

**Annual
Review
2014**



Our 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

Our vision

A healthy life for all our pets



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PDSA – helping pets across the UK

383
PDSA PET PRACTICES

58,457
BEST FRIENDS

478,000
PETS TREATED

37,415
LEGACY PLEDGERS

349
VETERINARY SURGEONS

735
VETERINARY NURSING TEAM MEMBERS

42
PET HOSPITALS

2,200
PET PROTECTORS

101,688
COMMITTED GIVERS

9
PET CLINICS

MORE THAN 150
PDSA SHOPS

4,620
VOLUNTEERS



A message from our Director General

Every day at PDSA our vets and vet nurses work tirelessly to save, protect and heal the pets of owners in need who otherwise may lose their faithful friends as they are unable to afford the services of a private vet.

There is no doubt that 2014 was a pivotal year for PDSA and the start of a period of significant change. We began refreshing our brand identity to help us to become better known, better understood and more loved by a wider audience, to raise the vital funds we need.

As a charity, we rely entirely on our supporters' generosity. Their kindness allowed us to spend over £60 million on providing our pet services across the UK. Since demand for our help continues to rise, we need to secure funding for our future and for the pets needing our help.

It was another busy year for our dedicated veterinary teams across the UK. We provided more than 2.7 million treatments and helped over 478,000 pets.

As the number of pets needing our help continues to grow, it's vital that we maintain and expand our services. One way we did this was to start building a replacement Pet Hospital in Oldbury, near Birmingham. This was thanks to a very generous donation from Marian and Christina Ionescu, pioneers in human heart surgery. The Pet Hospital will be known as The Marian and Christina Ionescu Centre of

Surgical Excellence and opens to pet patients in 2015. Thanks to another very generous donation we were able to reach even more people and pets in need by introducing an expanded service at our new PDSA Pet Clinic in Margate, The Frank and Ethel Fright Centre. The donation from the Fright family allows us to offer veterinary care at a reduced cost to those pet owners who may be able to meet some, but not all, of the cost.

Our work in the promotion of pet health increased, enabling us to better safeguard the wellbeing of thousands of pets. We continued to highlight the most serious issues facing our pet nation and published our fourth and biggest *PDSA Animal Wellbeing (PAW) Report*. It showed increases in both pet obesity and aggressive behaviour in dogs. Our PetWise for Cats campaign, funded by The Marchig Animal Welfare Trust, along with PetCheck and our educational programmes are helping us to work with pet owners to address these issues.

We couldn't do the work we do without our wonderful volunteers. Findings from the Volunteer Investment and Value Audit (VIVA) revealed that more than 4,500 volunteers selflessly donate 1.4 million hours every year to us, working in our Shops, Pet Hospitals

and offices, helping to process donated stock, assist our vet teams and support our campaigns. They make a huge contribution to PDSA and help us to achieve so much.

It was a remarkable year for our Animal Awards Programme which recognises acts of animal bravery or exceptional devotion to duty. We instituted the PDSA Order of Merit, the animal equivalent of the OBE that recognises outstanding acts of devotion and celebrates the special relationship that exists between animals and people. The first Honorary PDSA Dickin Medal was presented to war horse Warrior on behalf of all animals that served in World War I.

We said a fond farewell to Michael Bolton as he completed his final year as Chairman. For more than 17 years Michael has served us with inspiration, enthusiasm and determination and guided us on the path to a successful and sustainable future. We wish the same success for our new Chairman, John Smith.

On behalf of the Trustees, I'd like to thank everyone connected with PDSA – colleagues, donors, volunteers and supporters. By working better together we can all deliver a happier and healthier future for pets and their owners.



PDSA Director General Jan McLoughlin



PDSA Director General
Jan McLoughlin with
her dog Bobby

Treating poorly pets

Every day our dedicated vet teams carry out lifesaving operations and treatments on pets rushed into our PDSA Pet Hospitals – pets like Suki.

Suki, a cat, had a horrific road accident and was taken to Brighton PDSA Pet Hospital. The vet nurse described Suki's injuries as among the worst that she had ever seen: Suki's face was badly damaged. An x-ray showed she had also broken her tooth and jaw. Although Suki sadly lost her sight in both eyes, the skill and care of our vets and vet nurses saved her life and she's now back at home with her family.

Suki's case is just one example of the skill and care provided by our devoted vets and vet nurses who treated more than 478,000 pets in 2014 – an increase of 8,000 pets from 2013. Our vet teams performed everything from lifesaving surgery to routine dental procedures.

To care for so many pets, we must continue to grow and develop our services. In the Birmingham area for example, thousands of pets will benefit from the city's new PDSA Pet Hospital. Building started at Oldbury to replace the existing site in Quinton. Opening in 2015, it will be named after generous benefactors Marian and Christina Ionescu and will be our first Centre of Surgical Excellence. The purpose-built facility will help our vet teams deliver outstanding surgical care for sick and injured pets.

In November, we opened our new PDSA Pet Clinic in Margate, The Frank and Ethel Fright Centre, thanks to a generous donation from The Fright family. The clinic will have a massive impact on helping to improve pet wellbeing in north Kent. It has two consulting rooms and one operating theatre, offering emergency and routine surgical and medical care. It also provides a range of preventive healthcare treatments for pets, including vaccinations, neutering, flea and worming treatments, as well as free pet health and wellbeing checks.

In Coventry PDSA Pet Hospital and Margate PDSA Pet Clinic, The Frank and Ethel Fright Centre, we have been developing our new practice management system, VetSpace. The system will allow us to improve our client services for the future, by enabling us to communicate more quickly and easily with our clients via text message and email, in turn improving efficiency for our veterinary teams. The new system will be rolled out across all clinical sites throughout 2015.



Our veterinary service is a lifeline for thousands of sick and injured pets



Miniature Dachshund Darcey got a can of Irn Bru stuck in her jaw but went on to make a full recovery

Darcey's story

Vets at Glasgow (Shamrock Street) PDSA Pet Hospital came to the rescue of a dog that was brought in as an emergency after getting her jaw stuck in a can of Irn Bru!

Miniature Dachshund Darcey managed to get her paws on an empty can of Irn Bru during a family gathering at her owner Janette Gallacher's home. But the party lost its sparkle after the can became lodged in her mouth, and the poor pup started to bleed.

Janette made several attempts to remove the can before rushing her to the PDSA Pet Hospital for help. Vet Susie Hermit said, 'We see all sorts of cases at PDSA but I've never seen a dog with its jaw stuck in a can before'

'Darcey was bleeding and was in lots of distress. The can was so firmly wedged that we had to sedate her in order to remove it to prevent any further damage. She was very lucky that no permanent damage was done, as the inside of the can was very sharp and it could have caused substantial damage to the lining of her mouth and her tongue.'

Janette said she was extremely grateful for the care her beloved dog received from our vets and Darcey went on to make a full recovery.

'Darcey is back to her usual cheerful self. When I told friends about it they couldn't believe it. It was very worrying at the time.'

Treating poorly pets

PDSA's 2014 highlights

- Started building a new PDSA Pet Hospital in Oldbury, Birmingham, The Marian and Christina Ionescu Centre of Surgical Excellence
- Margate PDSA Pet Clinic, The Frank and Ethel Fright Centre, opened – the first PDSA Pet Clinic in the UK to offer reduced-cost veterinary care
- Developed and tested VetSpace – our advanced new practice management system that will be rolled out across all clinical sites throughout 2015.

Making pets healthier and happier

Fifty-one per cent of homes have a pet and our research shows that there is a greater need than ever to help support and educate owners of dogs, cats and rabbits on what's best for their pets.

2014's *PDSA Animal Wellbeing (PAW) Report* identified obesity and problem behaviour as the biggest issues for UK pets. The *PAW Report* helps us to focus on how best to make pets healthy and happy via our education programmes and numerous campaigns.

There was significant media coverage of the *PAW Report*, which raised public awareness about pet health and preventive treatments. The 2015 Report is set to be our most comprehensive with more people than ever taking part, allowing us to gather the data needed to identify the most vital and pressing pet welfare issues.

We were delighted to receive £550,000 from the players of People's Postcode Lottery to fund educational initiatives across PDSA. The funds ensured that our Community & Education team could take our pet wellbeing messages into communities and schools throughout the UK to raise awareness of the five animal welfare needs.

The team also improved the wellbeing of more than 4,000 dogs through pet MOTs on board our PetCheck vehicles, kindly donated by Robert Breckman in memory of his wife Julie. More than 1,600 dogs were microchipped and almost 1,300 pet owners received pet advice. We targeted areas identified in the *PAW Report* as most in need. Areas revisited after six months showed improved wellbeing scores for the five animal welfare needs.

In one case a German Shepherd dog was saved after a free PetCheck visit in Hartlepool led to a vet nurse at Middlesbrough PDSA Pet Hospital noticing a testicular swelling. It proved to be a cancerous tumour and was removed. Through our PetCheck events we are able to educate owners on the benefits of neutering, from preventing certain cancers to reducing unwanted litters.

To promote the benefits of preventive care, the Community & Education team also carried out 19 Protect Your Pet days. We worked in communities alongside other animal charities to provide free pet wellbeing checks and vouchers for owners to go to their chosen participating vet for their pet to be neutered, microchipped, and have flea and worm treatments.

Pet Fit Club, which is our annual slimming competition for dogs, cats and rabbits, was recorded for ITV's *Fat Pets: Slimmer of the Year* programme and transmitted in 2015.

Our PetWise for Cats programme has allowed us to provide free neutering and microchipping for cats. The three-year programme is funded by The Marchig Animal Welfare Trust in memory of its founder, Jeanne Marchig.



A PDSA PetCheck vehicle, kindly donated by Robert Breckman in memory of his wife Julie



Bunty, the first diabetic rabbit that our vet Chris Gibbs has ever seen

Bunty's story

Six-year-old rabbit, Bunty, was diagnosed by our vets as having diabetes. Her owner, Dianne, knew something was wrong, 'Her eyes had gone from brown to a milky white colour, she was drinking a lot of water and also seemed quite withdrawn and depressed.'

Tests revealed that Bunty had dangerously high blood sugar levels. This was despite eating a full, healthy diet of hay, grass, rabbit nuggets, leafy greens and an occasional carrot treat.

Our vet Chris Gibbs said, 'Diabetes in rabbits is extremely rare. Bunty was the first diabetic rabbit I've seen in 25 years as a vet. If left untreated, diabetes can lead to serious health problems, but with regular medication blood sugar levels can be controlled.'

Bunty was prescribed insulin injections twice a day. Dianne said, 'PDSA was fantastic in helping me manage Bunty's condition.'

Making pets healthier and happier

PDSA's 2014 highlights

- Launched the fourth *PDSA Animal Wellbeing (PAW) Report*
- The players of People's Postcode Lottery generously awarded us grants of £550,000
- Over 1,600 dogs were microchipped, over 4,000 had pet MOTs and almost 1,300 pet owners received pet advice on PetCheck tours
- Pet Fit Club was filmed for ITV's *Fat Pet: Slimmer of the Year* programme
- The Marchig Animal Welfare Trust funded a 3-year programme, PetWise for Cats.

2014: the state of our pet nation

Our fourth *PDSA Animal Wellbeing (PAW) Report* – the UK’s largest ever annual report into pet welfare – revealed that the five animal welfare needs of millions of pets are still not being met.

The *PAW Report* tells us about the state of our pet nation and helps us to decide which animal welfare issues most need our time and funds. It also gives us statistics that we can use to raise vital awareness of our work and help us to educate pet owners.

Our 2014 *PAW Report*, launched in conjunction with YouGov, was the most comprehensive yet and continued to highlight the needs of millions of pets. Sadly, it revealed a further decline in pet welfare, especially a rise in obesity and aggressive behaviour in dogs.

Nearly 250,000 dogs behave aggressively towards people and more than 30% of pet owners have been attacked or bitten by a dog. The *PAW Report* showed that aggression and destructive behaviour are due to a mix of boredom, a lack of training and socialisation, and insufficient regular exercise.

Over 5.5 million pets get fatty treats as part of their daily diet. Owners continue to feed the wrong types of food to their pets with portion sizes out of control. 80% of veterinary professionals believe there will be more overweight pets than healthy weight pets in five years’ time.

The lack of awareness of preventive health measures is also a major concern. Vaccinations and neutering are often ignored by owners, so pets are vulnerable to a wide range of deadly diseases.

Although it’s clear from the *Report* that we’re a nation of animal lovers, there’s still a lot of work for us to do.

As a result of the findings our Community & Education team continued to deliver our pet health campaigns in communities across the UK. Our PetWise initiative raised awareness of the five animal welfare needs and the importance of preventive care. Meanwhile Pet Fit Club, our pet slimming competition, reached a large audience with educational messages on pet diets.

Together with other animal welfare organisations and through the media we reached more pet owners to help them provide the right kind of care for their pets.

We also used the *PAW Report* to launch our Big Pet Survey, the biggest ever survey on pet care, which is helping us to shape the 2015 *PDSA Animal Wellbeing (PAW) Report*.

A download of the full *PAW Report* is available from pdsa.org.uk/pawreport



80% OF VET PROFESSIONALS BELIEVE THERE WILL BE MORE OVERWEIGHT PETS

62% OF PET OWNERS HAVE BEEN FRIGHTENED BY ANOTHER DOG

The five animal welfare needs are:



Environment

the need for a suitable environment (place to live)



Diet

the need for a suitable diet



Behaviour

the need to be able to express normal behaviour



Companionship

the need to live with, or apart from, other animals



Health

the need to be protected from pain, suffering, injury and disease

Skie swallowed the bell from her own collar; our vets responded quickly and after surgery she was soon bouncing back on her paws



Skie's story

Skie, a three-year-old Norwegian Forest cat crossbreed, was brought into Glasgow (East) PDSA Pet Hospital by owner Elsie Brown when her usually perky pet didn't seem her normal self and a loss of appetite caused concern.

Our vet Siobhan Casey said, 'Skie came in really quite poorly; she had been vomiting and was completely off her food. An x-ray revealed a metal object in her stomach so we operated to find out what this was – only to discover the bell from her own collar.'

After undergoing surgery, Skie was kept in overnight before being allowed to return home the following day, bouncing back on her paws almost immediately.

Elsie's daughter Annie said, 'Her appetite had returned and she was back to her normal self by the evening. I couldn't believe how quick her recovery was. I am so grateful to the vets and vet nurses. As with any member of the family, you complain about them daily but really couldn't imagine life without them. Even though Skie had only been away a night, my mum and I were delighted to have her home safe, as were the other furry members of the household.'

Following Skie's health scare, Elsie now has hazard-free collars, without adornment, for all her pets. 'We don't miss the bells; I never have any trouble knowing when they're all around anyway.'

The state of our pet nation

PDSA's 2014 highlights

- Delivered our pet health messages to communities across the UK to highlight the main findings
- Building on previous *PAW Reports*, we launched our Big Pet Survey that will form part of the 2015 *PAW Report*, which includes guinea pigs, chinchillas, reptiles and birds for the first time.

Delivering preventive services

Thirteen-year-old crossbreed Molly was minutes from death as she had deadly pyometra, a severe infection of the uterus.

Molly was hurried into surgery at Stoke-on-Trent PDSA Pet Hospital to have her uterus removed. Pyometra is a condition owners can easily prevent by neutering their bitches as puppies.

We believe that all pets should be protected from suffering, injury and disease, so we recommend paid-for preventive services, such as vaccinations, neutering and microchipping.

We make a minimal charge for these. These fees help us to prevent more pet problems, safeguard pets' wellbeing – and keep pets healthy and happy.

We piloted PetWise for Dogs successfully for six months: a Pet Wellbeing Nurse was recruited at four PDSA Pet Hospitals to educate clients on pet needs and to improve their general wellbeing. We carried out 2,355 PetWise MOTs and microchipped 1,489 dogs.

A cat version of the programme, PetWise for Cats, received a tremendous boost with a total of £2.6 million in funding from The Marchig Animal Welfare Trust. The 3-year programme which offers free MOTs, neutering and microchipping was rolled out in October to all 51 PDSA Pet Hospitals.

We successfully introduced Perfect Start (a package of preventive products, including a vaccination, and flea and worm treatments) and offered 18,000 packages to boost preventive procedures. In all, 442,000 preventive products and 142,000 preventive procedures helped to grow income by 18.8% to £6.9 million. Perfect Start helps pet owners affordably provide preventive services to their pets on a longer-term basis.

We worked closely with other charities, including Dogs Trust, Guide Dogs and Cats Protection, to offer medication and preventive services. We also provided three times more microchips than in previous years by joining the Dogs Trust-funded free microchip promotion.



Microchipping gives lost pets the best chance of being returned home





Buddy the Labrador, fully recovered and reunited with Jacob, after a nearly tragic chocolate-eating episode

Buddy's story

Ten-year-old Jacob almost lost his best friend and support dog, when Buddy the Labrador chowed down on Christmas chocolate.

Loyal Labrador Buddy has a unique bond with Jacob, a 10-year-old boy with autism. This bond nearly ended in tragedy when Buddy got his paws on Christmas selection boxes and gobbled the lot, leaving only the empty wrappers.

Knowing that chocolate can be poisonous for dogs, Jacob's mum, Christine Steady, took Buddy straight to Gillingham PDSA Pet Hospital where Buddy was given emergency treatment.

Head Vet Nurse, Jennie Keen, said: 'Buddy had eaten a lot of chocolate, including dark chocolate, which is toxic to many animals. We didn't know if he would survive. All we could do was give him all the support and care possible to help him flush the toxin from his body.'

Eventually after two days, Buddy was out of danger and was well enough to go home.

Christine said: 'Jacob was overjoyed to have his playmate back and is now incredibly protective of Buddy, and Buddy is extra protective of Jacob too.'

'When Buddy was sick it would have cost us hundreds of pounds for his treatment, which we just couldn't have afforded. I'm so grateful to PDSA; they've saved Buddy's life, which has made all the difference to Jacob's life too.'

Delivering preventive services

PDSA's 2014 highlights

- Successful six-month trial of PetWise for Dogs
- Introduced Perfect Start which helps pet owners affordably provide preventive care for their pets
- Preventive services income grew by 18.8% to £6.9 million
- Provided three times more microchips than in previous years by joining a Dogs Trust-funded free promotion.

Inspiring the young

Learning about the responsibilities and commitment involved in owning a pet promotes compassion, love and respect towards animals, which enriches children's lives and also the lives of their pets.

It's one of our main aims: to educate and encourage children to become the responsible pet owners of the future, and this was demonstrated in a wide range of activities throughout the year.

More than 60,000 children attended a talk delivered by one of our Community & Education Veterinary Nurses in their school or youth group. In these fun, interactive talks, children hear real stories from our Pet Hospitals, discover what it's like to be a PDSA vet or vet nurse and learn about the five animal welfare needs of pets.

One inspired youngster, Abigail Joseph, was awarded the title of Pet Protector of the Year 2014. Abigail achieved all of her Pet Protector points (an amazing 10,000 in total) in just one year. Points are awarded for participating in fundraising events, entering competitions, initiating PDSA talks in their school and donating pre-loved items. Abigail was given a VIP tour of Ilford PDSA Pet Clinic and received a shield and a Pet Protectors goody bag, a small token of appreciation for her dedication.

Abigail's enthusiasm is shared by many more of our young supporters. One Pet Protector Scarlett Holt said, 'I support Pet Protectors because I love animals; dogs, cats, bunny rabbits and horses. To raise money for PDSA I've baked animal cakes and biscuits, held table-top sales and even sold home-made lemonade. My own kitten Boo was recently unwell and needed a vet, so I know how important it is for people to be able to take their pets to a vet when they need treatment. I love being a Pet Protector.'

The education pages of our website were visited in record numbers with more than 28,000 visits to the website. Thousands of teachers also downloaded our classroom resources.

Our Pet Protectors Club celebrated its 21st birthday and has 2,200 individual members. We now also have more than 100 Pet Clubs around the UK with approximately 3,000 members.

A young supporter being shown how our vets help pets



Picalina and his owner, Sara Bethwaite, at Glasgow (Shamrock Street) PDSA Pet Hospital



Picalina's story

When Sara Bethwaite was made redundant, her whole world fell apart.

After four years living in the south, Sara moved back to her native Scotland but soon her beloved 10-year-old Chihuahua, Picalina, became ill with a heart murmur.

Picalina meant everything to Sara, having been with her since he was 13 weeks old. Unable to afford private veterinary fees, Sara took him to Glasgow (Shamrock Street) PDSA Pet Hospital, but then in the waiting room her pet's heart suddenly stopped beating.

After hearing Sara's desperate cries for help, our vet team rushed the little dog into the emergency room and performed lifesaving treatment, including a cardiac massage, in a bid to kick-start his heart. Sara was warned that there was very little chance of success.

An x-ray revealed that Picalina had a huge enlarged heart that didn't pump the blood around his body properly. His heart muscles simply weren't as strong as they should be.

Despite his size, Picalina's gutsy survival spirit prevailed and our vets were able to get his heart beating again. Sara calls it a miracle that our vets were able to bring him back from the dead and called them 'angels'. She couldn't thank them enough.

Inspiring the young

PDSA's 2014 highlights

- More than 60,000 children heard a talk from a Community & Education Veterinary Nurse, or a volunteer in their school or youth organisation
- Pet Protectors, our individual members' club, is in its 21st year with more than 2,000 members
- Pet Club, our out-of-school club, has more than 100 active clubs with around 3,000 members.

Maintaining our income

We receive no HM Government or National Lottery funding for our veterinary services, so everything we do depends on the support of the public and their donations.

Gifts in wills are our largest source of income and fund the treatment of two out of every three sick and injured pets. Thanks to the kindness of many generous donors, we achieved a record year for legacy income of £44.2 million.

Our Legacy Regional Development Team meets regularly with our supporters to raise awareness of the importance of legacies to fund our work. We hosted 48 events attended by more than 1,700 supporters at PDSA Pet Hospitals, stately homes and in community venues. Our work is also generously supported by a number of trusts, foundations and major donors whose vital donations help us to continue our valuable work.

Our clients were also very generous during the year as they are asked to give what they can towards the cost of their pet's treatment. A record £8.9 million was raised in our PDSA Pet Hospitals by clients voluntarily making these contributions.

We also launched a wide variety of marketing campaigns, reaching more than 4 million people, and generating substantial income.

Through our 159 high street Shops, our online trading on Amazon and eBay, raffles and commercial income we raised income of £21.8 million.

Thanks to the generosity of the players of People's Postcode Lottery we were awarded a donation of £550,000 which meant we could extend our preventive health and education programmes in communities across the UK.

New pet insurance products were launched in November and we saw an uplift in new business sales and renewal rates on existing policies. Other ways we generated income included our Christmas catalogues which saw an increase in sales of 3% versus last year.

More than 200 people registered for fundraising challenges, from skydiving to firewalking. Twenty-one runners ran in aid of PDSA in the 2014 Virgin Money London Marathon, successfully raising over £225,000, almost £200,000 of that coming from our marketing appeal, fronted by Matt Forshaw, Veterinary Surgeon at Liverpool (Kirkdale) PDSA Pet Hospital, The Jeanne Marchig Centre, and his twin brother James.

We continued to be supported by our fundraising groups that held a wide variety of fundraising events from bucket collections to dog shows.



Eight runners supporting PDSA at the Bupa Great Birmingham Half Marathon



Scruff (pictured right) looking after his son, Lucky, who was born blind

Lucky's story

Lucky, a Border Terrier that was born blind, is now living life to the full, thanks to his faithful father Scruff taking on the role of guide dog.

Two-year-old Lucky was born without retinas so he's never been able to see. When he first started venturing outside his home he struggled to get around and often ran head first into things, resulting in lumps and bumps. Now thanks to his father Scruff and our vets managing his condition, the cute canine is a confident, happy family pet.

Lucky is coping amazingly well with his disability, thanks to the protective instincts of his dad. It's a bond that can't be broken. Proud owner Jim said the pair are 'inseparable' and that the older dog would do anything to protect his son from harm. Scruff takes charge of Lucky on walks and guides him where to go.

After discussions with our vets, Jim and his family made changes to help Lucky around the home. They put strong-smelling scents like lemon or lime in parts of the room where there are dangers so Lucky knew not to go there. Jim also took the unusual step of wearing bells at the bottoms of his trousers to let Lucky know where he is in the room so he can follow him.

Lucky has adapted well to his surroundings and uses his ears, sense of smell and the special bond he has with Scruff to help him live life to the full.

Maintaining our income

PDSA's 2014 highlights

- We received a record £44.2 million from the kindness of people who left gifts in wills
- A record income of £8.9 million was raised thanks to client contributions
- Through our 159 high street Shops, our online trading on Amazon and eBay, raffles and commercial income we raised income of £21.8 million
- The players of People's Postcode Lottery generously awarded us grants of £550,000
- Through preventive procedures and products sold, our preventive services income reached £6.9 million.

Becoming better known, better understood and more loved

We are without doubt loved as a charity, but we must continue to increase public knowledge and understanding of our role in improving animal welfare, and ensure our income grows so we can continue to help our nation's pets.

In the autumn we started to refresh our brand, strengthening our identity to become better known, better understood and more loved. It gave a huge boost to our public awareness with more people knowing what we do and supporting our work.

Beginning in October, the majority of our PDSA Shops were given a completely new look, including exterior signage and interiors, to ensure that we stand out and appeal to a wider audience. More Shops are under review for 2015. All PDSA Pet Hospitals, Pet Clinics, offices and warehouses also had new exterior signage.

For the first time in many years we launched a TV advertising campaign and on Christmas Day more than 11 million people watched our heart-warming TV advert as it was shown on prime time television. The campaign was also supported in cinemas, on digital video and by posters on the London Underground, generating a fantastic response on social media and prompting vital donations.

Our brand awareness campaign increased visits to our website with 25% more people visiting the site. This was up to 2.4 million and attracted 20% more email subscribers than 2013.

Work began to relaunch our website and make it more flexible to support our brand, pet health and funding objectives. We created microsites for our Capital Appeal, Pet Fit Club and *PAW Report* to highlight some of our initiatives in more detail to our supporters.

We achieved our best media coverage ever with a record 124 national press articles, 88 national broadcast hits and a total of 3.18 billion 'opportunities to see' PDSA in various national media.

Our PR team won seven media industry awards, including the prestigious *Charity Times* Public Relations Team of the Year. Our three animal bravery awards were heavily featured on TV and radio, and we secured 88 items in national print media and

217 million 'opportunities to see' – equivalent to £1.5 million spent on advertising.

ITV filmed our Pet Fit Club diet and fitness contestants for a five-part series called *Fat Pets: Slimmer of the Year*, which was shown early in 2015. Pet Fit Club was also the focus of substantial media coverage.

Our *PDSA Animal Wellbeing (PAW) Report* had its highest ever level of coverage with 12 national press mentions, 14 national broadcast features and more than 266 million 'opportunities to see' through all media channels.

We enjoyed the support of many celebrity presenters, including Paul O'Grady, Liz McClarnon, Eamonn Holmes, Sara Cox and Sir Bruce Forsyth, TV vet Steve Leonard, actress Joanna Page, Brough Scott and movie mogul Steven Spielberg, plus many others, who all helped us raise awareness of our campaigns.

We again worked closely with our corporate partner Centaur Services Ltd and were given great support from Hills and Burgess, especially on our Pet Fit Club initiative. We were also adopted by GiffGaff as one of their chosen charities while One Stop and Cosyfeet raised funds for us as their charity of the year.



Reaching commuters on the London Underground with our new awareness campaign

When Cookie was bitten on her face by an adder, our vets responded quickly with antivenom, saving her life



Cookie's story

Greyhound Cookie encountered a near-fatal accident when she was bitten by an adder.

Owner Lynn Pallatina said, 'I didn't know what had happened to Cookie at first; she was sniffing around and then jumped back suddenly. I saw the end of a snake but I didn't think she'd actually been bitten. Then Cookie just lay down on the ground, opening and closing her mouth, and within three minutes her face had started to swell badly. I took her straight to Wolverhampton PDSA Pet Hospital and they asked if it was possible Cookie had been bitten by something. It was only then it clicked that it may have been the adder.'

Kay Brough, Head Nurse said, 'Without treatment it's quite possible Cookie would have died, as adder venom is poisonous and can cause organ failure. She was immediately given pain relief and thankfully we could get hold of the antivenom to treat her, to which she quickly responded. However, it was vital that we continued to monitor Cookie closely, as the venom could cause permanent damage to her organs.'

Cookie was then transferred to Birmingham (Quinton) PDSA Pet Hospital for overnight observation before being allowed home. She still needed daily checks to monitor her kidney function for any permanent damage.

Lynn added, 'Cookie has been incredibly lucky; I know without treatment she would have died and I'm so grateful to PDSA for saving her life.'

Becoming better known, better understood and more loved

PDSA's 2014 highlights

- Launched our brand refresh, starting in our Shops
- Started our awareness campaign, with 11.9 million people seeing our TV advert on Christmas Day
- Achieved 3.18 billion 'opportunities to see' PDSA in the media
- Won seven media industry awards.

PDSA Animal Awards

There were a number of major medal presentations during 2014 which strengthened our Animal Awards Programme. The programme recognises acts of animal bravery or exceptional devotion to duty and highlights the special relationships between animals and people.

The PDSA Dickin Medal, the animal equivalent of the Victoria Cross, was presented posthumously to Military Working Dog Sasha, DM. The medal is awarded to animals displaying conspicuous gallantry or devotion to duty in the field of military conflict.

Sasha was tragically killed along with her handler Lance Corporal Kenneth Rowe in Afghanistan in 2008. The presentation of the PDSA Dickin Medal served as a lasting tribute to Sasha and a comfort to the family of Lance Corporal Rowe. Sasha's work uncovering hidden weapons undoubtedly saved the lives of many soldiers and civilians.

The first ever PDSA Honorary Dickin Medal was posthumously presented to war horse Warrior, on behalf of all the animals that served in World War I.

Warrior received his honorary medal from broadcaster Kate Adie, OBE, at IWM London in September. It was accepted by author and broadcaster Brough Scott, MBE, the grandson of Warrior's owner and rider, General Jack Seely.

In June we inaugurated a new award, the PDSA Order of Merit, and The Honourable Artillery Company in London was the special setting for the presentation by our Patron, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO.

The PDSA Order of Merit was awarded to ten police horses and one dog from the Metropolitan Police for protecting people and property during the 2011 London riots.

Linpol Luke, OoM, (affectionately known as Obi), received the award on behalf of the dogs working during the riots. PDSA's Order of Merit is the animal equivalent of an OBE and is awarded for outstanding acts of devotion that symbolise the special relationship between animals and people, while also raising the status of animals in society.

We also presented ten PDSA Commendations to animals for their extraordinary bravery and devotion.



Metropolitan Police horses received the PDSA Order of Merit (left to right Laurel, PC Lynne Frearson, PC Paul Copeland and Boris)



PDSA Director General Jan McLoughlin presenting Brough Scott, MBE, with the PDSA Honorary Dickin Medal on behalf of all the animals that served in World War I

PDSA Animal Awards

PDSA's 2014 highlights

- Presented the PDSA Dickin Medal posthumously to Military Working Dog Sasha, DM
- Presented the first ever PDSA Honorary Dickin Medal posthumously to war horse Warrior, on behalf of all the animals that served in WWI
- Awarded the inaugural PDSA Order of Merit to ten police horses and one dog (representing all the police dogs from the Metropolitan police).

Celebrating PDSA people

Volunteer Quita Smith outshone more than 4,500 rivals to become the deserved winner of PDSA's Volunteer of the Year award 2014. Her commitment and dedication are truly inspiring.

Quita has been volunteering with PDSA for over four and a half years. While living in London she volunteered in our East Ham and Ilford Shops and Quita's devotion to PDSA is so strong that she picked up where she left off when she moved to Wales, volunteering in our Cardiff (Cowbridge Road) and Barry Shops. She volunteers six days a week from nine to five.

Quita was nominated by her manager who said, 'With her ability to laugh with others and also at herself, her outlook and nature are infectious. Quita leads by example with her devotion and love of our charity.'

Our regular Volunteer Investment and Value Audit (VIVA) revealed that our volunteers are worth an astonishing £12.7 million to PDSA. That's what our volunteers save us in employment costs by donating 1.3 million hours every year.

We had 3,751 new volunteers, with over 4,600 active volunteers registered by the end of the year, playing vital roles in our Shops, Pet Hospitals, fundraising groups and offices.

We also saw 33 students from Birmingham City University volunteering in our Aston Processing Centre in the city to revitalise vintage items for sale online.

Liverpool vet Matt Forshaw and his twin brother James ran the 2014 Virgin Money London Marathon and

raised more than £6,000. They were joined by 19 other runners who used their two legs to help our four-legged friends in need.

Head Nurse, Julie Everill was honoured with our highest accolade, The Edward Bridges Webb Memorial Award. The prestigious award was launched in 1973 to keep alive the memory of Edward Bridges Webb, Chairman of the PDSA Council from 1951 to 1970. The award is allocated to our colleagues who demonstrate outstanding meritorious service. Julie, who works at Birmingham (Aston) PDSA Pet Hospital was recognised for her outstanding work with PDSA over the last 28 years.

Our Council recognised 16 members of staff for 25 years' dedicated service to PDSA and thanked Carine Beith, Charmaine Crawford, Michael De Lacy Costello, Roderick Duff, Yvonne Gaskin, Susan Hamilton, Laura Kemp, Martin Liddell, Mette Andersen Stemp, Lisa Williams, Ronnie Fazackerley, Julie Flavell, Isabel George, Linda Humphreys, Sneeta Lall and Sheran Macklin.

We also worked with more than 200 people from across PDSA to shape our new core values, Head and Heart, Better Together and Passion with Purpose, which will be embedded in everything we do.



PDSA colleagues celebrating 25 years' service



Celebrating PDSA people

PDSA's 2014 highlights

- Volunteer Investment and Value Audit revealed that our volunteers saved us an astonishing £12.7 million
- Presented our highest honour to Head Nurse Julie Everill in recognition of her significant contribution to PDSA
- 25-year Long Service Awards were presented to 16 loyal colleagues
- Launched our new values.

**We are
helping vets
help pets**

Looking to the future

Making sure that the UK's pet owners keep their pets fit and healthy is at the heart of what we stand for. It's vital that we think ahead and have plans in place to help our vets help thousands of pets across the UK.

We continued to work towards the expansion of our Charitable Objects which are defined by two Acts of Parliament (1949 and 1956) and outline the role of PDSA and the scope within which it operates. This will help us to focus on all the elements of pet wellbeing and expand our public benefit so that we can work with more pet owners than ever before. This has to follow a set Parliamentary process and we have made significant progress towards its completion which is due in 2015.

Investment in PDSA's brand will continue so that we become better known, better understood and more loved and create empathy and support for the work we do. Further media activity and the launch of our new website will play key roles in supporting our goals.

We will continue to invest in pet wellbeing through our PDSA PetWise programme for Dogs and Cats and will look for opportunities to increase our preventive services.

Our Community & Education team will continue to extend the range and reach of pet health education in schools and communities with our talks and PetCheck tours.

To help those most in need we will look at new ways to deliver our services such as the free and reduced-cost service offered by our PDSA Pet Clinic in Margate, The Frank and Ethel Fright Centre. Plans are also in place to build a new Pet Hospital in Manchester, subject to funding.

As we head towards our centenary in 2017 we are putting together firm plans to celebrate the fact that PDSA is still going strong after 100 years.

Our founder Maria Dickin, CBE, once said, 'I believe that animals are our responsibility and must be cared for and I shall do something to help them.' With your generous support we can continue to provide the care that Maria Dickin so passionately promised.



*Birmingham (Oldbury)
PDSA Pet Hospital,
construction under way*

Visit pdsa.org.uk to make a donation. Every penny helps our vital work.

Here are some of the other ways you can help:

Stock donations: You can donate good-quality goods at any of our PDSA Shops. UK taxpayers can also boost the amount we receive on donations by signing up to Gift Aid so that we can claim back the tax.

Gifts in wills: A wonderful way to make a lasting difference.

Fundraising: We put the fun into fundraising with exciting, challenging events from skydives and swimming with sharks to dog walks and marathons.

Raise awareness: Spread the word about our work. Tell the world by Twitter, Facebook or word of mouth so we can generate more support for all of our companion pets.

Volunteering: Helping out in our Shops, offices or Pet Hospitals helps our vets to help a pet. How much time could you spare? Contact our National Volunteering Centre on **0800 854194**.

For more information on supporting our charity and its work, call **0800 917 2509** or visit **pdsa.org.uk**

It's all down to you; your commitment and your support. Thank you on behalf of all of us and all the pets we help. We couldn't do it without you.



*Ian Fleming, Senior Veterinary Surgeon,
(left) and Director General Jan McLoughlin
reviewing the plans at our replacement
Pet Hospital in Oldbury*

pdsa
HELP A VET HELP A PET



Income and expenditure

Voluntary income

Legacies receivable	£44.165m
Donations and gifts	£24.250m

Activities for generating funds

Merchandising income and charity shop income	£18.634m
Preventive services	£6.866m
Lottery and similar income	£3.127m
Investment income	£2.007m
Gain on disposal of fixed assets	£0.206m

Total incoming resources £99.255m

Expenditure

Charitable activities	£69.092m
Fundraising trading*	£22.146m
Cost of generating voluntary income	£11.810m
Investment management	£0.067m
Governance (including internal and external audit costs, Council expenses and general overheads)	£0.195m

Total resources expended £103.310m

* **Cost of goods sold and other costs.**

The information on this page is a summary of the statutory accounts of PDSA for 2014. A copy of the full audited accounts can be obtained from Internal Communications, PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.

For more information on supporting the charity and its work, freephone **0800 917 2509**
PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ

pdsa.org.uk

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