

Annual Review 2008



pdsa

for pets in need of vets

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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Jan McLoughlin
with Mickey

A message from the Director General

Every day at PDSA PetAid hospitals across the UK people bring in their dearly loved pets for treatment. For many there is nowhere else to go and in 2008 it was clearer than ever that our services remained vital and important. We ended the year helping a record 350,000 animals.

Twelve months on from our 90th anniversary, PDSA made further advances in improving the welfare of its pet patients through a range of initiatives.

During the year we provided more than 1.8 million free treatments to sick and injured animals through 47 PetAid hospitals and branches. We also launched our biggest ever pet health campaign, Long Live Pets, which promotes a healthy life for all pets, and helped overweight pets get trim through Pet Fit Club.

Our legacy income continued at record levels. We received over £38 million as a result of people leaving PDSA a gift in their will. This exceeded all our expectations.

Demand for our services continued to grow. On a daily basis, we provided around 775 preventive treatments, at an accessible charge, and made PDSA PetAid services available in 177 communities through 351 associated

private veterinary practices. The average cost to PDSA of one course of treatment for a sick or injured pet was £143, although the actual cost of some treatments is far in excess of this figure. In 2008 PDSA PetAid services overall cost more than £48 million.

Our 4,800 volunteers donate their valuable skills and time to PDSA and work mainly in our shops and fundraising groups. In 2008 their value to PDSA was worth an astonishing £10.3 million.

To remember our much-loved pets we opened a new Garden of Remembrance and the Paws Forever Pet Tribute Garden at Ilford PDSA Animal Cemetery. PDSA also unveiled its most advanced PetAid hospital at Kirkdale, Liverpool – The Jeanne Marchig Centre. Meanwhile our PetCheck vehicles, the first of which was kindly donated by Julie and Robert Breckman, carried out over 6,500 PDSA PetChecks UK-wide.

We launched well-vetted gifts as an important new way for supporters to show their kindness to others by going online and giving a gift that will help PDSA treat more sick and injured pets of people in need.

We surveyed our staff and the results are helping us to understand more

about how staff feel about their jobs and working for PDSA. More than 1,300 staff replied and the results have shown a number of areas which we can strengthen or improve upon.

Plans are being drawn up to look at ways in which people's comments can be turned into positive action to make things better.

Since I became Director General, the demands on PDSA as a charitable service have increased significantly but we have optimistic plans for the future of our service, ensuring the health and wellbeing of all our animals.

I am conscious, however, that without the dedication of everyone, donors, volunteers, supporters, customers, young Pet Protectors and staff, we could not serve so many communities and pets and fight poverty in the special way that we do.

On behalf of myself and PDSA Trustees, I send my heartfelt thanks to you for your continued support.

Jan McLoughlin
Director General



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

350,000 pet patients

43 PetAid hospitals

4 PetAid branches

351 PetAid practices

255 veterinary surgeons

297 veterinary nurses

Supported by

17,341 legacy pledgers

179 PDSA shops

105,500 committed givers

4,800 volunteers

6,802 Pet Protectors



PDSA on a mission

Koda from Swansea

Vets at Swansea PDSA PetAid hospital helped Koda bounce back to health after the Collie-crossbreed swallowed a power ball.



To support the significant expansion of PDSA pet health work, which is integral to PDSA's mission of promoting responsible pet ownership, a number of new appointments were made to our veterinary senior management team.

With the appointment of Jan McLoughlin as Director General in July, Richard Hooker was appointed PDSA's new Director of Veterinary Services. Richard was promoted from Chief Veterinary Surgeon at PDSA, a role he held since 2003.

Meanwhile Richard Ewers was appointed Head of Pet Health, in a role which provides support to the Director of Veterinary Services. Richard project managed the successful trial and subsequent roll-out of PDSA preventive services.

Steve Howard was newly appointed Head of Clinical Services. This position replaces some of the internally focused functions of the previous Chief Veterinary Surgeon role. Steve is working alongside the Principal Veterinary Surgeon (PVS) team to assist in the development of the clinical aspects of our veterinary service delivery.

There were many highlights for our veterinary services throughout the year, including the opening of the new Kirkdale PetAid hospital, The Jeanne Marchig Centre, in Liverpool; further roll-out of the Client Contribution Encouragement programme; opening of the new Nottingham annex; growth of preventive services (200,000

procedures carried out since 2006) and the launch of Long Live Pets – PDSA's biggest pet health campaign to date.

In September PDSA opened its new Kirkdale PetAid hospital – The Jeanne Marchig Centre – in Liverpool, replacing the sadly outdated facilities in Everton. The PetAid hospital cost around £1.5 million to build and equip and has a number of eco-friendly features, including solar panels and rainwater recycling. It also has large west-facing windows and individual room temperature control to reduce heating costs.

The new PetAid hospital contains six consulting rooms, a digital x-ray room, feline and canine recovery wards, a critical care ward for infectious cases and a separate recovery ward for rabbits and small furry pets: a first for PDSA.

The PetAid hospitals saw an increase in the number of pets being registered of 7.2 per cent year on year.

Northampton PDSA PetAid partnership hospital continues to be run by the Best Friends Group and saves around £300,000 each year compared to it being run by PDSA.

Outside normal working hours the care of many pet patients is outsourced to emergency care providers, who often cover local private practices. More than 21,000 PDSA cases were treated by Vets Now Ltd, our main emergency care provider.

One of PDSA's key objectives is to expand PetAid practice services and three new practices were introduced at Stranraer, Wisbech and Spalding.

In areas not covered by direct PDSA PetAid services, our PetAid Request service provided more than £558,000 in grants towards the cost of veterinary treatment at private practices to otherwise eligible owners, which compares with £420,000 in 2007.

PDSA aimed to ...

- › treat in excess of 300,000 sick and injured animals
- › expand PetAid services to cover 77.9 per cent of eligible households
- › complete the new Kirkdale PDSA PetAid hospital, The Jeanne Marchig Centre
- › introduce a further six PetAid practice locations

PDSA achieved ...

- ✓ treatment of a record 313,000 sick and injured animals in the PetAid hospitals and branches
- ✓ 77.9 per cent coverage through the PetAid hospital and practice service
- ✓ completion and opening of the new PDSA PetAid hospital in Kirkdale, Liverpool, The Jeanne Marchig Centre, in September
- ✓ the establishment of five contracts to provide additional PetAid practices of which three became operational in 2008



Woody from Sunderland

When tabby cat, Woody, impaled himself on a piece of wood almost 15cm long and 1cm wide, vets at Sunderland PDSA PetAid hospital managed to extract it, intact without any internal damage.

Improving pet health

A key aspect of PDSA's mission is helping people to understand their responsibilities when keeping a pet. Our publications and media campaigns constantly emphasise the importance of caring for pets properly and they carry the latest expert advice from our vets. Major initiatives included:

Long Live Pets

In March we launched our biggest pet health campaign – Long Live Pets – to position PDSA as the recognised leader in promoting pet health. Designed to promote a healthy life for all pets, Long Live Pets started by addressing the issue of obesity. The UK's pet owners were warned by PDSA vets that some owners are killing their pets with kindness. PDSA figures showed cases of dog obesity rising at a dramatic rate. PDSA also developed its own version of Body Condition Scoring to help owners learn more about a dog's healthy body shape and to help them identify where their pets are piling on the pounds.

PDSA Walkies

PDSA Walkies was a new initiative that tied in to the Long Live Pets campaign as it encouraged dog owners to take part in a series of sponsored walks, and highlighted the benefits of exercise, while raising vital funds. Major walks took place in Birmingham, Belfast,

Gateshead, Glasgow, Liverpool and London with smaller walks organised by staff from PDSA shops and PetAid hospitals as well as by individual supporters.

PetCheck

PDSA's PetCheck vehicles, the first of which was kindly donated by Julie and Robert Breckman, travelled the length and breadth of the UK and clocked up 282 days (11 more than in 2007) delivering our pet health messages to even more pet owners. More than 6,500 PetChecks were carried out; there were 38,000 visitors and more than £13,000 was raised in funds.

Responsible Pet Care leaflets

PDSA vets have written a series of informative leaflets to raise awareness of issues such as diet and nutrition, safety indoors and vaccination. The leaflets are distributed across PDSA sites, many libraries and community centres and are available online from the PDSA website, www.pdsa.org.uk

Pet Fit Club

In a bid to help overweight pets slim down, PDSA vets and nurses across the UK created specially tailored 100-day diet and fitness programmes for each of the eight overweight pets to follow,

to help them shift their excess inches. The owners of the eight finalists, which included seven dogs and one cat, battled it out over three months to overhaul their pet's diet and exercise regime.

PDSA statistics showed that around 30 per cent of the UK's dogs are overweight or obese – that's around 1.95 million fat dogs across the UK. This figure leapt dramatically between 2006 and 2007 when the charity saw a massive nine per cent increase.

Your Right Pet

One of our key initiatives during the year concentrated on launching the *Your Right Pet* website, which helps potential owners take into account their circumstances and the different welfare needs, when choosing a pet.

www.your-right-pet.co.uk



PDSA aimed to ...

- › increase coverage of pet health information
- › consider rolling out PDSA TV in PetAid hospitals
- › establish PDSA as an authoritative pet health voice

PDSA achieved ...

- ✓ an increase of national media coverage by 123 per cent
- ✓ the launch of the pet health campaign, Long Live Pets
- ✓ a series of mass participation sponsored dog walks, PDSA Walkies, which were held throughout the UK
- ✓ the establishment of a pet health function to co-ordinate and promote our pet health objectives



Clinical services



Lightning from Leicester

Lightning was nursed back to health at Leicester PDSA PetAid hospital after being struck down with an extreme reaction to E. cuniculi, a parasite which causes paralysis and attacks the brain, heart, eyes and kidneys.



2008 was the first full year that all PetAid hospitals and branches offered preventive services, and during the year a total of 103,921 procedures was carried out. This was 7,000 more than predicted. Increased costs led to a subsequent increase in prices for preventive procedures in May, but the price change did not adversely affect demand.

Neutering

PDSA continued to work with Dogs Trust and Cats Protection on our neutering programme, which aims to reduce the potential numbers of stray and unwanted pets. Thanks to contributions from Dogs Trust and Cats Protection, neutering procedures were made even more affordable for owners. 10,147 dogs, 14,633 cats, 262 rabbits and 50 ferrets were neutered at PDSA PetAid hospitals.

Vaccinations

PDSA carried out its first National Vaccination Month in March with pet owners taking advantage of a special cut-price offer for a primary vaccination course. With the help of extensive media coverage, we achieved an incredible uptake of 168 per cent over numbers anticipated for the primary course.

Microchipping

We also conducted National Microchipping Month in June with microchipping offered at half the normal price as a result of collaboration with the RSPCA.

The resulting uptake for the month was 220 per cent over numbers anticipated for microchip implantations.

PetAid hospitals

PetAid hospitals have become 'one-stop-shops' for clients and a new income stream is being generated. PDSA has invested much effort and many resources in order to support this critical and significant strategic objective.

PDSA aimed to ...

- › achieve target preventive services income of £4.6 million
- › work with other charities to reduce the number of unwanted and stray pets
- › vaccinate pets against preventable diseases

PDSA achieved ...

- ✓ sales of preventive services of £3.8 million – a rise of 31 per cent on 2007
- ✓ continued collaboration with Dogs Trust and Cats Protection to make procedures more accessible to owners by reducing the price
- ✓ a grand total of 103,921 dogs, cats, rabbits and ferrets being vaccinated, neutered or microchipped in 2008
- ✓ 44 per cent of all PetAid hospital clients accessing preventive services



Storm from Wolverhampton

When he suffered sudden sickness Storm was rushed to Wolverhampton PDSA PetAid hospital where staff operated to remove pairs of socks he had swallowed.

Remembering beloved animals

Pets become our close companions over many years and it is only right for PDSA to do something to remember that bond and celebrate the closeness we experience with our pets.

Garden of Remembrance

In June Bob Flowerdew, the UK's leading organic gardener and regular panellist on BBC Radio 4's *Gardeners' Question Time*, opened the new Garden of Remembrance at PDSA's Animal Cemetery in Ilford, Essex.

The Garden of Remembrance has been created to provide visitors with a place for quiet contemplation and to honour the 3,000 pets laid to rest in the historic cemetery, including 12 animal heroes that received the PDSA Dickin Medal – the animals' Victoria Cross – for gallantry in World War Two.

Bob designed the garden and commented, 'I have grieved over many pets over many years and remember them all with great fondness. To celebrate these memories, I wanted the garden to be a joy to the senses. The aroma of rosemary, sage and lavender brings calm and forms a tranquil centrepiece for the animal cemetery.'

The design is based on the colours of the PDSA Dickin Medal ribbon, which is striped blue, green and brown to symbolise the air, sea and land forces.

Ilford PDSA Animal Cemetery

Ilford PDSA Animal Cemetery was restored in 2008 thanks to a grant from the People's Millions project administered by the Big Lottery Fund. The work included renovation of the animals' graves and new gravestones for the hero animals where needed, plus the creation of wheelchair access, a new visitors' centre and the Garden of Remembrance.

Paws Forever Pet Tribute Garden

In October the new PDSA Paws Forever Pet Tribute Garden, which is adjacent to the Ilford PDSA Animal Cemetery, opened for anyone who has loved and lost a beloved animal companion. Here they can dedicate a unique memorial to their pet with a Pet Tribute Tag. The Pet Tribute Garden has been designed to provide a place for private reflection.

PDSA understands how much pets mean to their owners and when a pet dies the emotional gap left is hard to fill. Acquiring a Pet Tribute Tag for display in the Paws Forever Garden means pet owners have a tangible memorial to their pet displayed for all to share.

Director General, Jan McLoughlin, commented, 'A pet's unconditional love can be a source of great happiness and provide the perfect comfort in difficult times. Wanting to keep memories alive is normal and understandable and that is why we developed the Paws Forever Pet Tribute Garden in Ilford.'

PDSA aimed to ...

- › open the Garden of Remembrance at Ilford PDSA Animal Cemetery
- › create and open the Paws Forever Pet Tribute Garden also at Ilford
- › encourage members of the public to display tags to remember their pets

PDSA achieved ...

- ✓ the opening of the Garden of Remembrance in June by Bob Flowerdew
- ✓ the opening in October of the Paws Forever Pet Tribute Garden by Jan McLoughlin



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The National Lottery[®]
through the Big Lottery Fund



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Inset: Bob Flowerdew opening the PDSA Garden of Remembrance. Main picture: PDSA Paws Forever Pet Tribute Garden.

Maintaining our income

PDSA aimed to ...

- › increase the number of legacy pledges and enquiries
- › generate £0.6 million of major donor income
- › recruit new lottery players
- › increase client contributions
- › grow retail income, Gift Aid and recycling opportunities

PDSA achieved ...

- ✓ legacy pledges increased by 43 per cent to almost 3,000
- ✓ £0.5 million was received from major donors and £1 million from trusts
- ✓ 60,000 lottery players were recruited and £5.2 million of income generated
- ✓ the Client Contribution Encouragement project increased income from £4.8 million to £5.7 million
- ✓ increased retail income by one per cent in a tough trading year
- ✓ increased value of recycling credits by 23 per cent



Neo from Fife

It was a near fatal miss for cat Neo who lost one of his legs after colliding with a train but vets at Dundee PDSA PetAid hospital helped him to become mobile again.



With the economic downturn having such a dramatic effect around the world, it was inevitable that PDSA would face an increase in demand for its services while facing the prospect of a fall in charitable income.

However, continued strong focus on generating income is helping to meet the cost of delivering our services.

Legacies

Legacies remain our single most important source of income and this proved to be another bumper year for PDSA. Record legacy income came in despite falling house prices and the diminishing value of stocks and shares.

We received over £37 million from pet lovers who were kind enough to include gifts in their wills to assist us in our work, meeting the cost of treating two out of every three pet patients. Over £7.8 million came from lifetime pledgers, showing how important it is to secure promises from supporters to include a gift in their will for our vital work.

Fundraising

In 2008 the Fundraising team focused on the following key areas:

- Volunteer group recruitment, retention and support
- Individual fundraiser recruitment, retention and support
- Flora London Marathon
- Challenges

Volunteer Fundraising Groups generated total income of more than £123,000 through attendance at local shows, table top sales, coffee mornings, antique fairs, auctions, ladies' pamper days, collections and fun dog shows.

The Sheffield Group was awarded Fundraising Group of the Year for their efforts and their inspirational leader Gwen Berry was awarded an MBE for her many years as a PDSA fundraiser.

A quarterly newsletter was developed during quarter four, as a tool for communicating with all fundraisers, including groups. This provides a vehicle for the central team to offer guidance where required, inform all groups of fundraising successes they may be able to replicate, as well as give information about forthcoming events and news items at PDSA.

Direct Marketing

A wide range of marketing projects was launched including PDSA's virtual gift offering, well-vetted gifts, alongside digital marketing channels. Sponsor Me Better continued to help pets with long-term medical conditions. Over 1,000 gifts were sold and 700 donations received. In digital channels we launched PDSA on social networking site *Facebook*, and now have more than 3,600 fans online, our *PetCasts* appeared on *YouTube* and many of our photos appeared on *flickr*, the photo-sharing site.

PDSA Petsurance was also launched online and generated a significant increase in online sales.

Retail

For our PDSA shops, this was one of the toughest trading years in memory with the economic climate having a profound effect on the high street. But we remain focused and are taking important steps through our Stores of Excellence programme to improve our shops and create a better shopping environment for our customers.

The opening of our new processing and distribution centre in Aston, Birmingham, created more sales space in our shops and improved the quality and diversity of the stock available.

Gift Aid on donated goods helped generate almost £500,000 in additional income for PDSA.

Client Contribution Encouragement programme

A continued focus on contribution encouragement significantly increased PetAid hospital contributions during the year. The contribution budget was £5.3 million – a £1.1 million increase on 2007. By the end of the year this had been exceeded with total contributions standing at £5.7 million.

PDSA people



PDSA aimed to ...

- › increase the number of Best Friends and committed givers
- › generate celebrity support for a variety of initiatives
- › thank long-serving staff

PDSA achieved ...

- ✓ in excess of 105,000 committed givers and income rose by five per cent
- ✓ celebrity support for initiatives including the 2009 PDSA Pet Pawtraits calendar and PDSA Walkies

PDSA presented ...

- ✓ five 25 year service awards
- ✓ Edward Bridges Webb Memorial award
- ✓ Volunteer of the Year award
- ✓ Young Volunteer of the Year award
- ✓ Retail Volunteer Team of the Year award
- ✓ Fundraising Volunteer Team of the Year award
- ✓ Outstanding Achievement award

Louis from Bournemouth
Veterinary staff at Bournemouth PDSA PetAid hospital came to the rescue of Victoria Bulldog-cross, Louis, after he swallowed a golf ball.



PDSA is supported by people from all walks of life and it is thanks to that continued support that the charity has been caring for the sick and injured pets of people in need for over nine decades.

Long service awards

Five of our veterinary staff celebrated 25 years of service for the charity. The awards, presented by PDSA Chairman, Freddie Bircher and Director General, Jan McLoughlin, went to Julie Benson, Head Nurse at Leeds PetAid hospital, The Frederick Jennings Centre; Barbara Bryce, Veterinary Surgeon at East Glasgow PetAid hospital; Allyson Geary, Receptionist at Nottingham PetAid hospital; Debby Millward, Head Nurse at Leicester PetAid hospital and Sarah Yeomans, Veterinary Surgeon at Aston PetAid hospital (Birmingham).

Edward Bridges Webb Memorial award

The prestigious Edward Bridges Webb Memorial award was presented to Phyllis Seymour for her outstanding work in aid of PDSA. Phyllis devotes an average ten hours a week to PDSA, and sometimes more, organising a range of fundraising events – including book sales, coffee mornings, flag days, open days at Croydon PetAid hospital and an annual dog show.

Volunteer of the Year awards

PDSA researched the number of hours given by volunteers to help PDSA and found that they save the charity an astonishing £10.3 million per year. This is what PDSA would have to spend in salaries if it had to pay volunteers to do the tasks they do.

Charlie Taylor, who helps at the PDSA Arbroath shop, was named Volunteer of the Year 2008. Charlie volunteers for a minimum of four hours a day, six days a week. Charlie's exceptional commitment and bravery in the face of serious illness made him a very deserving winner.

Twenty-one-year-old Scott Brown was named PDSA Young Volunteer of the Year. Scott has volunteered at the Kilmarnock shop for almost six years. Not only is he dedicated, reliable and terrific with customers, he also organises fundraising activities to support PDSA as well.

The volunteers at Thornbury shop became the Retail Volunteer Team of the Year. They are a close-knit team whose enthusiasm, dedication and camaraderie are outstanding. The support they provide to the management team has been fantastic, helping with new initiatives, covering for absence, and pulling together to help the shop deliver excellent results.

The Fundraising Volunteer Team of the Year award went to the Sheffield Fundraising Group who worked incredibly hard to continue their programme of events over the past year. They have been really successful at raising both PDSA's profile and valuable funds for the PetAid hospital. They are a really enthusiastic and supportive team of all ages who thoroughly deserved their award.

A special award for Outstanding Achievement was given to the volunteer team at the Hull, Southcoates shop.

The group run the shop without any paid staff to assist them, organise regular fundraising events and have been supporting PDSA for over 50 years.

We also increased the number of Key Volunteers who are trained to support the shop management teams and enable the shops to keep trading in a manager's absence. At the end of September 2008 there were 240 Key Volunteers with a further 88 in training.

Best Friends

One group of special PDSA supporters is Best Friends, whose monthly donations help us treat even more sick and injured pets, contributing to the medicines we administer, the equipment we use and the facilities and staff we need in order to help pets recover. Best Friends receive our quarterly magazine *Companions* as a thank you for their support.

Restructures

There were a number of departmental restructures in 2008 with the formation of a new Business Services Directorate. The new Directorate brings together Retail, Property Services, Procurement and Business Services. A new Internal Communications department was also formed.



Smokey from Hartlepool

Vets at Middlesbrough PDSA PetAid hospital extracted an eight-inch crossbow bolt from Smokey, which had gone through his side, narrowly missing some of his vital organs.

Raising awareness

The more people know about PDSA, the more likely it is that they will support the charity and in turn help us treat more pets.

Although there were no medal presentations during 2008, the PDSA Dickin Medal and PDSA Gold Medal continued to attract media coverage.

Media

Coverage of PDSA stories in the national press and consumer magazines saw a steady rise of 77 per cent and 41 per cent respectively, with a total of 645 cuttings mentioning PDSA, reaching more than 400 million people and representing an estimated advertising value of more than £4 million.

TV coverage was up 73 per cent with 90 (52 in 2007) pieces and radio coverage was up 12 per cent with 338 (303 in 2007) mentions.

Case studies included Victorian bulldog-cross, Louis, who swallowed a golf ball and tabby cat, Little Man, who lost an eye following an airgun attack.

Pet Pawtraits calendar

Scarlet Page, daughter of Led Zeppelin guitarist Jimmy Page, was engaged to photograph the 2009 PDSA Pet Pawtraits calendar. Celebrities featured included comic actor, Johnny Vegas; TV presenter, Melinda Messenger; singer and former *Strictly Come Dancing*

champion, Alesha Dixon; West End star, Summer Strallen; and *Coronation Street* actress, Kim Ryder.

The calendar was launched at the Imagination Gallery in London's West End at an event attended by supporters, volunteers, trustees and sponsors. Media interest in the calendar was high with a number of national newspapers and magazines focusing on the celebrities and their pets.

Celebrity support

Our celebrity supporters also helped generate a higher profile for initiatives such as PDSA *Walkies*, which was supported by *EastEnders'* star John Partridge, London Mayor, Boris Johnson, and Deborah Meaden from BBC's *Dragons' Den*. The Kirkdale PDSA PetAid hospital, The Jeanne Marchig Centre, was visited by comedian, Ken Dodd on the day of its launch. TV vet, Steve Leonard also supported PDSA at the *Walkies* event in Birmingham and at two legacy awareness events at Blenheim Palace, Oxfordshire and Wilton House in Wiltshire.

We launched a new TV advert, voiced by actors Dennis Waterman and Stephen Tompkinson, showing some of PDSA's skilled vets and nurses treating a few of the sick and injured animals we see every working day.

Fitter pets

This year's Pet Fit Club brought a host of overweight pets to PDSA hoping to slim down on PDSA's specially tailored diet and fitness programme. PDSA statistics showed that around 30 per cent of the UK's dogs are overweight or obese and our campaign to get pets fitter not fatter attracted widespread national media attention.

PDSA *Walkies* helped raise funds for pets in need of vets, while highlighting the health benefits of exercise for both pets and owners.

Pet Protectors

Reaching children with our pet health messages continues to be a high priority. One of the key initiatives of the summer was Young PDSA's series of Pet Protectors parties, held at animal-friendly venues across the UK.

Social media

We have expanded online with our presence on social networking sites *FaceBook*, *flickr* and *YouTube* increasing throughout 2008.

Website

The number of visitors to the PDSA website rose to nearly one million; an increase of 150,000 on the previous year.



PDSA aimed to ...

- › continue brand TV advertising
- › increase awareness of PDSA
- › increase coverage in national newspapers and other media

PDSA achieved ...

- ✓ the combining of TV advertising with national press campaigns
- ✓ recall of PDSA and its work among the general public, which increased to 70 per cent
- ✓ an increase of national publication coverage by 52 per cent
- ✓ an increase in media coverage on TV and radio of 21 per cent and national online coverage of 430 per cent



Sally from Cardiff

Vets at Cardiff PDSA PetAid hospital got straight to the point when treating crossbreed-Terrier, Sally, who narrowly avoided swallowing a needle and thread which was embedded in her tongue.

Young PDSA

Dedicated youngsters

Young PDSA aims to capture the interest of young people by providing exciting ways to learn about pets, their health and their care, and the Young PDSA team developed a number of new projects in 2008.

Pet Protectors

The PDSA Pet Protectors club 'for kids who love pets' grew by 250 per cent to 6,793 members (1,944 in 2007). This growth is primarily due to the successful roll-out of free membership to the children of PDSA PetAid hospital clients, which ensures that every two months the club's *Animal Antics* magazine is delivered to 2,837 households who have a PDSA-registered pet.

A series of Pet Protectors events was held during the summer. Young supporters from all over the UK were invited to some fantastic days out where they had fun and learned about PDSA's work caring for sick and injured animals. The five parties gave children and their parents the chance to meet a PDSA vet, learn more about caring for animals and join in with workshops and animal-related activities.

Competitions

Nathan Williamson, from Norfolk, was named Pet Protector of the Year and Kerry Flynn, from Wiltshire, was our Young Fundraiser of the Year. Their prizes included VIP visits to their local PetAid hospitals.

Young PDSA's photography competition also brought a host of entries while PetAid challenge, for animal-mad teenagers, showed the determination and initiative of young people in raising funds for PDSA.

Young PDSA website

Unique users of the Young PDSA website increased by 74 per cent to almost 108,000. The launch of two new pet health games ensured that supporters stayed on the website for longer (an average of 15 minutes) and sent in over 2,749 contact forms, which shows an activity increase of 735 per cent.

Young PDSA's first commercial participator's agreement was set up in September to provide a reciprocal link with Yellow Moon, a website selling children's craft materials. This link was in exchange for a cash-back percentage of orders placed where people nominated PDSA as their beneficiary. From October to December the income earned was almost £10,000.

Schools PDSA website

PDSA's first web-based education tool, Schools PDSA, www.schoolspdsa.org.uk continued to be a firm favourite in the classroom.

Schools PDSA helps primary and secondary schoolchildren develop key skills, while learning in a fun and interactive way about pets, their health care and careers within the leading veterinary charity. The interactive site makes it simple for teachers to incorporate Schools PDSA into lessons. Resources include curriculum-linked lesson plans, PowerPoint presentations, assessment sheets and PetCasts – online video clips of PDSA veterinary surgeons.

Unique users increased by 69 per cent from more than 13,000 in 2007 to almost 23,000. It was promoted by a series of adverts in educational publications and mailings to schools.

The Young PDSA team also promoted the website to teachers by exhibiting at the Education Show at the NEC in Birmingham, demonstrating the interactive educational resources to teachers and promoting the pet health-based lesson plans.



PDSA aimed to ...

- › increase membership of PDSA's Pet Protectors children's club
- › roll out free membership to the children of PDSA PetAid hospital clients
- › engage children with PDSA

PDSA achieved ...

- ✓ an increase in membership numbers of PDSA's club 'for kids who love pets' by 250 per cent to almost 7,000 members
- ✓ the roll-out of free membership to the children of PDSA PetAid hospital clients, ensuring that club magazine *Animal Antics* is delivered to almost 3,000 households who have a PDSA-registered pet
- ✓ the hosting of five Pet Protectors parties held across the UK
- ✓ new ways of increasing children's interest in the Young PDSA and Schools PDSA websites



MINOR THEATRE

Jan McLaughlin
Practice Director
pdgpi



© John Hipkiss

Loui from Newcastle-upon-Tyne and owner Staffordshire Bull Terrier, Loui, underwent surgery at Newcastle-upon-Tyne, PDSA PetAid hospital, The Ann Coleman Centre, to remove a pair of socks, after falling seriously ill.



2009 and beyond

The future

Our four-year business plan outlines what we want to achieve by 2012 and how we plan to achieve it. PDSA has made significant strides in improving the health of pets, and maintaining our services is the key to our plans in the immediate future.

At a time of economic recession, we face increased demand for our services set against the possibility that we may face a fall in income. We need to invest for the future and spend wisely today; to plan, to forecast and be prepared to take action if events do not follow our budgetary or business plans.

When funds allow, our plans are not only to maintain our service, but also to expand.

To generate income we will be looking closely at how direct marketing, legacies and major gifts, retail, preventive services and PetAid hospital contributions can be improved and thus provide greater support to our service.

We are totally dependent on public support and receive no funding from HM Government or the National Lottery for our PetAid services. While we do have reserves to fall back on, the real challenge is to manage our cash flow.

Although trying times lie ahead, we must not forget the social impact PDSA will have and how that will ensure our success in the future.

We need to spot and pursue new opportunities and be willing to adapt and innovate continually.

The outlook for PDSA remains positive and our future growth and expansion are still our priority.

By working together we will continue to provide a healthy life for all our pets.

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
 Southend
 Southsea



▲ PDSA PetAid partnership hospital

Northampton

■ PDSA PetAid practice locations



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

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PDSA fundraising groups and shops

★ PDSA fundraising groups

Aldeburgh	Lincoln
Aston	Liverpool Bay
Barcombe	Lochaber
Basildon	Morcambe & Lancaster
Bearsden/ Milngavie	New Forest
Belfast	Newcastle-upon-Tyne
Bournemouth	Nottingham
Bradford	Oxford
Bridlington	Plymouth
Brighton	Portsmouth
Croydon	Selsey
Denby	Sheffield
Derby	Southport
Doncaster	Stoke-on-Trent
Drumchapel	Swindon
Eastbourne	Swindon Central
Gainsborough	Teesside
Gateshead	Telford
Gillingham	Wessex
High Peak	Woodbridge
Hull	Wrexham
Ibstock	York
Leicester	




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● PDSA shops

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



Voluntary income

Legacies receivable	£37.033m
Donations and gifts	£20.986m

Activities for generating funds

Merchandising income and charity shop income	£20.631m
Preventive services	£3.760m
Lottery ticket sales	£3.688m
Investment income	£3.398m
Gain on disposal of fixed assets	£0.164m

Total incoming resources £89.66m

Charitable activities	£53.071m
Fundraising trading†	£23.695m
Cost of generating voluntary income	£11.182m
Investment management	£0.367m
Governance	£0.226m

Total resources expended £88.541m

† Cost of goods sold and other costs.

The information on this page is a summary of the statutory accounts of PDSA for 2008. A copy of the full audited accounts can be obtained from Internal Communications, PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.

A close-up photograph of a white dog lying under a chair. The dog's head is visible on the left, looking towards the camera. A blue sock is on its front paw. A dark wooden chair leg is on the right. The chair's seat is covered in a patterned fabric with brown, tan, and black tones. The background is a light-colored, textured surface.

Income and expenditure

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**
email: **info@pdsa.org.uk**
visit: **www.pdsa.org.uk**

PDSA Head Office
Whitechapel Way
Priorslee, Telford
Shropshire TF2 9PQ



www.pdsa.org.uk
Registered charity nos.
208217 & SC037585

pdsa
for pets in need of vets