

A close-up photograph of a woman with dark hair, wearing blue scrubs, gently holding a fluffy tan dog. The woman is looking down at the dog with a soft expression. The dog has a red collar and is looking towards the camera. In the top right corner, there is a blue paw print graphic with the text 'Annual Review 2011' inside one of the paw pads.

Annual
Review
2011

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.





Contents

A message from the Director General	2
Treating sick and injured pets	4
Improving pet health	8
Delivering preventive services	12
Maintaining our income	18
Celebrating PDSA people	22
Raising awareness	26
Revealing the state of our pet nation	28
Encouraging young supporters	32
Looking to the future	36
Income and expenditure	42

The People's Dispensary for Sick Animals
Founded in 1917

Patron: HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO
Registered charity nos. 208217 & SC037585

We treated nearly
**450,000 sick
and injured
pets** in 2011
– reflecting the
continuing growth
in demand.





A message from the Director General

Behind every sick and injured pet that is brought into a PDSA PetAid hospital and branch there is a human story too. Vets' bills can be a huge burden on those struggling to make ends meet.

Without PDSA, the UK's leading veterinary charity, how would they find the money to pay for the treatment of their pets? Would they have to face losing their beloved companion forever?

PDSA is able to relieve those fears and ensure no animal need suffer because its owner cannot afford private veterinary fees. But we face many challenges and it is only through the generosity and kindness of supporters that we are able to fund our services. 2011 was another demanding year. Rising unemployment meant more people became eligible for and needed our veterinary services. Supporters' disposable incomes were under pressure, which had an impact on donations, and there was greater competition from other charities.

It cost £60 million to run our charitable service and we had to work hard to reduce our costs and to find innovative ways of keeping up our income streams. One way we achieved this was through the contributions clients made at our PetAid hospitals. Our veterinary teams worked hard to encourage clients to donate something towards the cost of their pets' treatment.

We also depend heavily on animal lovers leaving us a gift in their will. Even though this form of income was under

strain for most of the year, it held steady and thanks to our kind supporters the money from legacies helped us to treat two out of every three pets. Our Pet Hospital Appeal to replace three outdated PetAid hospitals got off to a reasonable start, but we are still a long way from reaching our target.

Just as important as raising money, is taking our pet health messages to more pet owners. One of our proudest moments was the launch of our groundbreaking *PDSA Animal Wellbeing (PAW) Report*. This was the largest survey of its kind in to the state of pets' wellbeing in the UK and it has given us a new way to raise awareness of responsible pet ownership.

In spite of the hard work and dedication of our staff and volunteers, we still need your continued support to achieve our goals.

The Trustees and I are deeply indebted to everyone who has shown generosity and compassion towards our cause. Thank you.



Jan McLaughlin.



*Director General
Jan McLoughlin
discusses a pet patient's
progress with Veterinary
Surgeon Martin Liddell*

PDSA, the UK's leading veterinary charity

448,197 pets treated

43 PetAid hospitals

7 PetAid branches

377 PetAid practices

286 veterinary surgeons

654 nursing team members

Supported by

24,833 legacy pledgers

177 PDSA stores

102,494 committed givers

5,343 volunteers

4,718 Pet Protectors

Treating sick and injured pets

At just 12 weeks old, Quagmire was still a tiny, energetic bundle of fun. But when he swallowed 28 of his owner's tablets, PDSA vets thought it would be fatal.

His family had only owned him for two weeks and the thought of losing him was unbearable. Louise, the Veterinary Care Assistant who looked after him, explained, 'There wasn't an antidote, so we put Quagmire on a drip to help speed up the removal of the toxins and gave him medication to counter the drug's effects. All we could do then was keep him comfortable and hope that he was strong enough to fight through it.'

It was thanks to the swift action taken by our vets that the dog did not suffer any long-term damage and was soon back at home.

Caring for animals such as Quagmire lies at the heart of PDSA's mission and our veterinary PetAid services are a lifeline for owners in need.

Demand for our services increased by 1.9% year on year and brought more pets to the doors of our PetAid hospitals. With nearly 450,000 animals being treated, it was our busiest year to date. Over 124,000 preventive procedures, such as neutering and vaccination, were carried out.

We eased the pressure on two of our busiest PetAid hospitals, Belfast and Stoke-on-Trent, by opening

new branches nearby to add capacity. Additional consulting rooms and operating theatre space were created at a number of our other PetAid hospital sites by making changes to the layout. We also invested in partial refurbishments of Brighton and Bournemouth PetAid hospitals.

Towards the end of the year, construction work began on the replacement Plymouth PetAid hospital, which will be named The Gwen Rees Centre in memory of a benefactor who made a major donation to the fundraising appeal. We aim to welcome the first pet patients there at the end of 2012.



The opening of Belfast PDSA PetAid branch has helped us treat even more pet patients in Northern Ireland



Veterinary Surgeon Rachel Robinson didn't think Quagmire would recover after he swallowed his owner's medication



Missy's story

◀ Staffordshire Bull Terrier-cross, Missy, was suspected of scavenging a chicken kebab from a family barbecue during a party.

Initially, Missy displayed no symptoms to indicate she had swallowed anything untoward. But Missy was hiding the remains of a potentially deadly snack inside her. It was only when a golf ball-sized lump appeared at the bottom of her rib cage that her worried owner rushed her to Leicester PetAid hospital for advice.

Our vets initially suspected an abscess but, when antibiotics failed to clear it, and with nothing showing up on an x-ray, they decided the only option was exploratory surgery. Chris Sherwood (pictured), the Veterinary Surgeon who performed the operation, said he was 'stunned' after spotting a 15cm-long wooden skewer poking through Missy's abdomen. It had lodged itself in the dog's gut after being swallowed three months earlier.

Amazingly the skewer had passed through the stomach, where it could have sat for months, then into the large intestines before moving into Missy's abdomen. It caused considerable damage and pierced her spleen. Despite its size, the skewer was pretty straightforward to remove. It's remarkable that Missy didn't suffer major health problems. She was allowed home with antibiotics and painkillers the day after her operation and has gone on to make a full recovery.



PDSA success ...

- ✓ treated nearly 450,000 sick and injured pets
- ✓ provided a record 2.4 million free PetAid hospital treatments
- ✓ opened new PetAid branches in Belfast and Stoke-on-Trent
- ✓ increased our level of client contributions to £8 million

Treating sick and injured pets

Improving pet health

Since PDSA was founded in 1917, education has been a core part of our activities. Professional advice from our veterinary staff is featured both in the media and our publications, emphasising the importance of responsible pet care.

In March the *PDSA Animal Wellbeing (PAW) Report* was launched at the Royal Society of Medicine, London. This landmark report gave the most comprehensive insight ever into the state of our pet nation by measuring the wellbeing of the UK's most popular companion animals. It clearly showed that there is much work to be done to change the understanding of what pets require in order to live a healthy and happy life.

One of the ways we get our pet health messages across to pet owners is through the PetCheck programme, which offers free health checks for dogs around the UK. We expanded the range of services offered, introducing microchipping and selling dental products. The three PetCheck vehicles, the first of which was generously sponsored by PDSA benefactors Julie and Robert Breckman, were on the road for 207 days.

Coverage for our annual pet slimming competition, Pet Fit Club, was the highest since the competition began. PetAid hospitals provided multiple case studies to support other PR campaigns throughout the year.

We advised owners on ways to improve their pets' life expectancy and give them a much better quality of life. Our range of Responsible Pet Care leaflets was expanded with a new title, 'Pet insurance', and sponsorship for the entire 2011 print run was secured from AXA. We also launched animal specific PAW leaflets providing dog, cat and rabbit owners with a handy guide and checklist about their pets' five welfare needs. A poster pack for private veterinary practices and the PetAid hospitals was also designed to enable them to promote the findings from the *PAW Report*.



Veterinary nurses on our PetCheck vehicles carried out health checks across the UK



Overweight cat Fifi is given a body shape check by Veterinary Surgeon Mary King



Rolo's story

◀ Vets and nurses at PDSA's Wolverhampton PetAid hospital brought nine-week-old kitten Rolo back from the brink of death after he collapsed with internal bleeding caused by a severe infestation of worms.

Rolo (pictured with Veterinary Surgeon Sarah Armstrong) was examined and given blood tests by Senior Veterinary Surgeon Tim Browning. 'When Rolo arrived he was very weak, dehydrated and underweight. We ran various tests, which showed the worms had caused internal bleeding. The chances of him surviving were slim so we had to prepare his owner for the worst.'

Our vets wormed Rolo, gave medication and put him on a high-calorie diet to help him gain weight. Over the next four days his owner Samantha nursed him at home and, against the odds, he slowly improved.

Samantha said, 'I'm so incredibly grateful for everything PDSA did for us. We were told by the breeder that Rolo had been wormed, but that obviously wasn't the case. I'll be making sure he's kept up to date with everything from now on. It's scary to think we could have lost him simply because he hadn't been wormed.'



- ✓ launched the first *PDSA Animal Wellbeing (PAW) Report*, the largest survey into the state of the UK's pets, surveying 11,000 pet owners in conjunction with YouGov
- ✓ delivered much-needed pet care treatment, education and information to disadvantaged communities across the UK
- ✓ welcomed more than 66,000 visitors to our PetCheck vehicles as well as giving 5,000 free pet health checks

Improving pet health

Delivering preventive services

Vaccinations, neutering, microchipping, and flea and worm treatments all play an important part in protecting pets from suffering, injury and disease. With pet owners being asked to pay an accessible price for these treatments, PDSA benefits from the income, which helps to fund our veterinary service.

2011 was the fifth full year of all our PetAid hospitals and branches offering preventive services to our clients and demand has continued to grow. Sales increased by £0.4 million to £5.1 million – a tenth of what we need to provide our charitable service – despite a lower than predicted increase in the numbers of pets being treated.

More than 124,000 preventive procedures were carried out and the total number of preventive over-the-counter products dispensed exceeded 296,000.

Another of our key projects was introducing a Central Dispensary, which allows clients to access pre-approved chronic medications for their pets via the internet, text and telephone, without the need to visit their PetAid hospital.

Fifteen PetAid hospitals used the Central Dispensary, with the rollout to be continued to the remaining sites in 2012. This will reduce the number of clients needing to visit and ease the telephone pressure in the PetAid hospitals.

The valued support of our patron, HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO, continued and she kindly opened our new PetAid hospital in Sunderland, The Reay Hudson Centre.



HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO, meets clients Catherine West with Sandy and Pauline Dodds with Darcy

*Introducing a Central
Dispensary allowed clients to
access pre-approved chronic
medications for their pets*





Tiny's story

- ◀ PDSA treats many smaller animals, such as guinea pigs, hamsters, gerbils and even rats. A rat named Tiny was one of the pet patients seen at Coventry PetAid hospital when his worried owner brought him in with a large lump on the side of his face.

His owner, Chris Brand, said he became concerned when the lump developed quickly on Tiny's face. Tiny (pictured with Veterinary Surgeon Emma Baker) started to scratch it and had to be moved away from the other pet rats.

Chris said, 'We had Tiny for about a year and a half and everything was fine but then this lump appeared and seemed to get bigger within a few hours. As it got worse we decided to take him to PDSA.'

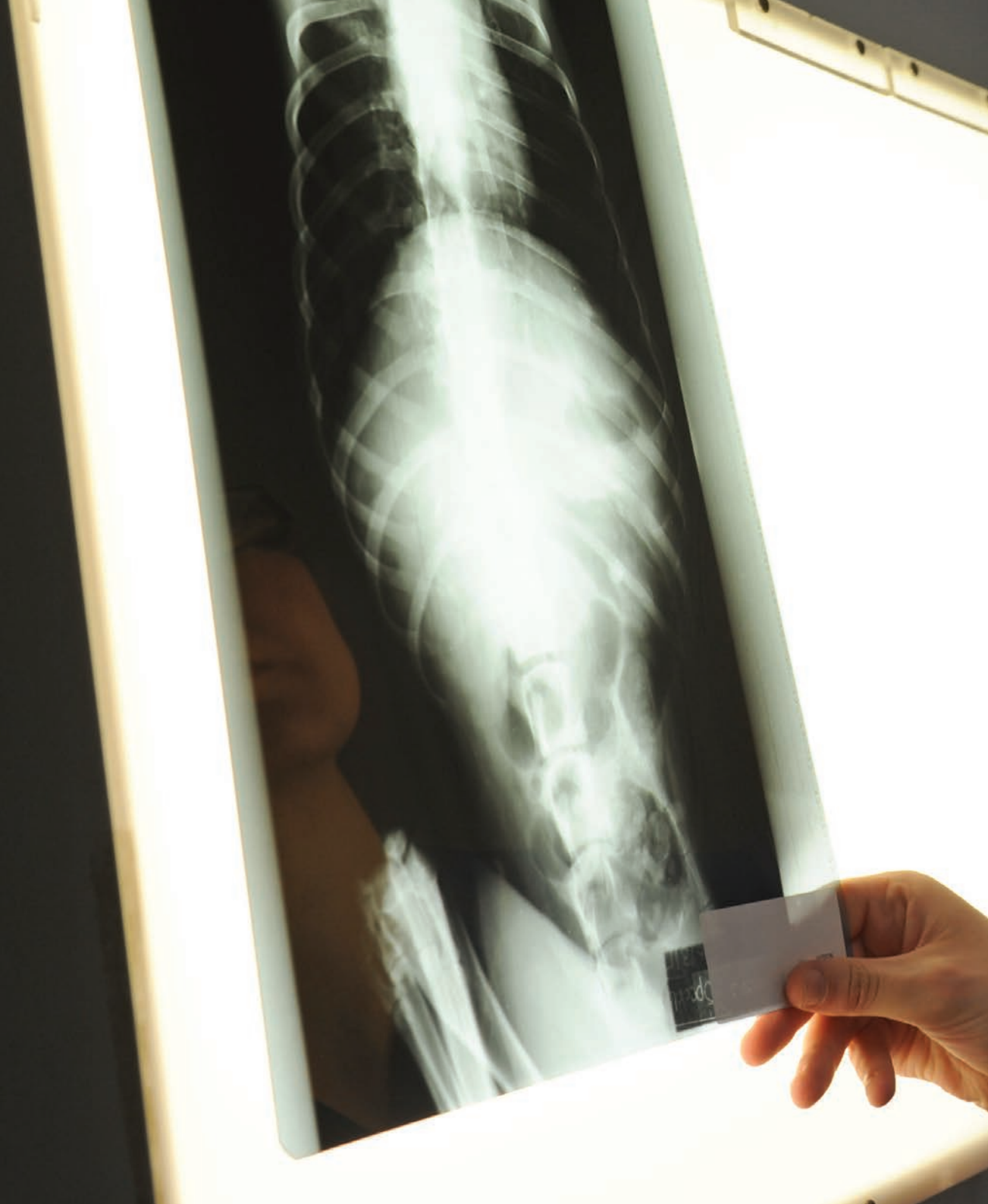
Our veterinary team prescribed a course of antibiotics and painkillers, although they suspected it might be a tumour and the rat would have to be put to sleep. However with daily medication, Tiny's condition began to improve; he put on weight and the lump began to shrink.


'It was the first time I had needed PDSA', said Chris. 'They couldn't have been more helpful.'



- ✓ increased sales of preventive services to £5 million – up by 9% on 2010
- ✓ performed more than 124,000 preventive procedures
- ✓ sold just under 300,000 preventive products
- ✓ achieved widespread media coverage of our preventive services to encourage responsible pet ownership

Delivering preventive services



A woman with dark hair and glasses, wearing blue scrubs, is shown in profile, looking upwards and to the left. She is in a clinical or laboratory setting. A name tag on her scrubs reads "Student Veterinary Care Assistant". The background shows a white cabinet and a bright light source on the left.

More than **900**
dedicated veterinary
professionals are
employed by PDSA.

Maintaining our income

Gwen Rees was known throughout her life as a strong and compassionate person who had a lifelong love of animals and generously gave to many charities, including PDSA.

A shrewd businesswoman, she built up an impressive portfolio of properties with the aim of making enough money to support animal charities. That, she said, was her life's work.

It is thanks to a generous donation from her fund, The Gwen Rees Will Trust for Animal Welfare, that we were able to make such headway with the replacement PetAid hospital in Plymouth, which we are naming after her.

It is only through the support of people like Gwen and many others who give whatever they can afford that we can maintain our services. We receive no funding from HM Government or the National Lottery for our veterinary work and it cost £60 million last year to run these services.

Thanks to the generosity of our many supporters, £38 million in legacy income was received in 2011 in spite of the economic problems and a slow housing market. We regularly meet supporters face to face through our programme of legacy awareness events and we held eight events at stately homes across the UK. Twenty-three legacy events took place at PDSA PetAid hospitals and a new format 'community event'

was introduced to reach groups of supporters in smaller towns.

Despite difficult trading conditions on the high street, our Retail teams delivered a surplus of £2.5 million. The worsening economic climate had a considerable impact on supporters' ability to donate and affected our Direct Marketing activities. However, our pet insurance product, Petsurance, performed exceptionally well and digital marketing continued to grow in importance. Increasing numbers of supporters are now interacting with PDSA via social networks.

Our programme to encourage clients to contribute towards the cost of treating their pets hit a record level with PetAid hospital contributions reaching £8 million, an increase of £1 million in one year.

Meanwhile, many of our supporters held fundraising events, ranging from sponsored runs to skydives, dog shows to coffee mornings, which helped us to achieve total income of almost £216,000. We were also supported by almost 67,000 Best Friends who make regular monthly donations to PDSA and contribute so much to our PetAid hospitals.



An exhilarating skydive was one of the exciting ways PDSA supporters helped to raise funds



Fifi's story

◀ PDSA vets managed to rebuild the jaw of a lovable Shih Tzu Fifi, from Gillingham, after she was attacked by a dog while being walked in a local park.

On arrival at the PetAid hospital, Fifi was seen by Veterinary Surgeon Helen Armstrong, who recalls, 'When I first saw Fifi, she had puncture wounds to her head and a nasty fracture to her jaw. It was dreadful to see.'

Fifi was rushed into surgery where pins were used to fix her jaw back in place. Fifi remained at the PetAid hospital for three days, being fed through a tube while she recovered from her surgery. Helen continues, 'Fifi was a model patient. Despite her injuries her tail was always wagging.'

Thankfully, Fifi has gone on to make a full recovery and the metal pins around her jaw were removed seven weeks after the attack. Fifi's owner Tracy Arnold (pictured) adds, 'It's great to see Fifi running around again; she's as good as new. Without PDSA, I simply couldn't have afforded the emergency treatment that was needed.'



PDSA success ...

- ✓ donations of £1.2 million towards our Pet Hospital Appeal
- ✓ a 14% increase in donations made by clients towards the cost of treating their pets
- ✓ donated goods sales and improved systems increased the retail surplus by 31% year on year
- ✓ opening more stores and expanding online sales

Maintaining our income

Celebrating PDSA people

Volunteers are one of PDSA's most valuable resources. By the end of the year, more than 5,300 volunteers gave their time to PDSA; the highest number since our records began. For one of them, Richard Chatwin, volunteering brought its own rewards.

Richard achieved great success in our national Volunteer of the Year Awards 2011 by being named as the Overall Volunteer of the Year and being awarded the Special Achievement Award. Richard has a number of personal challenges that he needs to deal with on a daily basis (at our busy processing centre, in Aston, Birmingham), but his passion for PDSA and great determination to succeed shine through, particularly when he is volunteering.

'I love everything about being here,' he said. 'I love working with the online team and the manager as they have supported me along the way and helped me to gain new skills.'

'I love animals and that's mainly the reason I volunteer for PDSA as it does a brilliant job. Everyone helps me and it's really boosted my confidence as it's a really friendly team.'

Hard work, dedication and enthusiasm deserve to be recognised and we do this with a range of special awards to celebrate the achievements of our staff and volunteers.

We presented our Volunteer of the Year Awards 2011 to six individuals and two teams, and also surpassed the milestone of 100 volunteers working in our PetAid hospitals.

Eight members of staff were honoured with their 25 years' service awards and our most prestigious award to staff, The Edward Bridges Webb Memorial Award, was presented to Jean Parkin, Principal Veterinary Surgeon, for her exceptional dedication and contribution.



Principal Veterinary Surgeon Jean Parkin received her award from PDSA Chairman Michael Bolton



Retail Processing
Centre

pdca

Volunteer of the Year 2011
Richard Chatwin

pdca
ENTERPRISE

Volunteer Richard Chatwin was named Volunteer of the Year 2011



Pipi's story

- ◀ Veterinary staff at Newcastle upon Tyne PetAid hospital, The Ann Coleman Centre, saved the life of four-year-old Pipi after the mischievous cat ate a ball of string.

Senior Veterinary Surgeon Tanya Palmer said, 'Being string it didn't show up on the x-rays. He's a very lucky cat, as it could have blocked food passing through him, causing persistent vomiting and leading to severe dehydration. It could have been fatal.'

Once Pipi was out of surgery and in our recovery kennels, his owner Martin was told the good news. He said, 'I was so relieved that he was going to be okay. We don't know where Pipi got the string from, we've certainly never let him play with any. I think he must have found it while out on his travels, maybe in a neighbour's garden or bin.'

Later Pipi (pictured with Veterinary Nurse Gillian Loughhead) was well enough to go home and, with a few days' rest and pampering from Martin, he was back on all four paws in no time.

Martin added, 'I'm so grateful to PDSA for everything they did for Pipi. The treatment he received would have cost hundreds of pounds and I would never have been able to afford it myself. We'll be keeping a very close eye on him in future to keep him out of trouble.'



PDSA success ...

- ✓ an increase in the number of registered active volunteers to more than 5,000
- ✓ an increase in the number of veterinary volunteers to 129

PDSA presented ...

- ✓ eight 25-year Long Service Awards
- ✓ Volunteer of the Year Awards
- ✓ the Edward Bridges Webb Memorial Award

Celebrating PDSA people

Raising awareness

Carrying excess weight can have serious short- and long-term health problems for pets, making them less mobile and willing to play as well as putting them in danger of developing life-threatening health problems.

So it was lucky for one Labrador that his owner enrolled him in our national pet slimming competition, Pet Fit Club. With PDSA's help, Lucky, and many other overweight pets, have slimmed down from dangerously high obesity levels to a healthier weight.

Pet Fit Club is just one way that we raise awareness of our charitable service and reach many more potential supporters through coverage across the media. The seventh annual Pet Fit Club contest achieved record levels of media coverage, with news of the finalists, and eventual winners, appearing in eight national newspapers, on television and more than 60 radio broadcasts throughout the UK. The contest also generated coverage in the pet and veterinary media along with widespread discussion on Facebook and Twitter.

Working alongside a number of famous faces also helps us raise awareness of our projects and initiatives. Actor Christopher Biggins supported a key Retail PR campaign, singer and TV presenter Alesha Dixon endorsed our Pet Hospital Appeal while entrepreneur Deborah Meadon, from BBC TV's *Dragon's Den*, lent her support. Cartoon characters Roobarb & Custard are also backing the Appeal. The number of visitors to our website rose from 1.3 million

in 2010 to 1.4 million. Major development work took place to support the *PAW Report*, Pet Fit Club and other initiatives. Meanwhile our overall presence on social media, including Facebook, Twitter, YouTube and Flickr, grew by 31%.

A number of brave and devoted animals made the news and while there were no PDSA Dickin or PDSA Gold Medal presentations in 2011, there were opportunities to raise awareness through our other awards for bravery and devotion. Notably, the story of Dotty the donkey (who came to the rescue of her sheep friend Stanley) featured in several national newspapers along with extensive regional television and radio coverage.



Stanley the sheep and Dotty with owner Ann Rogers. Dotty was awarded the PDSA Certificate for Animal Bravery

Labrador Lucky (pictured with Cardiff PetAid hospital Veterinary Nurse Karen Jones) was delared Pet Fit Club champion



Revealing the state of our pet nation

The publication of our groundbreaking *PDSA Animal Wellbeing (PAW) Report* was one of our most significant achievements in 2011

The *PAW Report* measures the wellbeing of our most popular pets: dogs, cats and rabbits, and provides a benchmark against which we can determine how happy and healthy pets are.

We surveyed more than 11,000 pet owners to determine whether they were aware of, and adhered to, the Animal Welfare Act 2006. In particular, we wanted to know how they provided for their pets' five welfare needs, covering environment, diet, behaviour, companionship and health.

All pet owners have a legal obligation to meet the five welfare needs, but our Report revealed that only 45% of pet owners are familiar with them. As we have a major role to play in raising public awareness of owners' responsibilities to their pets, we will use the Report to monitor regularly any changes in awareness and behaviour.

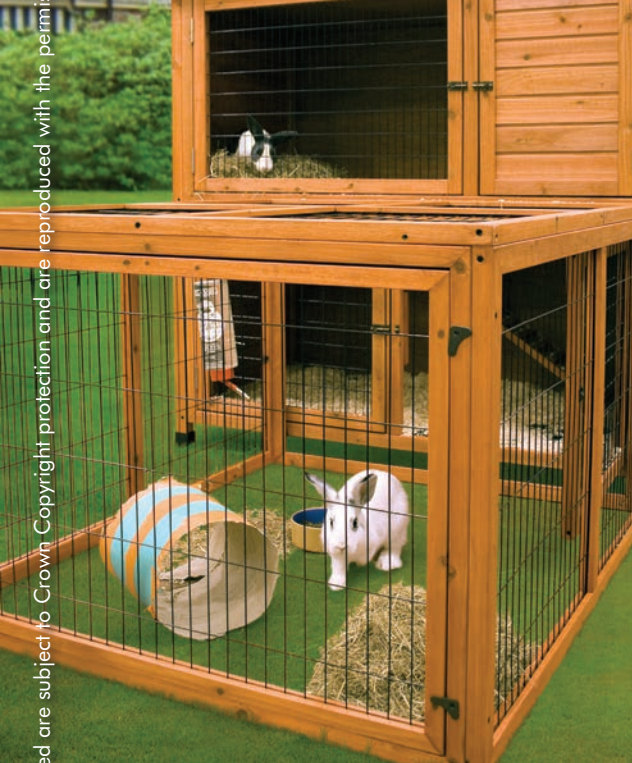
We hope the findings of the Report will create debate among the veterinary profession on the key issues affecting our pet nation and enable further academic research into pet health. We will also engage people through marketing and PR campaigns, educate our clients about their responsibilities, give advice about how to improve their pets' health and cement our position as the leader in animal welfare, promoting and improving pet health.

Most important of all, we want to work with pet owners to help them have a deeper understanding of their pets' needs.

If you would like to read the full Report, which was carried out in conjunction with YouGov, one of the UK's leading research companies, you can find it on our website www.pdsa.org.uk/pawreport



The five welfare needs symbols featured are subject to Crown Copyright protection and are reproduced with the permission of the Welsh Ministers



Environment – make sure your pet has a suitable place to live



Diet – make sure your pet is fed a suitable diet for its age and breed



Behaviour – your pet should be able to show normal behaviour patterns



Companionship – make sure your pet's social needs are met



Health – ensure your pets are in good health and seek veterinary advice if they become ill





Rooster's story

- ◀ Rooster, a family pet, was paralysed by a disc protrusion, (slipped disc) but 24-hour-a-day care from his owner, under PDSA's supervision, helped him regain the ability to walk.

Rooster (pictured with Veterinary Surgeon Andrea Westbourne) was rushed to Blackpool PetAid hospital, where the veterinary team immediately examined him and ran a series of tests. Senior Veterinary Surgeon Jennifer Jackson said, 'The cause of Rooster's paralysis was unclear, but he appeared to be suffering from a disc protrusion – which can be very serious. We admitted him into our intensive care ward to monitor him but there was no improvement over the next 48 hours. We had to ask his owners to make a difficult decision: could they devote the time needed to care for their paralysed pet, with the possibility that he may never recover, or would they have him put to sleep?'

The outlook for spinal injuries in dogs can be very poor. Many dogs never regain movement and if owners wish to look after them, they must do everything, including feeding, carrying, and emptying their bladder manually. It's a full-time job and takes real dedication.

The next two weeks saw his owner Linda, dedicated to Rooster, providing 24-hour-a-day care. She fed him, expressed his bladder each day and carried him to bed each night. Linda also became Rooster's personal physiotherapist, under PDSA's guidance. With the help of the vets and nurses at Blackpool, she taught him to walk again and step by step the feeling slowly returned to his limbs.



- ✓ positive coverage about PDSA was broadcast on television a record 53 times during the year and more than 200 times on radio
- ✓ our overall presence on social media increased by 31% year on year
- ✓ there were 10,000 downloads of PAW materials, including 6,000 mini-PAW leaflets
- ✓ Combined media coverage of the PetFit Club campaign and related obesity issues had a potential audience of 96 million

Raising awareness

Encouraging young supporters

When Faith Smith decided she was going to help raise funds for PDSA, she embarked on a mission to find items to donate to her local PDSA store. The determined nine-year-old found an astonishing 6,000 items, which helped her to win the title Pet Protector of the Year.

Faith is a wonderful example of how our young supporters back PDSA; by donating items to our stores, fundraising or simply telling people about the work we do.

We are continually looking at ways to tell children and young people about our work and use a variety of projects to encourage their interest, from the Pet Protectors Club for 'kids who love pets' to competitions, through our website and our education programme, which encourages schools to have an ongoing relationship with PDSA.

There are now more than 4,700 members of our Pet Protectors Club and throughout the year, 60,000 copies of the Club magazine *Animal Antics* were distributed, using membership mailings, talks, events, schools and libraries.

Faith's determination was reflected in a comment from her grandmother, 'We are very proud of Faith. She's always asking her family and friends for things that she can donate to her local PDSA store. She loved her prize of a visit to her nearest PetAid hospital and wants to go back. She is very determined and wants to win the trophy again.'



The Pet Protectors Club magazine, Animal Antics, encourages children and young people to take an interest in PDSA and animal welfare

Faith Smith, pictured with her trophy, and Veterinary Care Assistant Sara Backhouse





Scratch's story

- ◀ A cat called Scratch owes one of his lives to a PDSA vet in Bristol after a road accident left him with a torn diaphragm.

Scratch was rushed to Bristol PetAid hospital where he was immediately examined by Veterinary Surgeon Lynsey Ellis (pictured). 'Scratch was very sick when he came in to see me,' Lynsey recalls. 'He was lethargic, cold and was having trouble breathing. His claws were frayed, which is a typical sign of a road traffic accident in a cat, so I suspected that's what had caused his injuries.'

X-rays and an ultrasound scan showed that Scratch's diaphragm – the muscle layer that separates the abdomen from the chest – was torn, making it very difficult to breathe. Lynsey continues, 'In the operating theatre we repaired the tear in Scratch's diaphragm which was preventing him from breathing properly. If this had gone untreated for much longer, he probably wouldn't be with us today.'

After one hour in surgery, Lynsey managed to repair the tear and Scratch was transferred to the PetAid hospital's recovery ward. He made a fantastic recovery.

Scratch's owner Keisha was so grateful for PDSA's help that she did lots of fundraising for us, joined the Pet Protectors Club and represented PDSA on primetime TV.



PDSA success ...

- ✓ Pet Protectors donated more than 53,000 items to PDSA stores, valued at more than £50,000
- ✓ more than 7,000 teachers have delivered our resources to their classes
- ✓ over a quarter of a million children learnt about pets and their welfare
- ✓ our Schools PetCheck nurse delivered workshop days to 14,000 pupils

**Encouraging
Young supporters**

Looking to the future

It will cost more than £60 million this year to fund PDSA's PetAid services. All our funding comes through voluntary donations and, with more households facing economic hardship in these difficult times, our task is becoming even more challenging.

Last year PDSA vets delivered in excess of 2.4 million treatments to nearly 450,000 sick and injured pets through our network of PetAid hospitals and branches throughout the UK. This represents an increase in the charity's workload of nearly 50% in the last five years.

One of our major challenges is to raise the £6 million needed to build and equip three new PetAid hospitals, to meet the significant increase in demand and also to replace outdated facilities. It will take time and effort to raise the full amount we need in order to establish these sites in Plymouth, Birmingham and Cardiff.

As you will have read earlier in this annual review, the publication of the *PDSA Animal Wellbeing (PAW) Report* made it clear that the UK's pet-owning public needs to be better educated about its responsibilities. As PDSA aims to become the recognised leader in promoting pet health, it makes sense for us to play a key part in delivering that education. We will regularly update the Report and publish the findings on the state of our pet nation while encouraging pet owners to take greater care of their pets.

There are many ways to help us fight poverty in the special way we do and to achieve our vision of a healthy life for all our pets.

You can make a donation. We pledge to convert every donation into action and save many more pets' lives. You could fundraise for us. There are many daring, exciting and fun ways to raise money. You could leave a gift in your will and help sick and injured animals beyond your lifetime. You could spread the word and tell more people about PDSA. You could donate goods to our retail stores. We need more people to know about us and, in turn, to tell others and generate long-lasting support.

Fulfilling our plans will take passion, drive and commitment. Please help us.



Outdated and overcrowded facilities are set to be replaced



An artist's impression of Plymouth PetAid hospital, The Gwen Rees Centre



We are **counting**
on your
contribution

What are you
contributing today?

pdca





As a charity we need
your generous support
to fund our services.

PDSA PetAid hospitals

Aberdeen	Edinburgh	- Thamesmead
Basildon	Gateshead	Manchester
Belfast	Gillingham	Middlesbrough
Birmingham	Glasgow	Newcastle upon Tyne
- Aston	- East	Nottingham
- Quinton	- Shamrock St	Plymouth
Blackpool	Hull	Portsmouth
Bournemouth	Leeds	- Cowplain
Bradford	Leicester	Romford
Brighton	Liverpool	Sheffield
Bristol	- Huyton	Southampton
Cardiff	- Kirkdale	Stoke-on-Trent
Coventry	London	Sunderland
Croydon	- Bow	Swansea
Derby	- Hendon	Wolverhampton
Dundee	- New Cross	

PDSA PetAid branches

Belfast	Newcastle-under-Lyme
Huddersfield	Southend
Ilford	Southsea
Llanelli	

PDSA PetAid partnership hospital

Northampton

PDSA fundraising groups

Aldeburgh	New Forest
Basildon	Newcastle upon Tyne x2
Bearsden/Milngavie	North Swindon
Belfast	Nottingham
Bournemouth	Oswestry
Bridlington	Oxford
Bristol	Penzance
Croydon	Plymouth
Denby	Sheffield
Drumchapel	Stoke-on-Trent
Flintshire	Swanscombe
Gainsborough	Swindon
Gateshead	Teesside
Gillingham	Telford
Haywards Heath	Wessex
Liverpool Bay	Wrexham
Lincoln	York

PDSA PetAid practice locations

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

494,455
pet

patients

448,197
pets treated

3 PetCheck
vehicles

375 contracted
PetAid practices

129 volunteers
working in
PetAid
hospitals

17
million
phone
calls

177
PDSA
stores

7 PetAid
branches

286 PetAid
hospitals
43 veterinary surgeons

4,718 members
of our
Pet Protectors
Club

5,289
volunteers

2.4 million free
treatments
24,833
legacy
pledgers

124,341 preventive
procedures

654
nursing team
members

PDSA stores

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



Voluntary income

Legacies receivable	£38.069m
Donations and gifts	£21.653m

Activities for generating funds

Merchandising income and charity store income	£21.186m
Preventive services	£5.049m
Lottery and similar income	£3.455m
Investment income	£3.865m
Gain on disposal of fixed assets	£0.186m

Total incoming resources £93.463m



Income and expenditure

Charitable activities	£61.605m
Fundraising trading*	£22.779m
Cost of generating voluntary income	£9.612m
Investment management	£0.351m
Governance	£0.245m

Total resources expended £94.592m

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

The information on this page is a summary of the statutory accounts of PDSA for 2011. 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**
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