



THE BLUE CROSS

Britain's pet charity

ANNUAL REVIEW 2007





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our mission
Provide care, promote
companionship,
enhance animal
and human lives.

A photograph showing two young children, a boy and a girl, sitting on a wooden table and interacting with a small black dog. The boy is wearing an orange shirt and the girl is wearing a white shirt.

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CHAIRMAN'S INTRODUCTION

This little character, Cesar, is my daily reminder of what The Blue Cross is all about, a one-dog demonstration of our mission statement. We care for him, he is the ideal companion and all our lives are enhanced.



The understanding of this essential link between human and companion animal health and welfare underwrites all our activities. Looking ahead in times of economic hardship and rapidly rising fees in private practice, veterinary services have become a first priority. Many people who would not normally qualify for treatment in our busy hospitals or welfare clinics need help when faced with large bills for emergency veterinary treatment. We are concentrating on the provision of such support on a nationwide basis.

Others, whose pet may be their only friend, worry about what may happen if they become ill. We shall soon be working together with Pet Fostering Service Scotland, whose experience over some 20 years in finding temporary foster homes for pets at very short notice will be invaluable.

Our links with other like-minded, smaller charities, whether as welfare associates or in other collaborative ventures, are mutually beneficial. They are for us a cost-effective way of extending our influence in areas of great need, and for the smaller organisations they can be a lifeline.

The contribution of volunteers continues to grow in importance. They bring a wide variety of skills and experience to The Blue Cross. Indeed the Pet Bereavement

Support Service could not run without the time, patience and understanding which they provide. We continue to recruit more volunteers to be involved in all our activities, and believe that they too will benefit from becoming part of the Blue Cross family and from contact with the animals in our care.

The message of responsible pet ownership is spread through schools, through our All About Pets leaflets covering all aspects of animal care, and in our centres by helping adopters to choose the right animal for their lifestyle.

The Blue Cross is very much alive and well, for which my thanks go to our generous supporters, dedicated staff, and volunteers including my colleagues on the Board.

“The understanding of this essential link between human and companion animal health and welfare underwrites all our activities.”



Diane Sinclair, Chairman

CHIEF EXECUTIVE'S WELCOME

The Blue Cross had a busy year in 2007. Compared with 2006, we found new homes for more animals and treated more at our hospitals and welfare clinics.

We helped more disadvantaged pet owners with outreach services such as our community veterinary nurses and animal welfare grant programmes. Under the broad heading of education, we took the Respect for Animals message to ever more children in schools and clubs, and saw continuing demands on our www.allaboutpets.org.uk service.

This increased activity brings mixed feelings: what a shame so many animals need the help of our charitable services... yet, thank goodness The Blue Cross is here to assist animals and owners who might otherwise be in serious difficulty.

Though it is comforting to know that we were able to assist animals in need of a home or clinical care, we constantly strive to prevent problems arising in the first place – “Prevention rather than cure”. Whilst animals, like humans, will inevitably sometimes be ill and need veterinary treatment, we stepped up our preventative work: microchipping more animals (to give them traceable identities), vaccinating more dogs, cats and horses (to build resistance to common diseases), and extending our educational reach.

This vital work takes time and money, and we are indebted to you, our volunteers and supporters, for enabling us to help so many horses and ponies, dogs, cats and small pets. Our band of wonderful volunteers continued to grow and support us in a

myriad of ways, forming a valuable resource working alongside our dedicated staff.

We are constantly vigilant to ensure our supporters' investment in The Blue Cross, whether in time or money, realises the optimum return. A compelling example is our increasing work with other charities. We contributed significantly to the new Animal Welfare Act which should improve the lot of our animal friends, and senior members of The Blue Cross played key roles in welfare groups such as the National Equine Welfare Council, Association of Dogs and Cats Homes, Pets in Europe, and others.

Finally, this will be my last report as Chief Executive. My seven years here have gone in a flash. It's been a joy and a privilege to work with such dedicated colleagues and meet so many wonderful loyal supporters. The biggest reward, however, has been the knowledge that The Blue Cross has never compromised our high standards.

Thank you all.



John Rutter, Chief Executive



“Though it is comforting to know that we were able to assist animals in need of a home or clinical care, we constantly strive to prevent problems arising in the first place.”



LENDING A HAND

Volunteers are an integral part of The Blue Cross, and their continued contribution to our services is at the forefront of our ambition to evolve as a charity.

In 2007, volunteers spent over 30,000 hours of their time in our adoption centres alone, and almost 82,000 volunteer hours in total were given across the charity, 50 per cent more than in 2006.

Karen Allsop, Volunteer Development Manager, reflects on 2007 as a year where significant change took place: "Not only did we see an increase in the number of hours volunteers gave to all our services, but the range of volunteering opportunities expanded, with the opening of three new charity shops, the redevelopment of volunteer programmes at our equine welfare centres, the introduction of area coordinators for our education programme and the launch of a pet fostering scheme."

Whether a volunteer is helping to socialise a dog at an adoption centre, assisting at a veterinary hospital or charity shop, training to become an education speaker, or simply helping The Blue Cross at fundraising events, the passion they bring to supporting our work is invaluable.

To acknowledge this, in 2007 Karen developed a strategy for improving the experience of volunteers. A volunteer policy, uniform and database were established, as well as plans for a dedicated volunteer area on The Blue Cross website.

Our commitment to involving and supporting volunteers to the highest standard takes us forward in an enduring position, to continue our practical and compassionate work for pets and owners alike.





VETERINARY LIFELINES

We are very proud of our veterinary staff, who work tirelessly to help sick and injured animals. In 2007, Blue Cross hospitals and clinics continued to provide high standards of care.

Last year, The Blue Cross carried out more veterinary consultations, operations and procedures than in 2006. As well as serving members of the community in areas surrounding our animal hospitals in Grimsby and London, the charity's mobile veterinary clinic continued to assist clients in parts of east London, helping those unable to afford veterinary fees or travel to a hospital.

Mobile vet care

Although The Blue Cross has three animal hospitals in London, there is a growing need for accessible veterinary care in parts of east London. Since the launch of the mobile clinic vehicle in 2004, many pet owners have benefited in this part of London. The clinic has a consulting room and small waiting area, and is equipped with all

the veterinary essentials. It provides basic veterinary attention, vaccination, microchipping, and advice on animal care.

One client, Sarah Martin, brings her terrier dog Socks to the Islington clinic: "I came here with my dog one morning and thought it was a brilliant place to have a vet clinic, especially in such a busy area that doesn't have any others. I don't think you could get a better idea than a mobile clinic."

We are committed to extending this valuable veterinary service to more people and, in 2008, a new location in Walthamstow, north-east London, will provide this expansion.

Extending our reach

The Blue Cross also endeavours to utilise the talents of veterinary staff at our rehoming centres. Veterinary welfare clinics at our Bromsgrove and Felixstowe adoption centres treated 1,379 pets in the surrounding areas. This scheme will expand in 2008, with the opening of a new welfare clinic at the animal adoption centre in Tiverton.

Present and future investment

Pet owners unable to afford veterinary fees, and living outside of hospital



"We were able to assist more than a thousand people in 2007 with their veterinary fees, double the amount in 2006."



FACTS & FIGURES

Our veterinary surgeons and nurses carried out **66,264** consultations, **11,816** operations and **17,890** diagnostic procedures at Blue Cross hospitals and through the mobile clinic in 2007.

and clinic catchment areas, have the option of applying for financial assistance through our Veterinary Care Fund scheme.

This nationwide scheme provides a compassionate service that relieves the stress for a person on low income with a sick pet. With over 200 enquiries a month, we were able to assist more than a thousand people in 2007 with their veterinary fees – double the figure in 2006. A total of £90,000 was paid out through the scheme.

As part of our pledge to provide more underprivileged people with a chance to help their pets, The Blue Cross plans to increase funding for veterinary assistance at private vet practices to £500,000 in 2008.

The Blue Cross strives to provide a high standard of veterinary care to the pets of people who need it most. Our commitment to build on the quality of our veterinary service is demonstrated by consistently improving facilities at hospitals, clinics and adoption centres.



THE GIFT OF A SECOND CHANCE

There are many reasons why an animal is given up for adoption, and our centres around the country continued to care for and rehome these pets in 2007.

The Blue Cross rehoming process is a procedure taken very seriously, from checking special requirements for a pet, dealing with physical ailments or behavioural problems before a pet is rehomed, to carefully assessing a potential owner to ensure they are right for the animal. This dedication to matching owners with the right pet ensures fewer animals are returned to our centres.

Matching perfect partners

Feline brothers Porthos and Athos were just two of the many cats, dogs and small pets given a second chance of finding happiness in 2007. Both cats had been at the Hertfordshire adoption centre for three months and were diagnosed with heart murmurs. Athos also had a large bald patch on his back due to a food allergy.



In 2007 we cared for **5,951** pets in our adoption centres across the country.

Having lost their previous cats to old age, Doug and Jocelyne Scott (pictured) were looking to adopt again, and upon a visit to the centre, fell for the cats instantly. For the first few weeks Porthos and Athos were kept indoors to acclimatise to their new home and family. The Scotts saw an improvement with Athos after a course of steroids and by adding some variety to his diet. As Doug explains: "Athos no longer tries to pull his fur out and is now a very happy cat. Porthos has gained confidence throughout, blossoming into a very affectionate cat."

Animal welfare in 2007

Porthos and Athos joined the thousands of pets we cared for and rehomed last year. Blue Cross adoption centres also assist in the welfare of animals by caring for pets belonging to people, such as the elderly, who are unable to look after their pets, perhaps having been admitted to hospital. We also care for pets belonging to those escaping domestic abuse. The Welfare Boarding scheme helped 52 pets in 2007.

Our approach is always one of empathy and experience, and with continued support, we can serve those who desperately need our

help in the years ahead. We are keen to share our knowledge of companion animal matters and in 2007 provided input into wider animal issues, through the membership of a number of groups and committees. These included the Pet Advisory Committee, Association of Dogs and Cats Homes and the UK and International Greyhound Forum, ensuring greater awareness of the issues surrounding companion animal welfare.

Future development

Last year The Blue Cross was able to improve facilities and expand services at adoption centres. In 2008, much-needed improvements will be made to our adoption centres in Thirsk, Bromsgrove and Southampton and we hope to find an alternative location for Felixstowe adoption centre. We work to provide the best accommodation for animals in our care, in a nurturing environment, ensuring them bright futures.

"Porthos has gained confidence, blossoming into a very affectionate cat."



COMPASSION IN COPING WITH PET LOSS

The Blue Cross provides essential support to people who have been affected by the loss of a pet, through a variety of channels.

In 2007, we continued our work with the Society for Companion Animal Studies (SCAS) in providing the Pet Bereavement Support Service (PBSS), offering free and confidential support and information for pet owners coping with the loss of a pet through its telephone and email service and courses in pet loss support.

Pam, a PBSS volunteer, says the feeling of shock when a pet dies can be overwhelming: "It's often difficult for someone to make sense of how they are feeling. I help them work through their feelings of loss at a difficult and emotional time."

The PBSS responded and offered support to nearly 6,000 telephone callers in 2007, a substantial increase on 2006, and the email service responded to 550 messages. Along with almost 4,000 pet memorials created online through our website and the rise in calls and emails in 2007, this signifies an ongoing need for such vital services.

Pam is just one of 52 trained and dedicated PBSS volunteers who gave up many hours of their time, offering support in 2007.

Society for Companion Animal Studies

2007 marked the completion of a two-year research project conducted by SCAS into the relationship between companion animals and people living in sheltered housing and care homes. Along with this important study, SCAS has also supported research into the value of pet ownership for people with Chronic Fatigue Syndrome.

With the growth of the Pet Bereavement Support Service and comprehensive studies from SCAS into the relationship between companion animals and their owners, The Blue Cross will establish new fundraising strategies to help continue providing these services and research in the years ahead. With the help of your funding, we can ensure more people receive the care they deserve.





LEADING THE WAY IN EQUINE WELFARE

The rehabilitation of horses is something The Blue Cross has undertaken since 1897. In 2007 we cared for and oversaw more equines in centres and in new homes than ever before.

Taking on a horse or pony is a huge commitment. The Blue Cross cares for equines in difficult circumstances; through cases of neglect, or those with behavioural issues. We place a strong emphasis on rehabilitation and retraining to ensure all the horses and ponies in our care have the best possible chance of resuming active lives in their new homes.

Education is also very high on our agenda and we are committed to promoting proper use of the horse and responsible animal ownership.

Equine welfare centres

The Blue Cross takes very seriously its promise of life-long guardianship for all equines taken into its care. In order to fulfil this pledge, the equine centre in Northiam has been made a dedicated centre for permanently retired Blue Cross horses.

At our Burford equine welfare centre, a new stable block has provided eight more stables, enabling us to take in more welfare referrals from like-minded organisations. Burford rehabilitated and rehomed even more horses and ponies than in previous years.

Since the 2006 opening of the latest equine welfare centre in Rolleston-on-Dove, Staffordshire, staff have cared for 61 horses and put 35 out on loan to new homes. Last year the centre introduced a new woodchip area, greatly helping horses and ponies.



“Pony care days provide a chance to educate children in a fun, interactive environment.”

Pony care education

Educating the next generation about being responsible pet owners is one of the core aims of our charity. For children who love horses and ponies, the chance to spend time learning how to care for them is an exciting prospect. In 2007 we established two new equine education initiatives aimed at children.

Pony care days at Blue Cross equine centres provide a chance to educate children in a fun, interactive environment. They also allow for much-needed education and training for Blue Cross ponies around small groups of children.

Children are not only able to practise grooming a horse and mucking out stables but also spend time interacting with horses and

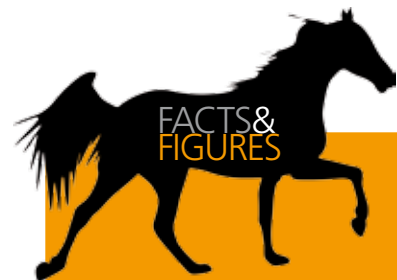
learning about horse anatomy, behaviour and basic care.

We also established a collaboration with The Pony Club by supporting their Horse and Pony Care competition and working with Pony Club centres. This ensured more young people were educated on the principles of responsible equine care. The association also presented rehoming opportunities for several Blue Cross ponies; benefiting from new homes with Pony Club members.

Equine welfare association

Last year, The Blue Cross established associations with two equine welfare organisations; Crosskennan Lane Animal Sanctuary in Northern Ireland and the Society for the Welfare of Horses and Ponies.

Our work to promote equine welfare will undoubtedly benefit from these associations, helping more horses and ponies find their feet and enjoy a happy future in new homes.



The Blue Cross cared for **126** horses and ponies in 2007, and loaned **122** into new homes.



GENEROUS, LOYAL AND ESSENTIAL

Throughout its history, The Blue Cross has relied on the incredible generosity and commitment of individuals and organisations that care about animal welfare as much as we do. In the 21st century your help is needed more than ever.



“Last year was an especially colourful one, with the launch of the very first Blue Cross Tea Party.”

Individual efforts

It is a testament to the support we receive that The Blue Cross was able to provide practical and compassionate care of the highest standard in 2007. Last year, almost 100,000 supporters together donated £8.2 million to our cause. We'd like to express our thanks and appreciation to all who donated to us in 2007.

Fundraising events

As a charity we are committed to establishing engaging and fun ways to raise money to help our pets. Last year was an especially colourful one, with the launch of the very first Blue Cross Tea Party. This fundraising event raised £35,000 and attracted many new supporters. From teachers to pensioners, a wide range of people – and their pets – got involved. This event not only raised money, but also awareness of the work we do as a charity, from equine welfare to veterinary care.

Vital funds were also raised through established events like the Flora London Marathon, raising £49,000. Our overseas events attracted participants wanting to help animals as well as experience new adventures. These active challenges raised over £82,000. Fundraisers throughout the country devoted time to our cause, from organising sponsored dog walks and competitions to street collections.

More charity shops

Our presence on the high street has increased in the last year, with the opening of four more charity shops; in Dursley, Hereford, Wootton Bassett and Droitwich. These shops



proved popular in their respective communities, and The Blue Cross has secured additional sites to help us raise our profile in new areas, generating funds for animals in need.

We also raised a significant amount through raffles and shopping. Our Paw Draw raffles proved popular, bringing in over £320,000.

Corporate partnerships and charitable trusts

The Blue Cross receives a large part of its fundraising income from charitable trusts and corporate partnerships. Our partnership with Hill's Pet Nutrition continued in 2007 with their sponsorship of the Take Your Dog to Work Day fundraising event, and provision of free cat and dog food to all of our adoption centres, providing substantial assistance towards our work.

We were proud to announce our

nomination as the Mitsubishi Motors Badminton Horse Trials' charity of the year for 2008. Fort Dodge Animal Health continued its support of our equine welfare work and Petplan Insurance was announced as joint sponsor of The Blue Cross equine ambulance service for 2007.

We would like to express how grateful we are for all this support.



Last year, almost **100,000** supporters together donated **£8.2 million** to our cause.

KEY LESSONS FOR PETS

Our animal behaviourists continue to learn new training techniques, meaning more pets can be helped each year.

If an animal is brought into our centres displaying problems, our dedicated team of behaviourists is ready to help.

Claire Stallard (pictured) works as an animal behaviourist. Sadly, some pets are admitted with behavioural problems and it is the role of our staff to assess the case. The animal is led through a process of rehabilitation, socialisation and training, all resulting in improved behaviour and an increased chance of rehoming.

Staff receive ongoing training to assess the animals in our care. Head of Animal Behaviour at The Blue Cross, Julie Bedford, conducted over 40 days of behaviour training and courses for adoption centre staff last year, helping staff to assess and help animals around the country.

A total of 805 consultations and assessments were carried out in 2007 by our team, coupled with over 1,000 phone calls and emails from owners of Blue Cross animals about their animals' behaviour.

The Blue Cross strives to support pet owners, even after an animal is rehomed.

We also continued to train and enter our dogs into the Kennel Club's Good Citizen scheme last year, not only providing valuable training and socialisation for dogs, but also giving them the best chance of being rehomed.

The Blue Cross is dedicated to helping pets overcome behavioural issues, through practical training methods and the work of our experienced and caring staff.





A BRIGHT FUTURE

Last year saw an increase in the recruitment and training of education speakers, spreading our message of responsible pet ownership to even more schools and youth groups.

The Blue Cross believes that pet owners should be equipped with the knowledge and skills to provide the very highest standards of care for their animals. Educating children is the first step to ensuring they take these lessons with them throughout their lives. In 2007, our education speakers spoke to almost 30,000 children in schools, nurseries and youth groups.

Education speakers

Blue Cross education speakers are volunteers, who, along with temperament tested dogs, are trained to teach animal welfare lessons in line with the National Curriculum for Citizenship in different key stages.

The message is not just restricted to schools, but covers talks in libraries and youth groups like the Cubs and Brownies. These children from Worcestershire (pictured) were able to learn about looking after a dog, the importance of microchipping your pet, and even how to analyse animal behaviour, from education speakers Karen and Sarah.

"Education talks are a really great way of involving children in the learning process, with practical demonstrations and sounds," says Karen. "The children are completely attentive and love to get involved."

Interactive learning

During the lesson, children are taught how to groom a dog and check for injuries, as well as finding out about the products needed to care for pets. The response is enthusiastic: "I really

liked learning about dogs and how to handle them in the right way," says Tom, one of the Cubs in attendance.

By the end of 2007, almost 100 trained education volunteers were out in schools and groups, along with 80 trained dogs. We have many more volunteers currently in training.

Education volunteers and their dogs also help at national animal shows



"Education talks are a great way of involving children. They are completely attentive and love to get involved."

like Crufts, and many county shows. These events provide an effective way to promote the work of The Blue Cross, as well as interactive ways of getting involved at our show stands.

An online community

Our All About Pets range of 80 leaflets, available online at www.allaboutpets.org.uk, continued to be hugely popular in 2007, with nearly 650,000 downloads. 2008 heralds its relaunch as our new All About Pets online community for pet owners and animal lovers alike. This website will not only contain our existing pet care leaflets, but will also provide a chance for people to share their stories through forums and groups, search for events and research expert pet care advice.

Our monthly e-newsletter *Pawprint* contains pet care advice, podcasts, the latest Blue Cross news and ways to get involved in our events. Subscribers increased steadily in

2007, reaching nearly 100,000 by the end of the year.

By enabling children to learn about pets in an engaging way, and increasing awareness of our work through the latest media channels, we will strive to promote responsible pet ownership and happy relationships in 2008 and beyond.



Volunteer speakers reached almost **30,000** children through schools and youth groups in 2007, a substantial increase on the previous year.





REHOMING THROUGH PET FOSTERING

In 2007 we launched a new rehoming fostering service, extending our services into new areas and helping to rehome more pets across the country.

The Blue Cross aims to ensure as many animals as possible find loving new homes. The pet fostering service allows people to look after dogs and cats in need of short-term foster care, until a permanent home is found.

There are several reasons why a cat or dog may be in need of temporary foster care; an elderly owner who has moved into sheltered accommodation may have to give up their pet, and emigration or other changes in family circumstances could pose a compromise to the welfare of an animal.



“The Blue Cross continues to look for ways to expand its services.”

This new service extends our rehoming work as it covers areas outside the catchment area of existing Blue Cross adoption centres, helping even more pets in need. In addition, our pledge to expand the role of volunteers is crucial to the pet fostering service, with volunteers themselves managing the service.

Reaching the North-East

The first area targeted to recruit volunteers in 2007 was the North-East of England; an area with a limited reach for Blue Cross rehoming facilities. “Our new fostering scheme is a great opportunity for any local cat and dog lovers to get involved in our work and experience first-hand the satisfaction of seeing pets find loving homes in their community,” says Denise Young, who is responsible for pet fostering at The Blue Cross.

Training for carers and coordinators

The Blue Cross wants to give pets a chance to be looked after in a loving environment, and the scheme ensures this is delivered. All foster coordinators and carers begin learning about The Blue Cross and our procedures through tailored training schemes, with access to information and support throughout.

Denise says the scheme is growing in popularity: “By the end of 2007, our first group of new volunteers were concluding their respective training programmes, ready to begin rehoming cats and dogs, with additional volunteers being recruited.”

All volunteers receive the equipment required, together with the support of a local veterinary practice and specialist behaviour advice. We plan to deliver more rehoming pet fostering schemes in other areas of the UK not covered by a Blue Cross adoption centre, underlining our commitment to helping pets across the country with our expertise and experience.



THE GIFT OF HOPE

The Blue Cross receives no government funding and depends heavily on legacies to help fund all of its services.

The term 'legacy' relates to a financial gift, portion of estate or valuable item left by a supporter to The Blue Cross through a clause in their Will. By leaving the gift of a legacy, that person is assisting in the continuation of our services for years to come. The total legacy income received in 2007 was in excess of £14 million, demonstrating the generosity of our supporters and their love of animals.

Leaving a legacy

What is it that motivates people to leave a legacy?

For many people the awareness of the work carried out by The Blue Cross is enough for them to leave a gift in their Will. Those who have had first-hand experience are keen to ensure our work continues so that future generations can benefit from the bond between a companion animal and owner.

Cordelia Morley pledged to leave a gift to The Blue Cross in her Will. Cordelia adopted her dog Buster from The Blue Cross: "I decided to get my affairs in order and leave my estate to The Blue Cross; Buster has brought us so much joy that I wanted to give them something in return for making our lives so happy."

A remarkable commitment

Money left by our supporters accounts for over 55 per cent of our total income; and however large or

small a pledge, supporters can ensure that even after their death The Blue Cross can provide its many services to support companion animals and their owners.

Judith Green also decided to leave a legacy: "I have heard that it is never too soon to write a Will, but it is one of those things that we put off. What better time than now to make a gift through your Will to something

outlive them. Once an application to register their pets into care has been confirmed as successful, owners can include a simple clause in their Will. They can feel safe in the knowledge that their pets will be taken care of and rehomed by us, no matter how long it takes.

The Blue Cross takes in thousands of abandoned and unwanted animals every year. It is through the

"I take pleasure in knowing that I have left something to a charity that is so close to my heart."

you really believe in, which makes a difference to the welfare of animals and their owners."

Honouring a special bond

Judith chose to leave a legacy to The Blue Cross due to the special bond between herself and her cat, Badger. "It was not until Badger arrived in my life that I truly appreciated what pleasure and love an animal can give. This is what prompted me to write a Will at the age of 40."

"I take pleasure in knowing that I have left something to a charity that is so close to my heart."

Pets Into Care scheme

The Blue Cross also runs a Pets Into Care scheme that offers peace of mind to pet owners wishing to make provision for their pet should they

generosity of supporters like Cordelia and Judith that we can continue to look after and find new homes for the animals that come to us.



By the end of 2007, over **6,600** supporters had pledged to leave The Blue Cross a legacy gift in their Will.



SAVING PETS IN THE UK AND ABROAD

Our objective is to increase the number of pets we help through the formation of welfare associates. In 2007 we forged relationships with several organisations.



The Blue Cross has a long history of helping smaller charities whose aims and values are in sympathy with our own. We work closely with a number of organisations in our aim to promote animal welfare and responsible pet ownership.

These links with like-minded organisations are mutually beneficial; providing a cost-effective way of extending our influence in areas of need, and for smaller organisations they can be a lifeline.

Help by association

The Mayflower Sanctuary (pictured right) in Bawtry, South Yorkshire, first opened its doors to unwanted cats and dogs in 2003. Last year it joined The Blue Cross welfare associates scheme, and will receive an annual grant of £20,000 towards new resources, facilities and training at the sanctuary.

Mayflower joins a growing list of Blue Cross welfare associates. Support not only comes in the form of financial assistance, but through the provision of pet care information leaflets and practical advice and support, ensuring the organisation retains its independence and working practices.

Jennie Foxall-Lord is the manager at Mayflower and is delighted to be linked with us: "Not only will this enable us to improve and expand our resources, we will also benefit from the experience and knowledge of The Blue Cross," she says.



“The Mayflower Sanctuary joins a growing list of Blue Cross welfare associates.”

Denise Young, responsible for Blue Cross welfare associates, says it was Mayflower’s commitment to matching homeless pets with new owners which made it an ideal welfare partner: “We are confident that our contributions will help Mayflower find even more loving new homes for the unwanted and abandoned cats and dogs in its care.”

Into Europe

Although The Blue Cross is focused on establishing relationships which increase awareness of its work in the United Kingdom, we are also helping organisations within the boundaries of the European Union.

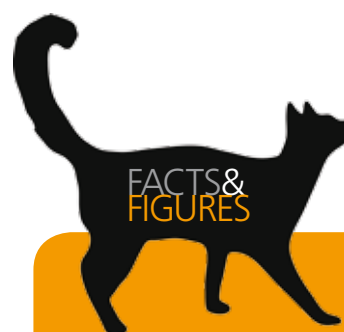
Last year the French cat welfare organisation Les Amis des Chats became the second French welfare associate to receive our support. We have longstanding ties with France; during World War I The Blue Cross

offered veterinary aid to French and British Army horses and dogs on French battlefields.

A growing list of associates

Cats and dogs are not the only animals we help through welfare association. Mountains Animal Sanctuary in Scotland concentrates on equine welfare – and has always had a good working relationship with The Blue Cross, providing a home to 25 Blue Cross horses and ponies over the years. Last year, we also established associations with two other equine welfare organisations; Crosskennan Lane Animal Sanctuary in Northern Ireland and the Society for the Welfare of Horses and Ponies.

We plan to add to our list of associates over the next few years because it is an effective way to not only help pets, but also raise awareness of our work in areas we currently do not reach.



With Blue Cross assistance, Les Amis des Chats rehomed double the number of cats last year compared to 2006.

FINANCIAL SUMMARY

We spent £22 million this year caring for thousands of animals and the humans they depend on, as well as building and equipping centres and hospitals, and raising the funds to carry on our work in the future.

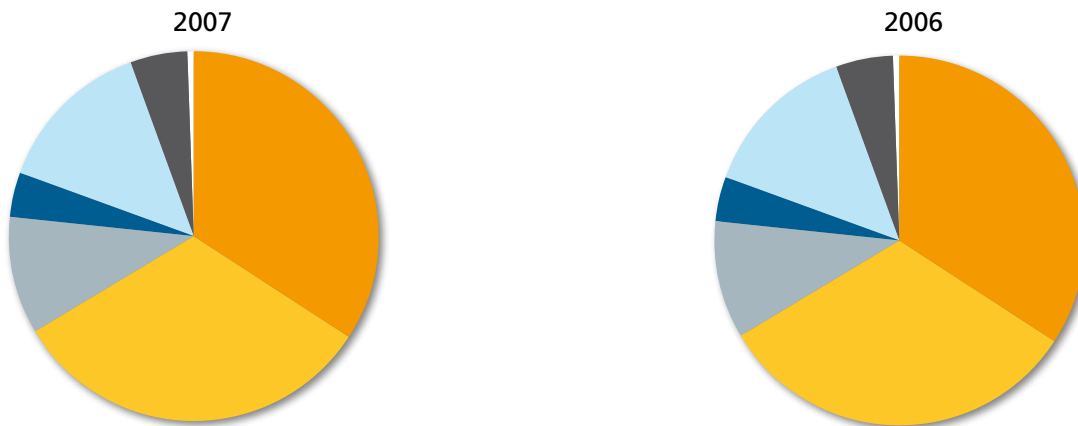


WHERE OUR FUNDS COME FROM

In 2007 our total income was £25.4 million. Nearly all of our income was received from voluntary donations.

	2007	2006
● Legacies	14.1m	12.3m
● Donations	8.2m	7.6m
● Investment and profit on asset sales	1.4m	1.2m
● Other fundraising	1.6m	1.3m
● Trading company net income	0.1m	0.1m





HOW YOUR MONEY WAS SPENT

In 2007 our total expenditure, including capital expenditure, was £21.9 million.

	2007	2006
Animal hospitals and clinics	7.5m	6.9m
Animal adoption centres	7.1m	6.7m
Equine welfare	2.2m	2.6m
Education and advice	0.9m	0.8m

TOTAL CHARITABLE EXPENDITURE

	2007	2006
Costs of generating voluntary income	3.0m	2.7m
Costs of generating fundraising income	1.1m	0.9m
Governance costs	0.1m	0.1m

This financial summary is taken from the audited accounts, approved by the Board of Governors, due to be received and approved by the Members at the Annual General Meeting on 12 June 2008. These accounts will be available after this date, on request from our Director of Finance at The Blue Cross head office.

NEW HOME, NEW START

The Blue Cross cares for thousands of dogs, cats, small pets and equines. Here are just a few animals we have helped in recent times.



Sweetpea

Many horses and ponies are admitted to The Blue Cross suffering from neglect, ill treatment or behavioural difficulties. Sweetpea was found abandoned in a severely neglected state in the lanes of an Oxfordshire village. She was admitted to the equine welfare centre in Burford, where a tailored rehabilitation and training programme was devised for her. Happily, Sweetpea found a new home with Mrs Proudlock, who was sure Sweetpea would make an ideal companion for her horse, Molly. After a few nervous months settling in, Sweetpea blossomed into a confident and happy pony.



Georgie

Georgie the lurcher was a year old when he was brought in as a stray to the Tiverton Adoption Centre, and we discovered he hadn't had the best start in life. Having broken his front leg, which left him with a limp, Georgie also suffered from a hip condition which increased his chances of developing arthritis. Dubbed a 'last chance dog' because of his ill-health, things were not looking good. However, despite the odds, his playful nature ensured he was rehomed as a foster dog. Georgie loves his new home, has settled in well and has earned the affectionate nickname 'Squeaky'.



Wabbit

Wabbit (far left) was very young when he arrived at The Blue Cross. Brought in as a stray, he quickly developed a friendship with fellow rabbit, Simba. The pair were rehomed with the Smith family in May 2007. Sadly, Simba passed away a few months later, but Wabbit's resilient character ensured he coped well with the loss of his partner. The Smith family and their existing pets bonded with cheeky Wabbit and now couldn't imagine life without him. In his new home, Wabbit found a plentiful supply of his favourite snacks; carrots, broccoli and cauliflower.



Coco

Handsome, long-haired tabby cat Coco was unfortunately admitted to The Blue Cross on two separate occasions. The first because of his owner's ill health, and the second time due to his owner being unable to find the time to look after him. Coco loves human company, and longed for a new home. His affectionate nature ensured he was soon rehomed into an ideal rural setting. Coco has a new lease of life, and enjoys all the love, attention and grooming he could wish for.

The support we receive ensures we can continue helping pets like these, and transform the lives of many more animals and their owners through our charitable services.

THANK YOU



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

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

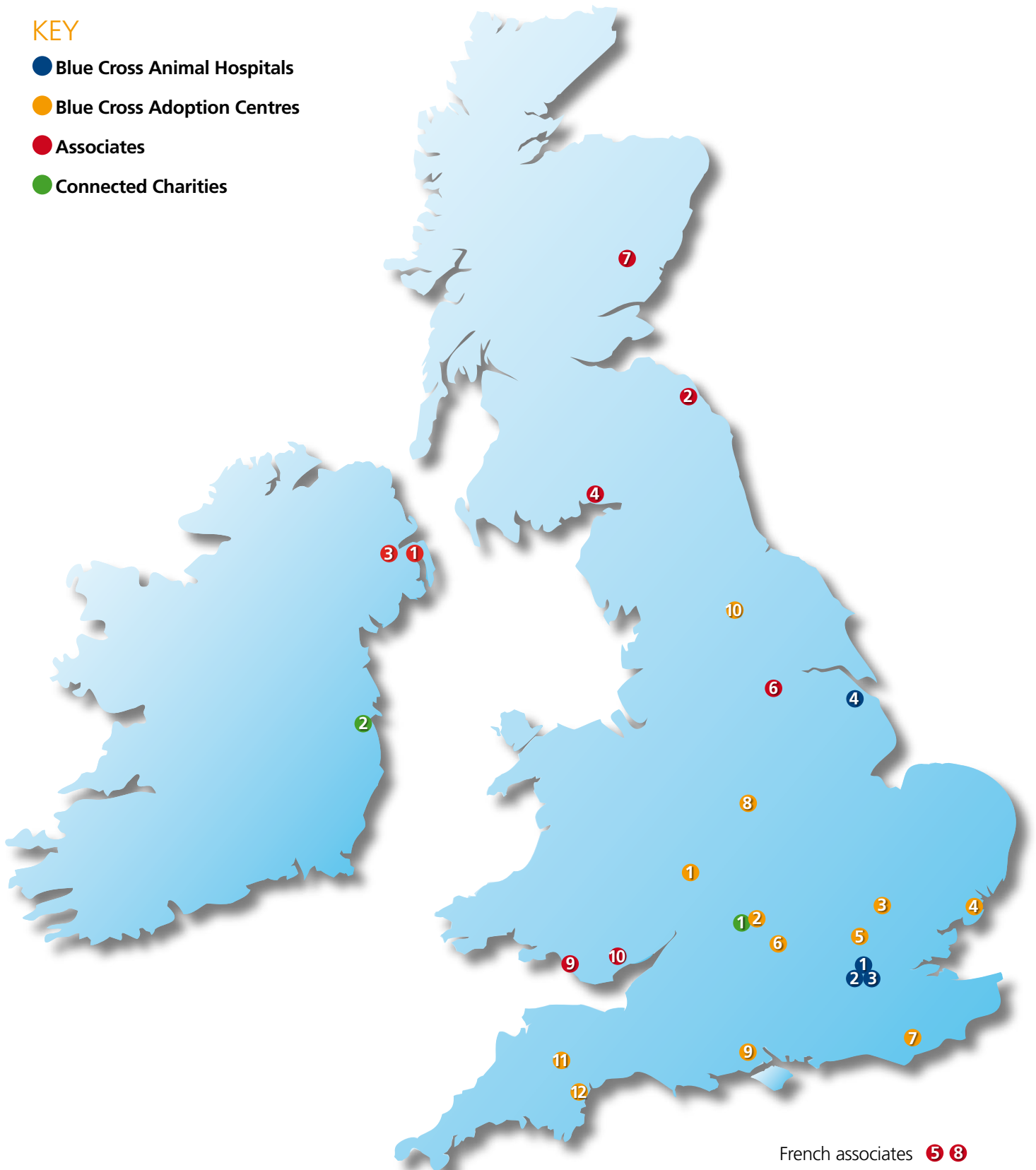
The Blue Cross would like to thank all the individuals, trusts, companies and others who so generously supported us in 2007.

CONTACT US

Our offices, hospitals, adoption and equine centres, shops, associates and connected charities.

KEY

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



The Blue Cross Head Office

Shilton Road, Burford, Oxon OX18 4PF
Tel: 01993 822651
Fax: 01993 823083
Email: info@bluecross.org.uk
Website: www.bluecross.org.uk

The Blue Cross Animal Hospitals

1 The Blue Cross Animal Hospital, Victoria

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

2 The Blue Cross Animal Hospital, Hammersmith

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

3 The Blue Cross Animal Hospital, Merton

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

4 The Blue Cross Animal Hospital, Grimsby

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

The Blue Cross Adoption and Equine Centres

1 Bromsgrove Adoption Centre

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

2 Burford Adoption and Equine Centres

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

3 Cambridge Adoption Centre

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

4 Felixstowe Adoption Centre

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

5 Hertfordshire Adoption Centre

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

6 Lewknor Adoption Centre

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

7 Northiam Small Animal Adoption Centre and Equine Centre for Rest and Retirement

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

8 Rolleston Equine Centre

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

9 Southampton Adoption Centre

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

10 Thirsk Adoption Centre

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

11 Tiverton Adoption Centre

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

12 Torbay Adoption Centre

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

Pet Behaviour Services

The Blue Cross offers ongoing support to people with a Blue Cross pet. If you are experiencing difficulties with your pet, please contact staff at the Blue Cross centre where it was obtained. We have animal behaviour advisers at each centre who can advise on minor behavioural problems, and more experienced behaviourists at head office to whom you can be referred if your problem is more severe.

Other Blue Cross Offices

Communications & Fundraising Office

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

Pet Bereavement Support Service

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

Associates

1 Assisi Animal Sanctuary

1 Old Bangor Road, Conlig
Newtownards BT23 7PU
Northern Ireland
Tel: 028 9181 2622
www.assisi.dnet.co.uk

2 Berwick Animal Rescue Kennels (BARK)

Windmill Way East, Ramparts
Business Park, Berwick upon Tweed
Northumberland TD15 1TQ
Tel: 01289 306299
www.b-a-r-k.co.uk

3 Crosskennan Lane Animal Sanctuary

Crosskennan Lane, Ballynoe
Antrim BT41 2QY
Northern Ireland
Tel: 028 9446 5384
www.crosskennanlane.org.uk

4 Dumfries & Galloway Canine Rescue Centre

Dovecotowell, by Glencaple
Dumfries, Scotland DG1 4RH
Tel: 01387 770210
www.caninerescue.co.uk

5 Les Amis Des Chats

A La Mairie, Le Bourg, 82150
Roquecor, France
Tel: 00 33 5 6395 2810
www.les-amis-des-chats.com

6 Mayflower Sanctuary

Narrow Lane, Bawtry
Doncaster DN10 6QJ
Tel: 01302 711330
www.mayflowersanctuary.com

7 Mountains Animal Sanctuary

Milton of Ogil, Glenogil, Forfar
Angus, Scotland DD8 3SQ
Tel: 01356 650258
www.mountainsanimalsanctuary.org.uk

8 L' Association Phoenix

Les Fauges, 24380 Vergt
France
Tel: 00 33 5 5354 9481
www.phoenixasso.com

9 Porthcawl Animal Welfare Society (PAWS)

3 Lias Road, Porthcawl
Mid-Glamorgan, Wales
CF34 3AH
Tel: 01656 773307
www.pawsporthcawl.com

10 Society for the Welfare of Horses and Ponies

Coxstone, St Maughans
Monmouth, Wales NP25 3QF
Tel: 01600 750233
www.swhp.co.uk

Connected Charities

1 Society for Companion Animal Studies (SCAS)

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

2 The Irish Blue Cross

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

The Blue Cross Shops

Droitwich Blue Cross Shop

15 St Andrews Street, Droitwich Spa
Worcestershire WR9 8DY
Tel: 01905 795316

Dursley Blue Cross Shop

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

Fleet Blue Cross Shop

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

Hereford Blue Cross Shop

7 St Peter's Street
Hereford HR1 2LE
Tel: 01432 278168

Summertown Blue Cross Shop

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

Tewkesbury Blue Cross Shop

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

Wootton Bassett Blue Cross Shop

Unit 17, The Borough Fields
Shopping Centre, Wootton
Bassett, Wiltshire SN4 7AX
Tel: 01793 854013

GOVERNANCE AND PROFESSIONAL ADVISERS

Patron

His Grace the Duke of Westminster
KG OBE TD DL

President

R T Vyner CBE

Board of Governors

D A Sinclair LLB QDR (Chairman)
T C Hutton MRCVS (Vice Chairman)
Z D Berry FCA
W Beswick MRCVS
P F Brooks
Dr A T B Edney MRCVS
R Green MRCVS
Mrs J Hyde RGN MA
W H King
A J Prebble
J M I Reed FCA
The Hon H Roper-Curzon
A V Rowbotham
Dr D Watt FRICS PHD

Chief Executive

J S Sewell-Rutter

Vice Presidents

M Birley (deceased 24 August 2007)
The Rt Hon Earl Cadogan DL
Mrs I Edwards (deceased 26 September 2007)
The Lord Kirkham CVO
A Langton
Dr A R W Porter CBE
Lord Sheppard of Didgemere KCVO Kt
W J B Sneath
J Spurling OBE

Bankers

National Westminster Bank plc
London SW1W 9QP

Auditors

The Gallagher Partnership LLP
Chartered Accountants
London EC2A 4RR

Solicitors

Bircham Dyson Bell LLP
London SW1H 0BL

Investment Managers

Rathbone Investment Management Ltd
London W1S 2UD

Registered Office

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

The Blue Cross (incorporating Our
Dumb Friends League), a company
limited by guarantee, registered in
England number 363197.
Registered charity no: 224392.



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