



Annual  
Review  
2013

[pdsa.org.uk](http://pdsa.org.uk)

**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                | 16 |
| Recognising animal bravery            | 20 |
| Celebrating PDSA people               | 22 |
| Raising awareness                     | 26 |
| Revealing the state of our pet nation | 30 |
| Encouraging young supporters          | 32 |
| Looking to the future                 | 36 |
| Our locations                         | 40 |
| Income and expenditure                | 42 |

The People's Dispensary for Sick Animals  
Founded in 1917

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

We treated  
more than  
**470,000\***  
sick and  
injured  
pets in  
2013



\* Total number of pets treated by PDSA



# A message from the Director General

PDSA's veterinary service is a vital lifeline to thousands of poor and vulnerable people who want the best for their pets but find that the cost of treating them privately is beyond their means.

It is heartbreaking to see a much-loved pet fall ill or suffer a life-threatening injury and the upset can be made worse if the cost means losing them altogether.

We never turn away a sick or injured pet and last year we cared for more than 470,000 pets that were brought to our PetAid hospitals, branches and practices.

Saving the lives of pets was only one part of our story and over the last 12 months we have worked hard to safeguard their wellbeing by providing 2.2 million free treatments and more than 440,000 paid-for preventive treatments such as neutering, microchipping and vaccinations.

As the UK's leading veterinary charity, PDSA PetAid services are funded entirely by dedicated supporters and their remarkable generosity meant we were able to spend in excess of £58.6 million on making a positive impact on pet health in communities across the UK. But the cost of providing our veterinary service continues to rise and maintaining our income is crucial.

In Cardiff, one of our busiest sites, a very generous donation by pioneering surgical specialists Mr Marian and Mrs Christina Ionescu helped us to open a new PetAid hospital, The Marian and Christina Ionescu Centre.

We published our third *PDSA Animal Wellbeing (PAW) Report*, with assistance from YouGov, and our latest update revealed that owner awareness of how to provide for pets' welfare is at an all-time low. We are addressing the concerns raised by the *Report*.

We receive incredible backing from more than 5,000 volunteers and could not function without their dedication. It was our positive approach to volunteering that led to PDSA being awarded the prestigious Investing in Volunteers (IiV) quality standard for the third time.

We celebrated 40 years of HRH Princess Alexandra, as Patron of PDSA. Many of our long-serving employees, volunteers and supporters joined us in Buckingham Palace to celebrate the occasion.

There were many highlights in 2013 but we continue to face tremendous challenges which, with the help of our employees, donors, volunteers and supporters, we will meet and overcome. The Trustees and I sincerely thank you for your support. By working together we can ensure PDSA continues to deliver its vital work now and into the future.



PDSA Director General, Jan McLoughlin



*Director General  
Jan McLoughlin (left) with  
Head Veterinary Nurse  
Kay Brough and pet  
patient Rupert*

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

470,000 pets treated  
43 PetAid hospitals  
8 PetAid branches  
388 PetAid practices  
323 veterinary surgeons  
682 nursing team members

### **Supported by**

34,905 legacy pledgers  
177 PDSA stores  
103,290 committed givers  
5,300 volunteers  
2,204 Pet Protectors

# Treating sick and injured pets

Every day our veterinary teams face life or death situations with pets brought into our PetAid hospitals suffering from a wide range of diseases and injuries.

A dog called Tia was one such case and it needed the skill of our vets to save her life after she was hit by a car. Tia needed urgent veterinary care and in addition to treating the visible injuries, our vets also had to rule out injuries to her spine or internal bleeding. Her recovery was slow but without the care and attention of our vets at Edinburgh PetAid hospital she might not have survived.

Tia's case is one example of how our dedicated veterinary teams provide professional care for thousands of sick and injured pets in our PetAid hospitals and branches. The treatments we provide cover everything from lifesaving surgery to major orthopaedic operations through to diabetes injections and dental procedures.

We treated more than 470,000 pets in 2013, an increase of 70,000 year-on-year.

To treat so many pets we need to maintain our services, and in Cardiff we built a new PetAid hospital, The Marian and Christina Ionescu Centre, to replace the cramped and outdated site at Bute Street. The site was officially opened to pet patients by our kind benefactors Mr and Mrs Ionescu in December.

We also made progress on acquiring land to build a replacement PetAid hospital in Manchester and identified a site for the replacement Birmingham (Quinton) PetAid hospital.

Other veterinary-related projects included the successful completion of a five-year rollout of digital x-ray processors to our PetAid hospitals. Additionally, we began to replace our ageing computerised practice management system with a more up-to-date platform called Jupiter VetSpace.



*All of our PetAid hospitals now have state-of-the-art digital x-ray processors*





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



# Azar's story

Doberman Azar was almost killed when he took a liking to golf balls and swallowed three of them.

Azar's owner, Louise Powis, brought her beloved Doberman into Coventry PetAid hospital when he suddenly lost weight and was severely sick.

An x-ray revealed that six-year-old Azar was not suffering from a medical condition but had in fact swallowed golf balls.

Azar was put on a drip and an x-ray revealed how critical his condition was: two of the balls had migrated from his stomach to his small intestine, leaving him at risk of his intestines rupturing and developing deadly peritonitis.

The wall of the intestine was severely bruised and, due to the position of the obstruction, Azar's surgery was a big risk – but it was the only option. It was touch and go whether he would even survive the operation. Thankfully everything went well and only a few weeks later he was back to his old self.

Azar's owner, Louise, said, 'I don't know where he picked the golf balls up from. We think it was in a field near us where we let him off his lead during walks but we're not sure. I'm so grateful to PDSA for saving his life.'



**PDSA  
success ...**

- ✓ treated more than 470,000 sick and injured pets
- ✓ opened a new PetAid hospital in Cardiff, The Marian and Christina Ionescu Centre
- ✓ increased our level of client contributions to £8.5 million
- ✓ completed the five-year rollout of digital x-ray processors to PetAid hospitals

**Treating sick and injured pets**

# Improving pet health

Supporting and educating the owners of dogs, cats and rabbits to make sure they understand the needs of their pets has become an increasingly important part of our work.

The findings of our third *PDSA Animal Wellbeing (PAW) Report* proved that the need for our support is greater than ever as owner awareness of how to provide for their pets' welfare continues to decline.

To accompany the launch of the *PAW Report*, we developed a dedicated microsite [www.abetterlifeformpets.org.uk](http://www.abetterlifeformpets.org.uk) to encourage pet owners to take part in the PDSA Big Pet Check, a fun quiz to test their skills as an owner while learning more about the five basic things pets need to be healthy and happy. More than 35,000 pet owners visited the site and 32,000 took part in the PDSA Big Pet Check during the first month following its launch.

Our PetCheck programme, generously funded by PDSA benefactors Julie and Robert Breckman, offered free health checks for dogs around the UK, wherever there was the greatest need for our service. Almost 6,000 checks and over 900 advice consultations took place on the PetCheck vehicles and at community events.

We also took delivery of two replacement PetCheck vehicles, kindly donated by Robert Breckman in memory of his wife Julie, which are staffed by our Community & Education Veterinary Nurses and continue to take our pet health messages around the UK.

Several new initiatives were launched to promote pet health education in PetAid hospitals, including the pilot of a new pet wellbeing programme for dogs. PDSA PetWISE will fund dedicated Pet Wellbeing nurses whose role will be to carry out checks on dogs alongside implantation of a free microchip, to ensure our clients comply with new legislation that will be in place by 2016.

Thanks to the votes of thousands of PDSA supporters, further income was raised through the People's Postcode Lottery 'Vote that Counts' online competition. This secured a donation of £50,000 and will enable a fourth Pet Wellbeing nurse to be employed.

Media coverage for Pet Fit Club, our annual pet slimming competition, continued to grow while it also highlighted the UK's pet obesity crisis. The winner, a Jack Russell named Ruby, lost one-third of her body weight because of the dedication of our veterinary team at Sunderland PetAid hospital, The Reay Hudson Centre, who suggested and monitored changes to her diet and lifestyle.



*PDSA Community & Education Veterinary Nurses take our pet health messages around the UK and carry out free pet checks for dogs*



# Charlie's story

A cat that fled the scene of a horrific collision with a seven tonne double-decker bus lived to tell the tale despite multiple life-threatening injuries.

It needed all the expertise of our vets to bring the unlucky cat back from death's door and his recovery was hailed as a miracle. Charlie used up most of his nine lives in the accident, which occurred when he ran across a busy main road near his owner Ann Martin's home. He was rushed to Derby PetAid hospital.

Veterinary Surgeon Chris Furniss said, 'Charlie's list of injuries was vast and many were life-threatening in their own right. His breathing stopped at one point and we had to insert an oxygen tube to help him breathe. Without urgent attention his injuries could easily have proved fatal.'

After emergency lifesaving surgery to fix his internal injuries and remove his spleen, Charlie was placed in an oxygen tent to help regulate his breathing and given 24 hours to recover before further surgery could take place to continue mending his broken body.

Two days after his ordeal Charlie was taken into the operating theatre again, where our vets spent a further five hours securing his broken bones using metal pins, plates and an external fixator. Ann and Charlie went back to PDSA several times for follow-up appointments after he was discharged, to check that he was recovering properly.



- ✓ launched the third *PDSA Animal Wellbeing (PAW) Report*
- ✓ developed a dedicated microsite ([www.abetterlifeformpets.org.uk](http://www.abetterlifeformpets.org.uk)) to enable pet owners to test their skills as an owner and learn more about the five animal welfare needs
- ✓ introduced a pilot Pet Wellbeing programme in several PetAid hospitals
- ✓ received two replacement PetCheck vehicles, kindly donated by Robert Breckman in memory of his wife Julie

**Improving pet health**

# Delivering preventive services

When eight-month-old Narla succumbed to the deadly parvovirus infection, it was devastating for her owners to see their treasured puppy become so severely ill.

In spite of the best efforts of the veterinary team at Wolverhampton PetAid hospital, nothing could be done to save Narla. Yet the loss of a much-loved pet could have been prevented by two simple injections given at the right age.

PDSA believes that all pets should be protected from suffering, injury and disease and that's why we place such great emphasis on the delivery of paid-for preventive services, such as vaccinations, microchipping and neutering.

We charge an affordable fee for these services and the income we receive means we can continue the programme and safeguard the wellbeing of even more pets.

Preventive income increased to £5.8 million, which reflects the continued hard work and commitment of our PetAid hospital staff in delivering preventive services to eligible clients.

Almost 114,000 preventive procedures were carried out while the number of over-the-counter dispenses was well over 328,000. We vaccinated 69,000 dogs, cats and rabbits with 30,000 neutered and 16,000 microchipped.

We continued to work closely with the charities Dogs Trust and Cats Protection to offer a neutering programme to reduce the number of unwanted dogs and cats in the UK.

Our clients also benefited from several campaigns to create awareness of preventive procedures and improve pet health and welfare, such as PDSA Vaccination Month and Rabbit Awareness Month, when special promotional offers were available.



*To prevent the spread of disease, PDSA veterinary teams vaccinated 69,000 dogs, cats and rabbits*





**Five welfare needs**  
All pets need different things to keep them healthy and happy. Remember that each pet is a special animal. It's your duty to provide everything they need based on the following five welfare needs:

- They should have a suitable environment to live in.
- They should have a suitable diet.
- They should be able to express normal behaviour.
- They should have appropriate companionship, for company and when needed for support.
- They should be kept in good health and be given preventative health care, including surgery and dentistry.

**PDSA vets advise**  
Vaccinating your pet against preventable diseases is a vital part of responsible pet care.

For more information on the five welfare needs or further advice on looking after your pet, visit [www.pdsa.org.uk/pawreport](http://www.pdsa.org.uk/pawreport)

0800 912 5555  
0950 912 5555  
0950 912 5555

**pdsa responsible**

Preventive measures ensure that pets are protected



# Milo's story

PDSA vets saved the life of an extraordinary dog that acts as a guide dog for his blind canine 'brother'

Owner Angie Baker-Stedham relies on little crossbreed Terrier Milo to look after his blind adopted black Labrador brother Eddie. But this special relationship nearly ended in tragedy after brave Milo developed a life-threatening type of anaemia. Milo was taken ill and could not even face eating, prompting Angie to take him to our former PetAid hospital in Bute Street, Cardiff.

Milo was diagnosed with immune mediated haemolytic anaemia (IMHA) and needed an urgent blood transfusion. With time critical to save Milo's life, a student vet on a placement – Rhian Nicholls – offered her own dog, Honey, as a donor. Karen Jones, Veterinary Nurse at the PetAid hospital, was on hand to help administer the blood transfusion to Milo.

He went from being a very sick little dog to bouncing back to health. Milo was on medication for at least six months and needed regular checkups and blood tests so that our vets could monitor his progress. Milo is now leading a normal life again, leading Eddie around the local area during their daily walks.



- ✓ increased income from paid-for preventive services to £5.8 million
- ✓ performed just under 114,000 preventive procedures
- ✓ increased uptake of paid-for preventive services through special promotional campaigns

**Delivering preventive services**

# Maintaining our income

Since PDSA was founded in 1917 we have been sustained by the remarkable generosity of our supporters. Every penny we receive towards our veterinary services comes from the general public.

The largest source of such income is from gifts left to us in wills. They pay for the treatment of two out of three sick and injured pets and it is thanks to the thoughtfulness of those who remembered PDSA in their will that we received legacy income of £40.6 million.

We regularly meet our supporters through our programme of legacy awareness events and more than 1,400 supporters attended our sessions at stately homes, PetAid hospitals, retail stores and at community locations. Our work is also generously supported by a number of trusts and foundations and major donors and their substantial contributions uphold our ongoing work.

Our clients continued to help us by donating what they could towards the cost of their pet's treatment. In our PetAid hospitals, these voluntary client contributions increased to a record £8.5 million.

PDSA has a significant network of 177 retail stores and, while the general economic conditions continued to make trading difficult, the Retail team delivered a surplus of more than £2 million.

Gift Aid (tax claimed back from HM Government) was also substantial and delivered more than £1 million.

Additionally, our marketing campaigns produced positive results with the majority achieving more than expected income.

Meanwhile PDSA employees, volunteers and supporters joined in a wide range of exciting fundraising events and challenges from skydiving to diving with sharks, which raised more than £175,000, while six new community-based fundraising groups brought the total number of groups to 41. The community groups raised £35,000. We were also supported by almost 68,000 Best Friends who kindly make regular monthly donations and whose support is so valuable to our PetAid hospitals.



*A new initiative to sell raffle tickets in our retail stores helped to boost income*



Fundraising challenges, such as the Cardiff Half Marathon, bring in more vital income



# Star's story

A Jack Russell Terrier swallowed up to 80 pieces of gravel, which nearly killed her.

Tracy McCaul became worried about her beloved dog, Star, after she refused any food for 24 hours and was barely able to move. She took Star to Blackpool PetAid hospital, where vets realised Star was in trouble because they could feel 'crunchy material' in her stomach.

An x-ray revealed that the seven-year-old dog had swallowed huge quantities of gravel – with dozens of stones littered in her stomach. PDSA vets warned Tracy her pet would require risky surgery to remove the stones and that it was touch and go whether Star would survive.

The quantity of sharp stones passing through her intestines was damaging her and, given the possibility of them piercing her intestines, there was a danger of her developing potentially fatal peritonitis.

Vets carried out emergency surgery to remove the stones and thankfully Star recovered. But without the care and treatment our vets gave Star, she might not be alive today.



**PDSA  
success ...**

- ✓ received £40.6 million from the kindness of people who left gifts in their wills
- ✓ saw our retail network deliver a surplus of £2 million
- ✓ Gift Aid delivered income of more than £1 million
- ✓ received record levels of client contributions of £8.5 million

**Maintaining our income**

# Recognising animal bravery

On one tragic day in July 2010 a brave police dog lost his life as he tried to protect his handler and his colleagues from a gunman. As police dog Gage launched himself into the line of fire, his actions gave wounded officers vital seconds in which to seek cover and undoubtedly saved the life of his handler.

The courage of Gage in New Zealand – and an equally brave explosives search dog called Ajax in Spain – brought international attention to PDSA after they were both awarded the prestigious PDSA Gold Medal for their remarkable actions, at separate ceremonies.

We award the PDSA Gold Medal to animals that, through acts of bravery in non-military operations or exceptional devotion to duty, were instrumental in saving human or animal life. The PDSA Gold Medal is the highest honour for 'civilian' bravery and is accepted as the animal equivalent of the George Cross. Since its institution in 2001, the PDSA Gold Medal has been awarded to 23 heroic animals.

In June we made the award to Ajax, an Arms and Explosives Search dog working with the Spanish Civil Guard (Guardia Civil), who detected a car bomb in July 2009 which, had it exploded, would have claimed many lives.

Ajax and his handler Sergeant Juan Carlos Alabarces Muñoz received the PDSA Gold Medal from PDSA Deputy Chairman Brigadier (Ret'd) Andrew Warde at a special ceremony in Madrid. The event generated huge media coverage in Spain, the UK and beyond.

In August we presented the PDSA Gold Medal posthumously to Gage. In the incident, a suspect shot Gage's handler, Senior Constable Bruce Lamb, and was about to fire again when Gage leapt over his handler and was hit by a second shot. The bullet would have killed Senior Constable Lamb had Gage not responded as he did.

During the year we also awarded eight PDSA Commendations for animal bravery or devotion. Our highest award for animal bravery, the PDSA Dickin Medal, which is widely regarded as the animals' Victoria Cross, celebrated its 70th anniversary year.



*Gage, GM, with his handler Senior Constable Bruce Lamb*





Móstoles, 10-13

*The PDSA Gold Medal was presented to Ajax, GM, and his handler Sergeant Juan Carlos Alabarces Muñoz*

# Celebrating PDSA people

Volunteers are the lifeblood of PDSA and without their incredible contribution we would not be able to do the work that we do.

More than 5,000 volunteers support PDSA and every year we present a set of awards to our volunteers that reward and recognise their achievements. Our Volunteer of the Year in 2013 was Andrew Bain.

Andrew received the Young Volunteer of the Year Award for the role he plays at the heart of our Edinburgh Nicolson Street store. The 18-year-old showed such outstanding passion, leadership and determination to succeed that it inspired the judges to give him the overall Volunteer of the Year title. We also presented five further individual awards and one team award.

PDSA achieved the prestigious Investing in Volunteers (IiV) quality standard for a third time. This accreditation shows PDSA's continued excellence in volunteer management. We have been maintaining high standards since we were first awarded the quality standard in 2007 as demonstrated by our reaccreditation every three years.

While the majority of our volunteers work in our retail stores, there was also an increase in the number of veterinary volunteers working in our PetAid hospitals, rising to 167 during the year.

Long service is something we are proud to celebrate and nine loyal employees received their 25 years' Long Service Awards from our Chairman Michael Bolton.

The awards went to Veterinary Surgeons Chris Fry, Jill MacDonald and Anne Robinson; Veterinary Nurses Susan Mallul and Angela Fox; Senior Veterinary

Surgeon Martin Hedges; Head Nurse Denise Talo; Events & Heritage Manager Gill Hubbard and Leicester Regional Office Secretary Heather Robinson-Harvey.

We welcomed a number of recent graduates to start work in our Veterinary, Human Resources and Marketing teams as part of our plans to attract and develop new talent. A year-long programme aimed at developing PDSA's Future Leaders was introduced to enhance the skills and knowledge of employees assessed as having strong potential.

Many of our employees and volunteers, major donors and supporters were honoured to join Her Royal Highness Princess Alexandra, in October for a special celebration at Buckingham Palace of her 40 years as Patron of PDSA.



*PDSA Chairman Michael Bolton at Buckingham Palace with PDSA Patron HRH Princess Alexandra*

pdsa for pets in need  
Registered charity nos. 208207 & 50307965

PDSA  
Volunteer  
of the Year  
2013  
Andrew Bain

*PDSA Volunteer of the Year 2013  
Andrew Bain displays his prestigious award*



# Missy's story

When Missy's owners, John and Alison Staniforth, noticed that their dog was struggling to walk soon after they returned home one day, they decided to book an appointment with PDSA for a checkup the following day. By the next morning, Missy's leg was three times its usual size.

On arrival at our former PetAid hospital in Bute Street, Cardiff, Missy was rushed in by the veterinary team where she was treated with antibiotics, pain relief and fluids.

An examination revealed two small puncture marks on her foot plus clinical signs that indicated she may have been bitten by a snake.

Missy was closely monitored by the PetAid hospital for two weeks, receiving medication, pain relief and having her leg dressed every day. The problem seemed to be spreading up her whole leg to her elbow and extended to the under-arm area. Missy was becoming increasingly withdrawn and so the vets decided that urgent action needed to be taken to save her life.

Two options were available; skin grafts, which would involve lengthy treatment with no guarantee of success, or amputating Missy's leg. They decided on the latter and amazingly, after just a day recovering from surgery in intensive care, Missy was well enough to go home.

Alison said, 'I cannot thank PDSA enough for what they did.'



**PDSA  
success ...**

- ✓ a network of 5,300 volunteers
- ✓ veterinary volunteer numbers increased by 20% compared to 2012
- ✓ introduced talent programmes for graduates and future leaders

#### **PDSA presented ...**

- ✓ nine 25-year Long Service Awards
- ✓ Volunteer Awards to individuals and to one team who made outstanding contributions to PDSA

**Celebrating PDSA people**

# Raising awareness

Whether a celebrity 'tweeted' their support for PDSA to their thousands of followers, or supporters shared online articles or people read about us in their local newspaper, the diverse range of public relations campaigns and projects combined to create a record year for awareness of PDSA.

There were more than 6,000 items of coverage about PDSA spanning national press, television and radio, alongside regional titles and broadcasts, international media and online pieces.

Media coverage of the *PDSA Animal Wellbeing (PAW) Report*, for instance, generated more than 70 million opportunities to see PDSA's work in print, broadcast and social media and more than 3,000 copies of the *Report* were downloaded or distributed.

One of the most effective ways for us to raise concerns about pet obesity is through our diet and fitness competition for pets, Pet Fit Club, which is now in its eighth year and was our most successful to date, with coverage achieved in more than 1,400 media outlets.

We announced a competition to find the PDSA Pet Survivor of the Year for pets that survived illness or injury against the odds. This was particularly popular on social media sites with thousands of 'likes' and 'shares' of the story. Our social media presence grew considerably throughout the year and was integral to all our key PR campaigns.

Celebrities supported a number of our initiatives and encouraged their fans to get involved too. Comedy stars Ricky Gervais, Eddie Izzard and Graham Norton, agony aunt Denise Robertson, TV vet Steve Leonard, actor Joanna Page and singer Liz McClarnon all helped to boost our campaigns.

We worked closely with five corporate partners; Burgess, Hills, Mars, Centaur and the Met Office. Our relationship with the Met Office helped to build PDSA's profile and awareness on their website, while our partnership with Centaur is particularly strong as they support our fundraising, brand awareness and promote our pet wellbeing messages.



*Senior Veterinary Surgeons Sean Wensley and Paul Manktelow helped to promote our pet health messages*



*The work of our veterinary team at Stoke-on-Trent  
PetAid hospital was featured on BBC TV's  
The One Show*



A gift in  
your will?



pdca



# Star the cat's story

One-year-old Star is still standing, albeit without her tail. This had to be amputated due to the damage caused by an airgun pellet that hit her spine, causing paralysis and extensive nerve damage.

Owners Bev Obbard and Dave Thompson, who rehomed Star from a local rescue centre, knew something wasn't right when they noticed Star hiding in the garden, unable to walk. Assuming her injuries were due to a road accident, they rushed Star to Bournemouth PetAid hospital, but were shocked to discover the true cause of her misery.

Senior Veterinary Surgeon Uwe Holz explains, 'An x-ray clearly showed an airgun pellet, which had split in two and lodged in the spine. It was causing the nerve damage. It was touch and go as to whether Star would survive. Emergency surgery was carried out to remove the pellet and then it was a case of wait and see how well Star would recover.'

The good news is that Star did make a slow but steady recovery, and she started to use the affected back leg a bit more. However, the damage done to the nerves in her tail was beyond repair, so the only option was amputation. Star was confused at first after losing her tail, looking behind her as if to say 'where's it gone?', but she adapted really well. Thankfully the ordeal didn't change her loveable and friendly personality.



**PDSA  
success ...**

- ✓ generated almost 3 billion opportunities to see PDSA's work in print, broadcast and social media
- ✓ unprecedented levels of publicity with more than 6,000 items of coverage
- ✓ more than 20,000 Twitter followers and a 40% increase in Facebook 'likes'

**Raising awareness**

# Revealing the state of our pet nation

Three years ago we unveiled the first *PDSA Animal Wellbeing (PAW) Report* – the UK’s largest ever annual report into pet welfare, which highlighted that the welfare needs of millions of UK pets were not being met.

Unfortunately, the latest update of the *PAW Report*, which was published in 2013, revealed that awareness of the Animal Welfare Act 2006 and the five welfare needs within it has not improved. In fact there has been a further decline.

It was shocking to discover that more than 8.3 million pet-owning households are not familiar with the five basic things that pets need in order to be healthy and happy; a suitable place to live, the right diet, the ability to display normal behaviour patterns, appropriate companionship and protection from pain, suffering and disease.

Only 38% of owners are aware of the laws that govern pet ownership, which is a decrease of 7% (940,000 pet-owning households) since the first *PAW Report* in 2011.

There is no doubt that people love their pets. The *Report* shows that the majority of pet owners believe the UK is a nation of animal lovers and overwhelmingly believe it is important to monitor pet wellbeing regularly.

The findings prompted us to launch an innovative new digital tool – PDSA’s Big Pet Check [www.abetterlifeformypets.org.uk](http://www.abetterlifeformypets.org.uk) – which is designed to give owners an insight into their pets’ five welfare needs as well as advice on how to improve their pets’ general wellbeing.

The five animal welfare needs are of vital importance to the nation’s pets; they ensure that their most basic mental and physical requirements are being met. It was clear from the *Report* that many UK pets are missing out on these, not because owners don’t care but because there is a broad misunderstanding out there about what pet wellbeing really means.

We will continue to work closely with the veterinary profession and many other organisations to help owners towards a better understanding of the needs of their pets and to make a positive difference to pet ownership.

A download of the full *PAW Report* is available at [\*\*www.pdsa.org.uk/pawreport\*\*](http://www.pdsa.org.uk/pawreport)



**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



## The five animal welfare needs

# Encouraging young supporters

*'I like to give my old toys to PDSA so that children whose mummies can't afford new ones can have the ones that I don't need. The money they spend helps to make poorly animals get better.'*

The words of seven-year-old Thomas Wilkinson give a lovely insight into why he was declared our PDSA Pet Protector of the Year. Thomas joined our Pet Protectors Club for children after seeing a poster about membership in a PetAid hospital waiting room. At first he started donating his unwanted toys to PDSA and then he encouraged friends, neighbours and relatives to part with their unwanted items too.

When our veterinary teams carried out lifesaving surgery on Thomas's beloved Alsatian-cross Molly, it strengthened his resolve to give something back. He found more things to donate and also spent his pocket money in his local PDSA store. Thomas is registered disabled and has at least 25 allergies, mainly to different foods, to which he has had several life-threatening reactions. He thoroughly deserved to win the title Pet Protector of the Year and to enjoy his prize of being a vet for a day.

We are encouraging thousands of children, just like Thomas, to learn more about caring for pets and well over 50,000 children had a talk from a Community & Education Veterinary Nurse or volunteer in their school or youth organisation. Additionally, there were more than 25,000 visitors to the Education section of our website from where classroom teaching resources can be downloaded.

Our Pet Protectors Club for children celebrated its twentieth year with a party for members and continued the PDSA tradition of encouraging young supporters to learn more about caring for their pets. There are now well over 2,000 Pet Protectors in the Club.

One of our most active young fundraisers was Charlotte Lawson who earned the title of Fundraiser of the Year after she completed a gruelling fundraising challenge. During her school holidays, Charlotte walked 100 miles and included the Yorkshire Three Peaks and England's highest mountain, Scafell Pike, on her trek. Her fundraising total amounted to more than £1,300.





Community & Education  
Veterinary Nurse Sue Bartlett  
with Pet Protector of the Year  
Thomas Wilkinson



# Finbar's story

A rabbit on the brink of death was saved after vets used juice from the humble pineapple as a last resort to remove a giant furball inside his stomach.

Finbar the rabbit was rushed into Glasgow (Shamrock Street) PetAid hospital by his worried owners, James and Christina McNeil, after he suddenly stopped eating and drinking and appeared lethargic.

Our vets examined the poorly rabbit and suspected something might be wrong with Finbar's intestines so they prescribed drugs and liquid feeding at home to try to help him. When Finbar didn't make a marked improvement, an x-ray of Finbar's intestines showed that he had the biggest hairball staff at the PetAid hospital had ever seen, filling his entire stomach.

Realising that the two-year-old rabbit was close to death, Veterinary Surgeon Susie Hermit drew upon her knowledge about the possible benefits of pineapple juice in helping to break down hairballs. 'An enzyme contained in pineapple juice is claimed to break down the material that holds furballs together,' said Susie. 'However, the juice could just work because it provides rehydration and energy. I had heard before about using pineapple juice to treat this condition and there was nothing else we could do – it was an all-or-nothing situation.'

Thankfully Finbar started to improve after a combination of pineapple juice and drugs got his bowels moving. He made a full recovery.



- ✓ our classroom teaching resources were downloaded by almost 19,000 teachers
- ✓ more than 50,000 children received a talk from a Community & Education Veterinary Nurse or volunteer at their school or youth group
- ✓ membership of the Pet Protectors Club reached more than 2,000 members, with 140 schools running their own Club
- ✓ the Pet Protectors Club celebrated 20 years since it was founded in 1993

**Encouraging young supporters**

# Looking to the future

2014 will be a pivotal year for PDSA as we work hard to ensure that who we are and what we do are much more widely known.

We plan to expand our charitable objects, which are defined by two Acts of Parliament, so that we can do more to educate the public in matters relating to animal health and welfare. PDSA can make a real difference in this area, not just to our eligible clients but to the wider pet-owning population, many of whom may be unaware of the work of PDSA.

Investment in pet wellbeing and education will continue through our PDSA PetWISE programme and national initiatives to 'prevent the preventable', such as diseases, behavioural problems and conditions like obesity. In communities and in schools we will spread our pet health messages as we seek to make more people aware of the scale and impact of our activities.

We need to invest our funds where they will be most effective. Our Business Plan makes investment in our PetAid hospitals and infrastructure a priority, while we will also be developing our 'brand' to support our objectives, generate income and encourage ongoing commitment to our cause.

We are focused on maintaining our PetAid services and have plans to build new PetAid hospitals in Birmingham (Quinton) and Manchester, subject to funding. We also plan to open several new retail stores to enhance our presence on the High Street.

We could do so much more.

Our work can only continue because of the funds that the general public so generously gives to us. There are a number of ways in which you can help:

**Donations:** You can donate good-quality goods at one of our UK-wide network of stores. If you are a UK taxpayer, signing up for Gift Aid enables PDSA to reclaim tax paid on your donation.

**Gifts in wills:** You could leave a gift in your will and help sick and injured animals beyond your lifetime.

**Fundraising:** There are many challenging, exciting and fun ways to get involved with PDSA and raise money, from fun runs to sky dives.

**Raise awareness:** Spread the word about PDSA. We need to let people know about our work and to generate long-lasting support.

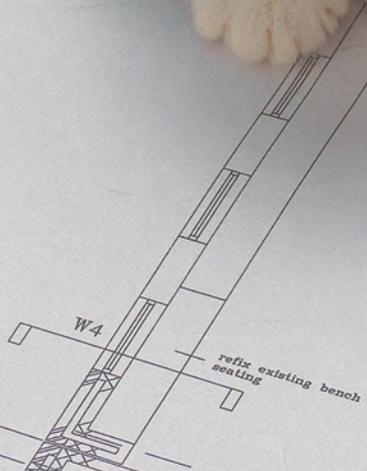
Thank you. It is only because of your commitment that we can give all our pets the happy healthy lives they deserve.





Refer drawing 20/1310/14 for section  
view of wall & window detail

form movement / construction joint  
& point with 15mm Flexcell mastic  
new wall fan to Disabled WC  
Disabled WC fixtures & fittings re-used



With your support we can  
help many more sick and  
injured pets in future

refix existing bench  
seating

waiting room

Your donations  
fund our operations





## PDSA PetAid hospitals

Aberdeen  
Basildon, The Coco Markus Centre  
Belfast  
Birmingham  
- Aston  
- Quinton  
Blackpool  
Bournemouth  
Bradford, The Jeanne Marchig Centre  
Brighton  
Bristol  
Cardiff, The Marian and Christina Ionescu Centre  
Coventry  
Croydon  
Derby  
Dundee  
Edinburgh  
Gateshead  
Gillingham  
Glasgow  
- East  
- Shamrock St  
Hull  
Leeds, The Frederick Jennings Centre  
Leicester  
Liverpool  
- Huyton, The Thomas Williams Centre  
- Kirkdale, The Jeanne Marchig Centre  
London  
- Bow  
- Hendon  
- New Cross, The Philippa and George Adams Centre  
- Thamesmead, The Freda Powell Centre  
Manchester  
Middlesbrough  
Newcastle upon Tyne, The Ann Coleman Centre  
Nottingham  
Plymouth, The Gwen Rees Centre  
Portsmouth  
- Cowplain  
Romford, The Julie and Robert Breckman Centre  
Sheffield  
Southampton, The Joan Stainer Centre  
Stoke-on-Trent  
Sunderland, The Reay Hudson Centre  
Swansea  
Wolverhampton

## PDSA fundraising groups

|                      |                       |
|----------------------|-----------------------|
| Aldeburgh            | Newcastle upon Tyne   |
| Basildon             | North Swindon         |
| Bearsden & Milngavie | Nottingham            |
| Belfast              | Oxford                |
| Berwick-upon-Tweed   | Penzance              |
| Bilston              | Plymouth              |
| Bournemouth          | Poole                 |
| Bridlington          | Sheffield             |
| Croydon Guild        | Stoke-on-Trent        |
| Denby                | Swanscombe & Dartford |
| Drumchapel           | Swindon               |
| Flintshire           | Teesside              |
| Gateshead            | Telford               |
| Gillingham           | Wessex                |
| Liverpool Bay        | Wrexham               |
| Lincoln              | York                  |

## PDSA PetAid branches

|              |                      |
|--------------|----------------------|
| Belfast      | Newcastle-under-Lyme |
| Huddersfield | Sheffield            |
| Ilford       | Southend             |
| Llanelli     | Southsea             |

## PDSA PetAid partnership hospital

Northampton

## PDSA PetAid practice locations

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

**167** volunteers  
 working in **PetAid**  
**2** PetCheck  
 vehicles  
**388** contracted  
 PetAid practices  
**470,000**  
 pets treated  
**3.6**  
 million  
 phone calls  
**177**  
**PDSA**  
 stores  
**8** PetAid  
 branches  
**323** PetAid  
**43** veterinary surgeons  
**2,200** members  
 of our  
 PDSA  
 Club  
**5,300**  
 volunteers  
**34,641**  
 legacy  
 pledgers  
**113,910**  
 preventive  
 procedures  
**682**  
 nursing team  
 members

## PDSA retail stores

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

Information correct as of end December 2013

# Income and expenditure

## Voluntary income

|                     |          |
|---------------------|----------|
| Legacies receivable | £40.612m |
| Donations and gifts | £23.754m |

## Activities for generating funds

|   |          |
|---|----------|
| Merchandising income and charity store income | £20.576m |
| Preventive services                           | £5.777m  |
| Lottery and similar income                    | £3.478m  |
| Investment income                             | £1.769m  |
| Gain on disposal of fixed assets              | £0.596m  |

**Total incoming resources £96.562m**



|  |          |
|--|----------|
| Charitable activities  | £63.465m |
| Fundraising trading*   | £22.818m |
| Cost of generating voluntary income  | £10.535m |
| Investment management  | £0.119m  |
| Governance (including internal and external audit costs, Council expenses and general overheads) | £0.225m  |

**Total resources expended £97.162m**

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

The information on this page is a summary of the statutory accounts of PDSA for 2013. 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](http://www.pdsa.org.uk)**

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

**[www.pdsa.org.uk](http://www.pdsa.org.uk)**

Registered charity nos.  
208217 & SC037585



**pdsa**  
for pets in need of vets