

# CHANGING PETS' LIVES

How we make a difference



Pets change lives  
We change theirs

## WHO WE ARE

Blue Cross is a charity that has been helping sick, injured, abandoned and homeless pets since 1897. Pets help us in so many ways and they depend entirely on us.

That's why at Blue Cross we believe in helping pets because pets help us.

We help thousands of pets every month and with your support we can continue to give back to many more pets in need.

**Pets change lives. We change theirs.**

## OUR SERVICES



### REHOMING

We find new families for homeless and abandoned pets



### VETERINARY

We care for sick and injured pets when their owners can't afford private treatment



### BEHAVIOUR

We help pets with behavioural issues to have happy, healthy futures



### EDUCATION

We educate pet owners of the future by giving talks and offering advice



### PET BEREAVEMENT

We support people struggling to cope with the loss of a much loved pet



**I'd like to send my heartfelt thanks for the difference we've been able to make, all thanks to your generous support as we receive no government funding.**

In the past year, our teams helped almost 43,000 sick, injured and homeless pets, reached over 86,000 pet owners of the future through educational talks, and played a vital role in supporting those who lost a loved pet.

It is very important to us to be transparent with you about how your donations are used and the real impact they have. I hope you enjoy reading about the positive difference your gifts are making to the lives of pets today.

**Sally de la Bedoyere**  
**Blue Cross Chief Executive**

## WE FIND NEW FAMILIES FOR HOMELESS AND ABANDONED PETS

Our Rehoming Team helped more pets than ever in 2016; 10,991

This was largely down to the success of our agile, cost-effective ways of working allowing us to help more pets in more places.



## ABUSED AND NEGLECTED PONIES

Thanks to special funding that enabled us to buy round pen panels, a group of abused and neglected ponies learned to put their trust in humans.

The much-needed apparatus, kindly funded by the Sir Peter O'Sullivan Charitable Trust, meant our Horse Team could create dedicated handling areas; allowing slow and gradual interaction with Kestrel, Puffin (pictured) and others, so they could discover their confidence.



## Hundreds of unwanted and abandoned pets in south Wales are finding loving new homes thanks to a generous legacy left to Blue Cross.

ONE LEGACY =  
700 EXTRA  
PETS HELPED

Animal lover Frances Mary Davies passed away in 2013 at the age of 93. Miss Davies was a dedicated supporter of Blue Cross for 25 years and kept many pets throughout her life that brought her great joy, including one dog, Gelert, who was particularly special to her.

Our Newport rehoming and advice unit opened its doors in November 2016 and thanks to Miss Davies' generous legacy, we'll be able to care for 700 pets a year in the area, where we didn't have a presence before. We are so grateful to Miss Davies for remembering us in her Will and hope the centre will be a fitting legacy for a woman who cared so much for animals during her lifetime.



### RUPERT

Tiny kitten Rupert was found dumped outside a restaurant with a broken jaw and blood clots in his mouth. Sadly, we believe his injuries were caused by a kick to the face. When vets treating Rupert called on us to find him a new home, we jumped straight in to help.

New owner, Irene Duncan, said: "I heard about Rupert and went to have a look and it was love at first sight. He really is an absolute star."

Without the generous legacy from Miss Davies, we couldn't have been there to help Rupert or the hundreds of other pets in need in the Newport area.



Photo by Mark Lewis/SW Argus

**NUMBER OF  
CHILDREN  
REACHED  
86,116**

Through 2,224 talks

Talk types:

Dog safety talks: 1,146

Animal welfare/general talks: 592

RespectaBULL workshops: 486



## WE EDUCATE PET OWNERS OF THE FUTURE BY GIVING TALKS AND OFFERING ADVICE

Prevention remains the only way to stop irresponsible pet ownership and we are continuing to educate children and young people about pet welfare, responsible pet ownership, dog safety, and caring for horses.



Education Officer Kaye Martin asks a group of teenagers in an East London school: “How would you feel if you were playing with your Xbox and someone took the controller away?”

An enthusiastic young gentleman, wide eyed and unimpressed with the thought of being a victim of the action, replies: “I would literally be like, ‘Why are you doing that?!’”

Snatching away a dog’s toys and waking them from a peaceful slumber are occasions that can cause a dog to get annoyed and provoke a reaction.

Encouraging children and young people to put themselves in a dog’s shoes helps our Blue Cross Education Team to tackle myths and keep communities safe at our school talks and workshops.

A young couple is sitting on a sidewalk in front of a red door and a brick wall. A white dog with a purple collar is sitting in front of them, looking towards the camera with its tongue out. The woman is on the left, smiling, and the man is on the right, also smiling. A blue circular graphic is overlaid on the image, containing text about behavior consultations.

BEHAVIOUR  
CONSULTATIONS  
& ASSESSMENTS  
6,503

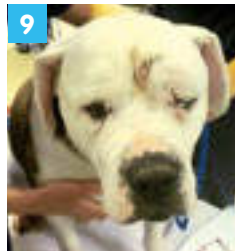
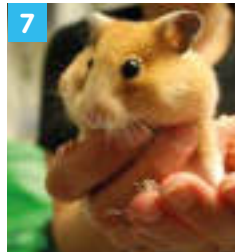
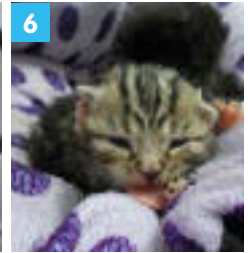
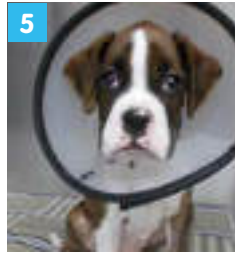
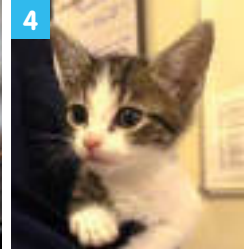
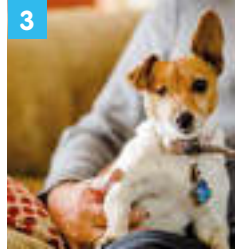
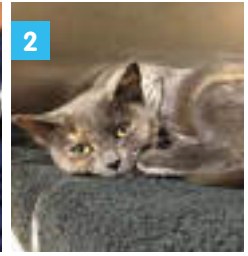
WE HELP PETS  
WITH BEHAVIOURAL  
ISSUES TO HAVE  
HAPPY, HEALTHY  
FUTURES

## ELSA

Elsa would have been back out on the streets had we not stepped in when another rescue centre closed. The sweet puppy had been abandoned, probably because she was deaf. Our Tiverton behaviourist, Pamela Barlow, taught Elsa sign language to give her the skills she needed to become a much loved pet. When a young couple wanted to rehome Elsa, we taught them the hand signals too so they could communicate with her. Now, they are one happy family.

# WE CARE FOR SICK AND INJURED PETS WHEN THEIR OWNERS CAN'T AFFORD PRIVATE TREATMENT

Our Veterinary Team is engaged in a comprehensive review of our scope of service in order to help the greatest number of pets in the future. Not only are we launching clinical guidelines to deliver welfare-focused, cost effective treatment, but we are also improving owners' awareness of their pets' needs with a focus on quality of life and preventive care, by launching formal health and welfare assessments. By taking a more holistic approach and recognising the importance of all five of the welfare needs we can make a real contribution to animal welfare.



1. **Mo**: Abandoned in a box, Merton
2. **Angel**: Serious wound, Grimsby
3. **Pippa**: Leg amputation, road traffic accident, Victoria
4. **Princess Poppy**: Sold too young, Merton
5. **Loki**: Emergency surgery after eating wool, Grimsby
6. **Alvin**: Abandoned, Grimsby
7. **Sweetie**: Abandoned, Hammersmith
8. **Thumper**: Overgrown teeth, Hammersmith
9. **Troy**: Abscess on the face, Merton
10. **Victor**: Abandoned, Hammersmith

Pets helped at our hospitals and clinics: **31,990**

**15,315**  
DOGS

**10,781**  
CATS

**1,078**  
OTHER

**4,816**  
GRANTS



## WE SUPPORT PEOPLE STRUGGLING TO COPE WITH THE LOSS OF A MUCH LOVED PET

We launched our pet bereavement support e-learning course in May to give professionals working with pet owners the skills they need to help clients cope with loss and grief. The course is accredited by NCFE and counts towards participants' continued professional development, and course fees are helping us raise funds.



### MARION'S STORY

"Oliver was extremely special to me," Marion Laurence recalls of her beloved collie cross, who passed away at the grand old age of 15 and a half. "When he died I needed help."

Marion turned to our Pet Bereavement Support Service, and now, 12 years on, is

helping others cope with their grief.

"The help I received from the helpline was brilliant," Marion continues.

"I felt that someone truly understood what I was going through, and wanted to help others who were like me."

## PETS DEPEND ON US AND WE DEPEND ON VOLUNTEERS

Our wonderful team of volunteers dedicated 455,550 hours of their time in 2016 – nearly a third of all hours worked at Blue Cross. This was 11 per cent up on 2015, making it yet another record-breaking year. We now have a team of 4,299 volunteers; almost 800 more than the previous year.

We couldn't help as many pets without them, so we'd like to say a huge 'thank you' to every single one of our incredible volunteers for their hard work and dedication.

**VOLUNTEERS**

**4,299**

**HOURS**

**DEDICATED**

**455,550**



**1. Geraldine Guest**  
2016 Spirit of Blue Cross  
Volunteer of the Year Award

**2. Stephanie Attwood**  
Retail Volunteer at our  
Marlborough charity shop

**3. Kathryn Saunders and Smudge**  
Education Volunteer  
and fundraising 'tap dog'

**4. Wendy Penfold**  
National Rehoming Network  
Volunteer & kitten Reggie

**5. Carl Spotswood** at Bromsgrove  
rehoming centre

**6. Corrine Watson** Horse Welfare Team

## WE'RE GIVING PETS A VOICE

Our What Lies Ahead national conference launched our landmark *Unpicking the Knots* report, which paints a comprehensive picture of enforcement of statutory animal welfare legislation and recommends improvements.

Blue Cross remains a key and respected voice within the animal welfare sector and we campaigned on a number of issues including the breeding and sale of pets, greyhound racing regulations and exotic animals kept as pets.

## SCAMPI

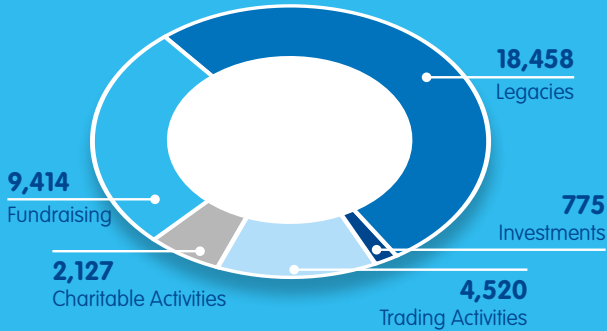
Scampi was bought on impulse from a pet shop and handed into our care when his owner couldn't cope with his behavioural issues.

Ellen Myring, Blue Cross Animal Welfare Assistant, said: "The shop assistant told the buyer that the puppies were between the age of 10 to 12 weeks, meaning that Scampi and his littermates would have spent a period vital to socialisation inside a shop environment. They missed out on a crucial learning period that should have prepared them for later life."

We continue to urge politicians to introduce effective legislation that enables enforcers to tackle the large array of pet related issues and prizes welfare above profit.

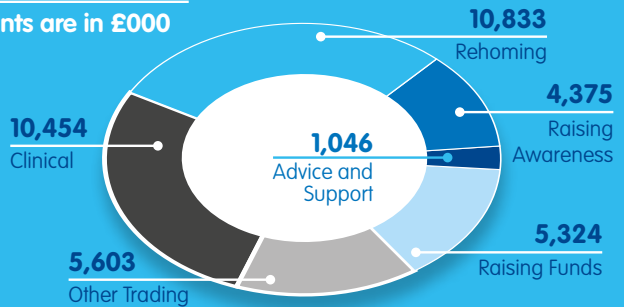
## Breakdown of income

All amounts are in £000



## Breakdown of expenditure

All amounts are in £000



**71p**

**IN THE £ SPENT  
ON CHARITABLE ACTIVITIES**

68p IN THE POUND IN 2015



COMPARED TO £3.88 IN 2015

# THANK YOU

To each and every person who has helped us change pets' lives, thank you.

We don't receive any government funding, so we are so grateful for your vital support.

If you would like further information about our work, please call our Supporter Care Team on **0300 790 9903** or visit [bluecross.org.uk](http://bluecross.org.uk)

Read our full annual report and financial statements at [bluecross.org.uk/publications](http://bluecross.org.uk/publications)