



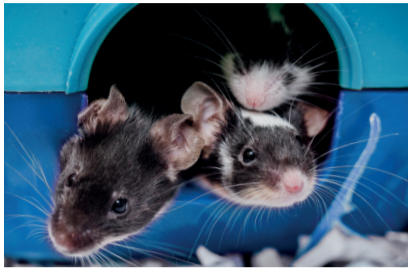
Page 14
BREAKING GROUND
Discover how our plans to improve and expand our services are well underway.

Page 19
CAMPAIGN TRAIL
We campaign where it matters to make a difference to pet welfare across the UK.



Page 04
PULLING TOGETHER
Read how our services combine to help pets in crisis.

Page 03
2020 VISION
Our Chairman and Chief Executive reveal how we'll help twice as many pets in five years.



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NEWSHOUND
Take a look back at our highlights of 2014.

Page 16
VOLUNTEERING
Meet the people like you helping pets like Jackson.



Blue Cross Annual Review 2014



How is your support helping pets?

We're on track to help double the number of pets by 2020.

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REHOMING
Our tailor-made service finds pets happy new homes.

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VETERINARY
Our doors are always open to sick and injured pets needing treatment.

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BEHAVIOUR
Our team of experienced animal behaviourists prepares pets for family life.

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EDUCATION
We promote animal welfare to the pet owners of the future.

Page 18
PET BEREAVEMENT
We're here to listen to those grieving for the loss of a beloved pet.

Thousands of 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.



Sick, injured and homeless pets have relied on us since 1897

Our five services help pets to enjoy healthy lives in happy homes:



REHOMING

We find happy homes for unwanted and abandoned cats, dogs, small pets and horses across the UK. In 2014 we helped over 8,300 homeless pets.

We're building for the future and in 2014 work began on our new rehoming centre in Suffolk and on a major refurbishment of our Bromsgrove centre. When our modern centres open their doors to pets in need in 2015, we'll be able to help twice as many animals in these areas.

Turn to page 6 to find out more



VETERINARY

Our four animal hospitals treat sick and injured pets when their owners can't afford private fees. We've also got pet care clinics at some of our rehoming centres and a mobile clinic in London. We treated nearly 27,000 poorly pets in 2014.

In 2014 we opened the doors of our first charity pet care clinic based at a private veterinary surgery. Our Derby clinic partnership means we can help pets in new areas where we haven't been able to before.

Find out more on page 9



BEHAVIOUR

We help pets that arrive at Blue Cross with behavioural issues to have happy and healthy futures, and offer ongoing support to anyone who rehomes an animal from us. We're a leading charity in the pet behaviour field and our team regularly gives training courses and lectures.

Our Behaviour Team carried out 3,592 consultations, assessments, telephone calls and site visits in 2014 – a 38 per cent increase on the previous year – thanks to an excellent mix of skills and expertise.

See our behaviour success story on page 8



EDUCATION

We promote animal welfare to the pet owners of the future by giving talks at schools and youth groups. We help current pet owners through a range of free pet advice leaflets.

We reached more than 65,500 children and young people through our education talks in 2014.

Discover how we're keeping communities safe on page 20



PET BEREAVEMENT

Our Pet Bereavement Support Service supports people who are struggling to cope with the loss of a pet, 365 days a year. Trained volunteers are at the end of a phone line, ready to help, and also answer emails. All calls are confidential and free from a landline.

We provide training for staff in veterinary practices up and down the country and help Guide Dogs support bereaved assistance dog owners too.

Our trained volunteers handled almost 6,000 confidential calls and emails in 2014.

Get the full story on page 18

2020 Vision

In conversation: Chairman Zair Berry and Chief Executive Sally de la Bedoyere chat about our plans for the future.

As we aim to double the number of pets we help by 2020, Chief Executive Sally de la Bedoyere and Chairman Zair Berry take a look at how things are on the up for Blue Cross...

ZB Education is one of our key objectives. If we can actually get to children when they're young and explain to them how you look after animals, and what an animal's needs are, then we can prevent a lot of animals from being mistreated and ever needing our services.

SD I agree with you; it's changing the future. Our largely volunteer-led Education Team reached over 65,000 children last year, in comparison to 25,000 back in 2010.

ZB Behaviour is a very important part of our service. It's a difficult thing to measure, but every animal that comes in has to be assessed for behaviour.

We need a lot more awareness for a lot more income to really make that difference within the next five years, but I think we'll do it.

SD It's really hard to quantify. We've now got animal behaviour coordinators in a number of our centres, working in conjunction with the specialist team, and we will have more by the end of the year. It's part and parcel of the fact that we're seeing dogs with higher welfare needs.

ZB The one area where we have a service that is not replicated by any of the other charities is our Pet Bereavement Support Service. PBSS is unique to Blue Cross as we look after the sad moment when somebody loses their pet. We have people who are prepared to take those phone calls and address those issues in a sympathetic and a very appropriate way. It's a wonderful service, and it's growing.

SD And again it's a service led by trained volunteers and took almost 6,000 calls and emails last year – a phenomenal number.

To the future

SD One of the things that really excited me when I joined Blue Cross this year was the Service Delivery Development Programme, because there's that really tangible side of seeing the centres being refurbished, rebuilt and brought up to scratch. The new Suffolk centre is a fantastic example of that and we're now seeing bricks coming up above the ground.

ZB Although we love the Felixstowe centre, its current location is not really right for a rehoming centre. The site we've found could not be better. It's not too far away from the Felixstowe site, but it's in an area which we believe is absolutely right for people to come and rehome animals.

SD You can really see the shape of it now which is so exciting, and we'll have a new clinic which is fantastic. Even without this we're on a great route. We've helped more homeless animals – 8,300 this year – and we've helped 27,000 on the clinical side. Now we're just inching up the income. We need a lot more awareness for a lot more income to really make that difference within the next five years, but I think we'll do it.

ZB I'm absolutely confident we'll do it.

We're creating a brighter future for pets. See more on page 14.



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

SEE THE VIDEO

A full version of the conversation can be seen on our website at: www.bluecross.org.uk/annualreview

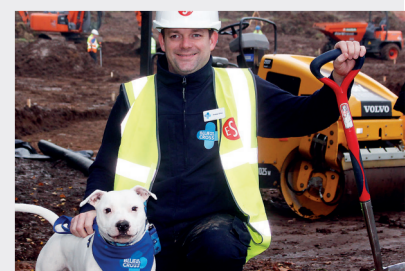


WE CAN HELP

Got a query about Blue Cross? Call our Supporter Care Team 0300 790 9903

Page 14 NEW SUFFOLK CENTRE

We broke ground on our new Suffolk centre in 2014.





**Page 20
EDUCATION**
Keeping children and young people safe with our free education talks.

**Page 19
PUBLIC AFFAIRS**
Campaigning where it matters for animal welfare.



SEE THE VIDEO
Our support line service is helping bereaved pet owners right now.
www.bluecross.org.uk/petfloss



BEHAVIOUR IN FOCUS
Our Behaviour Team is at the forefront of modern and up to date behaviour and training techniques. We are the first to know about any new developments or methods so that the pets in our care can benefit as much as possible.



PRACTICAL PET ADVICE
Our pet advice factsheets cover everything from choosing the right pet through to more specific information about pet health, behaviour and the care they need.
Download them at www.bluecross.org.uk/petadvice



TAILOR-MADE REHOMING
We have a tailor-made rehoming scheme, which means we'll look at each case individually and match pets to families so they have a happy future together.
Visit our rehoming pages at www.bluecross.org.uk/adopt



QUALITY CLINICAL CARE
Our modern hospitals are equipped to a high standard so we can make sure that every animal receives the best possible care.



Dave was X-rayed at our Victoria hospital.

How do our services work together when a pet needs us most?

We don't know exactly what caused Dave's injuries, but we suspect he was hit by a car.

The little dog's owners had taken him to a private vet surgery and hadn't come back. When the private practice told us about the poorly and abandoned chap who could only get about by hopping, we agreed to help him at once.

Our vet advised our Rehoming Team that the only way Dave would get better was through a strict exercise regime that would allow him to build his strength back up gradually. To begin with he would need very short walks, lasting only a few minutes, once a day.

At Blue Cross, pets undergo a behavioural assessment as part of their full health check so we can make sure each individual gets the training that's right for them and their needs.

Best behaviour
We've made it our goal to have a behaviour expert on site at each of our rehoming centres. Pet health and behaviour go hand in hand and we work hard to make sure a pet is fully ready for family life before we let them go to a new home.

"He was suffering from a broken pelvis and was in a lot of pain," says Lisa Kent, an Animal Welfare Assistant at our Lewknor rehoming centre, remembering meeting Dave for the first time.

Long road to recovery
So that Dave could recover properly, we had to keep him from socialising with other dogs. This was tough for the playful young chap, but wiggling with excitement could have caused his pelvis even greater injury. Poor Dave found the long recovery process frustrating, and meeting other dogs became quite stressful.

On advice from our Behaviour Team, we used a specific training technique to develop and improve Dave's social skills which would help him cope with the challenges of everyday life.

Working together
When a pet comes into a Blue Cross rehoming centre we give them a full health check so we can make sure they get the care that's right for them. When pets need treatment that can't be given locally, our animal hospitals step in. Our homeless pets, who have nowhere else to turn, are our priority.

Lisa says: **"Naturally, the amount of time Dave had to go without meeting other dogs meant that he got very frustrated and although Dave had recovered from his injury physically, his journey wasn't over. We had to do lots of training with him in order for him to be able to successfully meet another dog."**

The team at Lewknor called our Veterinary Team and explained Dave's situation. He was booked into our Victoria hospital for X-rays straight away. Results revealed that the young terrier had been suffering with his injuries for around three weeks.

Lisa adds: "Although it took some time, Dave's training was really successful and soon he was going for walks with his new canine friends."

Lisa explains: "Because he had been left in that state for so long, his muscles had started to contract, which meant treating the fracture would be much more difficult."

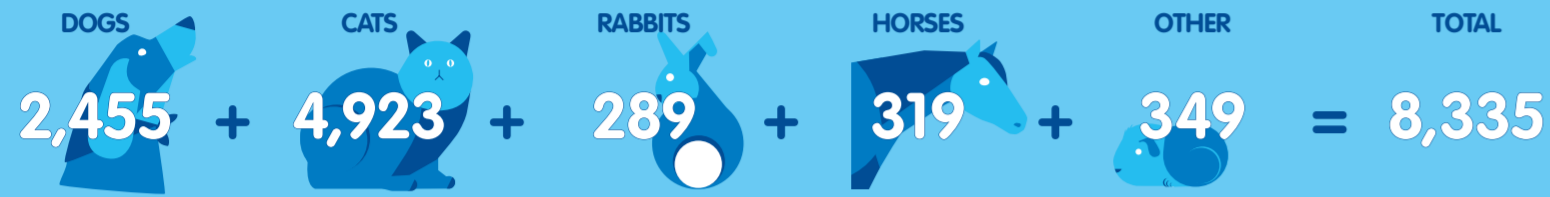
Throughout his treatment and rehabilitation, Dave never lost his urge to play. He is now enjoying life in a happy home.

Thanks to your support, our teams were able to work together to give Dave a happy and healthy future as a much-loved pet – just as he deserved.

Rehoming

We're here when homeless pets turn to us for help

PETS HELPED BY OUR REHOMING SERVICES



Page 14 REHOMING CATS

Five new partnerships with animal care colleges will help more Blue Cross cats.

Page 14 BROMSGROVE REFURBISHMENT

Bromsgrove rehoming centre refurbishment kicks off. See our website at: www.bluecross.org.uk/bromsgroveappeal



Page 14 NEW REHOMING CENTRE

Building work begins on brand new Suffolk rehoming centre.

Wolf-like dogs are being abandoned in ever increasing numbers thanks to the Game of Thrones effect.

The Siberian husky climbed a place in our top 10 admitted breeds, and we saw a 170 per cent increase in the number of Alaskan malamutes given over to us in 2014 in comparison with the previous year.

These Arctic breeds are the victims of a fashionable trend for dogs that look like wolves, popularised by screen hits also including the Twilight Saga.



Now trending: 'Wolf' dogs fall prey to TV fashion fad

We may have the builders in at two of our centres, but our exciting future hasn't stopped us caring for the pets who need us now.

Bright as a Button



Button the chinchilla became the first of her species to be born in Blue Cross care.

Her mother, Beano, was given up due to allergies, 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, a Blue Cross Animal Welfare Supervisor, said:

"Chinchilla kittens aren't weaned from their mothers until they are eight weeks old. At the point Button was orphaned we needed to feed her every four hours."

We also made up for her missing mum in other ways, by giving her heat pads and a cuddly toy to snuggle up with as a substitute mother.

Once Button was old 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 friends. They have now been happily rehomed together.

TOP 10 DOG BREEDS ADMITTED

- 1 **Staffordshire bull terrier: 472** previously no 2
- 2 **Jack russell terrier: 379** previously no 1
- 3 **Border collie: 190** previously no 4
- 4 **Labrador retriever: 181** previously no 3
- 5 **Lurcher: 141** same position
- 6 **Yorkshire terrier: 92** previously no 10
- 7 **German shepherd dog: 83** previously no 6
- 8 **English springer spaniel: 70** previously no 7
- 9 **Siberian husky: 58** previously no 10
- 10 **Chihuahua: 53** a new entry in the top 10

* we also admitted 117 crossbreeds

TOP 10 REASONS PETS NEEDED OUR HELP TO FIND NEW HOMES

- 1 **Lack of time: 668**
- 2 **Owner moving: 601**
- 3 **Owner is ill: 450**
- 4 **Unwanted litter: 410**
- 5 **Allergy to animals: 281**
- 6 **Doesn't get on with other pets: 274**
- 7 **Financial problems: 270**
- 8 **Personal problems: 252**
- 9 **Not allowed to keep animal in the house: 208**
- 10 **Relationship breakdown: 178**

Behaviour

When pets who've had a tough start to life face their fears, success is sweet...

Poor Toffee was so frightened when she arrived in our care that it was difficult to reassure her she was now in safe hands.

Every time she was touched, she flinched.

We developed a tailor-made behaviour programme for her, which focussed on keeping her stress-free and allowed her to move at her own pace. Over time we helped her learn that cuddles were a positive experience and she began to relax. With the help of tasty chicken – her favourite treat – Toffee soon discovered that people can be trusted.

Toffee has come on leaps and bounds and is now enjoying life as a much-loved pet dog.

Her new owner, Jean Ewen, said:

“She is so relaxed now. When she first came home she would never have sat with us. Now she sits on our laps.”

Spotlight on behaviour

Our Behaviour Team carried out 3,592 consultations, assessments, telephone calls and site visits in 2014 – a 38 per cent increase on the previous year.

Our dedicated team of behaviourists assesses each pet's needs as they come into our care and tailors a suitable behaviour programme for them. This means each pet has the best chance of being happily rehomed with a new family.

We provide ongoing support where needed when pets go to their new homes and are expanding our Behaviour Team so that every centre will have a behaviour expert.



Dog Ollie learns that playing can be fun.

Domestic bliss

How we get pets with a past ready for family life



Veterinary



Poorly pets have relied on us since 1897 and 117 years on we're still making sure we're there when they need us...

Our doors are always open to sick and injured pets

When a tiny kitten caught her leg in a mousetrap, it was a race against time to treat her infected wound. Babybell, who was just four weeks old, was brought to Blue Cross by someone who found her in a garden with one of her front legs snared in a trap.

Our Veterinary Team gave her emergency pain relief and a full examination. Sadly, the damage to Babybell's leg was so severe that vets decided the kindest thing to do was to amputate it.

Cristina Buil, Blue Cross Veterinary Surgeon explains:

“Poor Babybell has really been through the wars and her leg was in a really bad way after getting it caught in a mousetrap. The trap had caused irreversible neurological damage and the wound was infected. Babybell was very lucky she was found otherwise she wouldn't have survived much longer.”

Once Babybell was much better and had adapted to life on three legs, we found her a loving home.

Changing with the times

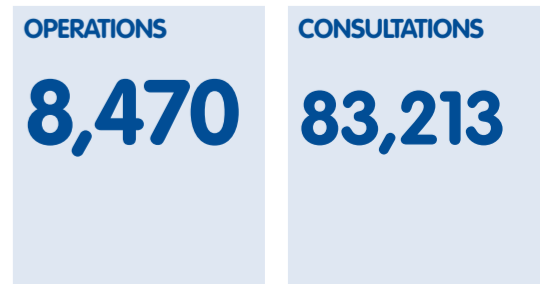
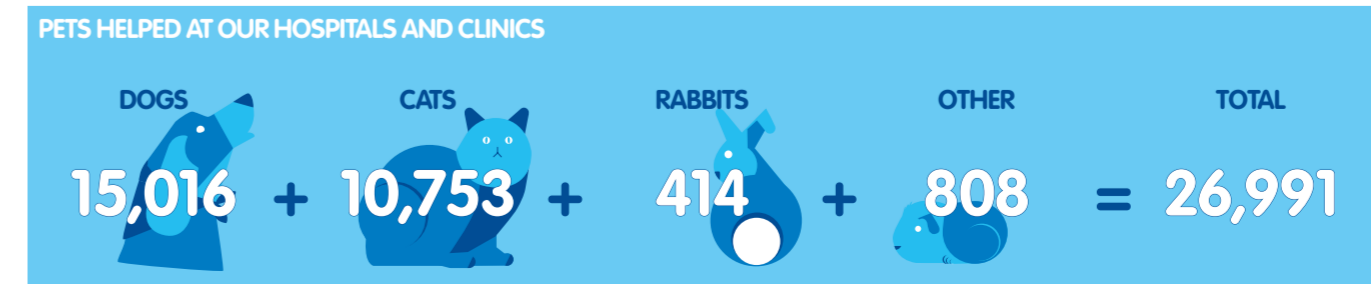
We've updated our record keeping system for the pets in our care at our clinical sites, which has allowed our Veterinary Team to keep track of the treatment each pet has received. Previously our different sites in London couldn't access each other's records, which was raised potential issues for pets registered at Hammersmith or Merton being seen out of hours at Victoria. The system has now been improved so that notes are accessible across our hospitals.

We're continuing with key preventative treatment, such as neutering and microchipping. We've refined and improved our data collection and analysis to give a better account of our work which has had an effect on our figures for the number of animals cared for by our Veterinary Services in 2014.

Helping more pets in need

Work began on building new clinical suites at our new Suffolk and existing Bromsgrove centres in 2014. Demand for our veterinary help is high here, and we'll soon be able to help even more pets in these areas.

Read more about how we're reaching the pets who need us on page 14.



Record Breakers

A big thank you to all of our amazing supporters. Our work is only possible thanks to your generosity as we don't receive any government funding.

From the heart

Our fantastic regular giving supporters contributed over £4.5 million, with a further £1.7 million coming from individual gifts. By gift aiding their donations our supporters contributed nearly £834,000 in additional funds.

Caring for pets never goes out of fashion

We opened four new shops in 2014, bringing our total to 49 by the year end. A partnership with National Veterinary Services led to Blue Cross charity shops being supplied with over 13,000 bags of stock in 2014, which has a potential retail value of £260,000.

We achieved record sales in the festive season, with more than 13,000 orders through our catalogue with a total sales value of over £406,000 proving that Christmas really is a time for giving.

Generosity saved the cat

A generous animal lover stepped in to help more cats find loving homes of their own this year.

With high demand for our help in Hertfordshire, we were struggling to meet the needs of the growing number of abandoned or unwanted cats in the area. Thankfully, a kind supporter agreed to help.

Peri-Ann Levant Sinclair's donation enabled us to build five cat chalets at our Kimpton-based centre, meaning we can rehome an extra 72 additional cats per year.

Peri-Ann says: "I have thoroughly enjoyed working with Blue Cross. I have seen first-hand just how valuable the work that they do is, not only with pets but with people too."

Getting stuck in

We are so grateful to the amazing fundraisers who raised money for us by taking on one or more of our challenges and events throughout 2014, ranging from the London Marathon to Paws for Tea. Together, they raised £200,000.

2014 was a record-breaking year for our fundraising and shops, meaning we're on track to double the number of pets we help. Thank you once again to each and every one of our supporters. We simply couldn't help pets without you.

Gifts that keep on giving

Special thanks to the many charitable trusts, foundations, funds, corporate partners and philanthropists whose generosity has enabled us to help so many pets in 2014.

Throughout the year we received very generous gifts from a number of individuals in support of specific projects and to buy vital pieces of equipment.

Just a few of the many trusts who supported our work in 2014 include L E Andrews Charitable Trust, The Sir Peter O'Sullivan Charitable Trust, Petplan Charitable Trust and The Elise Pilkington Charitable Trust.

Thanks to a £27,000 grant from Support Adoption For Pets, we've developed purpose-built cat chalets at South Devon College as part of our pet fostering scheme.

Mars Petcare pledged to support our dogs through its Feeding Brighter Futures scheme. From June 2014 to March 2016, Pedigree is feeding dogs at our rehoming centres for no charge, saving Blue Cross a total of £56,000 each year.

Our relationship with Petplan, whereby we receive 10 per cent commission income from new insurance policies and renewals for pets rehomed by us, generated over £180,000 for Blue Cross in 2014.



Our doors are always open to pets like Lucy thanks to generous gifts from supporter like Peri-Ann.



Carole Watson gave a gift to help pets just like her beloved dogs Casper (pictured) and Django.

A lasting gift

Carole Watson had a lifelong love of dogs, so it was fitting that she left a generous legacy to give ill, unwanted and abandoned pets a happy and healthy future when she died.

Her friend Susie Monk remembers fondly that nothing was ever too much trouble for Carole, particularly where dogs were concerned. When Susie took on an abandoned dog, Bessie, very suddenly, Carole knew just what to do.

Susie recalls: "I had to phone Carole to cancel a lunch we had arranged. When I told her it was because of Bessie's arrival, she just said she knew what it was like for new mothers and what did I need?"

"She arrived within the hour with dog food, a lead, treats – and biscuits.

"From then on it was walkies every lunchtime with her beloved rescue dog, Django."

We are really grateful to receive Carole's wonderful gift of £8,000, and hope that using her donation to help the many animals in our care, including dogs, will be an appropriate tribute to her.

In 2014, more than 1,200 supporters told us that they have included a gift to Blue Cross in their Will – this brings the total number of pledgers to over 14,500, an increase of 7.2 per cent from 2013.

Carole Bankes, Legacy Marketing Manager, says: "Thanks to Carole, we can make sure that other pets out there get the love and attention they deserve, just like her dogs did. We are so honoured that our supporters choose to leave us wonderful gifts so Blue Cross can continue to be there for pets in need."

Legacies set to help more like Luna
Two hours after arriving at Blue Cross, Luna gave birth to six healthy puppies.

She had been bought via a smart phone messaging app, and one month later the two-year-old staffie found herself homeless for the third time.

Despite having no time to prepare for their arrival, we gave Luna and her pups the care they needed and found them all happy homes.

Legacies like Carole's mean our plans to build 'mother and baby units' at more of our rehoming centres are becoming a reality.

LEGACY INCOME RECEIVED IN 2014
£17.5 m



Luna's puppies are happy and healthy.

[Read more on page 14.](#)

NEWSHOUND

Our 2014 highlights

It's been a busy year for Blue Cross. Here's just a taster of what we've been up to in 2014...

MEDAL COMMEMORATES FIRST WORLD WAR

A cancer detection dog responsible for saving hundreds of lives was awarded the Blue Cross Medal a century after it was first presented.

Ten-year-old Labrador Daisy was honoured for her pioneering work in the field of cancer detection after sniffing over 6,500 samples and detecting over 550 cases of the disease.

Trained by the charity Medical Detection Dogs, Daisy uses her acute sense of smell to pick out chemicals given off by malignant cells in samples of a patient's breath, skin or urine. In 2009 she performed the ultimate act of loyalty when she saved her owner's life, too, by alerting her to undiagnosed breast cancer. Dr Claire Guest, Daisy's owner and Chief Executive of Medical Detection Dogs, said: "I am absolutely thrilled that Daisy has been awarded the Blue Cross Medal. It's a huge honour and I am so proud of her."

Introduced during World War One, the first Blue Cross Medals were awarded to people who had offered 'distinguished services' to horses.

BREAKING GROUND

We were thrilled to break ground on our brand new Suffolk rehoming centre!

Our current Felixstowe site cares for around 400 pets every year, but when work is complete on our £3million project to build a modern and accessible centre, we'll be able to help twice as many pets.

Turn to page 14 for the full story.

AWARENESS BOOST FOR HOMELESS PETS

We declared our first ever rehoming and advice unit inside a Pets at Home store officially open.

Designed as a 'one-stop-shop' for pet owners to find out more about rehoming a Blue Cross pet and get information on responsible pet care, our new unit in the Pets at Home Swindon, Wiltshire, store, is giving unwanted pets a massive boost.

We'd like to say a huge thank you to Pets at Home and the charity, Support Adoption For Pets, for helping us raise awareness. Together they have donated an incredible £500,000 to us since 2005.

BEACON OF LIGHT

A tireless Blue Cross volunteer was recognised for her efforts by the prime minister in December.

Rachel Brierley, who has helped to find new homes for over 1,000 unwanted cats, received the Points of Light award for making an outstanding change in the community and inspiring others.

Karen Allsop, Head of Volunteering Development for Blue Cross, said: "We are thrilled that Rachel has received a Points of Light Award – it's thoroughly deserved."

"Our volunteers are so important to us and we simply couldn't help all the pets that we do without them."



Daisy, a life-saving medical detection dog, wears her Blue Cross Medal with pride.



Worcester Warriors' James Percival, Matt Cox and Mike Daniels get stuck into kennel cleaning.



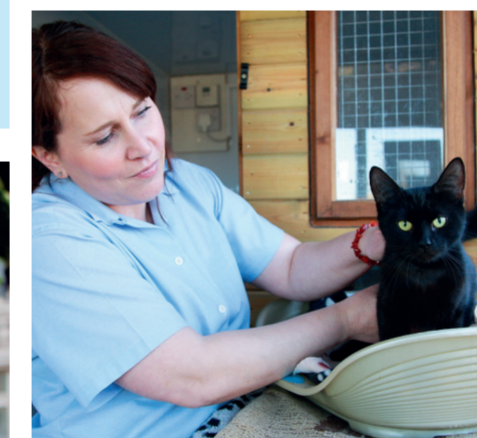
(pictured left to right) Dog Polly, Blue Cross's Mandy Jones and Sally de la Bedoyere, and George Lingwood from Pets at Home open our rehoming and advice unit.



Officers from the Metropolitan Police help make 2014 our most successful year for the National Equine Health Survey.



Blue Cross's Jenna Martyn is presented with the Animal Charity Employee of the Year gong at the Petplan and ADCH Awards.



Tireless volunteer Rachel Brierley was honoured by the prime minister for her dedication to homeless pets.



Tiny puppy Hope cosies up at Blue Cross after battling against the odds to survive.

PEDIGREE PLEDGES TO FEED OUR DOGS

Homeless dogs are tucking in to Pedigree after the dog food company pledged to feed Blue Cross dogs for a whole year as part of its Feeding Brighter Futures programme.

We'd like to thank Pedigree for its invaluable donation of food and treats for all the dogs at our rehoming centres. When many dogs arrive at Blue Cross they are malnourished and underfed, but giving them a stable and consistent diet is a big step towards helping them find happy homes.

ROYAL SEAL OF APPROVAL

We were delighted to present Her Royal Highness The Princess Royal with an award in recognition of her long-standing commitment to horse welfare.

Zair Berry, Blue Cross Chairman, said: "The Princess Royal has championed the cause of horse welfare for many years and is a strong unifying voice for the industry."

RUGBY STARS ON SIDE FOR BROMSGROVE

Worcester Warriors rugby stars came on side to support the £2million refurbishment of our Bromsgrove rehoming centre.

James Percival, Matt Cox and Mike Daniels from the Championship club visited the centre to cuddle kittens, play fetch with dogs, clean the kennels and deliver the pets their breakfasts.

Now the players have made the conversion from sport to animal care they'll be volunteering at the centre every fortnight to help homeless pets – a fantastic and generous commitment.

James said: "We'll be grafting hard when we're at the centre and making sure all the important jobs are done to take some of the pressure off the other staff and volunteers"

Turn to page 14 to discover more about our exciting plans to modernise our Bromsgrove centre.

EMPLOYEE OF THE YEAR

Jenna Martyn, Blue Cross Horse Welfare Supervisor, won Animal Charity Employee of the Year in the Petplan and Association of Dogs and Cats Homes Animal Charity Awards.

Jenna, who was unaware her manager, Stuart Insley, had secretly nominated her, fought off stiff competition from almost 300 other people in her category to claim the coveted title.

Jenna has since been promoted to Burford Rehoming Centre Manager. Well done Jenna!

MOST SUCCESSFUL NEHS EVER

Our annual National Equine Health Survey came back with a bang in 2014 – gaining more responses than ever before.

Over 11,000 horses took part in this year's survey – more than double the number of 2013, with three times as many owners submitting information. NEHS is the only survey to look at the general health of the UK's horses, ponies, donkeys and mules, and is key for spotting problems that affect these animals so we can do more to prevent them.

SPONSORSHIP LAUNCHES

If you have room in your heart but not in your home for a pet, you can now sponsor a Blue Cross cat or dog and help them find a happy home.

We launched our pet sponsorship scheme so supporters can help cats and dogs at our rehoming centres directly. Sponsor a pet today at www.bluecross.org.uk/sponsorship.

AGAINST ALL ODDS

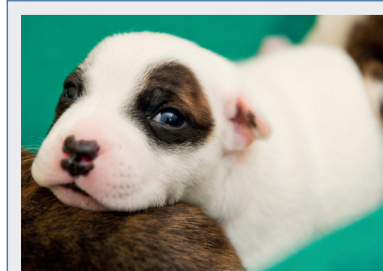
One-month-old pup Hope was found dumped in a box by the side of a road by a passerby, along with two of her siblings.

The kind-hearted stranger rushed the three tiny abandoned pets to the nearby Blue Cross rehoming centre in Lewknor. All three young dogs were riddled with fleas and seriously ill. Sadly, Hope's siblings were especially poorly and did not survive.

We were very worried about Hope too, but our team worked hard to keep the little fighter going, taking it in turns to care for her in their own homes.

Lisa Kent, a Blue Cross Animal Welfare Assistant, says: "We gave her a large teddy bear as company that she could snuggle into when she went to sleep and it really helped her – she often sat with it and got nice and cosy."

Once Hope was happy, healthy and old enough to be rehomed, she quickly found a family who fell in love with her, and have renamed her Molly.



Page 10

Discover how our supporters make sure our doors are always open to needy pets.

WE CAN HELP

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

0300 790 9903

Page 18

MEET OUR VOLUNTEERS

Our dedicated volunteers gave us over **350,000** hours of their time in 2014.



SEE THE VIDEO

Our support line service is helping bereaved pet owners right now. www.bluecross.org.uk/petloss Flick to page 18 for more.



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VETERINARY TEAM

When sick and injured pets have nowhere else to turn, we're always here.



Pets have never needed us more than they do today.

We want to help 70,000 pets each and every year by 2020 – more than double the number we do now. It's an ambitious target, but one we're working hard to meet.

This year we were really excited to see our plans begin to come together, as work began on our brand new Suffolk rehoming centre and refurbishing our centre in Bromsgrove.

Green light
Cheers could be heard at Blue Cross sites up and down the country as news hit that we had broken ground on our brand new rehoming centre in Suffolk. We plan to open its doors to pets in summer 2015. When work on the £3million project is complete, pets will benefit from a huge array of modern facilities on offer.

The purpose-built centre on the outskirts of Ipswich will replace our outdated Felixstowe site and will give us dedicated puppy and kitten areas, on-site veterinary facilities, and dedicated exercise areas for dogs to stretch their legs, including 20 acres of neighbouring woodland for us to use.

Andrew Gillon, Blue Cross Felixstowe Centre Manager, says: "Our phenomenal new facilities will allow us to reach the area's most needy pets and the location will make us much more accessible, meaning we'll be able to find more loving homes for the dogs and cats that come into our care."

All this means we can provide a much better quality of service to pets and people, and double the number of animals we help in the area.

Work to find replacement sites to relocate our Hertfordshire and Sussex sites is ongoing and we hope to be able to replace these with new, modern centres in 2017 and 2018.

Good as new
As well as finding accessible sites to build new centres, we're updating those that are in the right place but are in desperate need of modernising.

In 2014, we kicked off this part of our Service Delivery Development Programme by beginning a £2million refurbishment of our Bromsgrove rehoming centre as soon as planning permission was granted.

As well as replacing outdated kennel and cattery areas with fit-for-purpose versions that have been designed to meet modern standards of animal welfare, we're building new facilities that pets at Bromsgrove haven't benefited from before.

Up until now, we haven't been able to take in pregnant bitches or young puppies as we haven't had anywhere to keep them, but a new purpose-built area will change all that.

We don't have surgical facilities at Bromsgrove at the moment, which means pets needing operations like neutering have to be transported back and forward to the vets. Our brand new clinical suite will provide these facilities on site, so the vet can come to us instead.

Demand for our veterinary help in the area is high, and our new clinical suite means we'll be able to care for even more pets in the local area whose owners can't afford private vet care.

Our plans don't stop at Bromsgrove – we've got other upgrades planned, including:

- Refurbishment of our Burford rehoming centre is set to begin in late 2015 after planning consent was approved
- Improvements to our Victoria animal hospital will start in 2015.

Hands-on homework
Building and setting up new centres is costly, so we're finding new ways to reach out to pets who need us most – and our scheme to partner with animal care colleges across the UK to rehome cats is proving really successful.

Cats and kittens stay in specially-made 'cat chalets' on college sites, where pupils studying animal care courses look after them. Our catteries are often full to capacity so college partnerships mean we can take in more unwanted cats and find them new homes, and students benefit from valuable hands-on experience too.

Rosie Lord, who is studying for a diploma in animal care at South Devon College, said: "Practical experience is really important for my course and so I'm learning at the same time."

"It makes it extra special to be helping a charity and to know that for many of these cats there simply isn't anywhere else for them to go so they really need our help."

How are we creating a brighter future for pets?



Dog Alfie and Centre Manager Andrew Gillon break ground on our new Suffolk rehoming centre.

(inset) Partnerships with animal care colleges mean we can help more cats.

SUFFOLK CENTRE
Our brand new centre is taking shape. Take a look inside at www.bluecross.org.uk/suffolkcentre



BROMSGROVE CENTRE
We're well on our way to helping more pets in Bromsgrove. Visit www.bluecross.org.uk/bromsgroveappeal for a sneaky peak inside.



Each year, thousands of pets turn to our animal hospitals, clinics and rehoming services for treatment and to find them the happy homes they deserve.

How can you help?

Not all of our volunteers work directly with pets, but they all have an impact on how many pets we can help. We're diversifying our volunteering roles so anyone can give it a go.

Our volunteers give their time for a multitude of reasons. No matter where they live, how old they are or how much time they have to give, each and every one of our volunteers is helping sick, injured and homeless pets.



Keyboard warrior

At Jackson had been taken on by his owner one day before we got the call asking us to find him a new home. His owner had bought him online and found he wasn't as friendly as advertised. We soon discovered why.

When we picked Jackson up for the first time we realised he was in pain, and a clicking noise was another tell-tail sign that the young cat was poorly. An X-ray revealed Jackson had had a condition that caused his leg and pelvis to rub together painfully, and would need surgery to treat.

Nowadays, the internet is the first port of call for most of us whether we're shopping for new shoes, gadgets or even groceries, and sadly it's becoming the country's new pet superstore too.

The online pet trade isn't regulated, meaning hundreds of thousands of dogs, cats, rabbits, and other pets are advertised for sale alongside used barbecues and old sofas – and they're disposed of just as easily. Pets in need of veterinary help, just like Jackson, are all too easy to find for sale online.

Blue Cross volunteers, including Natalia Doran, monitored websites listing pet ads in 2014 and reported those that failed to meet a set of minimum standards, drawn up by animal welfare charities and backed by Defra.

Online Research Volunteer Natalia says: "The commercial use of animals, especially over-breeding, causes me a lot of heartache, so it is good to be able to contribute something to help regulate this area."

"When the evidence has been collected and analysed, it should help to influence the industry for good."

Becky Thwaites, Blue Cross Public Affairs Officer, said: "Monitoring thousands of pet ads on a weekly basis has really helped us to crack down on unethical and illegal ads that compromise animal welfare. This wouldn't have happened without our dedicated volunteers."

Discover how our supporters are helping us help pets by giving us much-needed donations.



OUR VOLUNTEERS HELP US BECAUSE...

"Animals need our help. I believe in this charity."

"We wanted to give back to a great organisation that gave to my dog."

"I want to make a difference."

How our retail volunteers are helping us to help pets

One hour's takings on the till funds microchips for a litter of unwanted puppies

Every four pieces of homeware sorted, priced and displayed helps us health check a homeless cat

Six items of clothing sold pays for a rabbit run so small pets can explore the great outdoors

Time after time



Our wonderful volunteers gave us over

351,880 hours of their time

smashing last year's record number of hours dedicated to Blue Cross by almost 10 per cent

THUMBS UP

We'd like to say a huge 'thank you' to our magnificent volunteers who give us the donation of their time so generously – we really couldn't help the number of pets we do without you. We currently have 3,175 registered volunteers who are responsible for 20 per cent of all the hours worked at Blue Cross.



PETS LIKE ME, NEED PEOPLE LIKE YOU!

Click www.bluecross.org.uk/volunteering to find your purrfect role.

Pet Bereavement



Call on us

When pet owners need to talk, we're always here...

If you need to talk, call us on 0800 096 6606 or email pbssmail@bluecross.org.uk

"I have lost count of the number of callers who have thanked me by saying, 'This is the first time I have been able to talk about this to anyone, thank you,' or, 'Thank you for your time and for listening, I feel better,'" Pet Bereavement Support Service (PBSS) Volunteer Carole Adam says.

"I consider volunteering with PBSS to be one of the most rewarding and valuable ways to channel my energy. I am passionate about good bereavement support for all pet owners and if my volunteering helps another bereaved pet owner, then I feel that this is a job well done."

Carole is just one of our trained volunteers who are there when a bereaved pet owner needs to talk. Our team is there for those who need them 365 days a year, answering calls or responding to emails.

In 2014 we took more than 5,404 calls – 22 per cent more than 2013 – and our dedicated volunteers replied to 572 emails – an increase of 71 per cent compared with the previous year.

Our Pet Bereavement Support Service provides free and confidential emotional support to bereaved owners of pets, working and assistance animals. Emotional support is often needed to help owners through the death of a pet, but we are also here to listen to those struggling to cope when a beloved pet has had to be rehomed due to financial difficulties or family break up. We also support owners facing the decision of having their pet put to sleep.

We provide training for staff in veterinary practices to help them support bereaved pet owners and for the charity Guide Dogs to offer emotional support to guide dog users, their families and volunteers.

Campaigning where it matters

We work with sector partners, politicians and the government to make a difference to pet welfare across the UK...

Harry was in a terrible state when he was rescued. Infested with lice, suffering from an infection and extremely underweight, the five-year-old pony was also incredibly nervous of people and afraid of being handled.

We got him the vet treatment he needed and put him on a weight gain programme.

Clare Davey, a Blue Cross Horse Care Groom, says: "We also handled him daily to build his trust and prepare him for his future. His confidence improved really quickly and it wasn't long before we could start training him to be a riding pony."

Within just a few months Harry had completely transformed from the nervous, skinny pony who first arrived at the centre. He is now a riding pony to nine-year-old Isobel.

Harry is just one of an estimated 7,000 horses who are at risk of suffering each year. Factors including irresponsible breeding, the high cost of keeping horses and fly grazing have combined to create a horse welfare crisis.

To tackle this we worked with politicians and a number of other animal welfare and countryside organisations to help introduce practical and effective measures that will work together to improve the welfare of horses. We advised MPs on the draft Control of Horses Bill and were confident that our voice would be listened to.

Dog control and welfare

In 2014 the new Anti-social Behaviour, Crime and Policing Act introduced measures designed to address dog control issues that impact on communities. We welcomed the new powers to make dog owners more accountable for their pets' behaviour, but it remains to be seen whether they will go far enough to tackle out of control dogs and dog attacks.

As part of the All Party Group for Animal Welfare (APGAW) Dog Strategy Group, formed of animal welfare organisations and cross party politicians, we published a comprehensive report into developing a dog strategy for England. The 21 recommendations ranged from dog control and responsible dog ownership, to breeding and sale. We hope all political parties will have considered the report as they draft their policies ahead of the 2015 general election.

Online pet advertising

We are part of the Pet Advertising Advisory Group (PAAG), made up of welfare and veterinary organisations, Defra, trading standards and the police. In September, the group published the results of its moderation scheme to monitor adverts for pets on the UK's biggest classified advertising websites. Over six months, Blue Cross volunteers alerted websites when adverts featured on them did not meet Defra endorsed minimum standards. Over 100,000 inappropriate, misleading or illegal adverts were removed during the period.

We care for many horses affected by the welfare crisis, like Harry.



Gorgeous horse Harry is now learning to be ridden with his young owner Isobel.

Education

By teaching children about dog body language, we're keeping communities safe...

A primary school child learns how to stay safe around dogs.

osing a child is every parent's worst nightmare – and when something could have been done to prevent the heartache, the loss is even more difficult to bear.

Statistically, children are the most likely to be bitten by a dog, and because of the ratio between the size of child and a dog, their injuries can be very serious and even fatal.

In June 2014 we joined together with the parents of Jade Anderson, who tragically lost her life in a dog attack, and Wigan Council to launch a new initiative to keep children safe around dogs.

We began to deliver our Be Safe with Dogs talk to every primary school pupil in Wigan, Jade's home town.

This talk teaches children, who are so often the victims of dog bites, about dog body language and how to approach and behave around dogs to stay safe. By teaching children to understand how dogs look when they are stressed and to recognise the signals that show a dog might be about to attack, we are helping to keep young people out of danger.

Jade's stepfather, Michael Anderson said: "It is so important to educate young people about this subject and we really hope that schools and organisations will take part. The sessions can be delivered in just 20 minutes and will provide vital information for children and their parents. Over 200,000 people are involved in dog attacks every year and through this programme we hope to make a real difference as part of Jade's legacy."

Since the June 2014 launch of this scheme, we have reached 10,397 children in Jade's local area.

Paul Hodson, Blue Cross Education Officer, added:

"Sadly, it is often children who are the victims of dog attacks and most incidents occur in the home. We really hope this education initiative will make a real difference by teaching families how to behave with their pets to keep their children safe."

In 2014 we reached more than 65,500 children and young people across the UK. This is a rise of 15 per cent in comparison with 2013.

Our Be Safe with Dogs talk can be booked anywhere in the country, subject to availability. Find out more and book a free education talk now at www.bluecross.org.uk/education.

Picking up the pieces

Our RespectaBULL workshops, which teach current and potential owners of so-called "status dogs" like Staffordshire bull terriers about responsible pet ownership, reached 5,041 young people in 2014. Educating the pet owners of the future will help prevent the mistreatment of pets like Tommy.

Dog Tommy was in a horrendous state when he was found. He had pressure sores and urine scald burns on his limbs, and had likely been confined to a small space. His muscles had wasted away and he weighed just half his recommended bodyweight.

We put Tommy on a tailor-made plan to help him grow healthy and gave him the veterinary care he so urgently needed. As his condition improved, the affectionate young dog began to trust people again.



Top Tommy was emaciated when he came into our care.

Bottom Tommy is now healthy and has a happy new home.



What are we doing to keep our communities safe?

CHILDREN AND YOUNG PEOPLE REACHED THROUGH EDUCATION IN 2014: **65,556**

Where did our income for 2014 come from?

PRINCIPAL SOURCES OF INCOME	£'000
Our principal sources of income were as follows:	
Donations and gifts	8,599
Legacies received	17,503
Investment income	926
Income from Blue Cross shops	3,432
Other activities for generating funds	1,089
Income from charitable activities	1,819
Total income	33,368

Number of pets helped
by our Rehoming Services
8,335

Number of pets helped
by our Veterinary Services
26,991

Number of children and young people
reached by our Education Team
65,556

Who are the people helping us manage our charity?

For the year ended 31 December 2014

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

Registered office
Shilton Road
Burford
Oxfordshire
OX18 4PF

PATRON

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

HONORARY MEMBERS

The Rt Hon Earl Cadogan DL

Dr Andrew Edney MRCVS

The Lord Kirkham CVO

The Lord Sheppard of Didgemere
KCVO Kt (died 25/03/2015)

WJB Sneath

Sir John Spurling KCVO OBE

RT Vyner CBE

AMBASSADOR

A Langton

TRUSTEES

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

Zair Berry FCA (Chairman)

The Hon Henrietta Roper-Curzon
(Vice Chairman)

Amy Clarke (appointed 11/12/14)

Tom Corran (resigned 25/09/14)

Professor Anthony Forster
FHEA FRSA AcSS

Dr Tim Hutton MRCVS

Tim Porter FCA

Andrew Prebble

Rt Rev David Rossdale
(appointed 11/12/14)

Colonel Neil C Smith MRCVS

Dr Jeremy Stewart MRCVS
(appointed 11/12/14)

Stephen Swift (resigned 03/02/14;
reappointed 11/12/14)

Dr David Watt PhD FRICS

CHIEF EXECUTIVE OFFICER

Sally de la Bedoyere
(appointed 05/11/14)

Stephen Swift
(appointed 03/02/14;
resigned 04/11/14)

Kim Hamilton (resigned 16/01/14)

BANKERS

National Westminster Bank Plc
141 Ebury Street
London
SW1W 9QP

SOLICITORS

Bircham Dyson Bell LLP
50 Broadway
Westminster
London
SW1H 0BL

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

EXTERNAL AUDITORS

BDO LLP
2nd Floor, 2 City Place
Beehive Ring Road
Gatwick
West Sussex
RH16 0PA

INVESTMENT MANAGERS

Rathbone Investment Management
Limited
1 Curzon Street
London
W1J 5FB

Where can you find us?

BLUE CROSS ANIMAL HOSPITALS

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

BLUE CROSS REHOMING CENTRES

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

BLUE CROSS CLINICS



PET FOSTERING



BLUE CROSS SHOPS



IRISH BLUE CROSS



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