2009	6,399	324	126	6,849
Charge for the year	733	70	31	834
Disposals	0	Ö	Ö	0
At 31 December 2009	7,132	394	157	7,683
Net Book Value at 31 December 2009	18,668	67	36	18,771
	,000			10,771
Net Book Value at				
31 December 2008	17,920	104	25	18,049

The freehold land and buildings are shown at cost with the exception of 4 properties shown at valuation on 17 December 1952 in the sum of £7,482. The Trustees are of the opinion that had depreciation been based on original cost, the depreciation charge would not have been materially different.

# The Net Book Value at 31 December 2009 represents fixed assets used for:

	2009 Net Book Value £'000	2008 Net Book Value £'000	2009 Insurance Value £'000
Animal hospitals and clinics	6,650	6,868	11,304
Companion animat centres	7,868	6,882	19,306
Equine welfare	3,522	3,676	3,982
Education	18	31	24
Generating voluntary income	437	383	72
Generating fundraising income	276	206	45
Governance	0	3	0
	18,771	18,049	34,733

# 9. FIXED ASSET INVESTMENTS

			Group and Company 2009 £'000	Group and Company 2008 £'000
Market value at 1 January 2009 Disposals at valuation Acquisitions at cost Net (losses)/gains on revaluation			15,242 (5,035) 5,562 2,920	21,035 (3,505) 3,546 (5,834)
Market value at 31 December 2009			18,689	15,242
The above investments consist of:				
Fixed Interest securities Other shares and securities Investments in subsidiary undertakings	s		3,060 15,629 0	2,325 12,917 0
			18,689	15,242
Historical cost as at 31 December 200	9		18,438	17,492
10. STOCKS				
	Group 2009 £'000	Group 2008 £'000	Company 2009 £'000	Company 2008 £'000
Veterinary drugs for charitable purposes	42	59	42	59

# 11. DEBTORS

	Group 2009 £'000	Group 2008 £'000	Company 2009 £'000	Company 2008 £'000
Income Tax Recoverable	1,444	632	1,444	632
Trade debtors	28	72	0	0
Amounts owed by group undertakings	0	0	138	111
Other debtors	476	471	478	471
Prepayments and accrued income	321	310	321	311
Loan to The Blue Cross (D&B) Co Ltd	0	0	100	453
Loan to the Irish Blue Cross	180	200	180	200
	2,449	1,685	2,661	2,178

At the balance sheet date a loan of £100k (2008 - £453k) was made to The Blue Cross (D&B) Company Limited. Interest is payable on the amount outstanding as earned by the subsidiary. Repayment is due by 2012.

At the balance sheet date a loan of £180k (2008 - £200k) was made to The Irish Blue Cross, a registered charity in the Republic of Ireland. Repayment is due by 2019.

# 12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group 2009 £'000	Group 2008 £'000	Company 2009 £'000	Company 2008 £'000
Trade creditors	902	989	887	981
Amounts owed to group undertakings	0	0	0	0
Social security and other taxes	282	291	282	285
Other creditors	83	139	83	139
Accruals	413	1,061	411	1,027
	1,680	2,480	1,663	2,432

# 13. FUNDS

Group	Unr∋stricted ∄'000	Restricted £'000	2009 Total £'000	2008 Total £'000
Balance at 1 January 2009 Net movement in funds	42,646 3,548	7,234 (787)	<b>49</b> ,880 2,761	57,274 (7,394)
Balance at 31 December 2009	46,194	6,447	52,641	49,880
Represented by: Tangible Fixed Assets Investments Other Net Assets Cash	14,064 17,259 811 14,060	4,707 1,430 0 310	18,771 18,689 811 14,370	18,049 15,242 (736) 17,325
	46,194	6,447	52,641	49,880
Company				
Balance at 1 January 2009 Net movement in funds	42,646 3,548	7,234 (787)	49,880 2,761	57,274 (7,394)
Balance at 31 December 2009	46,194	6,447	52,641	49,880
Represented by: Tangible Fixed Assets Investments Other Net Assets Cash	14,064 17,259 1,040 13,831	4,707 1,430 0 310	18,771 18,689 1,040 14,141	18,049 15,242 (195) 16,784
	46,194	6,447	52,641	49,880

# 14. RESTRICTED FUNDS

The funds of the Group and the Compary include restricted funds held on trust to be applied for specific purposes.

	Income £'000	Capital £'000	Total £'000
Balance brought forward at 1 January 2009 Incoming funds in the year Expenditure in the year Transfer from other funds	591 3,328 (3,771) (23)	6,643 389 (733) 23	7,234 3,717 (4,504) 0
Balance carried forward at 31 December 2009 Represented by:	125	6,322	6,447
Land and Buildings	0	4,707	4,707
Investments	0	1,430	1,430
Cash	125	185	310
	125	6,322	6,447

# 14. RESTRICTED FUNDS (cont)

The principal restricted funds are those held in respect of the following funds. Investment income is credited to funds where applicable. Annual depreciation and other relevant costs related to buildings and equipment are charged against the appropriate capital fund over the lifetime of the asset or until the fund is fully utilised.

	2009 £'000	2008 £'000
Capital Funds	2000	~ 000
Victoria Hospital	3,150	3,348
Bromsgrove Adoption Centre	197	269
Grimsby Hospital	1,360	1,460
Northiam Adoption Centre	292	306
Subsidiary Charities	191	202
Merton Hospital Vet equipment	14	51
Thirsk Adoption Centre	920	817
Veterinary Equipment	85	68
Mobile Clinic	69	71
Other purposes	16	51
Sandbach Endowment (transferred		
from income funds in 2009)	28	0
	6,322	6,643
	<u> </u>	<del></del> ,- ··-
Income Funds	2009	2008
	£'000	£'000
Community Nurse & Mobile clinic running costs	35	35
Burford Adoption Centre	37	183
Northiam Adoption Centre	0	83
Phoenix Horse Rescue Fund	0	9
Thirsk Adoption Centre running costs	52	225
Horse Ambulance running costs	0	33
Sandbag and Hesco Rescue Fund	1	0
Sandbach Endowment (transferred to Capital		
Funds in 2009)	0_	23
	125	591
	6,447	7,234

#### 15. CONNECTED AND SUBSIDIARY CHARITIES

#### **Connected Charities**

The Irish Blue Cross	2009 £'000	2008 £'000
Grant in the year	20_	70

The Irish Blue Cross provides veterinaly care in the city of Dublin and an equine welfare service for race meetings and other everits in the Republic of Ireland.

The Society for Companion Animal Studies (SCAS)	2009 £'000	2008 £'000
Grant in the year	85	86

The Blue Cross is a member of SCAB which is a registered charity incorporated as a company limited by guarantee and not having a share capital. The Blue Cross liability as a member is restricted to £1. SCAS provides funding for academic studies into the interaction between people and their companion animals, publishes and distributes the results and facilitates an annual conference which b ings together the leading experts and advocates in the field of the human-animal bond.

The Blue Cross is a member of Assisi Animal Charities Foundation which is a registered charity incorporated as a company limited by guarantee and not having a share capital. The Blue Cross liability as a member is restricted to £10. Assisi co-ordinates and promotes payroll giving to benefit the work of five animal charities, including The Blue Cross, on a scale that would not be economic for the charities to carry out on an individual basis.

#### **Subsidiary Charities**

The following charities are classified as subsidiary charities on the Charity Commission's Register and are included in the accounts:

The War Horses Fund
Annie Gordon Fund
London Institute Mrs Morgan's Fund
Bertie Copinger Prichard Fund (Captive and Performing Animals Fund)
Mary Margaret Baroness Seaforth of Brahan (Sister Mabel's Free Dispensary for Sick Animals)
Edith Alice Bromley-Bourne Fund
Rosie May Hare Winton Fund
Amy Alice Baldwin Fund
Louisa Snow Fund
Lucy Anne Fraser Oldfield Fund
M I S Hounsell Fund

In accordance with the provisions of the Charities Acts regarding small charities, the Charity aims to utilise any small funds held by its Subsidiary Charities.

# 16. PENSION COSTS

The Charity contributes to a 'money purchase' pension scheme for salaried employees. Payments made to the scheme and charged in the accounts comprise current contributions. These contributions payable by the charity amounted to £430k (2008 - £408k). All contributions were paid in the year.

### 17. TAX ON SURPLUS ON ORDINARY ACTIVITIES

As a registered charity The Blue Cross is not subject to corporation tax. The income tax suffered by deduction from gifts is reclaimed from the Inland Revenue.

# 18. LEGACIES

At the year-end the Charity was aware that it was a beneficiary of an estimated 608 (2008 - 593) estates where either, it was not certain that the legacy would be received, or the value could not be reliably measured. The current estimate of the total amount concerned is £17.2m (2008 - £15.2m).

### 19. COMPANY STATUS

The Blue Cross is a registered charity constituted as a Company limited by guarantee, and does not have share capital. The liability of each member is limited to £1.

# 20. COMMITMENTS

Details of commitments at the accounting date are as follows:

Contracted for but not provided for:	2009 £'000	2008 £'000
Thirsk Companion Animal Centre	0	1,119
Southampton Animal Centre	0	763
	0	1,882

The commitments contracted for but not provided for represent the contract values, less payments made for building projects in progress.

#### 20. COMMITMENTS (continued)

Expenditure planned over next 5 years but not contracted for:	2009 £'000	2008 £'000
Animal hospitals and clinics Companion animal centres Equine welfare	6,967 3,740 1,750	1,591 3,967 2,184
	12,457	7,742
Total Planned Expenditure	12,457	9,624

#### 21. CONTINGENT LIABILITIES

The Blue Cross is a member of the Wag & Bone Show Company Limited, incorporated in April 2003 as a company limited by gua antee not having a share capital. The Blue Cross's liability as a member is limited to £5,000. The Wag & Bone Show Company Limited was set up by seven canine welfare charities to promote the image of the rescue dog in society through a rescue dog show.

The Blue Cross, on occasion, is required to give indemnities to the Executors of estates where The Blue Cross is a beneficiary. The Charity does not expect these indemnities to crystallise before expiry and aims to ensure that such indemnities are limited to the value of The Blue Cross share of the legacy, have the earliest possible expiry date, and are not given on a joint and several basis. The total value of indemnities given, but not provided in the accounts, outstanding at 31 December 2009 is £147k (2008 - £134k).

#### 22. OTHER FINANCIAL COMMITMENT'S

At 31 December 2009 the Charity was committed to making the following payments under operating leases in the year to 31 December 2010:

	2009 £'000	2008 £'000
Operating leases which expire:		
Within 1 year	61	29
Within 2 to 5 years	265	319
More than 5 years	186	73
	512	421