PAWPRINT

Changing the story for pets in need

AUTUMN 2015

I WILL SURVIVE!

BE THE FIRST TO SEE BEHIND-THE-SCENES OF OUR NEW TV AD

WILL YOU STEP FOR PETS TO RAISE FUNDS?

Neglected horse Juicy Lucy makes a miraculous recovery

THE LATEST ON OUR BURFORD CENTRE REFURB

BLUE FOR CROSS



Our NEW Whiskas recipes are based on cats having three very distinct life-stages and feeding needs: Kitten 2-12 months, 1+ years and 7+ years.

With this simple life-stage message, Whiskas aims to help owners feed kitten food for the entire duration of kitten-hood and change to 7+ years to help their healthy adult cat maintain vitality into maturity.



ON THE COVER

4 I will survive!

Behind the scenes with the stars of our new TV ad.

11 Happy ending Dribbles the cat finds her

perfect home.

12 Healthy new life Juicy Lucy survives

and thrives after serious neglect.

23 Steps for Pets

Put on your trainers and get moving for pets.

26 Building up Burford

We've got exciting plans to help more pets.

Editorial Editor

Rachael Millar Photo library Tracey Cooper Design Sunday Art Director Catherine Honkinson

Photographers Martin Phelps, Steve Bardens, Richard Raynor, North News and Pictures, Nick Ridley, James Linsell-Clark, SWNS. Bronte McConnell, Cat Prior-Holt, Karen Hedges Solent News and Photo Agency Harry Whitehead/Caters News . Agency, Rachel Foster,





Welcome

Welcome to our fabulous new-look supporter magazine, now named Pawprint! We're very excited to bring you this refreshed edition, and we really hope you like it. This issue we reveal our brand new fundraising campaign, coming soon to a screen near you. Thank you so much to those of you who took the time to fill in our survey and told us what you think of our magazine. You told us you love to hear our pets' stories, so this issue is jam-packed full with them, including the tale of how horse Juicy Lucy overcame horrific cruelty to become a much-loved companion. Plus, catch up with poorly Dribbles the cat to find out how she's getting along now.



FEATURES

16 Don't judge a dog by its breed

Our volunteers are challenging perceptions. Could you help?

20 Microchipping's coming

Is your dog microchipped?

24 Pets into Care

Mollie will be cared for after her owner is gone

28 Unwanted

Pets who struggle to find homes thanks to their looks.

REGULARS

10 Take me home

These Blue Cross pets need a loving family.

15 Ask the expert

Introducing cats and dogs.

19 What happened to ...?

Catching up with some familiar faces.

22 What's on?

Get involved in a Blue Cross event.

29 Pet postbag

Your letters. 30 Bitesize

All the latest news

from Blue Cross.

34 Competition Win calming products for your pet.

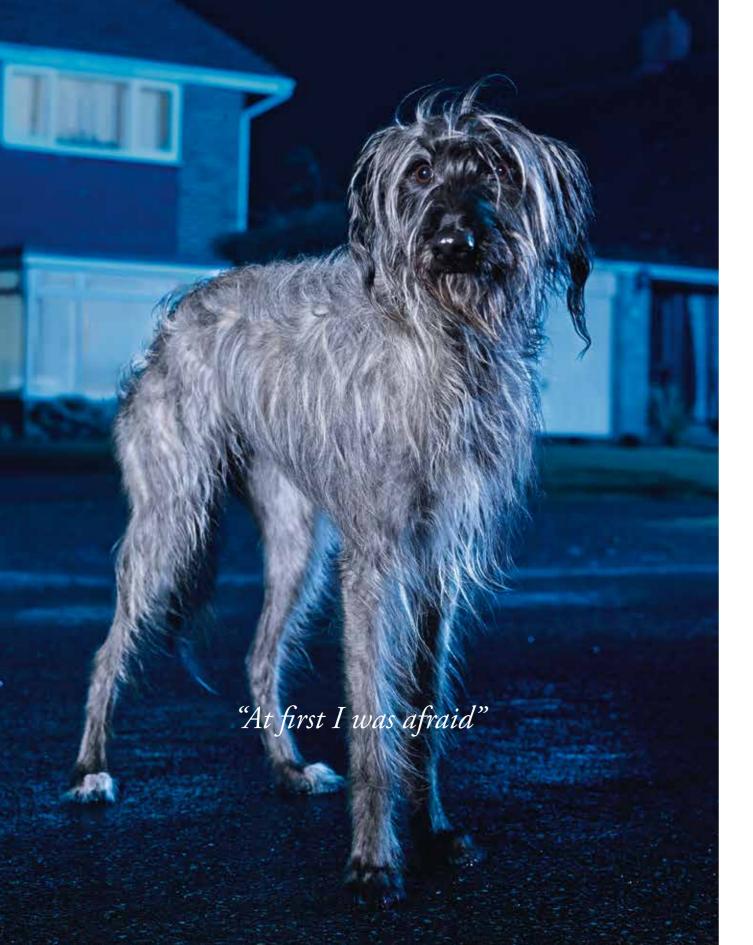
/thebluecrossUK

@The Blue Cross

www.bluecross.org.uk

Blue Cross is a charity registered in England and Wales (224392) and in Scotland (SCO40154). No part of Pawprint may be reproduced or used in any form or in part, without prior writter





J WILL SURVIVE!

We're on a mission to help many more pets across the country, so we've enlisted the help of these charming characters, coming to a TV screen near you soon...

ill that lot at Blue Cross took me in I was on a bit of a sticky wicket. My owner didn't love me and I knew I just had to get outta there. Every day is a walk in the park now."

That's Baxter, and you'll be seeing a lot more of him as he's the star of our new television advert, coming to your screens very soon. Our advert shows the heartwarming story of dog Baxter as he breaks free from the shackles of neglect and finds a happy new home, with the help of Blue Cross and many animal friends along the way.

The story that the character of Baxter tells is the experience that many pets face every day, but the advert is like nothing else you've seen from an animal welfare charity.

More pets than ever are now facing uncertain futures and are relying on Blue Cross to help change their stories for the better, and we've got ambitious plans to make that happen.

As you know from previous issues of our magazine, work is well underway on our brand new rehoming

Baxter's tale

"Phew! What a few months I've had. I'm loving life in my great new home now. Life wasn't always like this though. My last owner didn't love me and I knew I just had to get outta there.

That lot at Blue Cross are a really decent bunch. They looked after me and found me my family. My new owners are amazing - they love me and we have a right laugh."

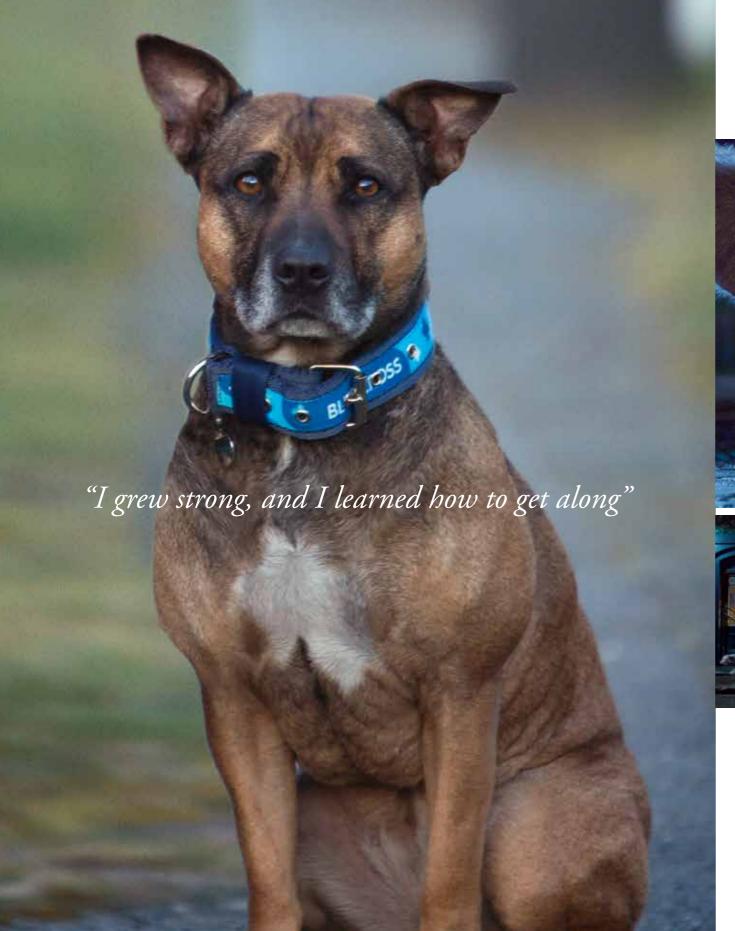


centre in Suffolk. And you can read about how getting the builders in at Burford will mean we can help twice as many pets in the Oxfordshire area on page 26 of this edition.

We hope our ad will increase awareness of our work, so we'll become better known and better funded, which means we can help many more pets. As we don't receive any government funding, we rely completely on kind donations from people like you – we simply couldn't help the pets we do without your wonderful support.

That's why we're so excited by the thought of what we can achieve when more people find out about us.

Over the next few months, we'll be introducing Baxter and his friends to the great British public on TV and online. We wanted you, our generous supporters, to be the first to meet him. Starring alongside Baxter (whose role is played by an actor dog) in our TV ad will be real life pet dog Honey, after she won our nationwide search for a talented pet thanks to



THANKS

Scenes from our TV advert show Baxter's journey. The magic of special effects allowed us to bring a variety of species together on screen.

an excellent 'pawdition', held at our Victoria animal hospital.

Honey's owner, Helen Bannan, says: "I'm absolutely thrilled that Honey has won the public vote. She and I are very excited to be involved in the advert and raise awareness of the great work Blue Cross does for pets."

Former stray Honey was just two years old when she found herself homeless. She was underweight

"Im absolutely thrilled that Honey has won the public vote. She and I are very excited to be involved in the advert"

and very nervous, and she didn't understand how to play, but now she is an utterly adored pet and loves to use her brain to learn new tricks.

Helen adds: "It means so much to us to be involved. When I adopted her four years ago, she was about two years old and she was all skinny and sad. She'd been found wandering the streets, and over the last four years she's just gained so much confidence. We want to help other pets with the same kind

of story; we want other dogs to find their happy forever homes as well."

Lights, camera, action!

all the pets that we do without you

This was Honey's first taste of TV stardom, but she wasn't fazed. Helen adds: "I was much more nervous than she was. She took it in her stride."

We worked hard to make sure that each of our animal actors would be safe and happy on set. A member of the Blue Cross Behaviour Team and a vet were on hand throughout the shoot, keeping a watchful eye on all starring pets to make sure they were enjoying themselves.

We wanted to show the huge variety of species that Blue Cross looks after in our ad, but as you can imagine,

"As well as raising awareness on the small screen, we're turning to the internet to tell people about our great work"

bringing together pets of several different species is rather tricky, so we enlisted the help of some very clever computer-generated special effects.

Happily ever after

In the near future, you'll also meet the character of Harry, a dog who features in another of our TV ads. In reality a much-loved pet, the character tells the tale of a dog abandoned at the road side, and sadly his story is typical of pets who need our help.

As well as raising awareness of Blue Cross on the small screen, we're turning to the internet to tell people who have never heard of us about the great work we do.

We'll be letting the pets do the talking and allowing kittens Tiggy and Mittens, and dogs Barry and Molly to tell their own stories in their own words.

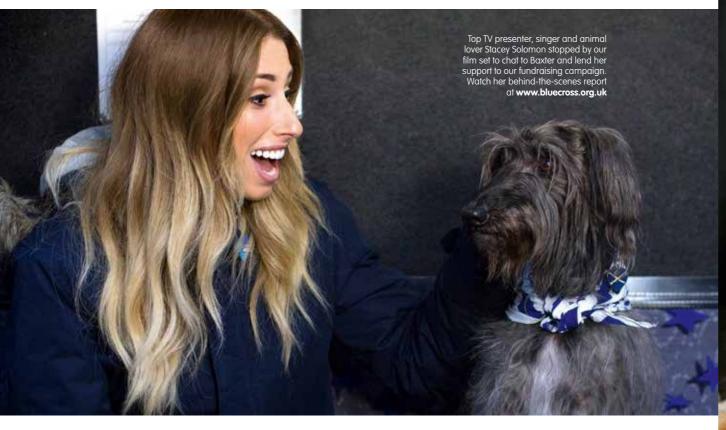
These charming characters showcase the work that our Rehoming, Behaviour and Veterinary Teams do each and every day to give pets a happier future. Visit our website soon to meet them.

We want to raise awareness so more people get on board and help us help more pets. Towards the end of August and into September, please look out for Baxter, Harry and co on TV and tell all your friends – you can keep completely up to date by following us on Facebook and Twitter and don't forget to get in touch, we'd love to know what you think! Email editor@bluecross.org.uk



Harry's story

"I loved my owner we did everything together. We went for long walks and played at the beach with my favourite ball. One day, we got in the car as usual but stopped at the side of the road. I thought this is an odd place to go for a walk but I trusted him."





COULD YOU TAKE ME HOME?

Can you offer any of these Blue Cross pets a place in your heart and your home?

Phoebe

Hello, I'm Phoebe and I've been looking for a new home since my owner died. I'm a big fan of food, and I need help controlling my cravings. Could you take a chance on me? Lewknor 0300 777 1500



Luca

Hello, I am Luca and I'm five years old. I'm an independent cat and like to stick to a routine. Like all cats, I like sleep, but I just love playing with toys. I'd happily share my home with other pets. Felixstowe 0300 777 1480



Huckleberry

I am one fun chap and I just love to entertain. I live to play with people and love spending my days chasing my favourite toys around, and I like a good old chinwag too. Your company is all I desire. Burford 0300 777 1570



Sammy

I am a bit of a handsome devil as you can see, people are always telling me how my curled ear gives me character. I'm playful and cute, and I love sleeping on laps. Torbay 0300 777 1550



If you're looking for a pet with personality, pick me. All I'm looking for is somewhere I can call home, with owners who love me. I'd love to snuggle up on the sofa with you. Bromsgrove 0300 777 1460



Rusty

I am a sensitive chap looking for my forever home. I was neglected for the first four years of my life, but I've got my confidence back now. Could you be my special friend? Burford 0300 777 1570





photographed her in her foster home, which is amazing when you consider that she was just recovering from major surgery.

When the affectionate moggy arrived at our Northiam rehomina centre in Sussex, it was clear she loved human company, but we soon discovered something was wrong.

Carolyn Pierce, Blue Cross Animal Welfare Assistant, says: "She loved being picked up and enjoyed tucking into a bowl of food, but a health

"You'd think stray cat Dribbles had won the title of 'world's friendlist cat' when we visited her in her foster home"

We took her straight to our Victoria animal hospital in London, where she had operations to remove the tumours and her infected inner ear.

how long Dribbles had been suffering with her ear problems before she came to us, but we're so glad we've been able to help her."

The operation means that Dribbles has lost her hearing, but she hasn't lost her affectionate personality and love of people, so it's no surprise she has now found a happy home with a family who are devoted to her. It cost over £800 to treat Dribbles' ears. We couldn't have treated her without your support. Thank you.



s the stunning mare chomps her way across a paddock of tasty grass, it's difficult to believe this heavy horse was once half the weight she should have been.

Today Juicy Lucy stands tall and enjoys life as a much-loved pet without a care in the world, but she's had to overcome many challenges to reach this place of happiness.

Left without access to food and water, it was little wonder that the Clydesdale horse was at death's door when she was rescued by an organisation we work with closely. After being seized by authorities and taken from her owner due to the cruelty she had endured, we immediately stepped in to help. How could we say no?

Emaciated and in a very poor condition, the first time we met her in August 2012, she looked lifeless, despite standing at a towering 17.2 hands. Tamzin Boyd from our Rolleston rehoming centre in Staffordshire, explains: "When Juicy Lucy arrived at our centre she had so little energy that she couldn't bear to stand up any longer. She lay down and didn't get up. Her willpower was gone."

Gentle giant

Due to the horse's size, our team couldn't get her up, and we had to call the fire brigade for assistance.

With low energy levels and void of any zest for life, in the weeks that followed we had to use a tractor to help ease Lucy up and it was touch and go as to whether she would survive. While our trained teams are used to helping animals through the very worst of times, we were shocked to witness a horse in this amount of distress.

It was clear that Lucy was in pain and she was finding it difficult to eat. Tests revealed her jaw was fractured. We gave Lucy painkillers and gently washed her jaw to prevent any infection. We put her on a weight gain plan and began by feeding her every two hours around the clock.

With intensive care from the Rolleston horse team, Lucy began to pile on the pounds and we soon discovered her wonderful character that had been so drained by her experiences.

Tamzin says: "When we took her out to the field she would bound about with heaps of energy, and should you arrive

HEALTHY AND HAPPY NEW LIFE

Heavy horse Juicy Lucy would not have survived without our intervention. Today she has a loving family



Lucy's story

"It gets you down, the pain. I'm a proud lady, but I'm not afraid to tell you how frightened I was. I love to be outside and spend my days munching grass and I love to meet new people but there were days when I couldn't even bring myself to stand up.

"I'm so thankful that the folks at Blue Cross took a chance on me. They never gave up, even when I felt like I would. And look at me now, strolling through the fields without a care in the world!"

five minutes late she would certainly let you know!" We were overjoyed to see Lucy's cheeky and fun personality materialise and she soon became a favourite among the team and visitors to the centre, which was great news for Lucy as she is a big fan of fuss.

Pastures new

In June 2014 we found Lucy a loving new home with heavy horse enthusiast Sue Barratt. Sue hadn't been in the market for a new horse but there was something about Lucy that stopped her in her tracks. Sue says: "I saw Lucy's picture and read her story and I thought, 'I have to take care of her'."

Lucy now shares her paddock with Shire horses Izzy and Ruby and they get on brilliantly.

"With intensive care from the Rolleston horse team, Lucy began to put on the pounds and we soon discovered her wonderful character"

How we got Lucy back to full health

Lucy needed lots of medical care and reassurance to get her back on her feet

Crisis point

Weak and in pain, Lucy could no longer stand when we first met her. If she was to have any chance of surviving, Lucy needed to gain weight quickly, but this had to be controlled so we didn't make her condition worse.

Strength to strength

We put her on a strict feeding programme and gave her small amounts every two hours around the clock to give her the strength she needed. Our grooms gave her painkillers, cleaned sores on her body twice a day and used antibiotics to treat her infected wounds.

Lifetime care

Lucy has gone to her new home on our supported loan scheme, meaning we'll be there for her should she ever need us, for life.



Sue and her partner Andy show their horses competitively, and once Lucy had settled in she joined Izzy and Ruby on the road. As a horse who adores attention, Lucy has taken to outings as if she were a seasoned professional.

Her trips to meet the public have had an added benefit too, as Sue explains: "Taking her out has really helped to promote Blue Cross because people always come and ask lots of questions about Shires and we tell them Lucy is a rescue. We had one lady in tears when we told her Lucy's story."

So far Lucy has visited Revesby show, close to her home, a Victorian-themed Christmas fayre in Melton Mowbray, and even impressed the judges at horse festival Equifest, where Sue entered Lucy into the rescue class.

Sue says: "We were on tenterhooks waiting to see if her number would be called out and there were so many horses in the class we couldn't believe it when it was! She came third out of more than 20."

If there's one thing Lucy loves, it's food. Sue has found tasty treats of

apples and carrots go down really well as a reward to thank Lucy for being still and letting Sue bathe her injured jaw. Sue gently washes this every single day, sometimes twice, and will continue to do so for the rest of Lucy's life.

Though some shadows of her past remain, Lucy's life is forever changed for the better and we're thrilled that she is now living a happy life with people who adore her and give her the care and love she so truly deserves.

"As a horse who adores attention, Lucy has taken to outings as if she is a seasoned professional"



INTRODUCING CATS & DOGS

A gentle introduction is far safer than a rushed one

We're often asked if we rehome pets to homes with other animals, and the answer is yes, if the pets are a suitable match. Although cats and dogs are often portrayed as enemies, if introduced carefully they can become best friends.

Preparation

to resolve problems

for both parties. She

has worked at Blue

Cross for 11 years

of the Association

of Pet Behaviour

and is a full member

Counsellors. She has

a wonderful staffie

cross called Nubo,

rehomed from our

cat called Keiko.

Burford centre, and a

very noisy Himalayan

Whether you are introducing a new cat to your resident dog or vice versa, you will need to provide a safe area for your cat that your dog will not be able to access. A spare room is ideal. Even if your resident cat is confident, meeting a new dog will be unsettling at first, so safe access to things like food and a litter tray will be important. Stair gates are invaluable when introducing

cats and dogs, as they allow the pets to see and smell each other safely, and give cats the comfort of 'dog free areas'.

Installina a Feliway pheromone diffuser a few days before you bring your new pet home is a good idea, especially if the cat has not lived with doas before. It's also important to make sure your home has plenty of high places that your cat can rest and hide on.

Scent swapping

It is best to keep your pets separate at first. Use these first few days to get your pets used to each other's scent by stroking each pet without washing your hands to mix scents, or exchange their bedding. Let a new cat explore the rest of the house when your dog is out.

First introductions

Where this takes place will depend upon the layout of your home, but make sure your cat has an easy route back to their 'safe area'. It's best to introduce them after exercise, when your dog is likely to be calm. Make sure your dog cannot chase your cat. Even if your dog doesn't mean any harm, your cat will feel threatened.

Put your dog on a lead behind a stair gate and have some tasty treats at the ready to reward them for relaxed behaviour. Allow your cat to see your dog. Let your cat decide whether it's safe to approach or not in their own time.

If your dog gets excited, then distract or move them further away from your cat. Reward your dog for being calm. Keep these initial interactions short at first and end on a positive note. If either pet appears frightened, go back a few steps and keep them apart for a while longer. Continue scent swapping regularly and try again the next day. If you keep these controlled, short meetings up regularly you should see your cat's confidence increase and your dog become calmer as they become more familiar with each other.

Visit www.bluecross.ora.uk to read the next steps in our full Introducing Dogs and Cats leaflet and watch our video tutorial.



DON'T JUDGE A DOG BY ITS BREED

By empowering young people to care for their dogs whatever their breed, Blue Cross volunteers are helping to keep communities safe

lot of people hear the word 'pitbull' and automatically think they're a 'devil dog' and aggressive, but that's not what the breed is. They are a lovely breed," says Jordan Ward.

Have you ever walked into a room and felt judged on the way you look? Dogs all over the country face this every day, if they resemble what could be classed as a pitbull terrier type under the Dangerous Dogs Act.

Volunteer Jordan is one of the newest members of our Education Team and he knows first-hand how unfair judging a dog on their breed is. Jordan owns Ty and Keelo, two loving dogs who also happen to be banned breed types.

Having been through the courts to prove his pets are well behaved members of society, Jordan now gives up his time to help Blue Cross educate young people by sharing his experiences and promoting dog welfare.

Deed not breed

Any dog has the potential to be well behaved if properly trained, regardless of breed. Early intervention is key to tackling the issue of anti-social behaviour involving dogs and preventing attacks from happening. Before May's general election, we drew up a Manifesto for Pets, which asked all political parties to consider a move away from breed-specific legislation.

Bull breeds have a menacing reputation thanks to their 'status dog' image, which makes them attractive to people who might want a dog for protection. They are overbred and sold





"Early intervention is key to tackling anti-social behaviour involving dogs and preventing attacks"

cheaply, and often end up homeless. The stigma surrounding bull breeds means they are difficult to find homes for, but in reality these dogs are actually loving and loyal pets.

With such a huge number of staffies and other bull breeds now coming into our rehoming centres, improving their reputations is at the heart of our education work.

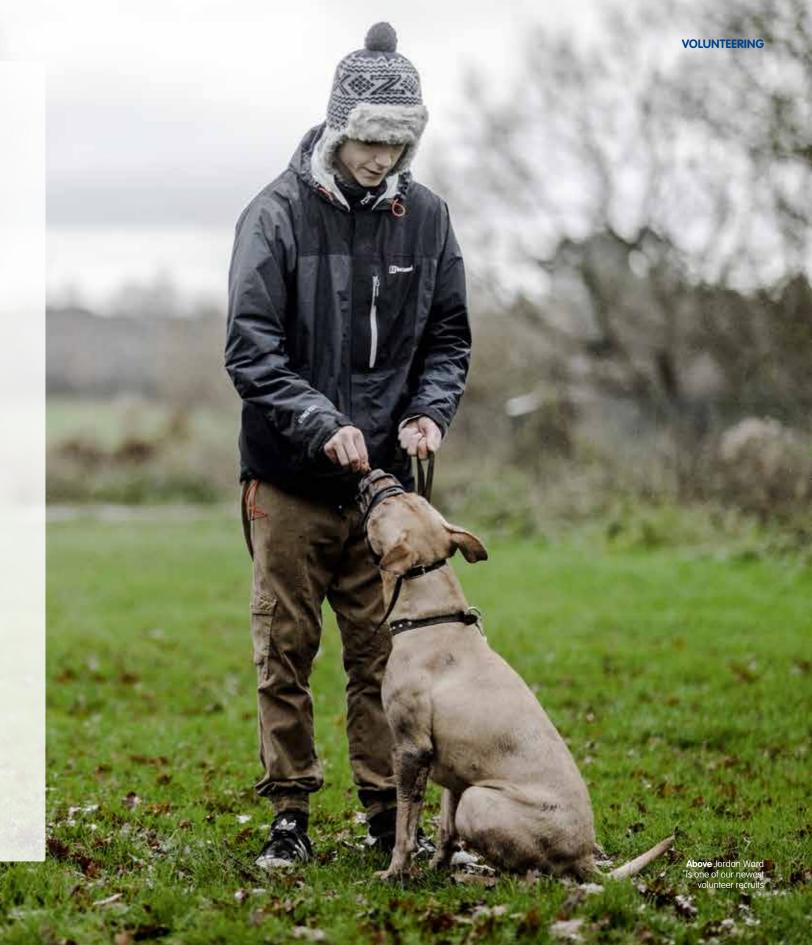
Blue Cross offers free RespectaBULL workshops to schools and youth groups, which help empower young people to care for their dog and know how the law could affect them. By engaging groups using videos, case studies and discussion, we believe we can make a difference by improving responsible ownership and helping to keep communities safe.

Jordan's experiences mean he can tell young people first-hand about what it's like to own a dog that's maligned even though they have undergone court tests and have proved themselves to be loving pets.

Over to you

Could you help influence the pet owners of the future? We're looking for friendly and outgoing volunteers to help spread the word about responsible pet ownership and we need you.

Our fully-trained education volunteers visit primary or secondary schools, youth groups, Pony Clubs and pupil referral units to talk to young people about issues surrounding animal welfare, safety and the law. If you're for pets, we're for you. Call us today on 0300 111 8950 or email education@bluecross.org.uk.



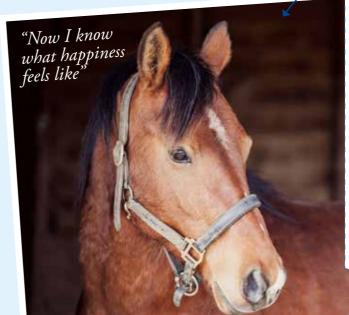
Struggling to cope with the loss of your pet?

Our Pet Berevement Support Service is here to help. Call us on 0800 096 6606 or email us at pbssmail@bluecross.org.uk



Our free helpline (0800 096 6606) is open 8.30am-8.30pm every day, or you can email us at pbssmail@bluecross.org.uk any time.

Find out more, and watch a video about this unique and important service at: www.bluecross.org.uk/pet-bereavement-support



Tommy

Although Tommy had been shut away in a barn and abused, there was always a spark that shone through his worry and anxiety.

Slowly but surely, our dedicated team is helping him to realise he's safe. It's likely that Tommy will always be a little bit nervous outside, but he is growing in confidence every day.

Vicki Alford, Horse Unit Manager at Burford rehoming centre, said: "He is learning to love and crucially to be loved.. he has come so far." We're thrilled to tell you that Tommy will be off to his new home as a companion pony very soon.

WHAT HAPPENED TO ...?

Every year Blue Cross finds homes for thousands of abandoned and unwanted pets. We've caught up with some familiar faces to see how they're doing now

Nancy

At just three weeks old, kitten Nancy had already proved she's a survivor. The moggy was rushed to our Victoria animal hospital after the umbilical cord got stuck around her leg and cut off the blood supply. Sadly we couldn't save her leg and Nancy needed an operation to amputate it.

Post-surgery, Nancy was looked after by a foster carer until she moved into her new home. She is now living with three other cats, two of whom are also back leg amputees. She has been renamed Pepper and is proving that three legs can be just as good as four!





e wanted to give a home to a dog who needed one," explains Rebecca Stroud. "In the evening, when we're all sitting down, she will come over and put her head on your lap for a little cuddle."

Ruby has clearly fallen on her paws after being rehomed with a loving new family, but pets who aren't microchipped aren't always so lucky.

When stray dog Ruby arrived at our Bromsgrove rehoming centre, we scanned her for a microchip. We found one, but sadly we couldn't contact her owner with the details on the chip.

We take in hundreds of stray cats and dogs every year. We can often tell from their healthy condition or their affectionate personality that they were much-loved family pets. But if they're not microchipped it's incredibly difficult to track down their owners and so we've got no choice but to find them new homes.

Emmeline Macedo, Deputy Veterinary Nurse Manager at our Merton animal hospital, says: "When a stray pet comes into our hospital, we scan them for a chip and a vet gives them a health check to ensure there are no urgent problems. If we can't contact the owner, we keep dogs in a kennel with food and water until the dog warden collects them."

Stray dogs stay with the dog warden for seven days so their owners can claim them. If their owner can't be found then, after a week, they can be rehomed through a charity like Blue Cross, or are euthanised by the local authority, so a microchip is vital for getting lost dogs back to their families.

We've been campaigning for compulsory microchipping so lost pets can be reunited quickly with their

families, leaving kennel space for dogs with nowhere else to go. We're delighted that the government has made it a legal requirement for dogs to be chipped by April next year.

You can get your dog, cat or rabbit chipped for free at your nearest Blue Cross centre. Visit www.bluecross.org.uk to find your negrest location. Don't forget to keep your pet's microchip details up to date!



There's a Blue Cross fundraising event for everyone, and each one helps sick, injured and homeless pets. On your marks, get set, go...

Virgin London Marthon 24 April 2016

It's one of the most famous races in the world and you could be a part of it. Run the epic 26.2 mile marathon for Blue Cross and we'll support you every step of the way.

Bupa London 10,000 30 May 2016

This 10k route is perfect for those who love to run and anyone wanting a new challenge.

Trekfest

The Peaks 5 – 6 September

Marvel at the beautiful surroundings of the Peak District National Park as you hike your way along the network of paths.

Great Wall of China Trek 15 - 23 October 2016

Zig zag your way across 6,000k of vast and beautiful mountain ranges along Imperial China's frontline defence.

Inca Trail Trek 11 - 20 November 2016

South America's most famous route will take you to the lost city of Maccu Picchu.

To find out more about any of these events, please visit www.bluecross.org.uk/ activechallenges

LOCAL CENTRE EVENTS

Bromsgrove 5 September

Fete and fun dog show. Call 0300 777 1460 for details.

Northiam

6 September Fete and doa show.

21 November

Christmas Fayre. Call 0300 777 1510 for details.

Felixstowe

4 October

Sponsored Felixstowe seafront dog walk.

7 November

Christmas fayre at St Mary's Church Hall. Felixstowe Call 0300 777 1480 for details.

Rolleston

5 December

Christmas fun day. Call 0300 777 1520 or search Blue Cross Rolleston for more information.

Thirsk

16 August

Open day and fun dog show at Thirsk Rural **Business Centre** Call 0300 777 1540.

11 November

Sunday coffee morning at Northallerton Town Hall. Call 0300 777 1540 for details



FRIENDS DAYS



Tiverton

Christmas fayre at Willand Village Hall



e're asking everyone up

and down the country

to come together and

do their bit to help us reach a

October 2015.

family to take part.

whopping 10 million steps during

Absolutely anyone can get

involved in Steps for Pets – take

part on your own, sign up with

You can do little steps, big

you can toddle them, walk them,

steps, long steps, short steps and humans can be kind."

them, roll them, run them, dance Eve get better and found her

a friend or invite your whole

skip them, jump them, cycle

them or even climb them.

And to help you keep count

of your steps, when you register

we will send you your own

'petometer'. For every step

like Eve (pictured right) who

you take, all we ask is that you

commit to raise money for pets

desperately need your support.

Eve says: "My skin was red

raw and I was in a lot of pain.

my wounds and showed me

Thanks to support from

a special home.

fundraisers like you, we helped

Blue Cross took me in, soothed

Lace up your boots, put on your dancing shoes and get involved with our brand new fundraising event

waiting for? Put your shoes on

and take a step for Blue Cross

pets! We are grateful for every

Get your free fundraising pack

- including a 'petometer' - by

filling in the coupon at the back

of Pawprint, call 0300 777 1757

or visit www.bluecross.org.uk/

Help

us reach

10 million

steps!

single step

stepsforpets

Many more pets like Eve **FOR PETS?** need your help, so what are you

= £10 will help us keep

- = five mile walk
- = £30 will help us care for a homeless puppy

= 10 mile walk = £50 will pay for a horse dental check-up



19 December

Call 0300 777 1560 for details.



TAKING CARE OF THE FUTURE

For peace of mind, Ann has registered her cat Mollie on our Pets into Care Scheme

hortly after Ann Bickley's husband passed away, her beloved cat Mitzy died, leaving her home quiet and empty.

Ann says: "I had to have little Mitzy put down very soon after my husband died, which was a double whammy because I loved them both dearly."

While they didn't tell her at the time, Ann's vets were caring for a stray cat on the day Mitzy died, and were struggling to find a home for her. A few days later they called Ann and asked if she would like to go and see the cat, who she named Mollie. Ann says: "And I said, 'No, I wouldn't like to go and see her. Bring her straight here!'

"I asked the veterinary nurse who brought her from the vets, 'You know I'm 80, do you think it's fair at my age to take on another little cat?' and she said 'If you only live a year, six months, it's worth it to her to have a good home'."

Ann registered Mollie on our Pets into Care Scheme so she has the peace of mind that Blue Cross will look after her treasured pet should anything happen to Ann and find her a loving new home.

"Once you get to my age you think about these things," says Ann. "And I'd be just as devastated if anything happened to her. She is always on the bottom step when I go out to welcome me home."

If you feel there's no one you can ask to take on your companion if your pet outlives you, our Pets into Care Scheme might be for you. The scheme is free of

charge but many people generously leave us a legacy in their Will as a way of saying thank you, a gesture that is not essential but much appreciated.

Legacies make up more than half of our income so they are invaluable in helping to make sure we can be there for pets in years to come. Unfortunately we can't accept pets on to the scheme with specific legacies or funds attached to them but we promise we'll be there for your pet when they need us.

"Ann's made sure I'll always have a nice warm lap to curl up on after a hard day's exploring"



Pets into **Care Scheme**

Many people worry about what will happen if their pets outlive them.

By applying to register up to four of your dogs, cats or small animals on our Pets into Care Scheme, you will have peace of mind that they will be cared for and found new homes should anything happen to you. We also consider horses on a case-bycase basis.

The service is free but you may like to consider leaving us a legacy in your Will.

For more information or to apply please call our Legacy Team on 0300 777 8240 or visit www.bluecross.org. uk/petsintocare











BUILDING UP BURFORD

Our refurbishment project means that our improved centre will be able to help more pets and offer higher standards of care

arks and purrs of delight are echoing around our Burford rehoming centre as news that we've got the go ahead to refurbish it spreads. The £2.5m project will update and modernise our facilities, so pets will have a really comfortable stay with us while they wait to meet their new families.

Jenna Martyn, Centre Manager, explains: "Our current facilities are out of date, but this modernisation will offer higher standards of care and comfort to the pets that come through our doors."

Last year our Burford centre helped over 1,400 dogs, cats, horses and small pets. But when the doors of our refurbished centre open next year, we will be able to double the number of dogs and cats we care for.

Our renovated centre will boast a brand new area to house dogs, with bigger, comfy kennels and outside runs so dogs can choose to go outdoors if they wish or stay inside, snug and warm. We've designed the kennels so dogs won't be facing each other, which will keep their stress levels to a minimum and help them to find homes more quickly.

New admission units for dogs and cats will allow us to separate newly-arrived animals from those ready for rehoming, which will limit the spread of infectious disease.

Our new on-site veterinary suite means the vet can come to us, so poorly pets don't have to travel each time they need a check-up.

Plus, dedicated puppy and kitten areas mean we can give homeless youngsters who need our care the best start in life. We've deliberately placed our team room next to the puppy unit and have separated them with a sliding wall, which we'll keep open when people are around so pups get used to every day household noises such as human voices and kettles boiling.

While the best place for puppies is in a home, this area means we can give young dogs who don't have that luxury the vital socialisation they need to grow into loving family pets.

An improved reception will mean we can assist potential owners more quickly and provide a much better customer service for people hoping to meet their new pets.

Getting the builders in can be stressful for pets, just as it is for humans, so we're rebuilding our centre one step at a time.

Jenna adds: "Building work will be done in stages, which will allow us to remain open as usual. It's all very exciting and will make a huge difference to pets in need."

"Our current facilities are out of date, but this modernisation will offer higher standards of care and comfort to the pets that come through our doors"

Raising funds for Burford

Now our plans have been given the green light, we will be raising much needed funds for the £2.5m upgrade. Many of you will have received our fundraising appeal for Burford, and thank you so much if you have already helped us. If you can help us realise our dream, we'd love to hear from you.

Call our Supporter Care Team on 0300 790 9903 or visit www. bluecross.org.uk/ Burfordcentreappeal to donate





PAST TIMES

In your spring 2015 edition of *Blueprint*, on page 17 you show a 'WW1 officer leading a horse and dog past fields'. The officer in the photo is without doubt my late father. Is there any way of obtaining a copy of it or can you tell me where I could get one?

where I could get one? Thank you for your help. Yours sincerely, *John Moubra*

Inank you so much for gettin in touch, John. We've emailed you a copy of the photograph and would love to know more about your father as, sadly, no information connected with this picture survives.

Would you like to see your pet on this page?

We love to hear how your Blue Cross pets are getting on. Please email your letters and photos to **editor@ bluecross.org.uk** or write to *Pawprint* Editor, Blue Cross, Shilton Road, Burford, Oxon OX18 4PF.

Find us on Facebook & Twitter



ALL GROWN UP

Here are some pictures of our cat Jet (was called Galactus), who we adopted as a kitten in July 2014 from Cambridge Blue Cross. He's growing into a fine, handsome chap. He's very happy in his new home with Dottie, his tabby soulmate. He has a large garden to roam around with a big tree he loves to sit in and survey all he owns. Sue Spence

As writer of the star letter, Sue has won £100 of Love2shop vouchers for her family, provided by Petplan, the UK's no 1 pet insurance provider. For more information on Petplan, visit www.petplan.co.uk/bluecross



Funny bones

"Oh yes, I love cats," beamed my husband John at the elderly lady stood on our doorstep collecting for Blue Cross. "Mind you," he added mischievously as he dropped coins into the tin. "I couldn't eat a whole one!" Mrs Lucy Travell

Family matters

We had so much fun at the Southampton rehoming centre's dog show! We adopted Biscuit, a staffie rottie cross, in December 2013 and count ourselves so lucky to have her.

She had a risky birth, but thanks to you she's with us today and we're proud to say she came home from the show decorated in rosettes including Best in Show. She had lots of fun and a chance to catch up with the people who helped bring her into this world and our lives. Thank you all again, from each of us and especially Biscuit! The Tibbit Family





SAVED FROM THE BONFIRE BY A WHISKER

wo tiny kittens have had a lucky escape after being found in a bonfire pile just hours before it was due to be lit.

Three-week-old
Popcorn and
Marshmallow were
spotted in the nick of
time when two ground
workers clearing a
garden decided to move
the bonfire and heard a
squeak. They discovered
two tiny moggies and
realised that the pile had
been made into a den by
the kittens' stray mum.

Debbie Southcott, in whose garden the kittens were found, said: "The tree cuttings for the bonfire had been there for ages, so it's really lucky we decided to move it over a few feet before we lit it. [Ground workers] Gordon and

Rob were horrified that they could have lit the fire when the kittens were still in there." Concerned they

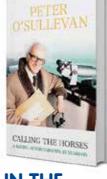
Concerned they might be ill or hurt, Mrs Southcott took the kittens to our Southampton rehoming centre, where our vet

"Phew! Thank goodness we escaped that baptism of fire. We'd have been burnt to a crisp! Won't be going anywhere near piles of sticks in the future, that's for sure"

happily confirmed the kittens were fine apart from being very hungry.

We gave them a good meal and they were hand-reared by one of our dedicated foster carers until they were old enough to find happy new homes.

Danielle Mason,
Operation Supervisor at
Blue Cross Southampton,
said: "These two kittens
had a really lucky
escape. It's a good
reminder to check your
bonfire for animals
before lighting it."



IN THE GOOD BOOKS

Blue Cross horses are set to benefit after commentary legend Sir Peter O'Sullevan pledged to donate a share of proceeds from his new autobiography to us.

This generous gift will go a huge way towards helping us make sure our doors stay open to animals in need. *Calling the Horses – A Racing Autobiography: 25 Years On* is available to buy in bookshops and online bookstores so order your copy today.

88%

of healthcare professionals agree that workplace productivity is increased by taking regular breaks to walk the dog



CUTE AS A BUTTON

Button the chinchilla has become the first of her species to be born in

Her mother, Beano, was given up due to allergies in the family, and sadly died when Button was just four weeks old. Our rehoming team stepped in immediately to give the youngster the

care she needed.
Lydia Sawyer, an Animal
Welfare Supervisor, said:
"Chinchilla kittens aren't
weaned from their mother
until they are eight weeks
old. At the point Button w
orphaned we needed to fee

We also made up for her missing mum in other way by giving her heat pads an a cuddly toy to snuggle up with as a substitute mother

enough, we slowly introduced her to another unwanted chinchilla at our Burford centre called Baby Girl. Chinchillas like company of their own kind and these two girls turned out to be the best of friend They have now been happing rehomed together.

Visit www.youtube.com/ TheBlueCrossUK to watch Button and Baby Girl enjoy sand baths.



COMING HOME

When staffie Rosie went exploring shortly after ioining her forever home, she was quickly returned, thanks to her MyTag. While all our rehomed dogs are microchipped, they're also given a MyTag, which contains a unique ID number and means the owner can be contacted without the need for scanning. Find out more at www.ufoundmytag.com

45% of pet owners think their dog becomes more anxious during firework season

PINKIE JUST WANTS A HAND TO HOLD

Pinkie the pooch just wanted a hand to hold to help her through her pain. The eight-year-old crossbreed was admitted to our Victoria animal hospital earlier this year with a poorly ear. We soon discovered she needed some reassurance when she constantly offered her paw. Jade Fialho, Head Receptionist, said: "Pinkie is desperate for human company and as soon as you are near her she lifts her paw for you to hold. We've all become very good at typing with one hand after our stints looking after her!" After lots of treatment, TLC and hand-holding, Pinkie made a full recovery.



BITESIZE BITESIZE



SWEET NAME AND NATURE!

Have you ever seen a sweeter bunch? These neglected ponies were given tempting names in a bid to boost their chances of finding loving homes. Imperial, Ice Gem, Galaxy, Kit Kat, Lindt, Eclair and Freddo were in poor health and very nervous when they arrived at our Rolleston rehoming centre.

They have overcome malnourishment, and we're working hard to help them grow in confidence. Kath Urwin, Rolleston Centre Manager, said: "These poor horses will need a lot of special care in the months to come. They are all very matted and desperate for a groom but are still too nervous. They will look much smarter after losina their winter coats and are happier for us to handle them. With their sweet natures and names we are sure it won't be too long before they find homes."

Lindt, Ice Gem and Imperial have now found loving homes where they are getting intensive handling and daily care to help them progress. The remaining fantastic four will stay in our care until they find new homes.

"Last year you helped us rehabilitate

FASHION FAD





CLEO SAVED AFTER BEING **SHOT TWICE**

The four-year-old moggy was rushed to Blue Cross when her owner noticed something was wrong. Cleo's owner Elizabeth Parlett said: "I was in total shock when the vets told me Cleo had been shot again. She doesn't wander off very far and I don't know who could have done such a thing."

Our vets found Cleo had been shot with an air pistol. The pellet had perforated her intestines and she needed emergency surgery to save her life. Shockingly, this was not the first time Cleo has needed Blue Cross help for deliberate injury as she was also shot in June 2013. Elizabeth is terrified her beloved pet will be injured again and is trying to keep Cleo inside.

Sadly, in the same week Cleo was admitted we also treated another cat for a similar wound. Ninja, an 11-month-old ginger cat from the same area of London as Cleo, also nearly died from his wounds. Mark Bossley, Chief Vet at Blue Cross Victoria said: "Cleo had very serious internal injuries. It was shocking to admit two cats in the same week who had been shot and we hope we don't see any more."



MODERN GREYFRIARS BOBBY

A devoted dog who was found beside his beloved elderly owner, after he had died, has found a loving new home. The five-year-old border collie has Cushing's disease, which means he needs ongoing medication, but we will help Max's new family with the costs of caring for him.

We know Max will become just as loyal and devoted to his new family as he was to his last owner.

"Max was reluctant to leave his owner's side but was taken to Blue Cross by relatives"



face a fine if their

IS THIS BRITAIN'S LOUDEST CAT?

A homeless Blue Cross cat has been dubbed Britain's loudest moggy. Bluey's purr measures an ear-piercing 93 decibels (dB) – louder than the current Guinness world record holder, a cat from Northampton whose purr is 92dB. The average cat purrs at 25dB. But 12-year-old Bluey's purr is as loud as a tube train at 93dB, louder than a busy office at 70dB, and just shy of a 250cc motorbike at 95dB

Claire Thomas, Animal Welfare Assistant at our Cambridge rehoming centre, said: "We thought it would be fun to see just how loud Bluey's purr was so we recorded it and it reached 93 decibels at its loudest, which is very impressive! Bluey purrs all the time. She just has to see someone and she starts purring. She purrs when she's playing and she purrs when she's eating. She's such a happy cat." Bluey now has a loving home.



83,213 The number of carried out by our

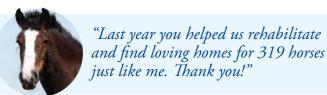


WALKING ON AIR

We're back in the saddle with exercising horses thanks to a great new horse walker. A number of ponies and horses can now be exercised at the same time at our Burford rehoming centre, which means we can dedicate more attention to those who need us most, including horses with health issues and those needing rehabilitation.

This marvellous multi-purpose machine was generously funded by seven charitable trusts and foundations. including The Ammco Trust, L E Andrews Charitable Trust, and The Elise Pilkington Charitable Trust. Thanks to their support, we can find horses homes more quickly and will be able to help even more.

70%



just like me. Thank you!"

WIN! CALMING PRODUCTS TO SOOTHE YOUR PET THIS FIREWORKS SEASON

Answer the simple question below to be in with a chance of winning a fantastic solution to any Bonfire Night jitters

he new and improved Adaptil for dogs and Feliway for cats help support pets at times of stress including settling into a new home and staying alone, travel and stays away from home and noise sensitivities, such as fireworks. They can also help to quickly eliminate a wide range of canine and feline behavioural issues.

Adaptil and Feliway are available as diffusers for use in the home, with 30 day refills. For use on the go, Adaptil and Feliway are available as 60ml sprays and Feliway also comes in a handy 20ml spray.

The all new Adaptil collar is available in two sizes for puppies/small dogs and medium/large dogs and Adaptil Express tablets can be used during predictable short-term stressful events.

For information contact your vet, country store or pet shop or visit www.adaptil.com/uk or www.feliway.com/uk

Each bundle consists of a diffuser starter pack and 60ml spray.

Kristy Brown, Mrs Beryl Blair, and PM Knight were the lucky winners of beautiful Pawprints Jewellery in our spring 2015 competition. Congratulations!

HOW	TO	ENTER
-----	----	--------------

Answer the following question for a chance to win:

In our Bitesize section on page 33, we told you how loud we measured Bluey the cat's purr to be, but was it?

9 (dec	ibe	s	

☐ 93 decibels **or** ☐ 939 decibels

(please tick)

Prize

☐ Adaptil for dogs ☐ Feliway for cats

(please tick)

Enter online at www.bluecross. org.uk/pawprintcompetition

org.uk/pawprintcompetition
From time to time we may wish to communicate with you by phone or email.

Alternatively, fill in your answer

on this coupon, along with your

Pawprint Competition, Blue Cross,

Shilton Road, Burford, Oxon

Strictly one entry per household.

Closing date: 19 October 2015

name, address and telephone

number, and post to:

OX18 4PF

Address.

Postcode

If you are happy for us to do this, please fill in your details below.

ephone _____Em

FIND US

Discover your nearest Blue Cross centre

BLUE CROSS

ANIMAL HOSPITALS

- Victoria
- 2 Hammersmith
- 3 Merton
- 4 Grimsby

BLUE CROSS

REHOMING CENTRES

- 5 Bromsgrove6 Burford
- Cambridge
- 8 Felixstowe/Suffolk
- 9 Hertfordshire
- Lewknor
- NorthiamRolleston
- Southampton
- 14 Thirsk
- Tiverton
- 16 Torbay

Irish Blue Cross

Plus, we have five pet care clinics and 17 pet fostering locations across the UK, as well as 53 charity shops selling goods to raise money for the pets in our care. Find your nearest one at www.bluecross.org.uk or call 0300 790 9903.

NEW ADDRESS

Address ______ Postcode ____

Telephone (optional)

CONTACTS

Email (optional)

Please cut out this coupon and send it to the following freepost address:

Data Services, Blue Cross, FREEPOST OF224, Burford OX18 4BR Please note that since we select our mailing up to two months in advance, it is possible that you may receive one or two further mailings to your old name or address before the amendment takes effect. We sincerely apologise for any inconvenience this may cause you.

MOVING HOUSE?

Please don't forget to let us know if you have moved home recently. Updating us is really important, because without your new address, we are unable to claim Gift Aid on your donations, which is worth 25p for every pound you donate. Giving us your new address also means we avoid the unnecessary cost of contacting you at your old address, and means you'll continue to receive *Pawprint*.

Call our Supporter Care Team on **0300 790 9903**, **email info@bluecross.org.uk** or fill in and return this coupon. Thank you! Remember to update your pet's microchip details when you move, too.

OLD ADDRESS

Name	
Address _	
	Postcode



D YOUR HELP

Please accept my donation of:

(please specify) £ _

□ £10 □ £25 □ £50 □ £100 □ Other

☐ Please debit my Maestro / MasterCard / Visa

Debit / Vista Credit / Charity Card

Sick, injured and homeless pets have relied on us since 1897. Abandoned or unwanted, ill or injured pets turn to us for help every year. Our doors are always open to them, and with your support, they always will be.

☐ I want Blue Cross to treat all gifts of money

that I have made in the past four years and all

Please use this form to donate to Blue Cross. Alternatively, you can donate online at www.bluecross.org.uk	☐ I enclose a cheque / postal order made payable to Blue Cross ☐ Please debit my Maestro / MasterCard / Visa Debit / Vista Credit / Charity Card
Title First name	Card no.
Surname	Valid from (if applicable)
Address Postcode	Expiry date /
Telephone	Issue no. (Maestro only)
Email	Signature
From time to time we may wish to communicate with you by phone or email.	Date / / /
If you would prefer us not to use your details in this way, please tick this box \Box	Return to: Blue Cross, Freepost OF224, D15BP2, Burford OX18 4BR
SAVE EVEN MORE	ANIMAIS

BY MAKING YOUR GIFT WORTH 25% MORE WITH GIFT AID



future gifts of money that I make from the date of this declaration as Gift Aid donations.	Card no.
Date / / /	
You must pay an amount of UK income tax and/or capital	Valid from (if applicable)
gains tax for each year (6 April one year to 5 April the next) that is at least equal to the tax that Blue Cross and any other	Expiry date / /
charities and community amateur sports clubs you support will reclaim on your donations for that year (council tax and VAT do not count). Blue Cross will claim back 25p for every	Issue no. (Maestro only)
£1 gift aided. Please tick the box	Signature
For more information, please call our Supporter Care Team on 0300 790 9903	Date / / /



By registering for a pack you have taken your first big step to helping us reach our 10 million steps for pets target. We would be grateful if you would let us know how many steps you plan to take and we will send you a pledge certificate as part of your pack.

Here are a few examples of the type of steps for pets you could do...

Skipping for one mile = 2,000 steps

and, by raising £10 will help microchip two homeless dogs

Walking for five miles = 10,000 steps and, by raising £30 will pay to neuter a rabbit

Running for 10 miles = 20,000 steps

and, by raising £50 will help us provide expert veterinary care for each cat or kitten

You can register to take your steps on your own or if you already go to a Zumba or gym class, running club, or a dog walking club, why not register as a group and take on more steps to raise even more money for the pets in our care.

Register as an individual	Register as a group
Title	Group/Club/Exercise
First name	
Surname	Key contact name
Address	
Postcode	Address
Telephone*	Postcode
Email*	Telephone*
	Email*
How do you intend to take your steps?	How does your group intend to take their steps?
How many steps would you like to pledge	How many steps would your group like to
towards our target?	pledge towards our target?

Are you currently a Blue Cross supporter? Yes $\ \square$ No $\ \square$ Would you prefer to receive your pack by Email $\ \square$ Post $\ \square$

Please return this in the post (no stamp needed) to: Steps for Pets, Blue Cross, Room SFP15, FREEPOST OF224, Burford OX18 4BR

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

Blue Cross would like to hold your details in order to contact you about our fundraising, campaigning and services.

From time to time we may wish to communicate with you by phone or email.

If you would like us to do this, please fill in your phone number and email address.*





We've been dedicated to the health and happiness of pets since 1897. Abandoned or unwanted, ill or injured – we do what's needed to give every pet a healthy life in a happy home. We're a charity, so the more help you give us, the more help we can give pets.

A gift in your Will can help secure the future for thousands of animals. If you need us, we can also be there for your special companion.

Thank you.



www.bluecross.org.uk

Return the coupon or write to the address below to receive our free advice and information pack on Will writing.

Name (Mr/Mrs/Miss/Ms)

Postcode

Telephone No.

Address

Send to: Carole Bankes, Blue Cross, FREEPOST OF224, Room B215, Shilton Road, Burford, Oxon OX18 4BR For gifts in Wills enquiries, please call 0300 777 1757 or email legacy@bluecross.org.uk and quote B215

