

**A message from our Chief Executive**  
Cats Protection is dedicated to helping cats now and into the future. Last year was a hugely challenging one

but we still have many successes to celebrate.

In 2012, we rehomed and reunited around 47,000 cats – not quite as many as in 2011 but a good result in a tough year.

We supported the neutering of a little over 173,000 cats and kittens, helping them and the communities in which they live.

Our increasingly important education and information work helped us to reach an even wider audience. We gave almost 500 educational talks and secured 30 per cent more media coverage than the previous year.

We also launched a new advocacy programme, speaking up for the welfare of cats to those in positions of power.

None of this would have been possible without our volunteers, supporters and staff, to whom I'm truly grateful.

I'm proud of our achievements during a year when cost cutting was necessary to secure the charity's financial sustainability. Thank you to all staff and volunteers for your professionalism, and for maintaining our high cat welfare standards during this difficult time. We can now move forward with the confidence that we are living within our means.

Moving on into 2013, we are pleased to have started building work on our new centres at Warrington, Cheshire and Gildersome, West Yorkshire. Our Gildersome Homing Centre will introduce a new approach to our homing work and could become entirely self-funding, providing the blueprint for how future centres will be run.

This year, like most UK charities, we will continue to face a tough fundraising environment with high demand for our work. But with the help of our volunteers, staff and donors I am confident that we can face those challenges head on.

Thank you for supporting Cats Protection.

*Peter Hepburn*

Peter Hepburn

## Making a difference

Helping cats is the focus of everything we do. By helping cats, we also help people – from cat owners to communities.

More than eight million households in the UK have at least one pet cat (source: Mintel Oxygen, March 2013). Cats Protection – the UK's leading feline welfare charity – is here to advise those cat owners, and anyone who needs our help, on feline care and behaviour. In 2012, we helped cats and people in many ways – through our Helpline, national press work, websites, social media, leaflets and our official magazine *The Cat*.

We worked hard to educate people about cat welfare and about our work, giving almost 500 talks to schools, community groups and the veterinary profession.

We cared for and rehomed many thousands of cats and we reunited lost pets with their relieved owners.

Through rehoming, reuniting, neutering and our other activities, we helped more than 218,000 cats during the year. We have more than 8,500 volunteers, and thanks to their tireless devotion we've helped more than one million cats over the past five years.

We supported 16 families and 26 cats affected by domestic violence by working with the charity Dogs Trust on its Freedom Project, providing a free, temporary cat fostering service.

As well as caring for cats today, we seek to help cats tomorrow by reducing the number of unwanted litters of kittens through our neutering programmes.



Our National Black Cat Day celebrated darker felines



We helped Adam Bownass with the cost of neutering more than 40 cats

## Neutering

Adam Bownass was feeding and providing shelter for a feral cat colony living close to his home and business in Accrington, Lancashire.

The garage owner knew he'd have to get the cats neutered, but he was worried about the cost.

So, last year, he called Cats Protection for assistance. We lent him humane traps and helped him neuter more than 40 of the cats.

"Cats Protection's help has made all the difference," he says. "Without it, we wouldn't have been able to get all of the cats neutered. We would have ended up with a field full of moggies."

In 2012, thousands of people turned to us for help with neutering cats, from domestic pets to ferals like Adam's colony. Neutering is an important part of our work – helping to manage the cat population and reduce the number of unwanted cats and kittens. Our neutering successes include:

- Neutering more than 173,000 cats, including almost 18,500 ferals. Our branches and adoption centres administered 67 per cent of our neutering initiatives through vouchers and other schemes; the National Cat Centre delivered 13 per cent through vouchers and regional projects. Our joint initiatives with other charities and authorities make up the remainder
- Running regional schemes in Glasgow, Peterborough, Northern Ireland and Newcastle
- Advising and supporting the thousands of people who rang for neutering advice. Our central Neutering Support Team took around 32,000 phone calls in 2012

Photo: Neil Hamilton

Black-and-white Scrappy and his ginger-and-white brother Rusty were renamed Chaos and Smudge by new owner Caroline Kennedy. She says: "They're both lap cats – Chaos is my lap cat and Smudge is my husband's." Dusty, since renamed Kassie, has settled well with new owner Debbie Clark and is firm friends with her son Thomas.

The landfill kittens were just three of around 45,000 cats our branches and centres rehomed last year.

As well as assisting homeless cats, we helped lost cats back home. Ginger Kitz was one of around 2,000 cats we reunited with their owners.

Kitz was discovered in a Suffolk garden among a group of stray and feral cats by Alison Lardner, a volunteer for CP's Breckland Branch.

The vet scanned Kitz for a microchip and found she was registered to an address 170 miles away in Leeds, Yorkshire. Owner Jason Williams had been searching for his lost cat for months. "I'm really glad I got her microchipped," says Jason, who has no idea how she made such a long journey.



Kitz was reunited with owner Jason

In 2012, we microchipped around 38,900 cats so that if they ever go missing, like Kitz did, they will be more easily reunited with their owners.

**Into 2013**  
Our good work with cats continues. Our Bridgend Adoption Centre in south Wales cared for more than 20 cats and kittens from a single household when they were abandoned in March – most have been rehomed with the rest well cared for while they await outdoor homes. And we're pleased to tell you that work has begun on two new adoption centres – at Warrington, Cheshire and Gildersome, West Yorkshire – that will help to make cats for rehoming more visible to the public.

Photo: David Garrett Photography



We found homes for Scrappy, Dusty and Rusty

## Spreading the word

Our vision is a world where every cat is treated with kindness and an understanding of its needs. In 2012, we took every opportunity to educate and inform people, moving us closer to achieving this aim.

We got out and about to spread our messages, giving almost 500 educational talks to people of all ages, from schoolchildren to community groups. We met supporters and potential supporters at niche events, including Horse Show Live and the London Pet Show.

We helped thousands of people with a huge range of queries from cat homing to feline behaviour. Our Helpline team handled more than 40,000 calls and emails from members of the public. We also answered cat queries through our social media pages and kept our followers entertained with regular posts. In 2012, our Facebook following increased 43 per cent to 92,500 while our Twitter fan base (@CatsProtection) rose by 66 per cent to more than 21,200. Our website [www.cats.org.uk](http://www.cats.org.uk) attracted 50 per cent more visitors – 2.4m people. And we gave our blog a fresh new look and focus on cat success stories. Read [meowblog.cats.org.uk](http://meowblog.cats.org.uk) from your computer or smartphone for heartwarming tales from our branches and centres.

Photo: Judith Wakeham

National and local media are a very important way for us to spread our cat welfare messages, and in 2012 we achieved a total circulation of more than 1 billion from 8,007 articles – an increase of 30 per cent on the previous year. If we'd had to pay for that level of coverage as advertising it would have cost us more than £6m!

Our National Cat Awards celebrated some shining examples of cat courage and feline affection. Jessi-Cat was named Cat of the Year at our National Cat Awards for helping seven-year-old Lorcan Dillon cope with a severe anxiety disorder. Our revamped awards attracted 190 per cent more entries than the previous event in 2010 and press circulation reached more than 93 million.

The charity's National Black Cat Day, held on 25 October, celebrated darker felines, which can take longer to be rehomed. We reached nearly 330,000 people on social media.

Across the UK, our branches and centres organised their own events to increase awareness, promote rehoming, share our messages and raise funds. Derby Adoption Centre's Mad Moggy Run was just one of



Photo: Paul Mason

Our National Cat of the Year, Jessi-Cat, helps Lorcan with his anxiety disorder

hundreds of events that took place during the year. The May motorbike run attracted more than 70 bikers and raised £1,800 for the centre's cats.

**Into 2013**  
Our January overweight cats campaign generated around 50 items of coverage including national newspapers and national and regional radio, reaching around 24 million people. In April, we launched Find-a-Cat, a tool on our website homepage which will make it easier for prospective cat owners to browse, choose and adopt a cat. In the same month, we celebrated gaining our 100,000th Facebook follower. Look out for our interactive smartphone app later this year!

## Speaking up for cats

Cats can't speak for themselves. But we can speak for them and in 2012 we did just that. Last year was an exciting one for Cats Protection as we introduced an advocacy programme to educate and influence those in power about cat welfare.

We appointed our Advocacy Manager, Jacqui Cuff, to lead the programme and ensure that cat welfare issues are

addressed by key decision makers in government and in companies.

Our advocacy work has made good progress:

- We now have a contact list of more than 150 MPs, Members of the Scottish Parliament (MSPs), Welsh and Northern Ireland Assembly Members who are sympathetic to cats
- We met Lord de Mauley, the government minister responsible for the welfare of companion animals, to introduce him to CP's campaigns and seek support and advice
- We persuaded MPs and peers to ask questions in Parliament on topical issues such as animal poisoning prosecutions
- In 2012 we worked closely with other charities through groups including the Microchipping Alliance, Animal Welfare Education Alliance, the Pet Advertising Advisory Group and Eurogroup for Animals. CP was a driving force behind a multi-charity campaign seeking to ensure animal welfare is included in the new national curriculum. More than 500 people emailed their MP in support of our campaign

### Into 2013

This year, we will continue to develop our current campaigns and introduce some new ones. Our advocacy volunteers will monitor advertising websites and report any irresponsible adverts offering cats for sale. Advocacy success doesn't happen overnight, but we have made a good start. With your help, we look forward to a better future for cats.

## Fundraising

On 15 September 2012 Gillian McMullen, who is scared of heights, stepped backwards over the edge of a 74-foot-high viaduct.

"I was too scared to lean back and ended up swinging like a pendulum," says the Co-ordinator for our Armagh Branch. "I cried like a baby when my feet touched the ground."

Gillian, and her colleagues in Northern Ireland, raised more than £2,500 for Cats Protection through their sponsored abseil. They were among hundreds of volunteers and staff across the UK who raised money for the charity in imaginative ways. Bridgend Adoption Centre's June Catathon attracted an estimated £2,000 in donations and sponsorship while the Bristol Firewalk raised more than £3,300.



Gillian took the plunge for Armagh Branch

Donors had less disposable income and many causes to choose from so we worked even harder to keep existing supporters and find new ones.

Our free Cat Guardians scheme, which guarantees to look after someone's cat if it outlives them, was launched in May and had attracted almost 200 registrations by the end of the year. We saw legacy pledges increase by 131 per cent last year. Legacies provided 55 per cent (£20.4m) of our income in 2012 and we're very grateful to people who remember us in their wills, and who support so much of our work.

We opened six new shops and opened an online shop at [www.cpsphop.co.uk](http://www.cpsphop.co.uk).

Our face-to-face fundraisers recruited more than 6,000 monthly supporters. By the end of the year more than 53,000 people supported us with a monthly direct debit, a 7 per cent increase since January 2012.

Our corporate partners Purina PetCare, Petplan and Pets at Home helped us to raise funds and awareness of our work for cats. We gained new corporate partners Verdo and Cubic too.

Despite the many challenges of 2012, our income increased by 3 per cent so we offer our heartfelt thanks for your support.

### Into 2013

We held a fundraising weekend with Pets at Home between 7-9 June. Branch volunteers sold goods, ran fun activities and collected donations. This year we will ask supporters to continue collecting Felix cat food tokens.

## Veterinary

Our Veterinary team are experts in feline welfare and their work is key to the charity's activities, influencing and informing all that we do. They share their expertise both within and outside the charity, promoting cat welfare and the charity's messages.

Last year, we shared best practice and promoted our early neutering campaign at many events, from those aimed at the veterinary profession such as the World Small Animal Veterinary Association Congress to public events such as the London Pet Show.

We also gave more than 60 veterinary talks on cat welfare, behaviour and shelter medicine to a variety of audiences including veterinary students and nurses, organisations such as the Association of Dogs and Cats Homes and other charities such as Blue Cross.

We think it's important that we share our knowledge with future generations of vets, and at the same time raise awareness of the charity within the profession. With this in mind, in 2012 we ran placements for 16 veterinary students, giving them hands-on experience of shelter medicine. We also hosted students from Nottingham and Bristol Universities, who attended their local adoption centres as part of their course.

As well as passing on our knowledge, we also worked with selected researchers, including universities and PhD students. We shared our adoption centre data or allowed researchers to



We promoted neutering at four months or younger

carry out non-invasive research on topics such as feline heart disease. These activities all help to advance understanding of feline medicine and behaviour, allowing us to better help cats.

Our Veterinary team trained staff and volunteers in cat welfare through a large number of face-to-face sessions. They developed an online training module and contributed to a computerised cat management system, now in use at all of our adoption centres. Our Feline Fort, an environmental enrichment product for cats developed by the charity, went on sale to our branches and centres, other organisations and the public.

### Into 2013

We produced *CP: The veterinary guide*, a fully-illustrated colour booklet which provides veterinary practices with an overview of the charity and its cat welfare work. The guide, which has been sent to 4,611 veterinary practices in the UK, outlines the charity's aims and policies and provides a wealth of information about the veterinary care of CP cats. And our online training module was launched in February 2013, as part of the charity's LearnOnline website for staff and volunteers.

## Looking ahead

Our vision is a world where every cat is treated with kindness and an understanding of its needs. To achieve this vision we will:

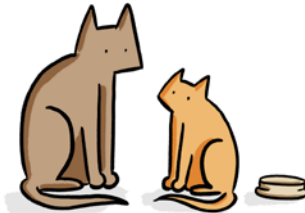
- Strive to maintain levels of homing, even in this difficult climate where people are less willing to adopt cats
- Open more branches and adoption centres
- Build on our good work so far in all the key areas highlighted in this *Annual Review*
- Attract more volunteers into a wide variety of rewarding roles – see [www.cats.org.uk/get-involved/](http://www.cats.org.uk/get-involved/) volunteering-home

We couldn't do any of this good work for cats without your support, so thank you once again.

## Financial

**Total income for 2012: £37 million**

How our funds were received\*\*



- Legacies: 55%
- Donations, subscriptions and fundraising activity: 39%
- Trading company and other: 6%

We estimate that in 2012, our volunteers generously gave in the region of 4.5 million hours to Cats Protection's work. The value of these hours to the charity is close to £56m\*.

**Total expenditure for 2012: £34.2m**

How we used our funds\*\*



- Rehoming: 58%
- Neutering: 15%
- Education and information: 4%
- Cost of generating funds: 22%
- Governance†: Less than 1%

**Our network...**

- Around 9,000 volunteers and staff
- 257 volunteer-run branches
- 65 charity shops
- 29 adoption centres
- 1 homing centre

**Support us**

There are lots of ways you can help us, from adopting a cat to leaving a legacy or following us on Facebook. For more information on how to help, see our website [www.cats.org.uk/get-involved/](http://www.cats.org.uk/get-involved/). Contact us by phoning our Helpline on 03000 12 12 12, or emailing [helpline@cats.org.uk](mailto:helpline@cats.org.uk). Visit [www.cats.org.uk](http://www.cats.org.uk) or write to us: Cats Protection, National Cat Centre, Chelwood Gate, Haywards Heath, Sussex, RH17 7TT. Thank you, on behalf of the cats!

*Our vision is a world where every cat is treated with kindness and an understanding of its needs*

Reg Charity 203644 (England and Wales) and SC037711 (Scotland)  
\* The rate is based on the median gross hourly rate (excluding overtime) for full time workers (£12.76) from the 2012 Annual Survey of Hours and Earnings National Office of Statistics, December 2012.

\*\*Income and expenditure figures have been extracted from the full audited and unqualified accounts for the year ended 31 December 2012. Copies can be obtained from [www.cats.org.uk](http://www.cats.org.uk) or by applying to the National Cat Centre at the address above.

† Includes audit and legal fees, trustee expenses and the AGM.



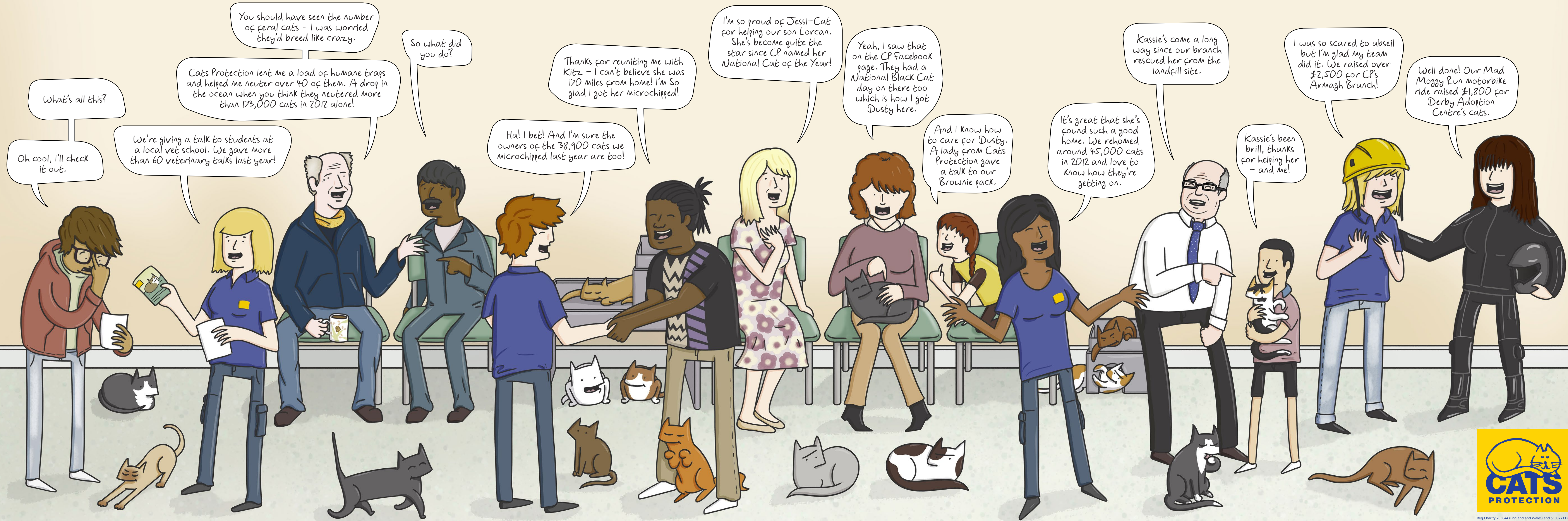
Annual review 2012



Reg Charity 203644 (England and Wales) SC037711 (Scotland)

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What's all this?  
Oh cool, I'll check it out.

We're giving a talk to students at a local vet school. We gave more than 60 veterinary talks last year!

Cats Protection lent me a load of humane traps and helped me neuter over 40 of them. A drop in the ocean when you think they neutered more than 173,000 cats in 2012 alone!

You should have seen the number of feral cats - I was worried they'd breed like crazy.

So what did you do?

Ha! I bet! And I'm sure the owners of the 38,900 cats we microchipped last year are too!

Thanks for reuniting me with Kitz - I can't believe she was 170 miles from home! I'm so glad I got her microchipped!

I'm so proud of Jessi-Cat for helping our son Lorcan. She's become quite the star since CP named her National Cat of the Year!

Yeah, I saw that on the CP Facebook page. They had a National Black Cat day on there too which is how I got Dusty here.

And I know how to care for Dusty. A lady from Cats Protection gave a talk to our Brownie pack.

It's great that she's found such a good home. We rehomed around 45,000 cats in 2012 and love to know how they're getting on.

Kassie's come a long way since our branch rescued her from the landfill site.

Kassie's been brill, thanks for helping her - and me!

I was so scared to abseil but I'm glad my team did it. We raised over £2,500 for CP's Armagh Branch!

Well done! Our Mad Moggy Run motorbike ride raised £1,800 for Derby Adoption Centre's cats.

