

ANNUAL REVIEW 2016





Our Mission

*Together we will
improve the life of
every pet through
Prevention, Education
and Treatment*

Our Vision

*A lifetime of
wellbeing for
every pet*

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

Contents

- 04** PDSA by numbers
- 06** A message from Jan McLoughlin,
our Director General
- 8** What we do:
Preventing
Educating
Treating
- 22** Understanding the state of
our pet nation
- 24** Driving awareness and support
- 26** Honouring animal heroes
- 28** Raising the money to help our pets
- 30** Case studies
- 36** Our valiant volunteers
- 38** Income and expenditure

WE RUN
48  PET
HOSPITALS

WE EMPLOY
300
VETS,
TOGETHER
WITH A 
600
-STRONG VET
NURSING TEAM

WE HAVE A
NETWORK OF
125
PDSA
CHARITY
SHOPS 

 WE ALSO
FUNDED CARE
THROUGH
377
ASSOCIATED
PET PRACTICES

WE HAVE
2,200
YOUNG PET 
PROTECTOR
SUPPORTERS

OUR WORK IS
SUPPORTED BY
3,686
VOLUNTEERS



WE TREATED
429,000



**SICK AND
INJURED PETS**

WE **300,000**
HELPED
PET OWNERS



A message from Jan McLoughlin, our Director General

As we edge closer to PDSA's milestone Centenary, it is an opportunity not only to reflect on the amazing history of the charity, which in that time has helped more than 20 million pets and provided in excess of 100 million treatments, but also to look forward.

Though our fundamental mission stays the same as it was when PDSA was founded almost 100 years ago, times change and we must change with them. We'll continue to explore new and different ways to evolve and manage our services, allowing us to deliver the greatest public benefit with the finite charitable resources available to us.

It is with that future view always in mind that last year we extended our charitable services and nearly half of our Pet Hospitals started offering reduced cost, paid-for vet services to those pet owners who previously had not been able to access our services. This is a pragmatic and efficient way of making PDSA care available to a greater proportion of people and pets in need, within the communities we serve.



I believe this innovative, progressive approach, where paid-for charitable services help fund our lifesaving work, is vital as we face the many challenges confronting not just PDSA but every major charity today. While demand on services (and the corresponding cost) has soared over the last decade, our income sources, like all charities, continue to come under huge pressure, due to global and national economic and social factors. While we have no control over the bigger economic picture, we can take measures to live within our means, seeking opportunities to generate income which in turn helps to fund and protect our vital frontline services.

Since its inception, PDSA has never stood still. To survive, succeed and continue our great work for the next 100 years, we must continue to adapt – while remaining true to our core principles. I know we have the resolve and capability to do so, and with the commitment of all our fantastic colleagues and volunteers and the endearing generosity of our supporters, I know we will get there, together.

Jean



What we do

Karen Jones, Nurse Team Leader, Cardiff PDSA Pet Hospital, The Marian and Christina Ionescu Centre

“Saving, supporting and protecting pets is what PDSA is all about. For those who are sick or injured, we provide expert treatment. And while some conditions can't be avoided, lots can. So, we're also committed to helping owners keep their beloved pets fit and well through preventive medicine and a ground-breaking education programme.

“But our input and influence on pet health and wellbeing goes further than that: our annual survey of pet owners and the veterinary profession – The PDSA Animal Wellbeing (PAW) Report – is recognised for giving unique and vital insight into the state of our pet nation, helping to highlight where more work is needed to help improve the wellbeing of pets.

“We also help raise the status of animals in society through our world-famous Animal Awards Programme. Since 1943, we have recognised the gallantry of animals in times of conflict through the PDSA Dickin Medal. More recently we have celebrated bravery or devotion in non-military settings, through the PDSA Gold Medal, along with outstanding devotion, through the PDSA Order of Merit and Commendation respectively.”





*Saving,
supporting and
protecting pets
is what PDSA is
all about*

pdosa
HELPING HELPER
Veterinary Nurse

pdosa
HELPING HELPER
Veterinary

pdosa
HELPING HELPER
A VET HELPS A PET

Preventing

Uwe Holz, Senior Vet, Bournemouth PDSA Pet Hospital

“Protecting pets from disease is something we are passionate about here in Bournemouth, and across PDSA as a whole. It’s very important to me that we do all we can to promote preventive care to our clients, and to pet owners generally.

“First and foremost, it’s good for animal welfare. We shouldn’t wait for a pet to become ill and suffer before taking action. Second, treating preventable conditions takes up a lot of

valuable time for our hard-pressed vets and vet nurses: time that could be spent with other sick and injured pets.

“In 2016 we provided preventive veterinary care to nearly 249,223 pets, helping vulnerable owners keep their beloved pets healthy and safe.

“Finally, it makes good sense financially. Treating a puppy for parvovirus or an adult pet for a pyometra (womb infection) is very expensive – and many of these poor animals won’t survive these conditions anyway. So as a charity

We vaccinated
72,000
pets to protect
them from illness
and disease.

We neutered
33,000
pets to prevent
unwanted litters
and a range of
life-threatening
conditions.

We microchipped
52,000
pets to help reunite
them with their
owners, should they
become separated.

We dispensed
more than
250,000
flea treatments
and over
150,000
worming products.

dedicated to animal wellbeing, we must continue to make every effort to convince owners of the importance of preventive care.”

At PDSA a charge is made for preventive care services, which generated over £7 million income for the charity in 2016. This includes proceeds from our ‘Perfect Start’ preventive care packages – specially designed to keep young pets healthy and happy.

Thanks to generous funding from the Marchig Animal Welfare Trust, we’ve been offering free cat neutering and microchipping through our PetWISE programme. This makes a real difference to the current and future health and wellbeing of thousands of cats across the UK.




Case study

Maisy

Maisy the cat was just hours from death with pyometra – a serious infection of the uterus which can rupture and lead to death - when she was saved by PDSA vets.

Though potentially fatal, pyometra can be simply prevented by having pets neutered. Luckily, with PDSA’s help, Maisy pulled through and is now back home with her relieved family.



Across the UK, owners of sick and injured pets are living through the darkest of times . . .



Educating

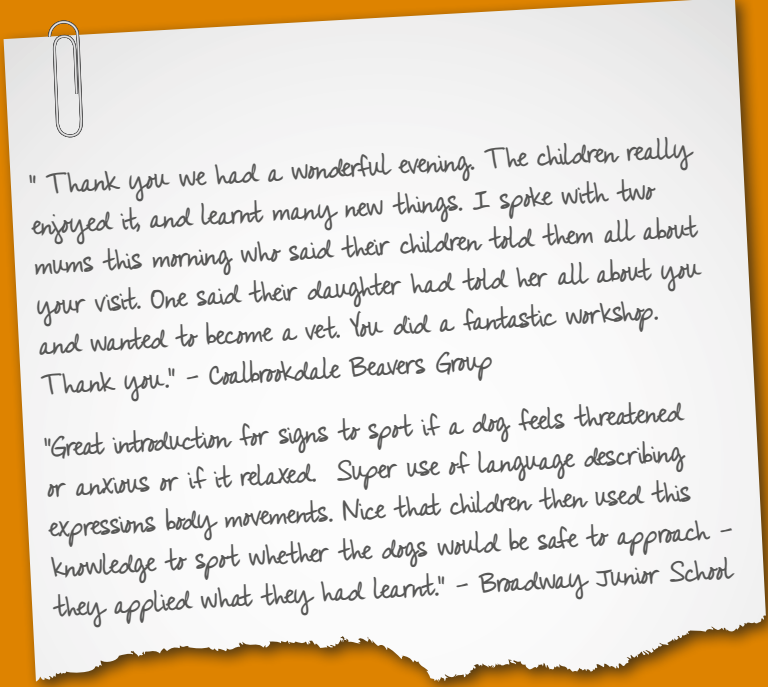
Kaya Hawrylak, PDSA Community & Education Veterinary Nurse

"Today's children are tomorrow's pet owners, and many already help look after family pets. So we work hard to reach them, in school or through clubs, to talk about what pets need to be healthy and happy. We also engage with adults through social or work settings.

"Last year we engaged with a record number of 93,000 young people, talking about PDSA, presenting videos and discussing anything from dogs' body language to overweight cats to lonely rabbits. It's a great way to engage people about pet welfare. We know many of them go home and talk to their families about it, so the message really does get through."

Another significant part of our education work in communities right across the UK is delivered through our mobile PetCheck service. During 2016 our Pet Check vehicles, kindly donated by Robert Breckman in memory of his wife, Julie, visited over 250 locations on tour, visiting towns and cities throughout the UK, sharing pet wellbeing advice. Over that time, they carried out over 3,500 free wellbeing checks for dogs.

Here's a small sample of the feedback received:



"Thank you we had a wonderful evening. The children really enjoyed it and learnt many new things. I spoke with two mums this morning who said their children told them all about your visit. One said their daughter had told her all about you and wanted to become a vet. You did a fantastic workshop. Thank you." - Coalbrookdale Beavers Group

"Great introduction for signs to spot if a dog feels threatened or anxious or if it relaxed. Super use of language describing expressions body movements. Nice that children then used this knowledge to spot whether the dogs would be safe to approach - they applied what they had learnt." - Broadway Junior School

*Today's children
are tomorrow's
pet owners*



The five animal welfare needs



Environment – the need for a suitable environment (place to live).



Diet – the need for a suitable diet.



Behaviour – the need to be able to express normal behaviour.



Companionship – the need to live with, or apart from, other animals.



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





All our education work is underpinned by the five welfare needs as defined by the Animal Welfare Acts.

Treating

Day-in, day-out, PDSA waiting rooms throughout the UK are buzzing with activity as pets arrive for treatment: some booked in for operations, some seeking advice and consultation, many in need of emergency care.

- Across the UK we see 5,000 pets each and every day
- Last year we helped more than 300,000 pet owners in need
- Each minute 13 pets need our help
- Cases range from life-saving surgery to routine appointments
- Many pet owners who previously missed out on PDSA treatment under our eligibility criteria can now benefit from our new, reduced-cost, paid-for service.



Vets bring back little Max 'from the dead'

There are literally thousands of life-saving stories seen at our Pet Hospitals every single day and Max's is just one of those that reminds us why our work is so important.

While awaiting treatment for an unrelated condition, West Highland Terrier, Max, suffered a cardiac arrest in the waiting room at our Liverpool (Kirkdale) PDSA Pet Hospital, The Jeanne Marchig Centre. Vets rushed to the 12-year-old dog's aid and carried out emergency CPR to restart his heart.

PDSA Vet, Donald Helliwell, said: "When Max's heart stopped, my colleagues came rushing to help. We always have a 'crash box' on hand containing emergency drugs and syringes, and used this along with CPR to try and resuscitate him. After about five minutes we managed to get his heart beating again and stabilise him."

Max's owner Doris Griffiths (83) said: "Max is my only companion and means everything to me. The vets basically brought him back from the dead and I'm so grateful. Now he's home I've set up a bed downstairs so I can be close to him while he recovers."



A veterinarian in blue scrubs is shown in profile, focused on a patient in a clinical setting. The background is softly blurred, showing medical equipment and a window with light streaming in. The overall mood is professional and caring.

***At PDSA we care for pets
when their owners simply
can't afford to . . .***



Understanding the state of our pet nation

Nicola Martin, Head of Pet Health & Welfare

"Are pet owners really prepared for ownership? How much exercise do dogs get? How many cats live with other cats they don't get on with? How many rabbits are living alone?"

"Until recently nobody knew the answers to these questions. But thanks to our ground-breaking PDSA Animal Wellbeing (PAW) Report, run in conjunction with YouGov, we now have solid evidence about the challenges facing pets and vets in the UK.

"Every year we ask thousands of vets and pet owners about issues that really matter – and the results are helping to shape policy and improve the state of our pet nation".



The findings from our PAW Report 2016 include:

More than
5.2 million
UK pet owners did
no research at
all before choosing
their pet.

98%
of pet owners
underestimate the
lifetime cost of
pet ownership.

Only
35%
of pet owners are
familiar with their
responsibilities under
the Animal Welfare
Acts.

16%
of dogs (1.6 million)
are walked less
than once a day.

2.3 million
cats (21%) are living
with another cat
that they don't get
on with.

52%
of rabbits (780,000)
are living alone
without the company
of another rabbit.

Obesity will be the
biggest pet welfare
issue in 10 years'
time, according to
the vet profession.

18%
of pet owners would
consider getting
a puppy from a
puppy farm.

Read the full report at : pdsa.org.uk/pawreport

sky



VETERINARY
TIMES

THE  TIMES

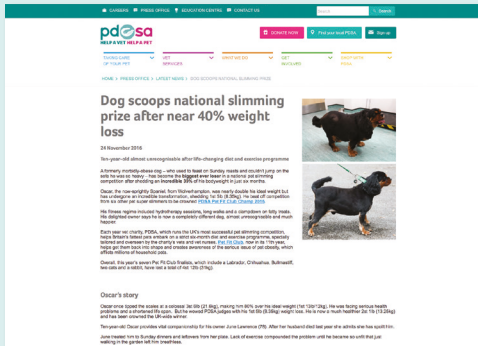
Driving awareness and support

Mary Bawn, Head of PR & Marketing Communications

“Saving pets and changing lives is at the heart of what we do as a charity. We rely on the kindness and generosity of the pet-loving public to help us to continue our vital work.

“That’s why telling people about what we do, why we do it and the incredible impact of our work on pets’ lives is critical in driving support.

“In 2016 we took the work of PDSA and our pet wellbeing education messages to tens of millions of people through a wide range of marketing activities, including press coverage and TV advertising, which has helped to drive awareness, engagement and income to support our vital frontline services”.





Honouring animal heroes



Gill Hubbard, Awards & Heritage Manager

“As well as all our vital work in treating pets, preventing illness and educating owners, PDSA also recognises the remarkable achievements of those animals who perform heroic deeds, show outstanding gallantry and display exceptional devotion.

“Our Animal Awards Programme is the most prestigious in the world and fulfils one of our founder’s dearest aims: raising the status of animals in society.”

In 2016 we staged some major animal award presentations, including:

- Lucca is a retired US Marine Corps dog who protected the lives of allied troops in Iraq and Afghanistan. During six years’ service, she completed over 400 missions and lost a leg while on duty. She was honoured with the PDSA Dickin Medal – the animal equivalent of the Victoria Cross.
- Sgt Reckless was a US Marine Corps war horse who survived one of the bloodiest battles of the Korean war. In just one day she made 51 trips from the Ammunition Supply Point to the firing sites. She then carried wounded soldiers down the mountain to safety. She was awarded a posthumous PDSA Dickin Medal for her bravery and devotion to duty.
- Five-year-old Belgian Malinois, K9 Killer, from Kruger National Park in South Africa, was awarded the PDSA Gold Medal for his work protecting rhinos from poachers. He teamed up with comedian Ricky Gervais (pictured top right) to present Killer with this very special award.
- In all we presented three PDSA Dickin Medals, one Gold Medal, two Order of Merits and 26 Commendations.



Lucca is pictured with her owner
Gunner Sgt. Chris Willingham

Raising the money to help our pets

With 48 busy Pet Hospitals and clinics to run, not to mention all the additional services we deliver and all the vital support functions needed, it costs a lot of money to keep the UK's leading veterinary charity going. We need to raise over £60 million every year to fund our veterinary service: a task made even more challenging as we receive no HM Government funding.

Our largest source of funding is gifts left in Wills. Supporters also help to fund our service through regular giving schemes, by sponsoring a poorly pet, by donating their clothes and other goods to our Shops, or simply by making one-off donations.

Our reduced-cost, preventive care (see p10) generates more essential funding, as does our new range of PDSA Vet Care products - selected using our veterinary expertise and on sale in shops and online. Our specially tailored Pet Insurance helps owners protect their pets while supporting PDSA.





We also receive fantastic support from our clients: they make voluntary contributions over the counter, something we greatly appreciate. Last year we received £9.6 million in this way.

Our PDSA Shops are a familiar sight on high streets across the UK where our dedicated retail teams do a wonderful job selling a broad range of new and donated goods, supported by a small army of volunteers.

Then there's all our fabulous marathon runners, coffee morning hosts, sponsored dog walkers, local boot-sale organisers and much more. We salute you all!

We're also fortunate enough to enjoy amazing support from Players of People's Postcode Lottery. In 2016 their funding was ploughed into vital preventive work and supported our task force of Pet Wellbeing Champions, promoting pet welfare on the front-line. At the end of the year we received news of an additional £2 million, which will help fund our pet A&E service through 2017.





Case study

Bobby

Ten-year-old Spaniel Bobby was saved by PDSA vets after being attacked by a swarm of wasps while on a family camping trip. The stings triggered an auto immune reaction, which could have been fatal without rapid intervention.

The trip was abandoned and owner Lisa rushed Bobby to PDSA, where he was met by our out-of-hours team. Vets provided emergency treatment and kept him in hospital until he was strong enough to return home.

Lisa said: “PDSA have been brilliant, we thought we were going to lose him but they saved his life. Bobby means the world to me and my family, I’ll always be grateful for PDSA’s help.”



Case study

Elsa

The festive season nearly ended in tragedy for cat lover Tara Christmas (real name!) after her cute kitten, Elsa, suffered poisoning from nibbling a poinsettia plant.

When Elsa became sick Tara took her to PDSA and tests soon revealed the cause. She was put on a drip and her condition monitored closely. “When I came home without Elsa my kids were heartbroken, they thought she wouldn’t ever come home again,” said Tara.

Senior Vet Robert Haselgrove said: “Thankfully she was brought to us in time and, after receiving treatment, Elsa was able to go home.”

Tara continued: “We were overjoyed to have her home with us again, and I can’t thank PDSA enough for saving her life – it was the best Christmas present ever!”



Case study

Mukka

Poor Mukka the cat was left fighting for life after being shot with an airgun pellet, which ricocheted through his body damaging seven internal organs. The one-year-old was rushed to PDSA by his owner Jamie after coming home in severe distress.

"I knew something was seriously wrong. He just lay down on the floor panting and coughing," said Jamie.

Senior Vet Duncan said: "Mukka is very lucky to be alive. The pellet hit his kidney, passed through his large and small intestines narrowly missing a major artery, then punctured his stomach, diaphragm and lungs. I think he's lost at least seven of his nine lives after this ordeal."

Jamie added: "Mukka is a part of our family and we've had him since he was a kitten. If it wasn't for PDSA, he simply wouldn't be here with us today."



Case study

Prince

Prince the tiny Chihuahua needed life-saving surgery after his windpipe was torn in a freak accident while on a walk.

Head Nurse Miriam Wilson said: “It’s a mystery how the injury occurred, his windpipe was damaged and air was leaking into his body. Without intervention, he would have died. He underwent major surgery to repair the tears and give him a chance of survival.”

Prince stayed at PDSA for five days before he was well enough to go home. Owner Sarah said: “We were over the moon to have Prince home with us again, but he was still quite poorly and needed daily medication.

“After a week his stitches were removed and now he’s back to normal. PDSA have been amazing. I’m so grateful to them for saving Prince’s life.”

***PDSA - Saving pets,
changing lives.***





Our valiant volunteers

Jill Bartholomew, PDSA Shop Manager, Kilmarnock

"We're blessed to have the support of so many wonderful volunteers at PDSA. Most help in our Shops across the country, though we have volunteers supporting us in our Pet Hospitals and offices too.

"All of them contribute to what we do as a charity. Their generosity and dedication helps our vet teams carry out life-saving work every day. Each and every volunteer can be proud of what they help to achieve for poorly pets.

"I adore them – every day I remind them, you are PDSA!"

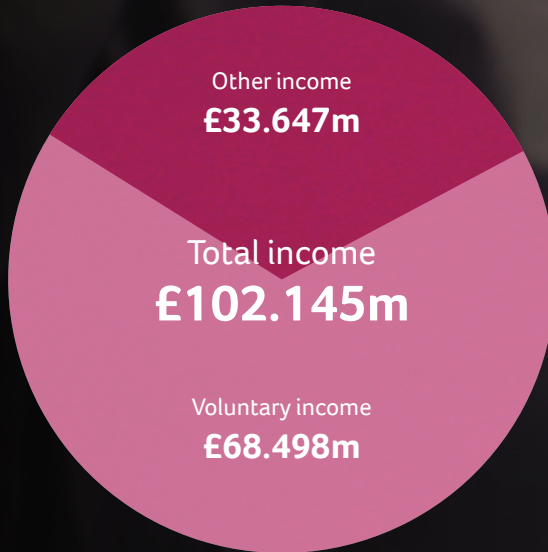


**In 2016,
3,686 volunteers
donated their time and
expertise to support PDSA**

**Their contribution was
worth £12.7million to
the charity, in terms
of savings on wages.**



Income and expenditure



The information on this page is a summary of the statutory accounts of PDSA for 2016.
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 PDSA and
our work, freephone
0800 917 2509
PDSA Head Office,
Whitechapel Way,
Priorslee, Telford,
Shropshire TF2 9PQ



pdsa.org.uk

© The People's Dispensary for Sick Animals 06/16
Registered charity nos. 208217 & SC037585

