A woman with blonde hair, wearing blue scrubs, is shown in profile from the side, holding a tabby cat. The cat is looking upwards and to the right. In the background, a large X-ray image is visible on a wall, with a small blue tag with the number '7' attached to it. The overall scene is set in a clinical or veterinary environment.

Annual Review 2009

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

The services provided by PDSA, the UK's leading veterinary charity, were needed more in 2009 than perhaps any other time in our history. As the downturn in the global economy took its toll, PDSA was not immune from its effects and we experienced a difficult year.

However, despite a significant increase in demand on our veterinary services and difficult trading conditions for our retail stores, we produced record levels of income and managed to control our costs.

We ended the year having helped a record 343,281 pets through our network of 48 PetAid hospitals and branches. This was a remarkable achievement which would not have been possible without many hours of hard work and dedication from our veterinary staff.

There have been many highlights during the year, our 92nd in existence. Our patron, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO, officially opened our newest PetAid hospital in Kirkdale, Liverpool, The Jeanne Marchig Centre; a major refurbishment was carried out at Shamrock Street, Glasgow PDSA PetAid hospital to improve facilities and increase capacity to treat more pets; a capital appeal was launched to help us build a new PetAid hospital

in Sunderland; we awarded two prestigious PDSA Gold Medals and made important progress in creating awareness in the media and social media of our pet health messages.

Our legacy income hit a new high with £41.4 million being left to PDSA from gifts in wills. We simply could not have forecast such an impressive figure.

Veterinary services were undoubtedly stretched, given the increased demand from clients, but to make the best use of our resources, we opened new PetAid practices and extended our services.

Our volunteer numbers reached more than 5,000, with a five-per-cent increase year on year, as they continue to provide vital help in our stores, PetAid hospitals and through fundraising groups. The number of Key Volunteers also increased during the year, reflecting their growing importance to the retail network.

The PetCheck vehicles, the first of which was generously sponsored by Julie and Robert Breckman, carried out 8,000 PetChecks UK-wide.

We started to put into practice the findings from our staff survey to improve our ways of working and

encourage staff to support PDSA's business objectives. At all levels, plans are being acted upon to turn opinion into action.

I'm convinced that we are making a difference – both in the communities we serve and among the greater population of pet owners in the UK. The health of our pets is improving while owners are learning to take greater responsibility for them.

This is due in no small part to the fantastic efforts and dedication of all PDSA staff, volunteers, donors and supporters. Without their generosity and dedication, the work of PDSA would not be possible.

Once again, it is because of the care and commitment of everyone at PDSA, together with our many supporters, that we can carry on providing our much needed services, both now and into the future.

For that, the trustees and I give you our sincere gratitude. Thank you.

Jan McLoughlin
Director General



pdsa PetAid
hospital

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

460,000 pet patients

43 PetAid hospitals

5 PetAid branches

358 PetAid practices

284 veterinary surgeons

325 veterinary nurses

Supported by

16,817 legacy pledgers

171 PDSA stores

105,500 committed givers

5,057 volunteers

6,851 Pet Protectors



Free treatment

for sick and injured pets

Oscar from Plymouth

Shih Tzu Oscar swallowed a fish hook and wire. Veterinary surgeons at Plymouth PDSA PetAid hospital managed to extract both items without causing any internal damage.



2009 was the busiest year to date for our veterinary services with PDSA PetAid hospitals seeing an increase in Unique Animals* of 9.7 per cent to a record 343,281.

The increase in demand meant we had to look at ways of meeting the additional need and throughout the year our ways of working, use of space and processes all came under scrutiny.

A number of significant capital projects was completed, including the refurbishment of Shamrock Street, Glasgow PetAid hospital as well as changes to the working space at Aberdeen; Bradford, The Jeanne Marchig Centre; Hull and Croydon PetAid hospitals. A new branch of Swansea PetAid hospital opened in Llanelli and additional consulting room space was provided through a temporary portacabin at Sheffield PetAid hospital.

The refurbishment in Glasgow created the largest consulting room capacity of any PDSA PetAid hospital in the UK, as well as providing the best facilities we can offer our clients. While the work was carried out, the University of Glasgow Small Animal Hospital kindly allowed PDSA to use its premises. This allowed our veterinary staff to perform more than 4,000 consultations and 411 operations between July and October.

New PetAid practices were opened in Beith and district, Carnforth and district, and Amersham and Beaconsfield, while services were also extended in Lancaster and High Wycombe.

Best Friends Group continues to run Northampton PDSA PetAid partnership hospital and a rise of 12 per cent in clients registered was achieved. This contracted service saved PDSA around £320,000 this year.

Vets Now Emergency (VNE) is our main emergency care provider outside normal working hours. In 2009 more than 25,000 consultations were carried out by VNE on PDSA's behalf.

Those areas that are not covered by direct PDSA PetAid services can use our PetAid request service. The fund received almost 6,500 applications, a rise of 12 per cent, with £457,503 in grants being awarded.

**This is the total number of animals that have received some form of treatment over a specified period. The animal is only counted once during this period regardless of the number of visits, treatments etc. made during that time.*

PDSA aimed to ...

- › treat more than 333,000 sick and injured animals
- › expand PetAid services to cover 78 per cent of eligible households
- › introduce a further five PetAid practice locations
- › acquire up to three sites in Plymouth, Birmingham (Quinton) and Cardiff for new PetAid hospitals and to begin building a replacement in Sunderland
- › complete acquisition of the leasehold site in Llanelli for a new PetAid branch

PDSA achieved ...

- ✓ treatment of a record 343,000 sick and injured animals in the PetAid hospitals and branches
- ✓ 78.1 per cent coverage through the PetAid hospital and practice service
- ✓ identification of three new PetAid practice locations and two extensions to existing services
- ✓ advanced negotiations on three suitable sites for PetAid hospital replacements and revision of the planning application for Sunderland
- ✓ design, acquisition and fit-out of Llanelli PDSA PetAid branch which was completed and opened to the public in November



Leah from Middlesbrough

Leah's serious illness mystified staff at Middlesbrough PDSA PetAid hospital until an x-ray revealed she had swallowed a miniature Christmas tree which had to be surgically removed.

Improving pet health

A cornerstone of PDSA's mission is to help animal lovers take responsibility for looking after their pets as best they can. PDSA veterinary staff constantly emphasise our message about the importance of caring for pets properly, in our publications, appeals and media campaigns.

Long Live Pets

PDSA's biggest pet health campaign to promote a healthy life for all pets continued with a number of supporting initiatives, such as the focus on the impact of zoonotic diseases (the diseases transmitted from animals to humans) and pet behaviour.

PetCheck

PDSA's PetCheck vehicles, the first of which was generously sponsored by Julie and Robert Breckman, delivered PDSA's pet health messages far and wide. Through the PetCheck programme, PDSA offered advice and support to pet owners over 384 days (102 more than in 2008).

In addition, 80,000 PetChecks were completed, there were more than 69,000 visitors and over £25,000 was raised in funds. The addition of a third PetCheck vehicle to the fleet helped with routine PetChecks and supported a trial weight clinic service at seven PetAid hospitals. By linking with ASDA for two pet events during the year, PDSA was able to visit 43 of their stores with a PetCheck vehicle.

PDSA Walkies

The PDSA Walkies initiative was continued with a flagship walk held in Sunderland to tie in with the capital appeal for a new PetAid hospital in the city and was launched by TV personality Denise Robertson from ITV's *This Morning* programme. This event encouraged dog owners to take part in sponsored walks and enjoy the benefits of exercising their pets, while raising funds.

Your Right Pet

A key initiative under the Long Live Pets pet health campaign was the launch of *Your Right Pet*. Initially well received, the online initiative to help owners find the right pet for them was updated and promoted throughout the year. Visit www.your-right-pet.co.uk

Pet Fit Club

With pet obesity an ongoing cause for concern, PDSA veterinary surgeons and nurses oversaw a free 100-day diet and fitness programme for some of the UK's most overweight pets. Pet Fit Club is now in its fifth year and the owners of the eight finalists, which included five dogs and three cats, were further advised about their pets' exercise and nutritional needs and how to change their pets' lives for the better.

PDSA aimed to ...

- › expand the Long Live Pets programme
- › continue the PDSA Walkies event
- › establish measures to track our impact on pet health

PDSA achieved ...

- ✓ a high media profile in Long Live Pets topics – in particular pet behaviour and zoonoses
- ✓ a PDSA Walkies event in support of Sunderland Capital Appeal
- ✓ measures to help understand the impact of pet health activities



PDSA aimed to ...

- › achieve target preventive services income of £4.1 million
- › work with other charities to reduce the number of unwanted and stray pets
- › increase the number of preventive procedures carried out and preventive products supplied

PDSA achieved ...

- ✓ an increase in sales of preventive services to £4.3 million – an increase of 13 per cent on 2008
- ✓ continued collaboration with Dogs Trust and Cats Protection to make procedures available to eligible owners at a reduced cost
- ✓ more than 112,000 preventive procedures, (vaccinations, neutering and microchipping), and supplied more than 250,000 preventive products



Darcy from Washington

Staff at Sunderland PDSA PetAid hospital brought Patterdale Terrier puppy Darcy back from the brink after she was left with several serious injuries after plunging 45 feet off a cliff.



Clinical services

Clinical services

Vaccinations, neutering, microchipping, flea and worm treatments and prescription diets all help protect pets from suffering, injury and disease. By providing these preventive services to our pet patients at a fair price, PDSA continues to have a significant impact on the welfare of pets. 2009 was the second full year that all PDSA PetAid hospitals and branches offered preventive services and during the year a total of 112,304 procedures was carried out.

The total number of preventive products dispensed over the counter was 251,226 while total net income reached £950,000. These funds are directed back into PDSA and go towards the cost of providing our vital PetAid services.

Neutering

PDSA's collaboration with Dogs Trust and Cats Protection on its neutering continued and, thanks to the help of those charities, neutering was made more affordable for owners. Neutering helps reduce the number of stray and unwanted pets and PetAid hospitals carried out 10,438 procedures on dogs, 15,537 on cats, 244 on rabbits and 53 on ferrets.

Vaccinations

National campaigns to encourage pet owners to vaccinate their pets were again backed by PDSA. National Vaccination Month and National Microchipping Month were held in June and gave owners an opportunity to benefit from a number of special promotional offers. The resulting uptake was 146 per cent ahead of expectation of the primary vaccination course.



Luna from Sunderland

PDSA staff at Sunderland PDSA PetAid hospital delicately had to remove a two-and-a-half-inch stick which had embedded itself deep in the nose of curious cat Luna.

Microchipping

PDSA support for National Microchipping Month also helped create greater awareness among pet owners of the need of microchipping. As a result of this promotion, PDSA was 203 per cent ahead of the numbers anticipated for microchip implants.

PetAid hospitals

PetAid hospitals continue to offer a 'one-stop-shop' for clients and provide a significant income stream as more clients are able to access preventive treatments.

In May, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO, kindly agreed to open the new Kirkdale PDSA PetAid hospital, The Jeanne Marchig Centre, in Liverpool. Kirkdale is PDSA's 'greenest' PetAid hospital, featuring solar panels, rain water recycling, large west-facing windows and individual room temperature control to reduce overall heating costs.

The new PetAid hospital cost over £1.5 million to build and equip and together Kirkdale and Huyton PDSA PetAid hospital, The Thomas Williams Centre, treat around 300 sick and injured pets every day in Liverpool.

The Kirkdale facility is the most advanced in the UK and the first to house dental and diagnostic theatres for pet patients as well as a separate recovery ward for small furry pets. It also contains six consulting rooms, a digital x-ray room, feline and canine recovery wards and a critical care ward for infectious cases.

Two PDSA PetAid hospitals, Blackpool and Shamrock Street, Glasgow took part in a new concept to supply repeat medications for its pet patients via a Central Dispensary. This Dispensary offers clients new ways to order their repeat prescription drugs remotely, such as by phone, text or email and is intended to help ease the number of clients visiting the PetAid hospitals.







◀ Bosnich, GM, celebrating with his family

Smudge from Croydon

Smudge was brought into Croydon PDSA PetAid hospital with a 'wee' problem when an airgun pellet was discovered in her bladder, acting as a plug and stopping her from going to the toilet.



Recognising animal bravery and devotion

Recognising the unique contribution of animals – in wartime as well as during peace – has been an enduring passion for PDSA.

The PDSA Dickin Medal is presented to animals that show gallantry during times of military conflict and is recognised worldwide as the animals' Victoria Cross.

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

PDSA Certificates for Animal Bravery and Letters of Commendation for Devotion to Duty are also awarded to animals that show extraordinary bravery and devotion. Five awards were presented in 2009.

In February a posthumous award was presented to a Jack Russell Terrier, George, who received the PDSA Gold Medal. George saved five children in New Zealand from an attack by two Pit Bull Terriers.

The event took place in the children's home town of Manaia, South Taranaki and was hosted by the Mayor of Taranaki on behalf of PDSA.

In March PDSA awarded a Letter of Commendation for Devotion to Duty to Max, a police dog who tracked and helped rescue a man who had fallen 200 feet in atrocious weather conditions.

The PDSA Certificate for Animal Bravery was presented to Toby in April. Toby, a young Labrador, was stabbed four times as he tried to stop a burglar ransacking the family home.

A second PDSA Certificate for Animal Bravery was awarded in May to Wicker, a dog who responded to his owner's epileptic fit by running to a nearby house and alerting the householder; action that ensured the owner received essential treatment.

A second PDSA Gold Medal was presented in July. Bosnich, a Black Labrador-cross, saved the life of his owner's 73-year-old father, who was missing in the Cumbrian Fells for two days, by howling for help and staying with him during the ordeal.

PDSA aimed to ...

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

PDSA presented ...

- ✓ PDSA Gold Medals to dogs George and Bosnich
- ✓ PDSA Certificates for Animal Bravery to dogs Wicker and Toby
- ✓ PDSA Letter of Commendation to police dog Max



Tia from Derby

Tiny Yorkshire Terrier Tia was rushed to Derby PDSA PetAid hospital after swallowing a large plastic toy seahorse.

It cost PDSA more than £47 million to provide more than 6,800 treatments every day and treat 350,000 pet patients this year.

Only through a committed focus on generating income can we meet the huge costs of providing our services and secure them for the future. We are totally dependent on public support and receive no funding from HM Government or the National Lottery.

Legacies (gifts in wills)

As our single most important source of income, legacies remain vital to our future. PDSA's investment in this aspect of our fundraising over the years helped PDSA to deliver a record level of legacy income. We received £41.4 million from pet lovers who were generous enough to include gifts in their wills to further our work and meet the cost of treating pet patients.

A series of legacy awareness events were held at venues around the UK, which encouraged supporters to find out more about how legacies support so much of our work. The legacy marketing team, together with the Director General, gave presentations to more than 500 people, and potential future legacy income raised from these events amounts to well over £2.5 million.

Fundraising

From sponsored runs to skydives, abseiling to golf, there was a multitude of fundraising initiatives by individuals and groups which brought in a total income of £268,619. A quarterly fundraising newsletter was sent to all registered fundraisers while the Fundraising Information Pack was reviewed and updated.

Volunteer fundraising groups continued to work hard to raise vital income through a range of events, from fun dog shows to coffee mornings, auctions, antique fairs and ladies' pamper days. Their efforts raised a total of almost £78,000. The Wrexham group were awarded the PDSA Fundraising Volunteer Team of the Year Award, while the fundraising team in Bridlington were highly commended.

Retail

The retail sector endured a difficult year and some PDSA stores had to close as the poor economic climate took hold. PDSA revised its approach to retailing and focused on strong cost control, nurturing volunteers, introducing new price guides, promoting donated goods sales and improving retailing standards. These measures resulted in an increase in operating surplus from £918,158 in 2008 to £1,328,533 in 2009.

Our eBay operation at the Aston Hub is supported by all stores, who donate goods for online auction. This has gone from strength to strength with sales of £15,174 during the year.

Gift Aid on donated goods broke through the £1 million mark, since the scheme began in 2006, and PDSA has been able to claim back more than £12.5 million in tax from HM Government since 2000.

Direct Marketing

Key areas performed well, in spite of the recession, with our traditional marketing channels, committed giving, donations, trading, digital and Young PDSA, all performing better than in 2008.

There were a number of new initiatives including a St Valentine's Appeal, two capital appeals for Shamrock Street, Glasgow PetAid hospital refurbishment and for a replacement PetAid hospital in Sunderland. We also launched our first Emergency Appeal, which focused on the plight of innocent pets in a recession and exceeded expectations by contributing 16 per cent to donation appeals overall.

Client Contribution Encouragement Programme

Client contributions also reached a record level with the total standing at more than £6 million, which equates to just over £18 per Unique Animal. The programme encourages clients to make a contribution towards the cost of treating their pets.

Maintaining our income

PDSA aimed to ...

- › increase the number of legacy pledges and enquiries
- › generate £1.7 million in income from trusts and major donors
- › recruit new lottery players
- › increase client contributions
- › restore profitability to retail

PDSA achieved ...

- ✓ more than 2,500 legacy pledges
- ✓ £1.2 million in income from trusts and major donors
- ✓ recruitment of more than 66,000 lottery players, generating £4.5 million of income
- ✓ client contributions of £6.5 million, compared to £5.7 million in 2008
- ✓ retail profitability growth by more than 30 per cent year on year



PDSA Volunteer Awards 2009

Awarded to
Janet Burns

Volunteer of the Year

Awarded in special recognition of the time, commitment and support given to PDSA. A dedicated and enthusiastic volunteer who has really made a difference to sick and injured pets.

With grateful thanks

Jan McLoughlin
Jan McLoughlin
Director General
PDSA Volunteer Awards 2009 supported by City of London and Westminster Council



Tinsel from Newcastle-under-Lyme

Tinsel lost one of her nine lives after becoming yet another pet victim of an airgun attack, which staff at Stoke PDSA PetAid hospital say could have killed her. Owner Tim Gamble said, 'I'm grateful to PDSA for being there.'



PDSA people

The continued support of so many people from many diverse backgrounds has ensured PDSA's longevity over nine decades. It is thanks to their hard work and dedication that PDSA can achieve so many of its aims.

Volunteer of the Year Awards

Janet Burns, who helps at East Glasgow PDSA PetAid hospital, was the first veterinary volunteer to be named PDSA Volunteer of the Year. Janet has been a volunteer for 12 years and usually works two and a half days a week, but alters her schedule to suit the needs of the busy PetAid hospital. Willing to do any job, however mundane, Janet has also built up specialist knowledge of the work done in the diabetes clinic.

Ami Hackwood was named PDSA Young Volunteer of the Year. Ami started volunteering at Weston-Super-Mare PDSA store when she was at college. Ami initially joined PDSA to gain work experience but she enjoyed her time so much that she decided to stay.

Katy Mowat became Key Volunteer of the Year and was trained by PDSA to assist in all aspects of the day-to-day running of the store on the Royal Mile in Edinburgh. Katy brought a new dimension to the store. A qualified professional, she actively researched the niche of retro clothing and successfully introduced it into the retail operation.

Volunteers from Peterlee PDSA store were named Retail Volunteer Team of the Year for their hard work and commitment. Many of the volunteers have been with the store since it opened in 2002 and have won praise for regularly going above and beyond the call of duty – volunteering extra shifts and helping out at nearby stores.

The twelve hardworking members of the Wrexham PDSA Fundraising Group became the Fundraising Volunteer Team of the Year. The group has been running for over sixteen years, organising and promoting a busy calendar of events.

A special award for Outstanding Achievement was given to the Friends of Ilford Animal Cemetery Volunteer Team. The group of seven volunteers have donated an impressive 950

hours of their free time during the year at the Paws Forever Pet Tribute Garden, animal cemetery and visitor centre, located behind Ilford PDSA PetAid branch.

Long Service Awards

Ten PDSA staff celebrated 25 years of service to the charity. The awards, presented by PDSA Chairman, Freddie Bircher, and Director General, Jan McLoughlin, went to Morag Templeton, Veterinary Surgeon at Sunderland PetAid hospital; Diane Wood, Receptionist at Croydon PetAid hospital; Niall Connell, Veterinary Surgeon at East Glasgow PetAid hospital; Gidget Sullivan, Receptionist at Cardiff PetAid hospital; Jane Vanstone, Veterinary Surgeon at New Cross, London PetAid hospital, The Philippa and George Adams Centre; Feargal Henry, Veterinary Surgeon at Sunderland PetAid hospital; Fiona Ivanski, Veterinary Surgeon at Shamrock Street, Glasgow PetAid hospital; Chris Sydenham, Senior Veterinary Surgeon at Southampton PetAid hospital; Julie Everill, Head Nurse at Aston, Birmingham PetAid hospital and John Taylor, Senior Veterinary Surgeon at Bradford PetAid hospital, The Jeanne Marchig Centre.



Punch from Edinburgh

Staffordshire Bull Terrier Punch is on four paws again thanks to veterinary surgeons at Edinburgh PDSA PetAid hospital who put him back together after a car crash fractured his shoulder blade into three pieces.

PDSA aimed to ...

- › thank long-serving staff
- › recognise the valuable contribution of its volunteers
- › increase the number of committed givers to 114,000

PDSA achieved ...

- ✓ an increase in income from committed givers of £8 million

PDSA presented ...

- ✓ ten 25-year Long Service Awards
- ✓ Volunteer of the Year Award
- ✓ Key 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

Best Friends

The monthly donations given by one special group of PDSA supporters – our Best Friends – ensures that we can treat even more sick and injured pets. At the end of 2009 there were more than 69,000 Best Friends and their funds contributed to the provision of vital medicine, modern equipment and qualified staff.

Companions magazine is sent to Best Friends as a thank you for their support and hit a milestone with the publication of the 50th issue. Our patron, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO, kindly wrote a special foreword for the edition.

Restructures

There were a number of departmental changes during the year, including restructures in Finance, Public Relations, Retail and Veterinary.



© John Hipkiss

▲ Staff at the new Kirkdale, Liverpool PetAid hospital, The Jeanne Marchig Centre



▲ HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO, officially opened the new PetAid hospital



Millie from Kent

Millie was rushed to Gillingham PDSA PetAid hospital after dog flea treatment was used on her by mistake. Owner Karen Richards said, 'Thanks to the quick action and loving care of the PDSA vets and nurses, Millie pulled through.'



Raising awareness

PDSA can only realise its vision of a healthy life for all our pets if it is well known and supported. By getting our message across through positive promotion, PDSA is more likely to receive the support that will help us treat more pets.

Media

PDSA achieved its highest ever levels of coverage, both in terms of quantity and value. The total national media coverage, in terms of newspapers and consumer magazines, rose with 660 mentions of PDSA. Combined with coverage online, on radio and television, this represented an equivalent advertising value of more than £2.6 million.

Celebrity support

Thanks to the support of a number of celebrities, PDSA created greater awareness of its projects and initiatives. The retail Christmas appeal was fronted by Channel 4's *Big Brother* winner, Chantelle Houghton. Gardening expert, Charlie Dimmock, opened the extended National Volunteering Centre in Winchester and also promoted the role of volunteers. Actor, Graham Cole, from ITV's *The Bill*, became the face of a fundraising appeal and Craig Phillips, the first winner of *Big Brother*, promoted the Lottery Christmas draw. PDSA Walkies was supported by TV agony aunt Denise Robertson, who attended the PDSA Walkies event in Sunderland.

TV vet, Steve Leonard, also gave his support to a number of legacy awareness events, including ones at Arley Hall in Cheshire and Kew Gardens in London.

Slimmer pets

The fifth Pet Fit Club initiative was launched offering the owners of ten overweight pets from across the UK the opportunity to take part and help their pets get trim. PDSA statistics revealed that one in three dogs were classed as overweight and Pet Fit Club encouraged owners to think more about the food and exercise they are giving their pets, to ensure they are healthy and avoid serious health problems because of their weight.

Pet Protectors

PDSA continued to reach out to children and help them take on board our messages on pet health. Two fun and educational parties for children were held at animal-friendly venues in England.

Social media

The use of social media websites, such as *Facebook*, *Twitter*, *YouTube*, *Flickr* and *Bebo* have become integral to increasing awareness of PDSA. The fanbase on *Facebook* boasted more than 32,000 fans, while more than 3,600 people viewed PDSA videos and pet health messages on *YouTube*.

Website

Development of PDSA's main website continued in 2009 alongside a project to re-design and re-launch the site in 2010. The number of visitors to the site rose significantly from 970,494 visitors in 2008 to 1,239,365.

PDSA aimed to ...

- › increase its digital presence through the use of social media
- › increase awareness of PDSA
- › increase coverage in national newspapers, TV and radio and online

PDSA achieved ...

- ✓ growth in digital presence through social media sites *Facebook*, *Twitter*, *YouTube*, *Flickr* and *Bebo*
- ✓ a record number of visitors to its website, passing the one million mark
- ✓ increases in national press, TV and online coverage against a reduction in radio coverage



Bright Eyes from Bristol

The three-year-old doe was taken to Bristol PDSA PetAid hospital due to the recurrence of a serious problem with overgrown teeth, which meant she was not eating her food. After intensive nursing she started to eat and was eventually allowed to go home.

Young PDSA

Encouraging young people to learn about PDSA and grow up caring for animals is a priority and the Young PDSA team continued to engage with them and attract their interest through a number of projects in 2009.

Pet Protectors

The PDSA Pet Protectors club for 'kids who love pets' saw its membership rise to a record level with 6,851 members (6,793 in 2008).

More than 3,850 children were recruited as a result of the provision of free membership to the children of PetAid hospital clients. This ensured that the club's magazine, *Animal Antics*, was delivered to 2,613 households who have a PDSA-registered pet. Throughout the year, 60,000 copies of the magazine were distributed through a variety of outlets.

Two Pet Protectors events were held during the summer, in Bradford and Essex, where young supporters were invited to enjoy a day out and learn about PDSA's work. The parties gave children and their parents the chance to meet a PDSA veterinary surgeon, learn more about caring for animals and join in with workshops and animal-related activities.

Competitions

Nathan Williamson, from Norfolk, retained his title of Pet Protector of the Year and Anna Silverstein, from London, was our Young Fundraiser of the Year. As part of their prize, the young winners were each given a VIP tour of their local PetAid hospital.

Young PDSA's national photography competition and Enid Blyton writing competition encouraged animal-loving teenagers to be creative and demonstrate their initiative in words and pictures, bringing in thousands of entries.

Young PDSA website

The popularity of the Young PDSA website was evident from the rise in the number of users and in particular those who sent in contact forms, enquiring about club membership. This rose from 2,749 to 7,210 – which is an increase of 262 per cent. Users were spending an average of 14 minutes on the website.

Schools PDSA website

From curriculum-linked lesson plans to online video clips of PDSA veterinary surgeons in action, Schools PDSA provides a fun and interactive way for primary and secondary age children to learn about pets. The interactive site promotes pet health-based lesson plans and makes it easy for teachers to incorporate them into lesson structures.

Teachers were given the opportunity to learn more about Young PDSA and Schools PDSA as the team exhibited at the Education Show at the National Exhibition Centre (NEC) in Birmingham.



▲ Pet Protectors parties encouraged children to have fun and learn from Sean Wensley, Senior Veterinary Surgeon, about caring for pets responsibly

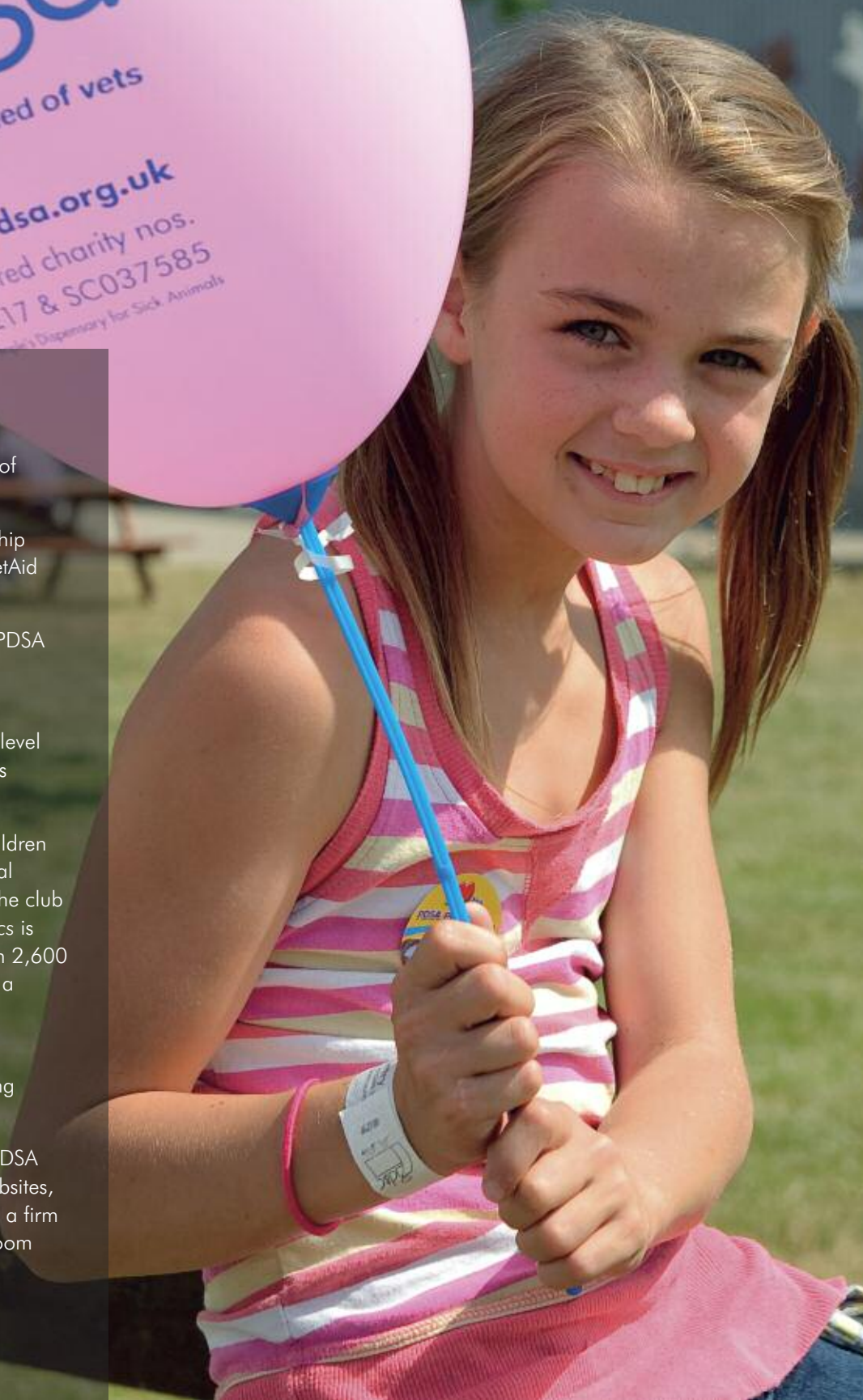


PDSA aimed to ...

- › increase membership of PDSA Pet Protectors
- › provide free membership to children of PDSA PetAid hospital clients
- › engage children with PDSA

PDSA achieved ...

- ✓ a record membership level of 6,851 Pet Protectors
- ✓ the roll-out of free membership to the children of PDSA PetAid hospital clients, ensuring that the club magazine *Animal Antics* is delivered to more than 2,600 households who have a PDSA-registered pet
- ✓ the hosting of two Pet Protectors events during the summer
- ✓ growth of the Young PDSA and Schools PDSA websites, which continued to be a firm favourite in the classroom





Tara from Edinburgh

Veterinary surgeons at Edinburgh PDSA PetAid hospital helped overweight Labrador Tara to lose weight by putting her on a strict diet programme as Tara was almost double the size she should be.

2010 and beyond

The future

PDSA's four-year Business Plan sets out what we want to achieve by 2013 and our methods for achieving those aims. The key to our plans for the immediate future is to maintain our services on a stable, sustainable and long-term basis and to expand when and where we can. But these plans come at a cost and we expect that cost to reach £52 million this year.

We need to increase the capacity of our PetAid hospitals to meet demand, to satisfy our clients' needs and in particular we need to generate more income to ensure that we continue to serve the growing population of pet patients for years to come.

It will need the support of many people to help us build for the future. In particular we will look for support for a £6 million capital appeal to build and equip four new PetAid hospitals, in Birmingham, Cardiff, Plymouth and Sunderland, as well as three new branches.

We will look for new opportunities to bring in funds through regular giving channels and products, to developing our legacy events programmes. Furthermore, we need to look outside legacy income and find new ways to encourage people to support PDSA.

The indications are that the economic climate will improve and that the measures we put in place during 2009 will leave us in better shape, whatever challenges lie ahead.

In her book *The Cry of the Animal*, our founder, Maria Dickin, CBE, wrote that PDSA had come a long way in a short time, but it was nothing 'compared to what we could do, what we want to do and what we will do.'

Her words are as relevant today as they were when she wrote them 69 years ago. We have come a long way and are proud of our achievements but there is still so much to achieve.

Together we will ensure a brighter future for PDSA and for the pets and people who need our help.



PDSA PetAid services

PDSA PetAid hospitals

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

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



PDSA PetAid branches

Huddersfield
 Ilford
 Llanelli
 Southend
 Southsea



PDSA PetAid partnership hospital

Northampton

PDSA PetAid practice locations



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

★ PDSA fundraising groups

Aldeburgh	Liverpool Bay
Basildon	New Forest
Bearsden/ Milngavie	Newcastle-upon-Tyne
Belfast	North Swindon
Bembridge	Nottingham
Friends of Belfast	Oswestry
PDSA PetAid hospital	Oxford
Bournemouth	Plymouth
Bradford	Sheffield
Bridlington	Stoke-on-Trent
Brighton	Swanscombe
Croydon	Swindon
Denby	Swindon Central
Doncaster	Teesside
Drumchapel	Telford
Eastbourne	Wessex
Gainsborough	Wrexham
Gateshead	York
Gillingham	
Haywards Heath	
High Peak	
Hull	
Leicester	

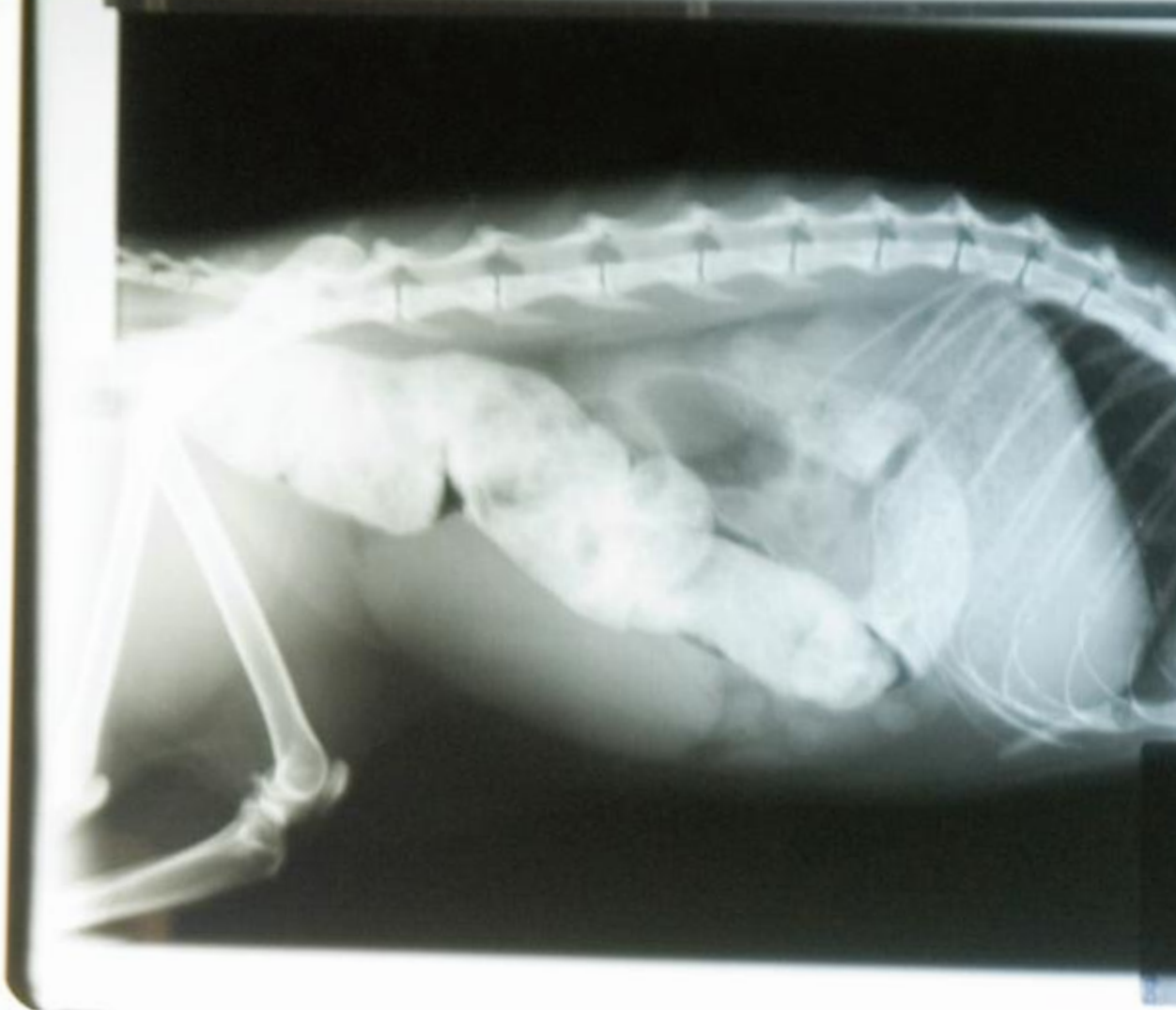


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● PDSA stores

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



Voluntary income

Legacies receivable	£41.188m
Donations and gifts	£21.330m

Activities for generating funds

Merchandising income and charity store income	£20.449m
Preventive services	£4.254m
Lottery ticket sales	£3.208m
Investment income	£2.695m
Gain on disposal of fixed assets	£0.066m

Total incoming resources £93.190m

Charitable activities	£55.990m
Fundraising trading†	£23.354m
Cost of generating voluntary income	£9.225m
Investment management	£0.452m
Governance	£0.228m

Total resources expended £89.249m

TV personality, Michelle McManus, right, viewing a patient's x-ray after she officially opened the refurbishment at Shamrock Street, Glasgow PDSA PetAid hospital



A woman with blonde hair is shown in profile, looking out of a window. The lighting is soft and natural, coming from the window on the left. The background is dark, making the woman's face and hair stand out. The overall mood is contemplative and serene.

Income and expenditure

† Cost of goods sold and other costs.

The information on this page is a summary of the statutory accounts of PDSA for 2009. A copy of the full audited accounts can be obtained from Internal Communications, PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.

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

For more information on the charity and its work,
freephone: **0800 917 2509**
email: **info@pdsa.org.uk**
visit: **www.pdsa.org.uk**

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

