

# Annual Review 2010



## PDSA vision

**A healthy  
life for all our  
pets**



## PDSA mission

To care for the pets of people in need by providing free veterinary services to their sick and injured animals and promoting responsible pet ownership.

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**PDSA, the UK's leading veterinary charity**

482,564 pet patients

43 PetAid hospitals

5 PetAid branches

375 PetAid practices

290 veterinary surgeons

640 veterinary nursing staff

**Supported by**

21,716 legacy pledgers

171 PDSA stores

106,239 committed givers

5,203 volunteers

3,467 Pet Protectors

# A message from the Director General



As the UK's leading veterinary charity we fight poverty in a very special way by providing free veterinary treatment for the sick and injured pets of people in need.

Throughout 2010 it was clear that PDSA's services were needed more than ever, but we found our resources were stretched to the limit. There was no tangible improvement in the economic climate and, as the effect was felt in all areas of society, it brought more eligible pet owners to the doors of our PetAid hospitals. We never turn away a sick or injured pet, but we had to face the reality of a 30 per cent increase in the number of pets needing our help over the last three years. That is the equivalent of an extra 180 pets coming into our PetAid hospitals every working day.

But a profoundly felt duty of care underlies our vision to provide a healthy life for all our pets and we did everything to ensure we provided the best possible service.

One of the ways we plan to maintain our service is through the launch of our first ever national Pet Hospital Appeal. Our goal is to raise £6 million in the next three years to build essential replacement PetAid hospitals in Plymouth, Cardiff and Birmingham (Quinton).

Our PetAid services treated more than 480,000 pets (including preventive treatments) across the UK. Our busy veterinary teams and support staff have shown incredible dedication against a background of

increasing pet patient numbers. Their continued focus on encouraging clients to make a financial contribution towards the cost of treating their pets brought in a record sum of £7.02 million.

We took our pet health messages on the road through our PetCheck vehicles, the first of which was generously sponsored by Julie and Robert Breckman, and our veterinary teams carried out 9,000 PetChecks across the UK.

After a slow start, our legacy income recovered towards the end of the year and we were very fortunate to be left £37.9 million from gifts in wills, which was a remarkable achievement given the economic problems and a depressed housing market. We are indebted to all those people who gave so generously.

Highlights of the year included an award of the prestigious PDSA Dickin Medal, the animal equivalent of the Victoria Cross, to Arms and Explosives Search dog, Treo, which generated media coverage all over the world. The presentation was made by our patron, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO. We also presented three PDSA Gold Medals, one posthumously, to heroic dogs, Frodo, Oi and Anya.

Our ambitious build programme continues with the opening of a new replacement PetAid hospital in Sunderland, The Reay Hudson Centre, which will cope with the demand from pet owners needing

our help in the city. We officially reopened Glasgow (Shamrock Street) PetAid hospital after a major refurbishment and we opened Llanelli PDSA PetAid branch to take some of the pressure off Swansea PetAid hospital.

Our volunteer numbers continued to rise and we now have the help of more than 5,000 registered active volunteers. A Volunteer Investment and Value Audit (VIVA) was undertaken, matching the number of hours that volunteers donate to PDSA with a comparable hourly rate. It showed that volunteers saved PDSA a phenomenal £11.2 million in employment costs in 2010.

PDSA was recognised by independent bodies for the quality of our volunteer management by regaining Investors in Volunteers (iV) status and becoming an accredited practitioner with the Duke of Edinburgh Award scheme.

Finally, our work could not be done without the passion, pride and loyalty of everyone at PDSA, together with our volunteers, donors and supporters.

On behalf of the Trustees and myself, thank you. It is my conviction that whatever difficulties we face, we can achieve our goals and we remain confident about our future.

Jan McLoughlin  
Director General

### Charlie from Leicester

Staffordshire Bull Terrier, Charlie, was left with life-threatening injuries following a road accident, but made a full recovery thanks to several operations and months of care from PDSA vets and nurses.



CASE STUDY

# Free **treatment** for sick and injured pets

Our veterinary services were in great demand. Over the last three years demand for our services has increased by 30 per cent and is expected to rise to 50 per cent in 2011. This equates to 120,000 more pet patients being treated.

Faced with this increase it was vital to control costs and look at ways of generating increased income through new initiatives.

We were able to complete a number of key capital projects and keep to our commitment to maintain our high-quality PetAid services.

The replacement Sunderland PDSA PetAid hospital, The Reay Hudson Centre, opened to the public in December. Refurbishments were carried out at Portsmouth and Nottingham PetAid hospitals; additional consulting rooms were added at Coventry, Hendon, Bournemouth and Croydon and reception areas were upgraded at five PetAid hospitals to make them fit for purpose and better equipped for disabled visitors.

Work also commenced to secure replacement sites for our PetAid hospitals in Plymouth, Cardiff and Birmingham (Quinton).

New PetAid practices were opened in Nairn and Forres; Minehead, Williton and district; Deal; Treharris; and New Romney and Lydd. Best Friends Group continues to run Northampton PDSA PetAid partnership hospital.

Vets Now Emergency (VNE) provides emergency care outside normal working hours for PDSA clients at 33 PetAid hospitals and branches. New VNE services were launched in Aberdeen and Hendon PetAid hospitals and the out-of-hours provider at Bournemouth PetAid hospital was acquired by VNE at the end of the year. VNE performed more than 26,000 consultations on behalf of PDSA.

Clients can use our PetAid request service if they are in an area not covered by direct PDSA PetAid services. The fund received 5,185 applications with £407,835 in grants being awarded.

Thanks to the hard work of our veterinary teams, PetAid hospital client contributions reached an all-time high, taking in more than £7 million in one year for the first time. The programme encourages clients to make a contribution towards the cost of treating their pets.

#### **PDSA aimed to ...**

- › treat more than 380,000 sick and injured animals
- › expand PetAid services to cover 78.6 per cent of eligible households
- › introduce a further five PetAid practice locations
- › begin building a replacement PetAid hospital in Sunderland
- › conduct a review of our long-term expansion plans and focus on services needed in the northwest of England

#### **PDSA achieved ...**

- ✓ the treatment of a record 407,000 sick and injured animals
- ✓ 78.2 per cent coverage through the PetAid hospital and practice service
- ✓ the opening of new practice services in five locations
- ✓ the opening in December of the replacement Sunderland PetAid hospital, The Reay Hudson Centre
- ✓ a search for land in Manchester and Blackburn



▲ Demand for PDSA services has risen by 30 per cent in the last three years

## Clay from Edinburgh

13-year-old Spaniel, Clay, made her own unique contribution to PDSA, after vets removed eight coins from her stomach.



CASE STUDY

# Improving pet health

Helping pet owners understand how best to look after their pets is a fundamental part of PDSA's mission. Expert advice from our veterinary staff was featured in a range of publications, appeals and media campaigns, which all emphasised the importance of responsible pet care.

## **PDSA Animal Wellbeing (PAW) Report**

Work began on the 'PDSA Animal Wellbeing (PAW) Report – the state of our pet nation', in conjunction with YouGov, a leading research company. More than 11,000 members of the pet-owning public took part in the survey to create an annual picture of the state of the UK pet population. It is the biggest ever study into the health and welfare of pets in the UK and the results have been published.

## **PetCheck**

Getting our pet health messages across to pet owners is a key part of PDSA's mission and thanks to our PetCheck tour we are talking to more people than ever. Our three eye-catching PetCheck vehicles, the first of which was generously sponsored by Julie and Robert Breckman, completed another extensive tour at the end of October and statistics reveal the growing popularity of our free pet health 'MOTs'. The custom-designed vehicles toured the UK from late March to October, welcoming dog

owners on board to meet a PDSA veterinary nurse who provides free health checks; examining the dogs' weight, body shape, teeth, eyes, coat condition and general fitness. During the year, 269 separate PetCheck locations were visited, more than 9,000 checks were completed and 2,001 pieces of pet care advice given. Almost 67,000 visitors were able to gain an insight into PDSA's work and more than £24,000 was raised in funds.

## **Your Right Pet**

PDSA won a coveted animal welfare award for its unique online pet selection programme, *Your Right Pet*, from the Universities Federation for Animal Welfare (UFAW). The UFAW Companion Animal Welfare Award was awarded to *Your Right Pet* for its contribution to educating pet owners and improving companion animal welfare. Launched in 2009, *Your Right Pet* is designed to help prospective owners find the pet best suited to their lifestyle and circumstances. To date, the website has attracted around 90,000 visitors.

## **Responsible Pet Care leaflets**

A new range of Responsible Pet Care leaflets was launched and well received in PetAid hospitals, private practices, libraries and community centres.

## **Fighting obesity**

Pet obesity is of major concern to PDSA and the problems associated

with weight gain are highlighted to the general public in PDSA Pet Fit Club, our annual pet slimming competition. Our veterinary surgeons and nurses help some of the UK's most overweight pets through a specially-tailored six-month diet and fitness programme. The owners of 11 finalists were advised as well on how to give their pets a better quality of life by following the programme and also how to improve their pets' life expectancy.

## **PDSA aimed to ...**

- › promote our key pet health messages
- › launch the UK's first Pet Health Index
- › increase awareness of pet health through the PetCheck programme

## **PDSA achieved ...**

- ✓ the launch of our new range of Responsible Pet Ownership leaflets
- ✓ the development of the first annual *PDSA Animal Wellbeing Report* ready for launch in 2011
- ✓ an update of the pet health section of the website
- ✓ the most successful launch ever of Pet Fit Club with the highest level of entrants
- ✓ the UFAW Companion Animal Welfare Award 2010 for '*Your Right Pet*'





pdsa PetAid hospital  
for pets in need of vet

PDSA PetAid hospital  
Client Information  
PDSA PetAid hospital  
for pets in need of vet

### Dolly from Nottingham

Dolly, the Staffordshire Bull Terrier, struggled to cope after she went blind. But PDSA vets gave her a new 'leash' of life with ingenious plastic cable tie 'whiskers' fitted to her collar, enabling her to find her way around.



CASE STUDY

# Delivering preventive services

Protecting pets from suffering, injury and disease is an intrinsic part of our service. Pet owners are asked to pay an affordable price for vaccinations, neutering, microchipping, flea and worm treatments, and prescription diets. It is clear that the continued growth of these services has a major beneficial impact on pet welfare. Income from these services is used to help fund our veterinary service and sales increased to £4.65 million.

2010 was the third full year that all PDSA PetAid hospitals and branches offered preventive services, and a total of 120,676 procedures was carried out. The total number of preventive over-the-counter products dispensed was 260,042.

### Neutering

PDSA continued working with animal charities Dogs Trust and Cats Protection on its neutering programme, to make the treatment more affordable for pet owners. Without neutering, the numbers of stray and unwanted pets would increase. PetAid hospitals carried out 10,953 procedures on dogs, 16,361 on cats, 281 on rabbits and 38 on ferrets.

### Microchipping

National Microchipping Month took place in June and successfully created greater awareness among pet owners of the need for pets to have microchips. During the month, more than 3,000 implants were dispensed; a 100 per cent increase on 2009.

### Vaccinations

PDSA Vaccination Month took place in October, where pet owners were given the opportunity to take up a number of special promotional offers. More than 4,000 primary vaccination courses were dispensed, compared to 2,992 in 2009.

### PetAid hospitals

In December, we opened the replacement Sunderland PDSA PetAid hospital, The Reay Hudson Centre, which was named after a major donation to the fundraising appeal from the trust fund of the late Derek Reay Hudson, a benefactor with historical links to the northeast.

The veterinary team at the PetAid hospital sees around 8,000 local pets every year. Since 2006 this has risen by 34 per cent.

The opening day was marked by the appearance of several well-known local figures, among them TV personality Denise Robertson and Sunderland goalkeeping legend, Jimmy Montgomery.

### PDSA aimed to ...

- › achieve target preventive services income of £4.5 million
- › work with other charities to reduce the number of unwanted and stray pets
- › increase the number of preventive procedures carried out and preventive products supplied

### PDSA achieved ...

- ✓ an increase in sales of preventive services to £4.65 million – up by 5 per cent on 2009
- ✓ continued collaboration with Dogs Trust and Cats Protection to make treatments more affordable for pet owners
- ✓ more than 120,000 preventive procedures (vaccinations, neutering and microchipping) and the sale of more than 260,000 preventive products



## Fifi from Gillingham

PDSA vets and nurses rebuilt the jaw of lovable Shih Tzu, Fifi, after she was attacked by a dog while out walking.



CASE STUDY

# Launching our Pet Hospital Appeal

The Pet Hospital Appeal is our most ambitious single appeal to date and our plans will help to save the lives of many more sick and injured pets.

Our target is to raise £6 million by 2013 to build and equip three replacement PetAid hospitals. The appeal was launched at Kenwood House, in London, to an audience of trust managers, potential major donors and other interested parties.

It is a major challenge for PDSA, but it is the only way to ensure that the growing number of pets coming to us receive the care they deserve.

Three of our busiest locations have been chosen for the new PetAid hospitals; Plymouth, The Gwen Rees Centre; Cardiff and Birmingham (Quinton). We have selected these areas because the buildings in which the veterinary teams currently work in were designed for a fraction of the number of pets that are being brought in for treatment.

Limited space, structural issues and planning laws mean that altering our existing buildings to meet our new requirements is either impossible or more expensive in the long term.

The PetAid hospitals will have the space, equipment and facilities to treat more animals more efficiently and keep waiting times, and suffering, to a minimum.

Each PetAid hospital will have six consulting rooms, digital x-ray facilities, a separate dental suite, a diagnostic room with an ultrasound unit and ECG, two operating theatres, feline, canine, rabbit and small animal recovery wards, a kennel kitchen, a critical care ward for infectious cases and a laboratory.

The launch event was followed by a

fundraising campaign, including an integrated marketing campaign, focused legacy work and regional press activity.

A dedicated website [www.pdsa.org.uk/appeal](http://www.pdsa.org.uk/appeal) has been set up to provide more details and as a facility through which to donate.



Please help PDSA  
build 3 desperately  
needed pet hospitals.



To donate £1 text 'BUILD' to 70099

TV presenter, Ben Fogle, supported the launch of the Pet Hospital Appeal



▲ An artist's impression of our latest PDSA PetAid hospital design



▲ Senior Veterinary Surgeon, Ian McClive, abseiled to raise funds for the Pet Hospital Appeal

## Houdini from Bristol

Houdini narrowly escaped death after being shot by an airgun. Sadly, he lost an eye in the ordeal, but is back on all four paws now thanks to the vets and nurses at PDSA.



CASE STUDY

# Recognising animal bravery and devotion

Many pets go through life with little opportunity to show just how amazing they can be. But when faced with danger or disaster, their true heroic qualities have often been revealed.

PDSA recognises these qualities and the unique contribution animals make, in wartime and peacetime, with its awards for bravery and devotion.

Foremost is the PDSA Dickin Medal, which is awarded to animals that show gallantry or devotion to duty during times of military conflict and is recognised worldwide as the animals' Victoria Cross.

In February it was presented to Arms and Explosives Search dog, Treo, and his owner Sergeant Dave Heyhoe, for his bravery in locating Improvised Explosive Devices (IEDs) in Sangin province in Afghanistan. The presentation, at the Imperial War Museum in London, was made by our patron, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO.

The PDSA Gold Medal is a civilian honour, the equivalent of the George Cross, and is awarded on an exceptional basis to animals displaying conspicuous gallantry or devotion to duty in saving human life. Both medals reflect the determination of PDSA's founder, Maria Dickin, CBE, to raise the status of animals in society.

In July the PDSA Gold Medal was presented to police dog Anya and civilian dogs, Frodo and posthumously to Oi. All three dogs showed remarkable courage and risked their lives to save others.

Anya and Oi protected their handler and owners, respectively, from attackers, while Frodo alerted everyone in a house before it was engulfed in flames.

The PDSA Certificate for Animal Bravery or Devotion to Duty was presented in November to Orlando, a dog whose incessant barking undoubtedly brought attention to his elderly owner who lay stranded for hours in her garden and was unable to get help. Her ordeal could have resulted in severe hypothermia.



▲ PC Neil Sampson and Anya, Graham Norton, Oi's owner, Patricia Adshead, Jenny Barwise and Liam Towers with Frodo



**PDSA aimed to ...**

- › recognise acts of outstanding animal bravery
- › raise awareness of the status of animals in society

**PDSA presented ...**

- ✓ PDSA Dickin Medal to Arms and Explosives Search dog, Treo
- ✓ PDSA Gold Medals to dogs Anya, Oi (posthumously) and Frodo
- ✓ PDSA Certificate of Animal Bravery or Devotion to Duty to dog Orlando

▲ Sergeant Dave Heyhoe with Treo, DM

## Jaffa from Manchester

PDSA vets rebuilt the leg of plucky cat, Jaffa, following an horrific road traffic accident.



CASE STUDY

# Maintaining our income

PDSA depends entirely on public support and receives no funding from HM Government or the National Lottery for its veterinary services. To run our service costs an estimated £60.8 million per year and it is only through consistently seeking ways of generating income that we can meet the huge costs of treating more than 480,000 pet patients (including preventive treatments).

### Legacies (gifts in wills)

Gifts in wills make a tremendous difference to PDSA but as economic challenges persisted and the housing market suffered, legacy income did not match the record level of £41.4 million in 2009. However, thanks to the generosity of many donors, PDSA achieved income of £37.9 million from gifts kindly left to us in wills.

The legacy awareness events programme continued and six events took place at stately homes across the UK (as well as 20 group legacy events at PDSA PetAid hospitals). The legacy marketing team, with the Director General, gave presentations to 464 supporters who attended, with many attendees indicating that they would make a significant donation to PDSA during their lifetime.

### Fundraising

Fundraising groups and individuals took part in a wide range of activities from daring skydives to sponsored cycle rides, dog shows to cake sales, raising a total of £252,304.

Staff (including the Director General) and supporters took part in the 2010 Virgin London Marathon, which raised a record £263,500. Volunteer fundraising groups raised a total of £64,434, through their hard work, which included coffee mornings, ladies' pamper days, antique fairs, table top sales and collections.

### Pounds for Pets

Pounds for Pets was a new initiative where a series of fundraising events was held throughout the summer months. These included a 'Doggie Dash' where more than 40 families took part in a two-mile walk.

### Retail

The High Street faced another difficult trading year as a result of the economic climate, but due to revisions in PDSA's approach to retail we achieved a surplus of £1.9 million – double that of two years ago and nearly 30 per cent up on 2009. Our new goods range

brought a 19 per cent year on year sales improvement through better buying and marketing, particularly in our Christmas range.

We developed our online sales through eBay and Amazon, trialled new methods of stock collection and rolled out niche stores in Bristol and Leeds.

Recovery of Gift Aid (tax claimed back from HM Government) was just under £2.3 million (up from £2.2 million in 2009) with approximately £563,000 of this relating to Gift Aid on retail sales.

### Direct Marketing

Our direct marketing channels performed exceptionally well against the backdrop of the difficult economic climate. Income from the PDSA Lottery and Committed Giving increased and numbers are growing in support of Cashcascade and Sponsor Me Better.

Digital marketing grew in importance with more than £440,000 generated through digital channels.

Petsurance performed exceptionally well following its introduction to online sales websites GoCompare





▲ TV presenter, Carol Smillie, and Jess launched an appeal for foreign coins

## Tinsell from Cardiff

Tinsell the cat was hailed a miracle by the PDSA veterinary team after he recovered from lifesaving surgery to fix multiple injuries caused in a road traffic accident.



CASE STUDY

and *Compare the Market*, with the number of policyholders reaching 21,332.

New initiatives included a St Valentine's Day Appeal, local appeals for Manchester and Bristol PetAid hospitals and a Special Appeal focusing on the need to raise funds to help us cope with the demand on our services.

A major focus was on the Pet Hospital Appeal to raise £6 million to build and equip three replacement PetAid hospitals in Plymouth, Cardiff and Birmingham (Quinton).

### Client Contribution Encouragement Programme

The Client Contribution Encouragement Programme encourages clients to donate what they can afford towards the cost of the treatment of their pets. Contributions reached a new high with a total income of £7.02 million, which has increased greatly since last year.

### Best Friends

Best Friends are PDSA supporters whose regular monthly donations to PDSA contribute so much towards the provision of our modern, well-equipped PetAid hospitals and professional staff. At the end of 2010, there were 68,994 Best Friends. *Companions* magazine is sent to all our Best Friends to say thank you for their support.

#### PDSA aimed to ...

- › obtain 2,750 legacy pledges and 8,000 enquiries
- › launch a £6 million Capital Appeal
- › recruit new lottery players
- › increase client contributions
- › grow profitability in retail

#### PDSA achieved ...

- ✓ 2,571 legacy pledgers and 6,838 legacy enquirers
- ✓ the launch of the Pet Hospital Appeal in November
- ✓ recruitment or reactivation of 57,000 lottery supporters
- ✓ client contributions of £7.02 million compared to £6.5 million in 2009
- ✓ retail profitability growth of 28 per cent year on year





▲ Coronation Street stars Schmeichel and Sue Nicholls supported a local appeal for Manchester PetAid hospital

### Jasmine from Glasgow

PDSA vets saved Jasmine's life after finding a blockage in her intestine.

Everyone was stunned when the team found a rubber duck during emergency surgery.



CASE STUDY

# Celebrating PDSA people

The drive and determination of so many people to care for sick and injured pets has ensured that PDSA has continued for many decades. Our goals can only be achieved thanks to their hard work and commitment, which is recognised with a number of special awards.

## Volunteer Awards

Jean Young, a retail volunteer, was chosen as the Volunteer of the Year, after she impressed the judges with her outstanding passion for the charity, and the individual care and attention she gives to all her customers. A lifelong animal lover, Jean began volunteering at the York store in 2010. Jean was also our Retail Volunteer of the Year.

Best Newcomer of the Year was Antonia Pournara. Even though she only started volunteering in May, Antonia quickly made her mark at Headingley, Leeds PDSA store, impressing the judges with her enthusiasm and commitment. Her efforts helped to transform the store into a fantastic vintage boutique.

Young Volunteer of the Year was Leila Perry at Weston-super-Mare. After Leila was made redundant from her waitressing job, she decided to take up volunteering to

learn new skills and keep herself busy and motivated.

Veterinary Volunteer of the Year was Gina Drayton. Like Leila, Gina wanted to do something that would keep her active after she was made redundant, so she began volunteering on reception at our PetAid hospital in Gillingham.

Key Volunteer of the Year was Gordon Watt. As a Key Volunteer, Gordon had specialist training to take on more responsibility in the store in Arbroath. His commitment, eagerness to learn and cheery personality make him an extremely popular member of the team.

The Special Achievement Award went to Sue Beanland. Sue gives up her free time to help at PDSA's busy National Volunteering Centre in Winchester, which helps to recruit volunteers from all over the UK to assist in our PetAid hospitals, stores, offices and fundraising groups.

Retail Team of the Year was Crossgates, Leeds. The volunteers at Crossgates PDSA store showed that they are incredibly dedicated.

Fundraising Team of the Year was North Swindon. The team of five

work tirelessly organising fundraising dog shows, walks and collections in the local area. Though the team was only set up in November 2009, they raised an impressive £3,200 in their first year.

## Long Service Awards

Four PDSA staff were presented with Long Service Awards for 25 years' service by PDSA Chairman, Michael Bolton. Those honoured were Sylvia Gooding, Receptionist, and Michelle Rees, Veterinary Nurse, who both work at Swansea PetAid hospital; Jennifer Allen, Veterinary Surgeon at Bournemouth PetAid hospital; and Stella Mort, Shop Manager at PDSA's Bolton store.

## Edward Bridges Webb Memorial Award

This Award is given to those who render outstanding meritorious service to PDSA. It was presented to Elaine Pendlebury, Senior Veterinary Surgeon (Science and Welfare), for exceptional dedication and contribution to PDSA.





**PDSA aimed to ...**

- › thank long-serving staff
- › recognise the valuable contribution of volunteers
- › increase the number of committed givers

**PDSA achieved ...**

- ✓ an increase in the number of committed givers to 106,239 – up 2.2 per cent on 2009

**PDSA presented ...**

- ✓ four 25-year Long Service Awards
- ✓ Volunteer of the Year Awards
- ✓ the Edward Bridges Webb Memorial Award

▲ Jean Young, PDSA Volunteer of the Year 2010

## Jet from Gateshead

Playful Labrador, Jet, nearly choked to death after accidentally swallowing a ball in the park. Fighting for breath, he was rushed to PDSA vets who quickly acted to save his life.



CASE STUDY

# Raising awareness

At PDSA we can only realise our vision – *a healthy life for all our pets* – if we are well known and well supported, both by our clients and the general public. By getting our positive messages across in the media – online, on television, radio and in newspapers – we reach millions of people each year.

## Media coverage

Media interest and coverage of PDSA remained high with more than 600 mentions in the national press and consumer magazines. Combined with major news items that appeared on websites and through broadcasts, we achieved publicity worth £18.1 million\* in equivalent advertising spend.

## Pet Fit Club

The launch of the 2010–11 Pet Fit Club competition attracted considerable positive exposure for PDSA. In the first 24 hours following the launch, nine national newspapers carried news of the contest along with our warnings about the rise in pet obesity. PDSA veterinary surgeons were interviewed live on *GMTV*, *Sky TV* and dozens of radio stations, including *BBC Radio 4* and *5 Live*. The story was even picked up by media outlets in Australia and USA.

## Celebrity support

The support of a number of celebrities helped us generate greater awareness of our projects and initiatives.

Renowned BBC correspondent, Kate Adie, read the citation at the PDSA Dickin Medal presentation to Treo at the Imperial War Museum; Carol Smillie and her dog, Jess, lent their support to our foreign coin appeal; TV presenter Ben Fogle, and singer and *Strictly Come Dancing* star, Alesha Dixon, championed our Pet Hospital Appeal. Graham Norton hosted our PDSA Gold Medal ceremony at HM Tower of London, which was also attended by former *Big Brother* winner, Craig Phillips. TV agony aunt, Denise Robertson, was PDSA's special guest at the opening of the replacement Sunderland PDSA PetAid hospital, The Reay Hudson Centre.

## Pet Protectors

The Youth and Education team was supported by the promotion of their activities in the media, which included the Pet Protectors Club, PetAid Challenge and Pet Protector Photography Awards. New in 2010 was the launch of the Pet Protector party packs and the Education Programme. The club's regular competitions were also publicised in regional press, consumer magazines and local radio.

## Website redesign

PDSA's main website was redesigned and relaunched with new structure and content that made many areas easier to find and read. The number of visitors to the site rose from 1,239,365 in 2009 to 1,330,157.

## Social media

The rise in popularity of social media is something PDSA is tapping into as part of our strategic goal to raise awareness of our work. Currently we promote PDSA in four key areas: *Facebook*, *Twitter*, *YouTube* and *Flickr*, and are researching ways in which to spread our message and integrate our campaigns on other sites. Since PDSA first entered the world of social media in 2008, the number of people becoming fans or talking about pet health issues has grown considerably. On *Facebook* we had 44,450 fans who have uploaded 3,210 fan photos; on *Twitter* we had more than 3,000 followers; almost 10,000 people viewed our *YouTube* pages and more than 1,300 photos have been shared on *Flickr*.

*\* Figure supplied by Media Measurement Ltd. No comparable measurement was carried out before 2010.*



**PDSA aimed to ...**

- › increase national press, TV and online coverage
- › grow our digital presence through the use of social media

**PDSA achieved ...**

- ✓ growth in national press coverage by 21 per cent, TV coverage by 27 per cent and online coverage by 7,500 per cent
- ✓ growth of 41 per cent in its digital presence through social media sites such as *Facebook*, *Twitter* and *YouTube*
- ✓ an increase in the number of visitors to its website from 1.2 million to 1.3 million

▲ Singer and *Strictly Come Dancing* star, Alesha Dixon, championed our Pet Hospital Appeal

## Leo from Sunderland

PDSA vets saved the life of greedy Labrador, Leo, for the second time, after performing emergency surgery to remove three socks from his stomach.



# Encouraging young supporters

Encouraging young people to support PDSA and grow up caring for and respecting animals is a priority for PDSA, and the Youth and Education team provided a number of projects to engage their interest.

## Pet Protectors

Pet Protectors is a club for 'kids who love pets' and has 3,457 members. Throughout the year, 60,000 copies of *Animal Antics* magazine were distributed via membership mailings, talks, events, schools and libraries. During the summer months, children were invited to hold their own fundraising parties to help PDSA, with the aim of spreading the word about Pet Protectors, raising money and enjoying the parties. Party packs were supplied upon request and the events raised over £1,500.

## Competitions

Nicola Dawes became our Pet Protector of the Year and Emma Bennett was awarded the title of Young Fundraiser of the Year. Thousands of young people entered a range of national competitions, including the Pet Protectors Photographer Awards and the Enid Blyton writing competition. Prizes ranged between cameras and family holidays secured through sponsorship, and tours of local PetAid hospitals.

## Pet Protectors website

A dedicated Pet Protectors site was launched as part of our website and aimed to get youngsters active and even more interested in animals. All the content was built around our key pet health messages so children can learn as they have fun. A new Pet Protectors gang was introduced and the site has been visited nearly 20,000 times.

## Schools PDSA

The Youth and Education team launched the PDSA Education Programme; a one-stop-shop on our website where teachers can find resources, assembly ideas, interactive lessons, videos,

fundraising materials, information about work experience, and how to book a PDSA talk. Teachers could also start a Pet Protectors Club at their school for children who are keen to learn more and help PDSA on a regular basis.

Leaflets and a special email about the new Programme were sent to over 2,000 schools who have been involved with PDSA in the past. Facebook updates and website homepage banners also helped spread the word. The Education Programme website also gained a top award from Schoolzone, one of the UK's leading education websites.



▲ Children were encouraged to learn more about caring for pets



pdsa Pet Aid

#### **PDSA aimed to ...**

- › increase membership of PDSA Pet Protectors
- › update the Pet Protectors website area
- › engage children with PDSA

#### **PDSA achieved ...**

- ✓ an increase in paid membership to 2,557
- ✓ almost 20,000 visits to the new Pet Protectors gang web area
- ✓ delivery of 60,000 copies of *Animal Antics* magazine through membership mailings, talks, events, schools and libraries
- ✓ generation of more than £1,500 from a summer fundraising campaign
- ✓ launch of a new Education Programme for interaction with schools



▲ Pet Protector, Alice Hodcroft, reads the Club magazine, *Animal Antics*

## Rella from Gillingham

PDSA vets saved the life of curious cat, Cinderella (also known as Rella), following a road accident which left her with a shattered pelvis and ruptured diaphragm.



CASE STUDY

# Looking ahead – 2011 and beyond

In 1941 our founder, Maria Dickin CBE, wrote these words:

*'It has been by no means an easy path for PDSA. Our many and varied difficulties have sometimes appeared to be insurmountable. We have endured fierce opposition, we have worked many times until well nigh exhausted; we have faced many a financial crisis when we have not known where to turn for immediate money.*

*'But they have been moments only ... we are doing the right thing; we are answering the cry of the weak, helpless, dumb ones, as far as it is in our power to do ... we are working on a firm foundation.'*

It is true to say that our cause, caring for the sick and injured animals of people in need, never has been easy.

There will be testing times ahead, particularly from events happening outside PDSA and over which we have no control. There have been rises in Value Added Tax and in Employer's National Insurance contributions, a reduction in the

amount of Gift Aid we can reclaim, an increase in job losses and a higher cost of living.

These external pressures affect not only the number of people eligible and in need of our services, but also the amount of money supporters can afford to donate.

The challenges are many but we are determined to achieve the aims set out in our four-year Business Plan, which takes us through to 2014. We must ask what we can do differently to achieve our goals; we must continue to control our costs and change the way we do things without compromising our service.

We are finding ways to generate more income, from developing new corporate partnerships to increasing our digital marketing activity to regularly refreshing the new goods offered in our stores. In our PetAid hospitals we will be encouraging more clients to give what they can afford towards the cost of treating their pets.

Our £6 million Pet Hospital Appeal will continue to be at the forefront of

our fundraising efforts and it is encouraging to see how many staff and volunteers are coming up with ideas and taking part in fundraising events.

It is that 'can do' spirit that drives much of what we do at PDSA and it is inspiring to see it in action, in every corner of our organisation, every single day.

If we stay focused, committed and enthusiastic, we can surely achieve what we set out to do.



We will be encouraging more clients to give what they can afford towards the cost of treating their pets ▶



▲ Our £6 million Pet Hospital Appeal will be at the forefront of our fundraising efforts



# PDSA PetAid services

## ▲ PDSA PetAid hospitals

Aberdeen  
 Basildon  
 Belfast  
 Birmingham  
 - Aston  
 - Quinton  
 Blackpool  
 Bournemouth  
 Bradford  
 Brighton  
 Bristol  
 Cardiff  
 Coventry  
 Croydon  
 Derby  
 Dundee  
 Edinburgh  
 Gateshead  
 Gillingham  
 Glasgow  
 - East  
 - Shamrock St  
 Hull  
 Leeds  
 Leicester

Liverpool  
 - Huyton  
 - Kirkdale  
 London  
 - Bow  
 - Hendon  
 - New Cross  
 - Thamesmead  
 Manchester  
 Middlesbrough  
 Newcastle-upon-Tyne  
 Nottingham  
 Plymouth  
 Portsmouth  
 - Cowplain  
 Romford  
 Sheffield  
 Southampton  
 Stoke-on-Trent  
 Sunderland  
 Swansea  
 Wolverhampton



## ● PDSA PetAid branches

Huddersfield  
 Ilford  
 Llanelli  
 Newcastle-under-Lyme  
 Southend  
 Southsea



## ▲ PDSA PetAid partnership hospital

Northampton

## ■ PDSA PetAid practice locations



Aberdare & district Aberdour & Burntisland Abergavenny Abergele Aberystwyth Aldeburgh & Saxmundham Aldershot & Farnham Alnwick & Wooler Andover Anglesey Arbroath Ashford Ayr & Troon Bala & Blaenau Ffestiniog Banbury	Bangor, Caernarfon & district Barnstaple Barrow-in-Furness Bath Beaconsfield & Amersham Beith & district Berwick-upon-Tweed Bexhill-on-Sea Blackwood & district Bodmin Boston Bridgnorth Bridlington Broadstairs Bude, Holsworthy & district Bury St Edmunds Buxton Canterbury Carlisle Carnforth & district Cheltenham Chester Chesterfield	Clacton-on-Sea Colchester Coleraine & district Congleton Consett Corby Cowdenbeath & Lochgelly Cromer & Sheringham Cumnock & district Deal Deeside Diss Doncaster Dorchester Dover Droitwich Dumfries Dunfermline Duns & district Eastbourne Ebbw Vale & district Elgin Ely Enniskillen & district Evesham &	Pershire Exeter Exmouth Falmouth & Helston Folkestone Forfar Fort William & district Gainsborough & Retford Galashiels & district Galston & Newmilns Glenrothes Gloucester Goole Grantham Greenock Hailsham Harrrogate Harwich Hastings & St Leonards Hawick Hereford Herne Bay High Wycombe	Hitchin & Letchworth Hythe Inverness Ipswich Irvine & Saltcoats Isle of Wight Kelso & district Kendal Kettering Kilmarnock King's Lynn Kinross & district Kirkcaldy & Levenmouth Lancaster Launceston Lincoln Liskeard Llandudno Llangollen & district Londonderry & district Luton Lydd & New Romney Macclesfield Malvern	Margate Maybole & district Midsomer Norton & Frome Milford Haven Milton Keynes Minehead, Williton & district Montrose Morpeth & district Nairn & Forres Newmarket Newport Pagnell Newquay Newton Abbot Norwich Oban & district Oswestry Otley Oxford Pembroke Penzance & St Ives Perth Pitlochry Pontypool Porthcawl & Bridgend Ramsgate Reading	Redruth & Camborne Rhondda Rhyl & Prestatyn Rugby Rugeley Ruthin & Denbigh Rye & Tenterden St Austell Salisbury Scarborough Scunthorpe Shrewsbury Skegness Skipton Sleaford Southport Spalding Stafford Stevenage Stirling Stranraer Perth & Glastonbury Sudbury Swindon Taunton Teignmouth Telford	Tewkesbury Thefford Thornhill & Sanquhar Thurso Tiverton Torquay Treharris Truro Uttoxeter Wells & district Weston-Super-Mare Weymouth Whitby Whitehaven & district Whitstable Wick Wilmslow Winchester Wisbech Worcester Workington Wrexham Yeovil York
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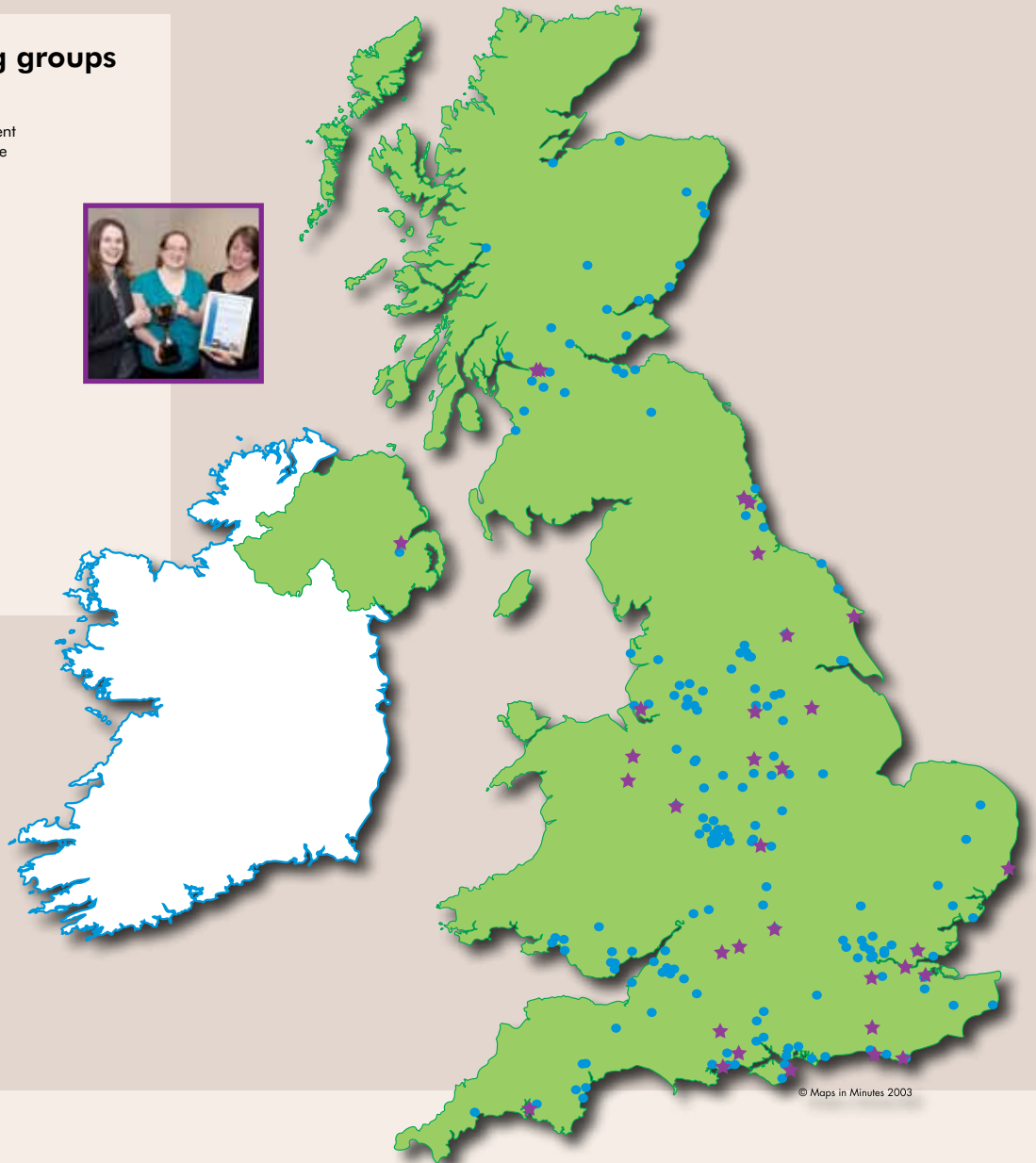
© Maps in Minutes 2003

# PDSA fundraising groups and stores

## ★ PDSA fundraising groups

Aldeburgh  
Basildon  
Beardsen/  
Milngavie  
Belfast  
Bembridge  
Bournemouth  
Bridlington  
Brighton  
Croydon  
Denby  
Drumchapel  
Eastbourne  
Gainsborough  
Gateshead  
Gillingham  
Haywards Heath  
Liverpool Bay  
New Forest  
Newcastle-upon-Tyne  
North Swindon  
Nottingham  
Oswestry  
Oxford  
Plymouth

Sheffield  
Stoke-on-Trent  
Swanscombe  
Swindon  
Teesside  
Telford  
Wessex  
Wrexham  
York



## ● PDSA stores

Aberdeen x 2	Caerphilly	Gloucester	Maidstone	Poole	Thornbury
Aldershot	Callander	Gosport	Merthyr Tydfil	Port Talbot	Torquay
Andover	Cardiff x 2	Grantham	Mexborough	Portishead	Uttoxeter
Arbroath	Chatham	Hanley	Montrose	Preston	Waltham Cross
Ashford	Cheadle	Harborne	Musselburgh	Rubery	Watford
Ayr	Cheltenham	Harrow	Neath	Rugby	Wellington
Banbury	Chester-le-Street	Havant	Newcastle-under-Lyme	Rutherglen	Weoley Castle
Barking	Chorlton	Helensburgh	Newcastle-upon-Tyne x 2	Ryde	West Ealing
Barkingside	Christchurch	Hendon	Newhaven	St Austell	Weston-Super-Mare
Barnet	Clacton-on-Sea	Hull x 2	Newport	St Leonards-on-Sea	Whitby
Barnsley	Colchester	Ilford	Newton Abbot	Sale	Whitley Bay
Basildon	Coventry x 3	Inverness	North End	Scarborough	Winton
Bath	Crewe	Inverurie	Northfield	Shanklin	Wishaw
Beeston	Derby	Kentish Town	Norwich	Shirley	Wolverhampton
Bilston	Diss	Kilburn	Nuneaton	Solihull	Worksop
Blackpool	Doncaster	Kilmarnock	Oldham	Southampton x 2	Wythenshawe
Bognor Regis	Dover	King's Heath	Orpington	Stafford	Yeovil
Bolton	Dudley	Kingstanding	Otley	Stevenage	York
Boscombe	Eastbourne	Leeds x 3	Oxford	Stirling	
Bramley	Edinburgh x 2	Leicester	Paisley	Stourbridge	
Brighouse	Elgin	Leigh	Penarth	Street	
Brighton	Erdington	Leigh-on-Sea	Perth	Sudbury	
Bristol x 5	Exeter x 2	Leyton	Peterlee	Sunderland	
Broomhill	Fort William	Lisburn	Pitlochry	Sutton-in-Ashfield	
Broughty Ferry	Galashiels	Liverpool x 2	Plymouth x 2	Swansea x 2	
Burton-on-Trent	Glasgow x 2	Lochee		Taunton	
Bury	Glenrothes	Long Eaton		Teignmouth	

# Income and expenditure

## Voluntary income

Legacies receivable	£39.281m
Donations and gifts	£22.532m

## Activities for generating funds

Merchandising income and charity store income	£19.778m
Preventive services	£4.626m
Lottery and similar income	£3.679m
Investment income	£2.823m
Gain on disposal of fixed assets	£0.022m

**Total incoming resources £92.741m**

Charitable activities	£60.793m
Fundraising trading*	£23.262m
Cost of generating voluntary income	£9.233m
Investment management	£0.404m
Governance	£0.307m

**Total resources expended £93.999m**



\* Cost of goods sold and other costs.

The information on this page is a summary of the statutory accounts of PDSA for 2010. A copy of the full audited accounts can be obtained from Internal Communications, PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF9 9PQ.

To find out if you qualify for PDSA veterinary care,  
freephone **0800 731 2502**

For more information on the charity and its work,  
freephone: **0800 917 2509**  
visit: **[www.pdsa.org.uk](http://www.pdsa.org.uk)**

PDSA Head Office  
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