



Partnership at the heart

Working together for Battersea



Welcome

All charities rely on the generosity and goodwill of their supporters, and Battersea Dogs & Cats Home is no exception. This year, more than ever, has been about partnership: growing and nurturing existing relationships, and forging exciting new ones.

Partnership is at the heart of all the work we do at the Home. We continue to rescue and rehome thousands of animals every year, as well as raising awareness of animal welfare and pet ownership issues, and reuniting lost pets with their owners. But we can only achieve this by working together: with each other, with our volunteers, with the police and local authorities, with other animal welfare organisations and the media, and with you – our supporters. This Annual Review celebrates some of these partnerships.

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“From potential rehomers to local authorities and the media, all these partnerships contribute to the success of the Home”

Howard Bridges
Interim Chief Executive



“Through a year of economic hardship, our rehoming figures have remained relatively steady – a fact that reinforces our faith in the kindness and compassion of the British public”

Robin Bolton
Chairman



Introduction from the Chairman

Looking back on the work of Battersea Dogs & Cats Home during 2009, I am enormously proud and grateful that there are so many people committed to supporting and continuing the work of this unique organisation during these undoubtedly challenging economic times. It is timely that the theme for our 2009 Annual Review is Partnership, as Battersea could not exist without the support of its people; the staff, the volunteers who give their precious time and of course the many dog and cat lovers who support the Home, either through financial contributions or by offering loving new homes to the animals in our temporary care.

During times of economic hardship, many charities experience the knock-on impact of reduced fundraising and legacy income and certainly we are no different in that respect. However, our recent efforts to streamline processes and improve efficiency within the Home have allowed us to make best use of the resources available to us. Furthermore, our key messages spelling out the benefits of rehoming a rescue dog or cat seem to be hitting home. Throughout 2009, our rehoming figures have remained relatively steady; a fact that constantly reinforces our faith in the overall kindness and compassion of the British public.

Nevertheless, there is no room for complacency; we must continue to develop and improve if we are to meet the increasing demands being placed upon us. To this end, a programme of exciting new fundraising activities has been developed for roll out during our 150th anniversary year.

For example, our first star-studded celebrity gala dinner – the Collar & Cuffs Ball – took place at the Royal Opera House in September 2009. The event was a fundraising success, delivering much high-profile media coverage, and will be repeated again on an even grander scale in 2010.

Starting work on a new cattery at our London site was another major highlight of 2009. Due for completion in summer 2010, this fantastic new facility will significantly improve the experience of the many hundreds of cats that pass through the doors of our London site every year.

On behalf of the dogs and cats, I would like to thank our wonderful staff, volunteers and supporters for all they have achieved in 2009. It has been a challenging but hugely rewarding year for Battersea Dogs & Cats Home, and as we approach our landmark 150th birthday in 2010 we can look to the future with fresh purpose and confidence.



Robin Bolton
Chairman

Interim Chief Executive's foreword

Partnership is vital for Battersea Dogs & Cats Home and impacts on everything we do. As a leading animal welfare charity we offer an essential service to society, but in turn we must also rely on the support of others to be able to carry out our work. Through this mutually supportive approach, I am extremely proud of what my team has been able to achieve in 2009.

Within the Home, we work in partnership on a daily basis. The strength and commitment of the management team here at Battersea meant that I was able to step up to the role of Chief Executive last November, maintain the momentum of change within the Home and drive a programme of improvements to animal welfare, customer service and longer-term organisational security.

Many recent operational improvements are about increasing the levels of understanding and cross-departmental working within the Home. For example, we have looked at how our fundraising, events and PR work can better support our operational services, and how changes to our volunteering capability can be used to even better effect.

Beyond the immediate environs of the Home, there are a number of relationships which are just as essential to us. From our fundraisers and potential rehoming to local authority dog warden services and the Police; from fellow animal welfare organisations to key political stakeholders and the media: Battersea is dependent on them all for their support – and we have something special to offer them in return.

A key objective is to ensure that all these partnerships work to their full potential and contribute to the success of the Home. The reason for this is simple: it is to achieve the best possible result for our most important partners, the dogs and cats in our care. Their welfare remains the driving force behind everything we do.

In this 2009 Annual Review we will outline the progress we have made in the past year and we will also highlight the challenges we face as we look to the future.



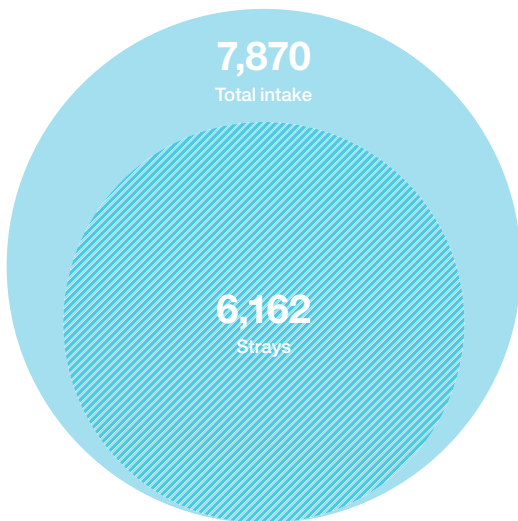
Howard Bridges
Interim Chief Executive
November 2009 – June 2010

Intake and assessing

Almost 150 years on, Battersea’s founding principle remains the same: we aim never to turn away a dog or cat in need of our help. But to achieve this in an ever more challenging social and economic environment, the ability to forge effective partnerships with other organisations has become critically important.

The total dog intake figure for 2009 was 7,870, of which 6,162 were strays, meaning that although overall figures have fallen, the percentage of stray dogs coming into the Home has remained constant at between 70–80% of total intake.

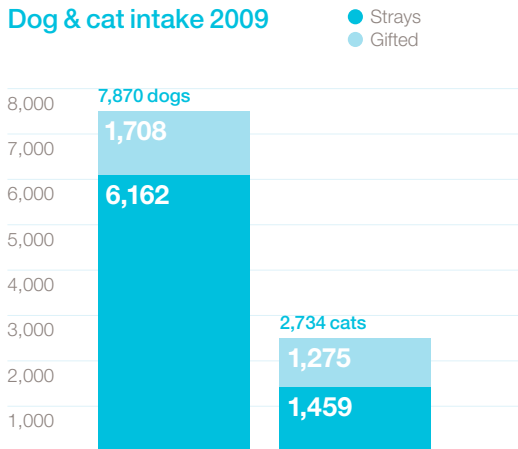
Total dog intake 2009



Kennel space is a constant concern and requires a careful balancing act. To relieve some of the pressure on the Home we have established a close working dialogue with many local authorities across London in an attempt to encourage more dog warden services to hold dogs at their sites for a short period so that their owners can trace and reclaim them more quickly and conveniently. This joint effort has not only led to a reduction in the number of dogs coming into the Home, but has also improved the opportunity for local reunites. Our research shows that of those reunites taking place, over 90% occur within 72 hours of the dog straying.

Planned, structured stray intake agreements such as this have enabled our staff to improve the quality of service provided to the dogs already in our care. More time available to work with and assess the dogs on site and a reduction in waiting times for behavioural assessments means that dogs can potentially move through the Home more swiftly and spend less time in kennels before finding a new home.

Dog & cat intake 2009



Another benefit of this arrangement is that it has eased the pressure on how we manage the arrival of dogs and cats brought in to us by members of the public. Behaviourists now have more time to collect important details when an animal is brought into us, knowledge which can often allow them to progress an animal more quickly from initial assessment to eventual rehoming.

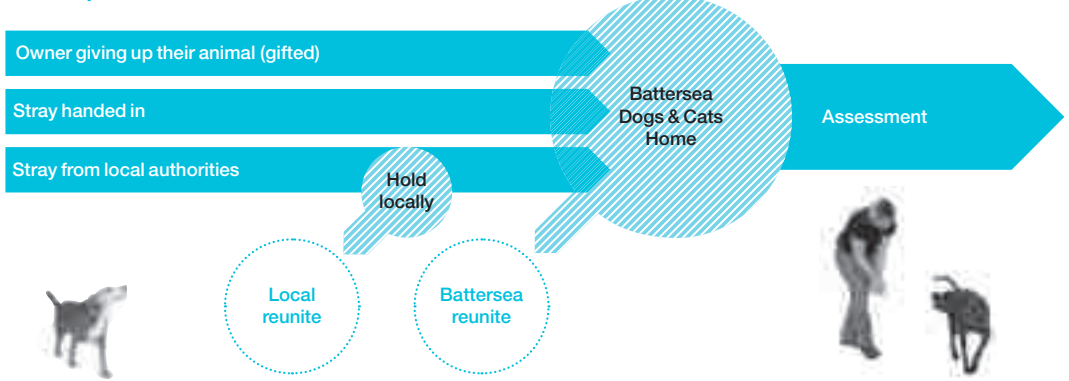
+50%

Bull breeds: Percentage of intake 2009



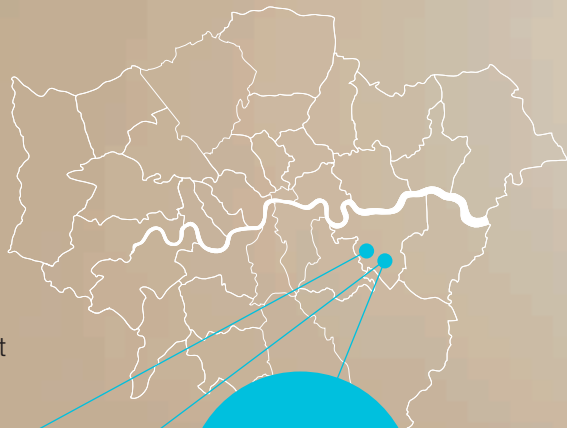
Bull breeds continued to make up over 50% of the Home's overall intake throughout 2009, with the most prevalent breed remaining the Staffordshire Bull Terrier. Though their reputation has suffered in recent years, most criticism is unjustified, and 2009 saw us continuing our educational work to prove that in the right home environment, these dogs can make wonderful, loyal and loving family pets.

Intake process



Intake and assessing Local authorities

Local authorities have a statutory responsibility to handle the stray dog population and in London their work has never been more vital. A large part of Battersea's work involves establishing and building relationships with these local authorities to support their work and to help as many lost animals as possible to be reunited quickly and locally with their owners. In the case of Billy the Terrier, this partnership approach between Battersea and the London Borough of Lewisham meant that within 36 hours of escaping from his New Cross back garden – and with the help of Battersea's Lost Dogs & Cats Line – he was safely reunited with his owner.



Reunited with owner
Tuesday
1:30pm

Lost
Monday
9:45am



Found
Monday
11:25am



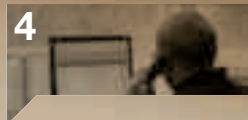
1
Owner reports lost dog to local authority and Battersea's Lost Dogs & Cats Line



2
Local authority contact Battersea to inform them they are holding the animal



3
Dog is identified and owner informed



4
Local authority inform Battersea the animal has been reunited and will not need to be admitted



Lost and found

At Battersea, as for any organisation, forward planning is key. In order to manage our finances and our workload efficiently, we need to be able to accurately predict how many animals and owners will need our help.

This fact was brought into sharp focus for the Home from April 2008. A change in the law meant that many local authority dog warden services were under-resourced and under-equipped to meet their statutory duties. As a result, we suddenly faced a steep increase in the number of stray dogs arriving at our sites and our kennels were crammed to capacity. Since then, has the situation improved?

Throughout 2009, Battersea spent time liaising with all London local authorities to highlight the need for effective local dog warden services, to explain the Home's own operational constraints and to agree workable local solutions that would not compromise the welfare of any stray dog in London.

The key objective has been to encourage local authorities to hold stray dogs at source for the first few days as this is known to increase the chance of their owners tracing them. It also eases the pressure on the Home. This approach has achieved some success but there remain areas of London where stray dog control services need further support; our representations to these local authorities will continue in 2010.

The Home has taken further steps to increase public awareness of how to trace a lost dog or cat in London as research shows that many owners still would not know where to look or who to contact if they lost their pet. Various print and digital advertising campaigns for Battersea's Lost Dogs & Cats Line ran across London and the surrounding areas throughout 2009.



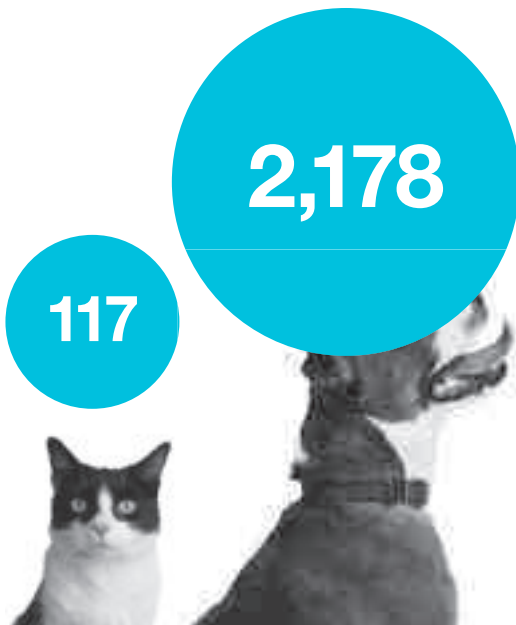
We ran various campaigns for our Lost Dogs & Cats Line across London in 2009

In July we launched a Lost Dog Kit to help owners take practical steps to trace their pet – an initiative in line with the Lost Cat Kit that was launched in 2008.

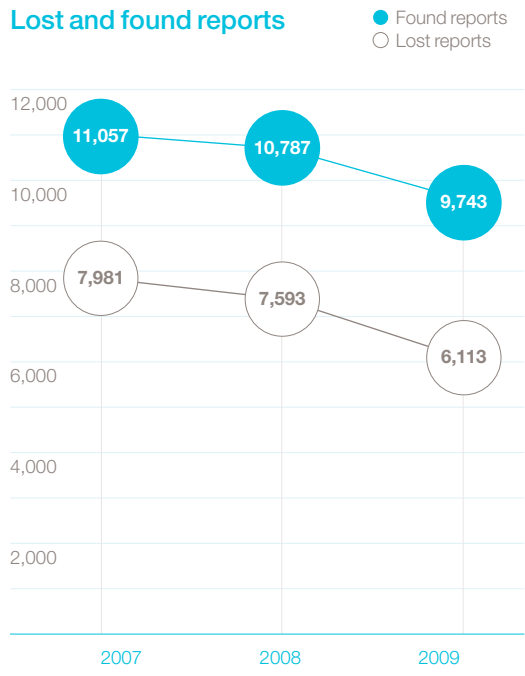
The overall number of calls to the Lost Dogs & Cats Line was slightly down from 2008 with 6,113 lost reports and 9,743 found reports during the year. We managed to reunite 2,178 dogs and 117 cats with their owners, compared to 2,752 and 109 the year before. This is encouraging news for the feline community but for our canine friends this could be one area where the credit crunch has taken its toll.

All in all, 2009 saw a cautious recovery from the impacts of the stray dog legislation of the preceding year. Nevertheless in 2010, the onus clearly remains on Battersea and its local authority partners to reinforce public messages of responsible ownership and to increase awareness of the procedures for tracing a lost pet.

Dogs and cats reunited in 2009



Lost and found reports



Lost and found
Working with you
to find your pet



Online help kit



1

Complete an online lost
dog or cat report



2

Contact your
local authority



3

Design and print
your poster



4

Search your
local area



When Steve became separated from his dog George on a walk, he turned to the Lost Dog Kit for help. As he lived within the M25 area, he was able to report him to Battersea's Lost Dogs & Cats Line as soon as he went missing. Battersea staff gave him a unique reference number and with George's distinguishing features logged, they were able to start the search for him and alert Steve should he arrive at the Home.

Next, Steve contacted his local authority animal wardens by finding their details on the Lost Dog Kit site, and used Battersea's online tool to design a poster to display in his local area. Step four was to search for local veterinary surgeries and animal shelters and inform them of George's disappearance. George's story has a happy ending, as he was brought into Battersea by a member of the public, and thanks to the lost report made earlier, they were able to contact Steve, who collected him on the same day.

Our people

It is thanks to the continuing support and dedication of our people that we remain a world-class animal welfare organisation. The staff and volunteers at Battersea work in partnership to ensure that all the dogs and cats receive the attention and affection that they so deserve. This level of care is at the heart of everything we do.

Staff

Battersea has over 300 staff across its three sites and for them, 2009 was another year of opportunity for engagement and development. We improved internal communications by launching regular meetings between senior managers to share information, intelligence and ideas. We also carried out a review of the staff benefits package, consulting with focus groups from all areas of the Home. The new staff benefits package will be introduced in 2010.

Our dedicated staff members have over 1,500 years of experience between them. We continued to meet their training requests, filling 833 places at various courses run both internally and externally during the year. We also thanked everyone with more than 10 years' service at a special Christmas awards lunch.

Volunteers

2009 was also a year of growth and development for Battersea's committed army of volunteers. The introduction of a new Volunteer Manager enabled greater consistency and integration across the Home's three sites. During this time, the team also developed a five-year strategy with the aim of securing a sustainable future for the Home's volunteering services.

A good level of recruitment across 2009 meant that volunteer numbers exceeded 300 for the first time. The volunteers also vastly increased the number of hours they dedicated to the Home, spending 25,899 hours with the dogs and 10,168 hours with the cats, and working in close partnership with staff to ensure all the animals in the Home received the love and care they needed.

36,067

hours of time volunteered



In 2009, the volunteering team branched out from walking and socialising the animals, and expanded into other areas of the Home. As well as animal welfare volunteers, the Home now also benefits from the special expertise and talents of volunteers across a range of areas. The introduction of clinic volunteers, behaviour unit volunteers and an increase in office and breed rescue volunteers has ensured that staff and volunteer partnerships have continued to grow and develop.

A corporate volunteering scheme has also been developed to extend partnerships with external organisations that may bring benefit to the Home.

2009 has been a fabulous year for Battersea's volunteers, and we will continue to build on this progress in 2010. The volunteers' partnership with the Home is valued extremely highly by all of the staff in the Home and most importantly, by the dogs and cats who receive their care and attention every single day.

Working together



Our people

Supporting each other

Every dog and cat that arrives at Battersea is supported throughout its stay by a dedicated team of experts. From the Animal Welfare Assistants who feed and care for the dogs and cats, to the behaviourists, volunteers and veterinary staff who monitor their emotional and physical needs, Battersea's staff work as a team at all times to ensure our residents receive the best possible care. Here is a dog's eye view of the process, courtesy of Charlie.

A day with Charlie

Early morning

Kennel clean and breakfast
Sara, Animal Welfare Assistant



Mid morning

Walk to park
Jenny, Volunteer



Late morning

Toy time
Carley, Volunteer



Early afternoon

Taken by rehomer to meet
potential new owner
Brian, Rehomer



Mid afternoon

Lunch
James, Animal Welfare Assistant



Late afternoon

Time to relax in kennel
Peta, Animal Welfare Assistant





Rehoming

When the match is right, the relationship between a dog or cat and its new owner is one of the most satisfying partnerships there can be.

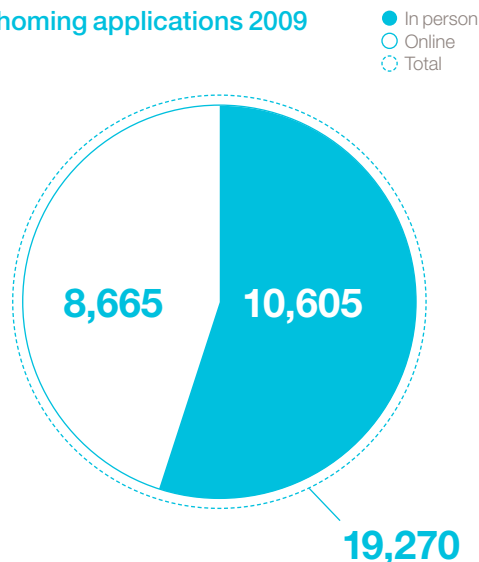
During 2009, many animal rescue centres reported a sharp drop in the number of people coming forward to adopt a dog or cat. Here at Battersea we experienced a minor decline in visitor numbers but our rehoming figures actually increased by almost 9% overall, with 5,417 dogs and cats going to happy new homes. The level of interest from potential dog and cat owners remains encouragingly high.

We also have an impressive rehoming rate for the many bull breeds that come into the Home and find responsible, loving family homes with very happy outcomes.

There are a number of specific reasons why our figures have bucked the trends during these testing times, but generally it is an indication of the public's high regard for this long-standing institution. Clearly Battersea is still high on people's radar when it comes to finding the perfect pet.

In 2009, we encouraged people to register their interest via the Internet. As a result, our online rehoming applications soared in 2009 with 8,665 applications – over 45% of total applications.

Rehoming applications 2009



Another factor is that rehoming a Battersea rescue dog or cat offers amazingly good value. All our animals have had a full health check, are fully vaccinated and microchipped and have either been neutered or come with discounted neutering vouchers to use at your local veterinary clinic. They have been assessed for their temperament and general character and importantly, time and effort will have been taken by our team of trained rehomers to match any potential owner with a dog or cat ideally suited to them.

5,417

animals rehomed in 2009



A perfect match

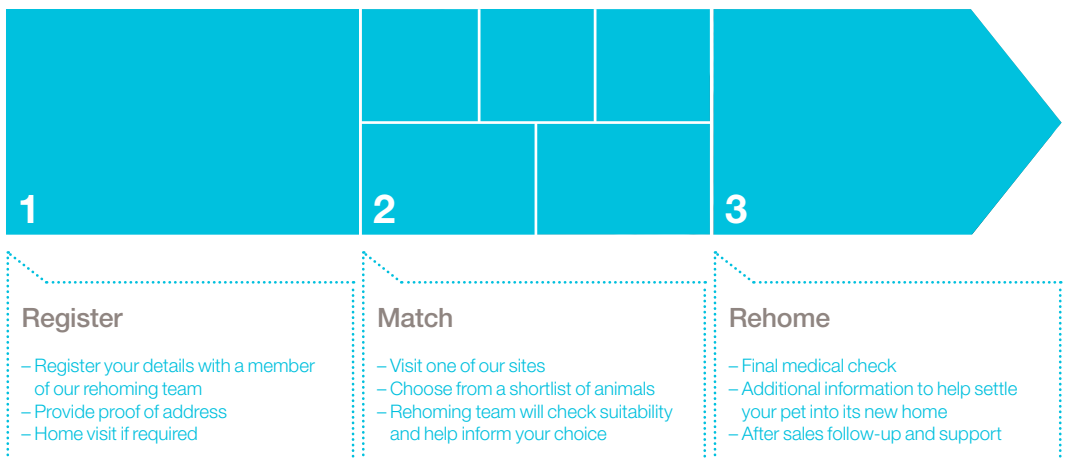
Michael and Ena Kingston are delighted with Chloe, their new best friend. She settled in from day one and is a lovely friendly dog. She takes herself off to bed at nine o'clock every night and spends the days playing in the garden.

Battersea operates a non-selective intake policy which means that we are unable to either predict or dictate the types of dog or cat that come into the Home. At the moment over 50% of all our dogs are Staffordshire Bull Terriers or bull breed crosses and admittedly it can be a challenge to counter the many negative and undeserved perceptions people have of this breed type. In spite of this we have a rehoming track record which is second to none in the animal rescue sector and a testament to the dedication and expertise of our rehoming team. If you are lucky enough to adopt a dog or cat from Battersea there is a very good chance that the match will be a happy and enduring one for you and your pet.

The work we do in partnership with external breed rescue organisations and the working dog communities of the police and armed forces continues to go from strength to strength and in 2009 we found over 200 homes through this route.

In 2010, we will be introducing a new Customer Charter that will not only set out our customer commitments but further clarify and simplify the rehoming process and allow us to continue to rehome as many dogs and cats as possible to suitable new homes.

Rehoming process



Rehoming Working with the Media



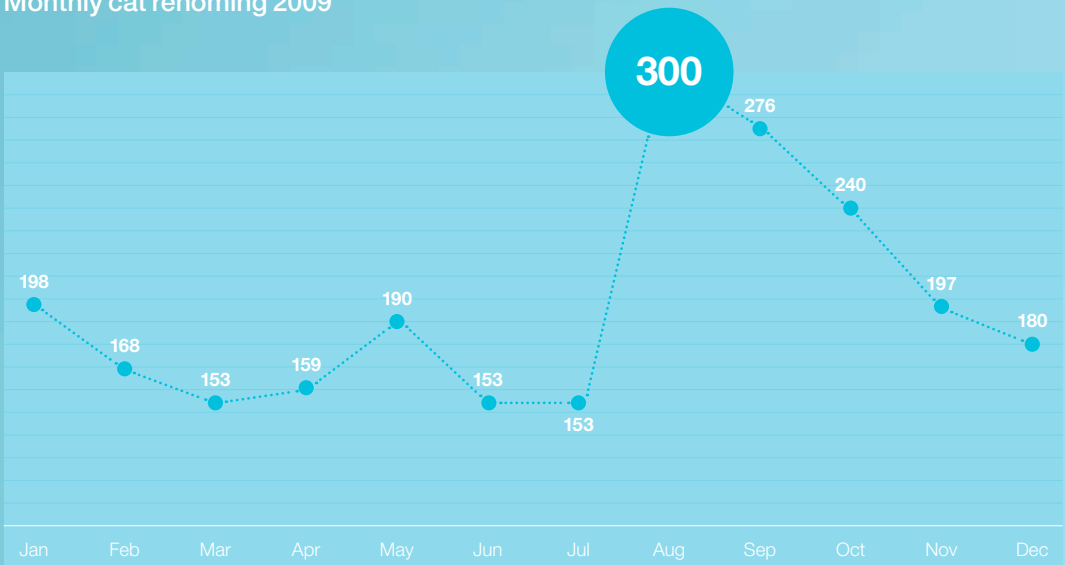
Battersea's Communications team works proactively with local and national media to raise awareness of the Home's work and provide an authoritative voice on the importance of responsible ownership.

Our Communications team managed to secure a wealth of national and regional coverage in print, online and on local radio stations. London's cat lovers rallied to our call and by the end of August 300 cats had found new homes.

Whether it is countering the maligned reputation of the Staffordshire Bull Terrier or highlighting the issue of dangerous dogs in society, it works tirelessly to counter negative perceptions and provide reassurance to potential owners that Battersea is the best place to begin the search for a loving new companion. That message has proved particularly powerful for our feline friends over the summer of 2009, when our cattery was full to capacity with 174 cats on our waiting list.



Monthly cat rehoming 2009





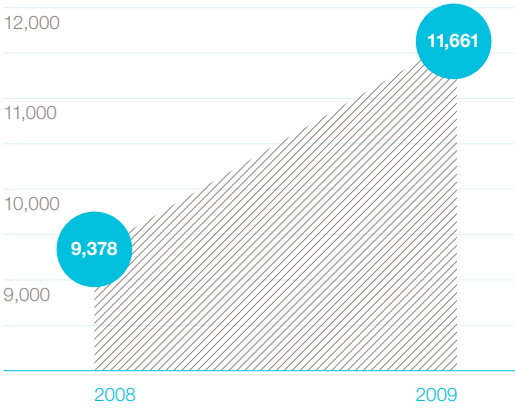
Our key sites

Brands Hatch

At our Brands Hatch site there was a steady increase in the number of visitors, from 9,378 in 2008 to 11,661 in 2009. This was in part due to the efforts of staff to overcome the challenge of its rural location and become more proactively involved in the local community. This meant stepping up our presence at local fêtes and community events, including the Kent County Show, as well as providing more talks to schools and WI groups by our Events and Education team.

There was also a significant increase in the number of volunteers in 2009, from 10 volunteers in 2008 to over 20 by the end of 2009. Thanks to the hours they put in the dogs and cats in our care enjoyed more walks and socialisation. We hope the number of volunteers at Brands Hatch will continue to grow further in coming years.

Brands Hatch visitors



Old Windsor

In 2009 Battersea Old Windsor saw an increase in both visitors and animals. The centre rehomed over 730 dogs and almost 600 cats – approximately 24% of all animals rehomed across Battersea’s three sites. This inevitably led to a need for more volunteers, and 2009 saw volunteer numbers almost double, rising to 70 compared to 40 the year before.

In 2009 Old Windsor was able to provide foster homes for a total of 54 animals: 26 dogs and 28 cats. The Home hopes to increase the number of fosterers across all its sites in 2010.

Old Windsor volunteers



300

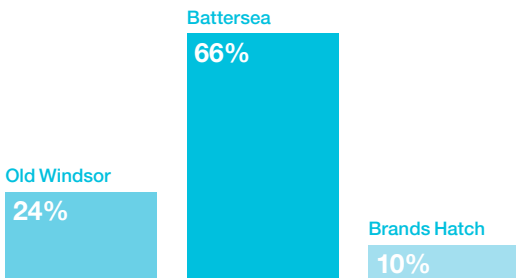
Record number of cats rehomed
in August 2009

London

London's animal welfare team has strengthened during 2009. It is now 53 members strong and has introduced a range of local operational improvements to working procedures, hygiene regimes and working relationships with external suppliers. Better inter-site communications have also created more streamlined intake procedures and mean that Old Windsor and Brands Hatch can now provide direct support to the London site at times when space is a concern.

There has been a drive to increase the availability of toys at all sites. Toys improve the interaction between staff/volunteers and animals, and aid the assessing process by providing more fun and stimulation. The Fundraising and Communications teams have played a supporting role to increase the number and variety of toys being donated to the Home, and have run dedicated campaigns to generate toy donations.

Animals rehomed across all three Battersea sites



The rate of cats arriving at the Home remained steady throughout 2009, but cattery space reached crisis level during the summer when a sudden drop in rehoming interest left us with a cattery that was full to the brim. Thanks to an urgent media appeal for help, our cats and kittens were soon featuring in newspapers across the UK and the great British public rose to the challenge and gave homes to 300 cats in August, our most successful month yet.

1,009 cats were assessed at the London site throughout the year, following cat assessment training being given to four rehomers and nine members of the Behaviour Unit, and over 200 cats were fostered during this period. Behaviour programmes were updated and standardised and standard operating procedures were formulated to ensure the best possible care for our residents whilst ensuring staff and volunteer safety. All members of the cattery worked on a breed profile project to train and develop cat assessors on the traits of particular cat breeds. The Home has seen an increase in the number of breed cats so ensuring that all staff and volunteers understand their individual needs is a positive step forward in their care.

A major development for the Home in 2009 was the start of construction for the new cattery. The external frame was in place by the end of 2009 and work continues full steam ahead for the completion of the project by late summer 2010.

Our key sites

Working together

Sometimes the animals arriving at Battersea need extra care and attention. It could be as simple as requiring a calm space to recuperate, or something more complex like specialist veterinary care. Whatever their situation, our three sites are each equipped with their own facilities designed to meet a variety of needs.

Holly arrived at our Brands Hatch site when her owner was no longer able to care for her. Upon initial examination it became clear that she would need some clinical attention to help with an eating disorder and that our London site was best suited to provide this short-term care.

After a few days Holly was feeling much better and ready to find a new home, and as our Old Windsor site had space in its modern cattery the decision was made to transfer her to its rural location; where she was soon spotted and taken home by her delighted new owner.

Dedicated staff from Battersea's three sites all played their part in giving Holly's story a truly happy ending.



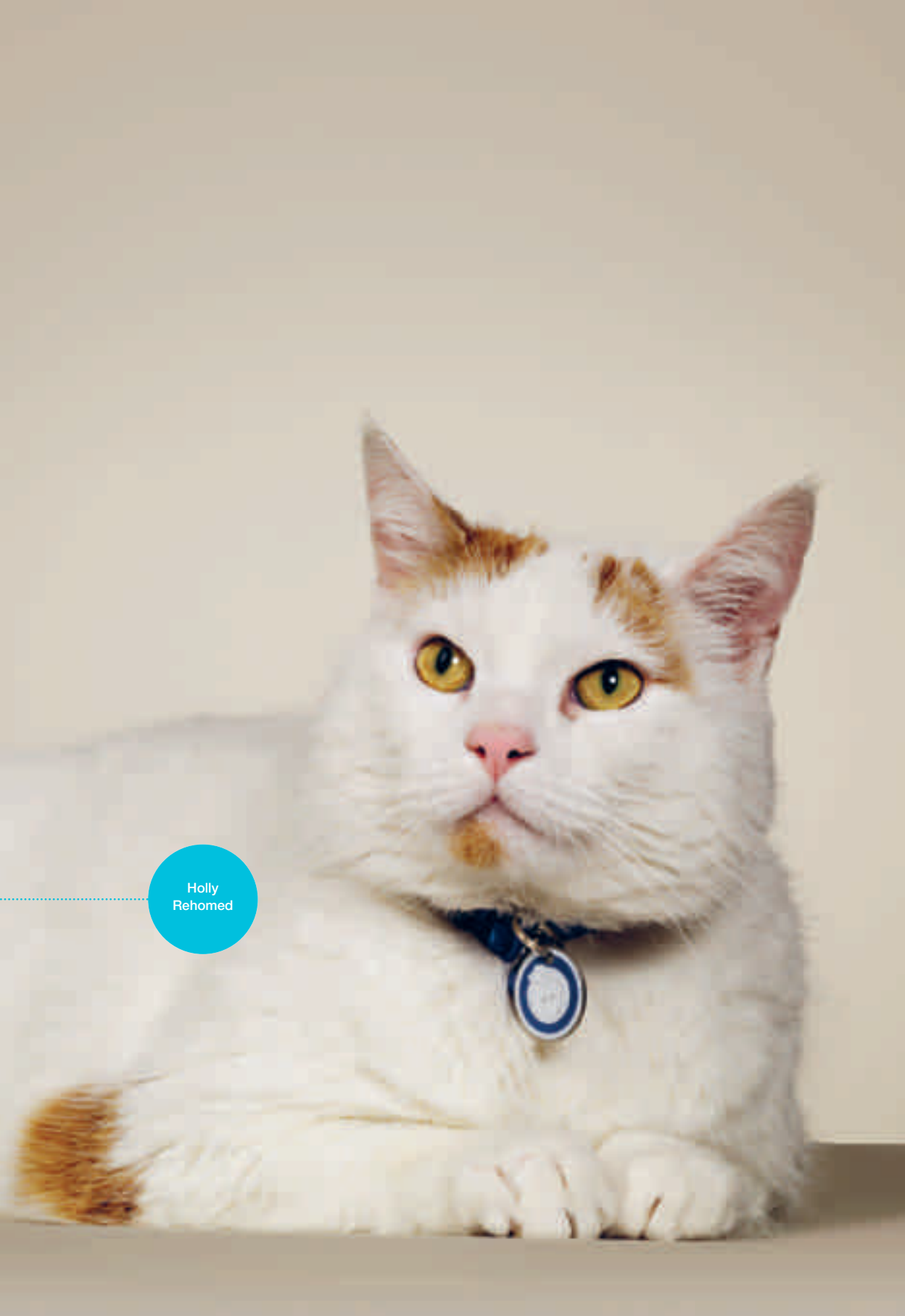
Holly arrives at Brands Hatch



Transferred to London for medical treatment



Due to available space, transferred to Old Windsor



Holly
Rehomed

Veterinary clinic

The Home’s high standards of care are evident from the moment any dog or cat walks through our doors. Our 30-strong veterinary team has been working closely with Battersea’s animal welfare and behaviour teams to develop a new “triage” system, so that the health and behaviour of all animals can be assessed on arrival.

Managing the constant threat of disease from incoming animals is a daily challenge. The teams have also been working together to develop a set of standard operating procedures to minimise the spread of infection throughout the Home.

A successful trial of secondments from Battersea’s animal welfare department into the veterinary clinic has further strengthened the working relationship between the two departments. The clinic now has two full time Animal Welfare Assistants responsible for walking, feeding and caring for the dogs and cats undergoing veterinary care. Other former Animal Welfare Assistants have also joined the Clinic as student veterinary nurses – a move which has opened up an exciting new avenue of career opportunities.

The veterinary clinic teamed up with the College of Animal Welfare to take on student nurse placements as well as assisting the Royal Veterinary College by running a series of two-week placements for their veterinary students. Further links were forged with a number of other external organisations including The Blue Cross in Victoria and Wey Referrals in Woking. Both organisations agreed to carry out specialist surgical procedures on Battersea animals that the in-house team was unable to undertake. Wey Referrals took on a particularly complicated case with a dog called Tasha who required specialist soft-tissue surgery for a condition that left her with recurring inner ear infections. The procedure would normally cost around £1,000 but Wey Referrals kindly performed Tasha’s operation free of charge.

Tasha taking it easy post-op



Veterinary team

Our dedicated staff are on hand
to provide the highest level of care

Melissa

Pepsi-Ann

Behaviour

We want to ensure that the animals in our care have the best possible chance of being rehomed successfully with suitable, loving new owners. This takes a combination of specialist behavioural knowledge, time and patience. It also means that staff in the Behaviour Unit need to work across the animal welfare functions at all three Battersea sites.

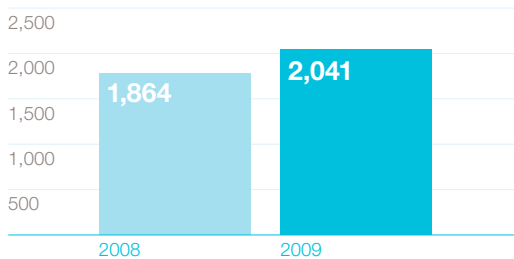
We have nurtured these inter-departmental partnerships to allow the behaviourists to work much more closely with our veterinary team. For example, a behaviourist now assesses every dog on arrival, alongside Clinic staff, to provide a basic behaviour guideline for animal welfare staff. Armed with that knowledge, we can build up a more detailed and accurate picture of a dog's temperament. This is absolutely vital if an animal's future rehoming potential is to be realised.

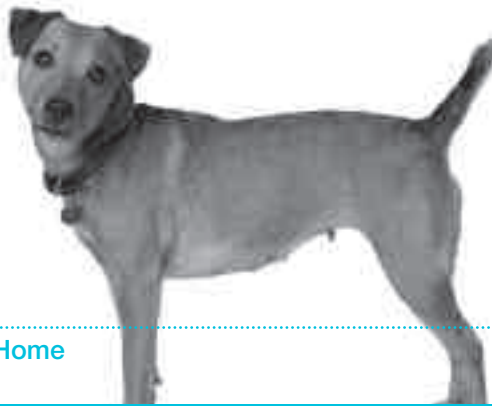
Five additional animal behaviourists joined the unit in 2009, and the department has been developing a range of assessment and remedial techniques designed to make it more effective at identifying specific behavioural problems unique to certain breeds. The Behaviour Unit has also increased its work with external partners throughout 2009 and staff have been working closely with students from Bristol University on a project looking into assessment standards. Once completed, the unit hopes to work with other universities to create a recognised standard for dog assessing which can be used across the animal welfare sector.

Beyond the Home, the Behaviour Advice team has increased its presence at shows and events across the UK working in close partnership with the Events and Education team, giving training demonstrations and dispensing behaviour advice through over 300 event-based consultations.

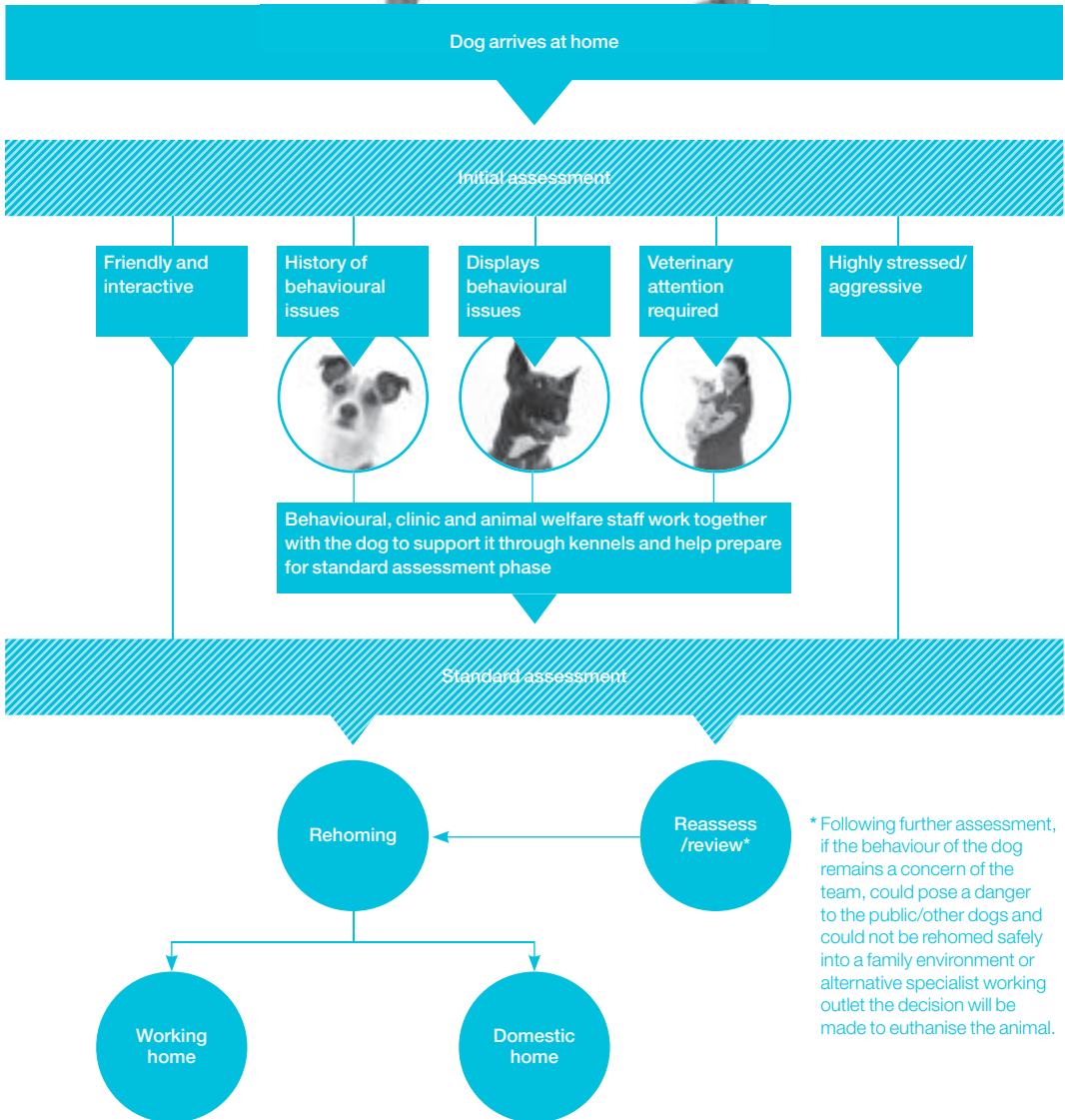
Meanwhile, our Behaviour Advice Line was busier than ever, taking 2,041 calls in 2009 – an increase of over 10% from the year before.

Behaviour Advice Line calls





Journey through the Home

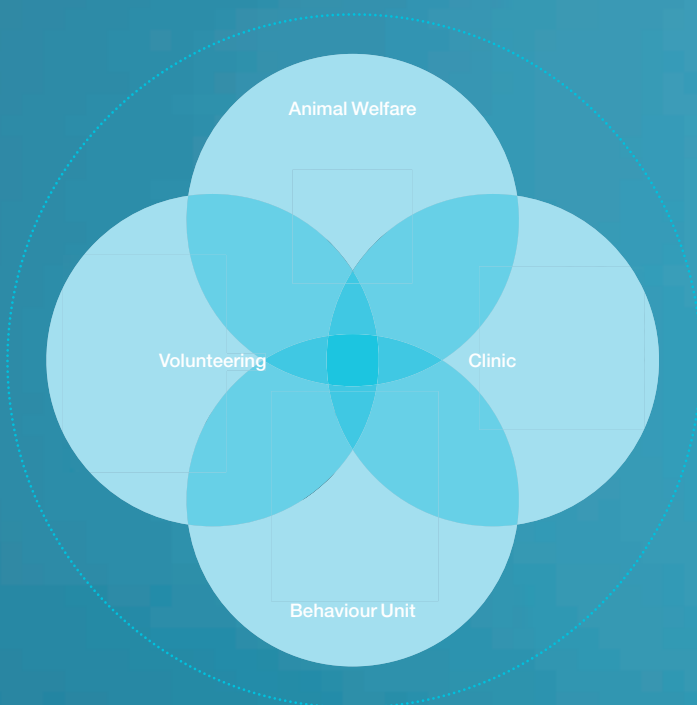


Behaviour Informed knowledge

When an animal first arrives at the Home, staff work closely together from the outset. From the initial medical and behavioural assessment within the first 24 hours of an animal's stay to the after-care service for new owners, our trained volunteers, clinic staff, behaviourists and animal welfare team work as a team to ensure the best possible chance of a positive outcome for all the dogs and cats in our care.

Ronnie, a two year old English Bull Terrier, arrived at our London site as a stray. Although a healthy, active boy, he was initially wary of people he came in contact with and did not enjoy kennel life. Our behaviour team recommended a programme of play and socialisation with our animal welfare staff and volunteers and this patient, caring approach soon brought Ronnie out of his shell and within a few short weeks he was ready to go to a loving home.

Joint assessing assists animal welfare and volunteer staff





Ronnie

Policy, education and events

Raising public awareness of the issues that impact on our work is a key part of Battersea's remit. We constantly strive to highlight possible improvements to animal welfare legislation or policy in the UK, as they may apply to the dogs and cats in our care; and to provide advice and education to the public on responsible pet ownership.

The positive progress we made in this field in 2009 served to illustrate the great depth of knowledge and expertise that this long-serving institution holds.

Policy initiatives

We appointed our first ever Policy Officer in order to provide a proactive, informed and objective voice on policy and legislative issues that may directly affect the work of the Home. Initial work involved prioritising, formalising and agreeing the policy messages for the Home but towards the latter part of 2009 work began to establish links with key opinion formers in central, London and local government. An active programme of policy engagement is now under way and will continue throughout 2010.

Education and Community Engagement

We continued to spread the word on responsible pet ownership to a wide range of audiences including school children, Brownie groups, civil servants, teachers, international animal rescue organisations and community groups.

Battersea gave over 150 educational talks during this period and also developed a special presentation pack to enable trained volunteers to give talks and spread the word more widely about the work of the Home during our 2010 anniversary engagement programme.

Key groups for our education department are five to nine year olds, who are most vulnerable to dog related injuries, and those over 12 years old, who are most at risk from anti-social behaviour with dogs. To target younger age groups, the education team worked with teaching professionals, other charities and public bodies to develop education packs in line with the national curriculum. In 2009 almost 2,000 packs were sent out to schools up and down the country.

Our *People with Dogs Project* provides a film and workshop to highlight the problem of young people and anti-social behaviour with dogs. The project continued to be a success in 2009 and has now evolved to provide training for dog wardens, the police and child services departments, who work with young people at risk of developing anti-social behaviour.

Education

Educating children about responsible pet ownership is a key priority for the Home



Our free education resources assist teachers from Foundation Stage to Key Stage 4

PwDP

The *People with Dogs Project* is a scheme aimed at tackling anti-social behaviour with youth and dogs set up by the Home in conjunction with The Blue Cross, RSPCA, the GLA, Metropolitan Police and Wandsworth Council



Scott

Jane

Laura

From left to right:
Scott Craddock, Director of Customer Services;
Laura Jenkins, Director of Animal Welfare; and former Battersea resident Leonard meet MP for Battersea, Jane Ellison

Annual Reunion

Our established Annual Reunion in September pulled in the crowds once again



Friends



Awards

Winners



Supporters



Battersea dogs provided a rescue dog agility display at the CLA Game Fair in July



Old Windsor

The sun was shining at Old Windsor's Open Day

40

Number of events attended in 2009

Updated and redesigned leaflets for children and young people called *The Battersea Code* were rolled out in 2009 to raise awareness of safety around dogs and understanding cats. Battersea's online offering was extended with a safety quiz, and the addition of jokes, puzzles and e-cards to make Battersea's educational messages more accessible and interactive to young people.

The Education department also diversified the types of visits and tours it took part in. They formed a partnership with fashion and active wear retailer Howies and gave a presentation to a group of customers in-store to highlight the work of the Home. In addition, Battersea worked closely with *The Big Issue* as part of their health week by offering free tag engraving, advice on lost dogs and free collars, leads and treats.

Events

We took part in over 40 shows and events in 2009. Established events such as the Annual Reunion held in Battersea Park and the Old Windsor Open Day once again pulled in the crowds and Battersea retained its presence at Crufts in order to promote the benefits of rehoming rescue dogs.

In terms of new engagements in 2009, the Home travelled further afield to the Country Land and Business Association (CLA) Game Fair in Leicestershire. The event proved hugely successful and Battersea dogs provided a rescue dog agility display to appeal to new and more rural potential rehomers.



One of the greatest highlights of the year was the forging of partnerships with local authorities, notably Wandsworth, Lewisham and Lambeth. The Events department established local authority shows to educate the public on issues around dogs such as neutering, microchipping, behavioural advice and responsible pet ownership, helping to reduce the stray intake that has such an impact on the Home's operations.

Detailed planning also got underway to develop an exciting programme of PR activity and events for our 150th anniversary in 2010.



Battersea team and supporters at Lewisham agility day (November 2009)

Fundraising activity

Battersea relies almost entirely on the generosity of the public to fund the work of the Home through legacy donations and various fundraising activities. Throughout 2009 and in the approach to its 150th anniversary year, Battersea's fundraising team has been exploring some exciting new ways to harness financial support and public goodwill.

Fundraising activity

In 2009 we established a five year Fundraising Strategy for the Home; taking into account the difficult economic climate but also acknowledging the increasing operational demands being placed on the Home. As an important first step to delivering this strategy, we implemented a new database system giving the Home access to over 200,000 contacts. In addition our presence on social networking sites like Twitter and Facebook allowed the Home to reach and engage with a much wider audience, boding well for future communications and fundraising initiatives.

Among the numerous fundraising events that took place throughout the year, there were some clear highlights. For example, in September we hosted our first ever celebrity gala – the Collar & Cuffs Ball.

Follow us on Facebook and Twitter:



This star-studded event was held at London's Royal Opera House and Simon Cowell and Dame Judi Dench were just two of the celebrities in attendance. The event was a huge success for Battersea and secured coverage in national and international media.

Other fundraising activities and challenges were diverse in terms of both geographical reach and content. Perhaps the most exotic fundraising challenge of 2009 was the Borneo Orangutan Jungle Challenge. Eight people took part in the adventure, raising over £15,000. Events closer to home included a fundraising opera, *Così Fan Tutte*, at the Royal Geographical Society and sponsored walks and sporting challenges such as the London 10K and the London Marathon.



Simon Cowell speaks at the Battersea Collar and Cuffs Ball.

£10,000

London Marathon

Runners in the London Marathon raised an amazing £10,000 for Battersea



Battersea held the fundraising opera *Così Fan Tutte* at the Royal Geographical Society



Dog Walk

The annual Epping Forest sponsored Dog Walk was a great success

Perhaps the most exotic fundraising challenge of 2009 was the Borneo Orangutan Jungle Challenge raising over £15,000



Legacy income

Legacy income

As a result of the ongoing credit squeeze, the Home's income generated by legacies (£8.7m) was £1.4m less than in 2008. This is almost entirely due to the decline in the value of the assets that make up estates, most notably property and investments. House prices and the value of stocks and shares fell sharply between 2008/09 and the Home has felt the effects of these falls in terms of reduced legacy income. The good news is that the number of legacies the Home is receiving is holding up and hopefully this will leave the Home well placed to benefit from any economic recovery when this eventually kicks in. A new 'Legacy Pack' direct marketing initiative planned for 2010 will ensure that more people are aware of leaving legacies to the Home and that legacy income continues to grow well into the future.

Even though it has been a challenging year, the legacy department has seen some generous gifts and touching stories. The late Lita Roza, the 1950s starlet famous for the hit single "How much is that doggy in the window", left the Home a share of her estate in 2009, having rehomed a number of Battersea dogs over the years.

Chrissie Tenwick, a dog-lover and avid supporter of the Home, bestowed a share of her estate to Battersea – a charity close to her heart for its stance on taking in London's unwanted dogs and cats. Chrissie sadly passed away in 2009 but her legacy lives on here at the Home. Thanks to people like Lita and Chrissie, Battersea can continue to improve the lives of cats and dogs in need of help. No matter how big or how small, every legacy left to the Home makes a significant difference.



Above: Chrissie Tenwick and canine friend

Left: Battersea offers a range of legacy donation options

Financial summary 2009

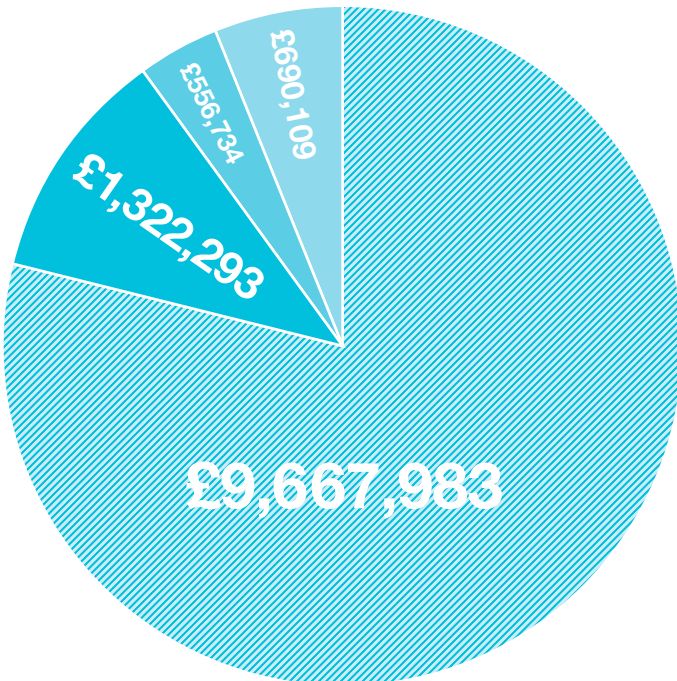
The vast majority of our expenditure is focused directly on our charitable objectives – to care for lost and abandoned dogs and cats and to raise awareness of responsible animal ownership and welfare. We could not do any of this without the generosity of our supporters as we depend heavily on our voluntary income.

This information is taken from our fully audited accounts. A copy of these can be obtained by writing to the Company Secretary, Battersea Dogs & Cats Home, 4 Battersea Park Road, London SW8 4AA.

Income

£12,237,119

(2008: £13,666,589)



Legacies and donations

2009: 79% (£9,667,983)

2008: 81% (£11,044,858)

Investment income

2009: 11% (£1,322,293)

2008: 11% (£1,597,409)

Activities for generating funds

2009: 4% (£556,734)

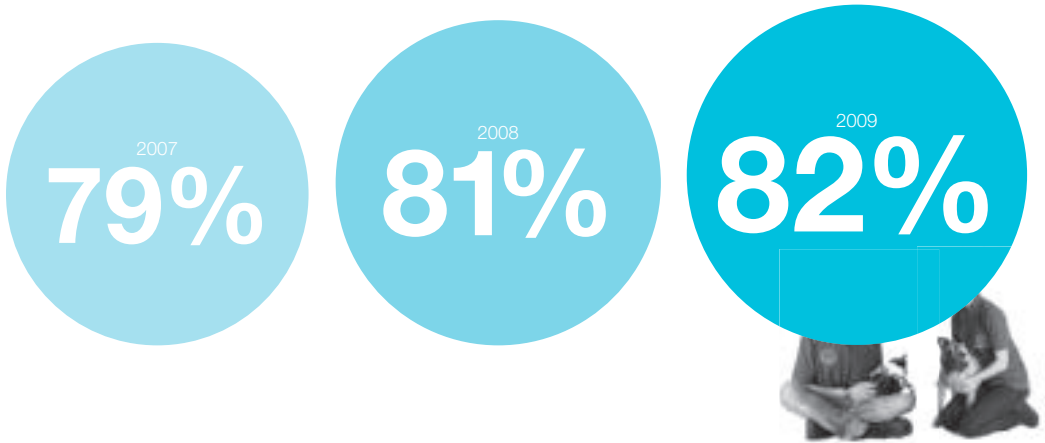
2008: 4% (£422,923)

Rehoming and claim fees

2009: 6% (£690,109)

2008: 4% (£602,029)

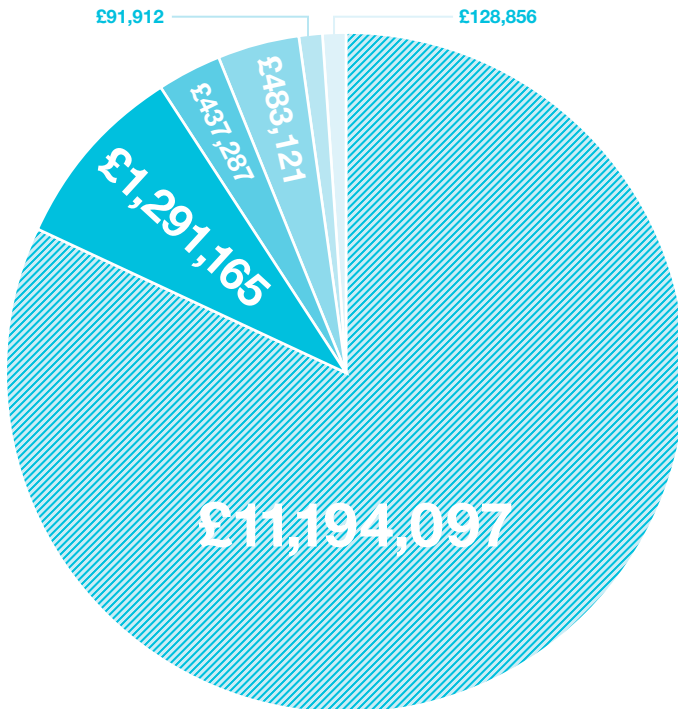
Percentage of total expenditure spent directly on animal care



Expenditure

£13,626,438

(2008: £13,160,313)



Care of dogs & cats

2009: 82% (£11,194,097)

2008: 81% (£10,749,968)

Education & awareness

2009: 9% (£1,291,165)

2008: 11% (£1,457,618)

Activities for generating funds

2009: 3% (£437,287)

2008: 2% (£290,476)

Raising legacies and donations

2009: 4% (£483,121)

2008: 4% (£527,722)

Investment managers' fee

2009: Approx 1% (£91,912)

2008: Approx 1% (£95,783)

Governance

2009: Approx 1% (£128,856)

2008: Approx 1% (£38,746)

Animal intake



Dogs	Breeds	Cross Breeds	Total
Afghan Hound	1	0	1
Akita	46	14	60
Alaskan Malamute	12	5	17
Anatolian Shepherd Dog	2	1	3
Australian Kelpie	1	1	2
Basset Fauve de Bret	1	0	1
Basset Griff V: Grand	1	0	1
Basset Griff V: Petit	1	0	1
Basset Hound	5	1	6
Beagle	17	9	26
Beauceron	2	0	2
Belgian Shepherd Dog	4	2	6
Bichon Frise	25	7	32
Bloodhound	1	0	1
Boxer	40	38	78
Briard	0	1	1
Bulldog	9	14	23
Bulldog: American	50	67	117
Bulldog: French	0	1	1
Canaan Dog	0	1	1
Canary Dog	7	2	9
Cane Corso	5	0	5
Chihuahua: Long Hair	5	4	9
Chihuahua: Smooth Hair	14	8	22
Chinese Crested Dog	5	0	5
Chow Chow	1	0	1
Collie: Bearded	0	5	5
Collie: Border	118	110	228
Collie: Rough	2	2	4
Collie: Smooth	2	1	3
Corgi Welsh: Cardigan	0	2	2
Corgi Welsh: Pembroke	0	1	1
Dachshund: Min Long Hair	1	0	1
Dachshund: Min Smooth Hair	5	0	5
Dachshund: Std Long Hair	1	0	1
Dachshund: Std Smooth Hair	2	0	2
Dachshund: Std Wire Hair	1	0	1
Dalmatian	11	0	11
Deerhound	1	0	1
Dobermann	21	6	27
Dogue de Bordeaux	21	10	31

	Breeds	Cross Breeds	Total
Estrela Mountain Dog	0	1	1
Foxhound	1	6	7
German Shepherd Dog	222	92	314
Great Dane	3	4	7
Greyhound	31	1	32
Hovawart	0	1	1
Hungarian Vizla	2	0	2
Irish Wolfhound	0	1	1
Lhasa Apso	9	1	10
Lowchen	1	0	1
Lurcher	5	129	134
Mastiff: Bull	59	156	215
Mastiff: Neapolitan	4	3	7
Mastiff: Old English	3	8	11
Miniature Pinscher	2	1	3
Mongrel	23	843	866
New Zealand Huntaway	0	1	1
Newfoundland	1	2	3
Northern Inuit	5	1	6
Old English Sheepdog	2	0	2
Pekingese	1	0	1
Pointer: English	1	1	2
Pointer: German Short Hair	5	2	7
Pomeranian	8	3	11
Poodle: Miniature	8	7	15
Poodle: Standard	4	12	16
Poodle: Toy	4	5	9
Portuguese Podengo	1	1	2
Pug	2	8	10
Pyrenean Mountain Dog	1	1	2
Retriever: Flat-coated	3	1	4
Retriever: Golden	24	8	32
Retriever: Labrador	169	90	259
Retriever: Nova Scotia Duck Tolling	1	0	1
Rhodesian Ridgeback	5	18	23
Rottweiler	219	77	296
Saluki	2	11	13
Samoyed	3	0	3
Schnauzer: Miniature	18	5	23
Schnauzer: Standard	1	0	1
Setter: Irish	1	0	1

	Cross Breeds		Total
Shar Pei	20	18	38
Sheltie	1	0	1
Shiba Inu	2	2	4
Shih Tzu	48	7	55
Siberian Husky	41	10	51
Spaniel: American Cocker	1	1	2
Spaniel: Cavalier KC	35	2	37
Spaniel: English Cocker	43	7	50
Spaniel: English Springer	69	11	80
Spaniel: Field	1	0	1
Spaniel: King Charles	3	0	3
Spaniel: Tibetan	2	1	3
Spaniel: Welsh Springer	1	0	1
Spitz: Finnish	0	2	2
Spitz: German	11	3	14
St Bernard	1	0	1
Terrier: Airedale	1	0	1
Terrier: Australian	0	1	1
Terrier: Bedlington	2	3	5
Terrier: Border	15	15	30
Terrier: Boston	0	1	1
Terrier: Cairn	10	9	19
Terrier: English Bull	75	35	110
Terrier: Fox Wire Hair	3	0	3
Terrier: Glen of Imaal	0	1	1
Terrier: Jack Russell	386	224	610
Terrier: Kerry Blue	0	1	1
Terrier: Lakeland	5	10	15
Terrier: Maltese	3	1	4
Terrier: Norfolk	0	4	4
Terrier: Parson Russell	23	8	31
Terrier: Patterdale	49	27	76
Terrier: Pit Bull	2	1	3
Terrier: Plummer	1	0	1
Terrier: Scottish	6	1	7
Terrier: Sealyham	0	2	2
Terrier: Soft-coated Wheaten	0	1	1
Terrier: Staff Bull	2,039	1,207	3,246
Terrier: Tibetan	2	3	5
Terrier: Welsh	1	0	1
Terrier: West Highland White	63	4	67

	Cross Breeds		Total
Terrier: Yorkshire	103	41	144
Thai Ridgeback	1	0	1
Weimaraner	14	0	14
Whippet	8	6	14
Total Dogs	4,386	3,484	7,870

	Cross Breeds		Total
Cats	Breeds	Breeds	Total
Angora	0	1	1
Bengal	12	5	17
Birman	2	1	3
British Blue	6	2	8
British Short Hair	10	4	14
Burmese	8	4	12
Chinchilla (Persian) Long Hair	5	0	5
Chinchilla (Persian) Short Hair	0	1	1
Devon Rex	1	1	2
Domestic Long Hair	4	99	103
Domestic Medium Hair	12	328	340
Domestic Short Hair	57	2,118	2,175
Foreign Short Hair	1	0	1
Maine Coon	3	3	6
Norwegian Forest	3	2	5
Oriental Short Hair	3	2	5
Persian	18	12	30
Ragdoll	0	2	2
Russian Blue	1	0	1
Siamese	5	0	5
Tonkinese	0	1	1
Turkish Van	1	0	1
Total Cats	152	2,586	2,738



Who's Who 2009

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President

His Royal Highness Prince Michael of Kent

Vice-Presidents

The Earl of Buchan
Lt Col Duncan Green
John Hoerner

Lady Patroness

HSH Princess Antoinette of Monaco

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The Mayor of Wandsworth (ex-officio)
The Metropolitan Police Commissioner
(ex-officio)

Directors

Jan Barlow *resigned Oct 2009*
Howard Bridges *Interim from Nov 2009*
Chief Executive

Helen Dexter *resigned June 2009*
Claire Filby *Interim from July 2009*
Director of Communications

Kate Ward
Director of Education & Events

Howard Bridges
Director of Estates & Facilities

Clare McCullough
Director of Finance

Fiona Healey-Hutchinson *resigned Aug 2009*
Jon Bodenham *Interim from Aug 2009*
Director of Fundraising

Carola Nunns
Director of Human Resources

Laura Jenkins
Director of Operations, Animal Welfare

Scott Craddock
Director of Operations, Customer Services

Shaun Opperman
Director of Veterinary Services

* *resigned Dec 2009*

** *appointed Dec 2009*



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Text **HOME** to **70123**

to donate to Battersea and
help us continue our work