



Battersea Dogs & Cats Home
Annual Review 2014

The Home of Heroes

Compassion
Determination · Respect
Respect · Integrity · Commitment · Care
Care · Excellence · Determination · Res
Commitment · Care · Excellence · Deter
Determination · Respect · Integrity · Com
Respect · Integrity · Commitment · Care ·
Care · Excellence · Determination · Res
Commitment · Care · Excellence · Deter
Determination · Respect · Integrity · Com
Respect · Integrity · Commitment · Care ·
Care · Excellence · Determination · Res
Commitment · Care · Excellence · Deter
Determination · Respect · Integrity · Com
Respect · Integrity · Commitment · Care ·
Care · Excellence · Determination · Res

- 02 | Introduction from the Chairman
- 03 | Chief Executive's Report
- 04 | Care: With the greatest of care
- 06 | Excellence: The pursuit of excellence
- 08 | Determination: Determined and dedicated
- 10 | Respect: With all due respect
- 12 | Integrity: Building integrity
- 14 | Commitment: Committed to the cause
- 16 | The Class of 2014
- 18 | Thank you: Our partners in care
- 19 | Finance: Funding our future
- 20 | Who's who



Heroes of the Home front

In 2014, Battersea Dogs & Cats Home marked the 100th anniversary of World War One, in which Battersea men and dogs served heroically. It was a year which brought our own history and that of the nation into sharp focus.

Our Home was already more than half a century old when the war to end all wars began. Now, a century on, we are proud to uphold the very best standards of care, which continue to evolve and innovate.

From the moment we welcomed our first stray dog in 1860, to the day when cats moved in to our Grade II listed Whittington Lodge in 1907, and the morning in 2014 when the cornerstone was laid for our new kennels, Battersea has been pushing the boundaries of animal welfare, placing dogs and cats at the centre of everything we do, making us a beacon of expertise in the animal rescue world.

Everything we achieve as a charity is driven by the excellence and dedication of the people who work and volunteer for us, and every animal lover who supports us. In 2014 they all made the difference – for the 10,484 dogs and cats who needed Battersea to be there, and for the many more who needed us to be on their side, leading the impetus for change, and influencing hearts and minds.

And in 2014, everything we did as individuals and teams, as vets and volunteers, fundraisers and foster carers, nurses, kennel and rehoming staff, was underpinned by the five bold Values we laid down to help Battersea develop with ambition, focus and belief.

Care Excellence Determination Respect Integrity Commitment.

Introduction from the Chairman

Early one Christmas Day, a British Bulldog called Cedric was left tied to the railings outside Battersea's London centre.

Cedric was very poorly and clearly distressed, yet we all fell in love with his cheerful and loving character. In the many weeks that followed Cedric's arrival, the Home's staff, and our Vets and Vet Nurses did everything they possibly could to help.

Cedric's story and how we helped him personified the Values Battersea embraced in 2014, a year when we looked back at our illustrious past and forward to a future where dogs and cats are treated well, with love and care. As Chairman of the Council of Trustees at Battersea, I am proud that they are heartfelt Values which powerfully symbolise everything we have tried to be, are now and aspire to in the future.

We have such compelling pledges to make to our animals, and they reflect the original promise of our Founder Mary Tealby in 1860 never to turn away an animal in need.

We continue to do our very best to keep this promise today and that is entirely due to the people it is my genuine pleasure to thank for their work, help and friendship in 2014.

There is nowhere quite like Battersea, with our unique mix of outstanding care and tender, gentle humanity.

Our 1,042 volunteers, 365 staff, our partners, fundraisers and supporters, continue to make Battersea special, and they have my sincere gratitude, as do our hardworking Council of Trustees, and our Chief Executive Claire Horton, who has no limits when it comes to championing the welfare of dogs and cats, seeking to give them the care, dignity and respect they so deserve.

And finally, I extend all our appreciation to Battersea's hugely supportive President, HRH Prince Michael of Kent GCVO.

Heather Love
Chairman



Left: Heather with Fifi.
Opposite: Claire with Tia.

Chief Executive's Report

This is my fifth Annual Review of the incredible work and achievements of Battersea Dogs & Cats Home.

In that time, I've been privileged to guide a period of exciting change and realise significant growth for the Home. Along with my colleagues and our Trustees, I have watched with pride as our much-loved 154-year-old charity has built on its solid foundation of care and its respected voice to face a future where we'll be needed more than ever before.

Our staff and volunteers welcome what we are working to achieve, and have embraced with ambition and determination new ways of working, as well as a collective faith and a commitment to achieve our vision.

In 2014, we shared our strategy for the next five years, highlighting how we'll continue to deliver a bright future for Battersea, with imagination and wisdom.

One Vision, One Voice, One Battersea – not mere words but the embodiment of everything we do, set out in the six Values we explore in this Annual Review.

They define how we see the world, and how – in our sphere of influence – we want it to look.

Care – we are passionate about the welfare of dogs and cats, and our work is entirely inspired by our love for, and the needs of, animals.

Excellence – we are one of the oldest and most respected animal charities in the world, and our knowledge and experience gives us the credibility to inspire and lead.

Determination – we will not shy away from the difficult issues which face us, and which make all dogs and cats vulnerable and affect their lives. We will confront these issues by working with communities and in the wider society as well as, of course, for the animals in our care.

Respect – a simple but powerful pledge to treat all animals and people with respect and dignity.

Integrity – we are indebted to our supporters and humbled by their steadfast friendship. We take very seriously their faith in our promise to spend wisely, and provide the best possible future for our animals. We communicate openly, honestly and constructively, and with influence.

Commitment – we, our staff and volunteers, are committed to providing the very best standards of care, and giving every dog and cat the time and help it needs to find a loving home.

So in this Annual Review our Values go hand in hand with the heroic aspirations which, in 2014, saw us continue to turn compassion into action and put our best selves forward in service to animals.

The dogs and cats at Battersea, the legions of abused, neglected and forgotten animals we speak for, and everyone who respects the

Battersea voice and wants it to be heard loud and clear, can be sure of our care, excellence, determination, respect, integrity and commitment. For as long as it takes, Battersea will speak up, drive change, improve and save lives.

Claire Horton
Chief Executive



17,424
calls

were made to Battersea,
asking us to care for
unwanted dogs and cats

73%
of cats

taken in at our London centre
weren't microchipped

41%
of dogs

taken in at our London centre
weren't microchipped



“

She has the typical
character of a dog who's
been used for breeding, likely
kept in a shed as her kennel is
her safe place, and she doesn't
understand 'outdoors'.

So sad. Team Leader Karen Slavid

”



With the
greatest of care

Of all the 10,484 dogs and cats Battersea cared for in 2014, Whisper was undoubtedly the saddest of them all.

For her to have any chance of a new life, she needed everyone to be a hero.

Found huddled under a bush in Englefield Green near our Old Windsor centre, the sweet, gentle Staffie's experiences of being a Battersea dog echo those of the thousands we help each year. Each one gets the very best care, freely given by willing hands.

Picked up by the dog warden on 8 January 2014, sad Whisper had clearly been used for breeding. At six years of age, she looked world weary and beaten down by life.

She was also petrified, and unable to leave the safety of her kennel at Old Windsor, once she had reached it. People terrified her so much she couldn't even look at them, but hid quivering in a corner, averting her eyes.

It was two weeks before our Vet Paul Dobson could even carry out Whisper's full medical checks, and after two months in our care, she still wouldn't leave her kennel.

Old Windsor Team Leader Karen Slavid was the one person in the world Whisper came close to trusting, and over the next nine months, she coaxed her slowly back into the world.

After four months of patience, small steps made with hard work and expertise, Karen and her Battersea colleagues were able to guide Whisper out of her kennel and into her car, meaning she could foster her at home.

"She is such a gentle, loving girl," explained Karen. "She has the typical character of a dog who's been used for

breeding, likely kept in a shed as her kennel is her safe place, and she doesn't understand 'outdoors'. So sad."

We allowed the ITV camera crew working on the third series of our award-winning ITV show *Paul O'Grady: For the Love of Dogs* to film Whisper, from a distance, and Paul himself spent time near her kennel and fell in love with this broken, haunted dog. She became our silent television star, and when millions of viewers finally saw her running around our gardens at Old Windsor, they cried tears of joy.

Knowing that Whisper needed a very special family, and that the chances of a happy and settled future for her were by no means certain, we introduced Whisper to our social media followers to help find her a home, and she immediately became one of the most popular tweets and Facebook posts of 2014.

But she had already caught the eye of West Country couple Frances and Peter, who were experienced owners. After two careful introductions, sad Whisper was able to go home, after almost a year at Battersea and all the care, commitment and faith we had in her.

Nine months later, we're delighted to report that Whisper, whose first six years were anyone's guess of misery and deprivation, is slowly continuing the improvements back to normality we helped her make.

Opposite: Whisper appearing on *Paul O'Grady: For the Love of Dogs*. Top right: Paul O'Grady with American Bulldog Tulip. Right: Frank the Pug.



TV fans feel the love

The third season of our ITV series *Paul O'Grady: For the Love of Dogs* once again opened Battersea's gates to millions of viewers, showing them first-hand how hard we work to turn impoverished and broken lives around. Over 53 million watched, with many millions more around the world joining them in the many countries who have screened the series, and 5.2 million tuned in for our Christmas Day Special.



Breath of life

Pug Frank, like many short-nosed breeds, struggled to breathe properly, so Veterinary Director Shaun Opperman performed a complex operation to widen his nostrils, shorten his soft palate and open up his larynx. Frank recovered well, took a deep breath, and was rehomed to a Crawley family just before Christmas.

Hours of care

Over 75,000 hours of care were volunteered in 2014. That's 205 hours of fostering, walks, socialising and plain old joyous love given every day to Battersea dogs and cats by 1,042 volunteers.

3,007
cats rehomed
in 2014

669
cats fostered
in 2014

481
early cat neuters,
carried out at nine weeks old

“Softly softly,
and our cats dictated
the pace of their journey
through Battersea.”

Cattery Team Leader SuiLi Weight



The pursuit of excellence

When heavily pregnant young tabby Rio was abandoned by her owners in a flat in Walthamstow, she was lucky to be found by their landlord, who brought her straight to Battersea.

We were there to help her deliver her four kittens, nurse her through cat flu and find her a new home after she was spayed to make sure she didn't swell the cat population still further. We found homes for all the kittens too. Their big stroke of good fortune was coming into Battersea's Cattery.

In 2014, for the first time ever, we rehomed more cats than dogs – 209 more. And that's because our Cattery teams and their veterinary colleagues took Battersea's commitment to the cats they cared for at our three centres to a new level of excellence, and because their work was widely promoted to the world, especially through our Cat Takeover campaign.

In the process, we introduced thousands of valuable new supporters to our charity, which is firmly a dogs AND cats home.

Throughout the year, our Cattery doors were opened for a new generation of Battersea fans who came to a series of hotly anticipated, cat-centred events. Kitten Shower, Feline Lonely, Scaredy Cat, Feline Festive and Knitting Kittens created a great buzz around Battersea's cats.

And behind those scenes of feline friendship and fun, an evolution in how we care for our cats was getting underway.

We measured the stress levels felt by our cats in an alien and strange environment, and made our catteries quieter, very calm havens where cats had lots of places to hide in their pods, high-up retreats and even no-go areas for staff and volunteers.

We changed the way we assessed new arrivals, to be sure those cats who needed more time to settle and be ready for rehoming were identified.

And we recruited and trained cat fosterers who took adult cats, mums and kittens into their own homes to give them a head start towards rehoming and free up space in our catteries to take in even more homeless animals.

“Softly softly, and our cats dictated the pace of their journey through Battersea,” said Cattery Team Leader SuiLi Weight. “This meant cats with less stress, who were healthier and with lower levels of infection.”

With Battersea taking full advantage of advances in veterinary medicine, our Clinic team started a programme of early neutering, which saw kittens neutered at the time of their first vaccination – around eight or nine weeks. They could then be rehomed immediately, to happy new owners who knew this important procedure had already been carried out.

The success of these innovations was measured by exceptionally high rehoming figures which stepped ahead of dogs, shorter stays for cats and kittens at Battersea and – in the future – fewer cats like Rio, pregnant, unwanted and alone.

Opposite: Rio's kittens got the best possible start at the Home. Top right: 21-year-old Ella, the oldest cat to be rehomed in 2014. Right: Our cats are stress busted.

Campaign success

Battersea's Cat Takeover campaign, which saw the Home put our homeless cats centre stage in the public eye, won five top awards and was highly commended for a sixth.



Home for good

In 2014, more than 3,000 cat lovers were matched with the moggy of their dreams by our Cattery team, making this our most successful year of cat rehoming ever. The oldest was 21-year-old Ella, now enjoying old age in her new home in Middlesex.



Funding boost

Battersea's first-ever funding from players of People's Postcode Lottery showed how relationships like this have such a beneficial impact on animal care. Four separate grants totalling £400,000 have boosted our work. Our Community Engagement can now microchip more dogs at local events, and another grant paid for a specially-trained Stress Squad of volunteers to help cats and dogs cope with their stay at the Home over the busy Christmas period.

4,719
operations

in our London
and Old Windsor clinics

27

Battersea Nurses,

eight Vets and three Veterinary
Care Assistants helping
animals across our three sites

36

days for a dog

and 27 for a cat – average
stay for animals at Battersea
before they're rehomed

“Falling out of a window was a disaster for Amber, but what happened afterwards was a miracle. I'm convinced the Battersea spirit gave her the will to survive. Amber's owner Emma Shaw



Determined and dedicated

The late afternoon of 5 June was warm and sunny, and at Battersea's London centre our Clinic team were settling their patients for a peaceful night.

What happened next made us all proud to be a part of Battersea, and thankful for an heroic determination to overcome the odds and save a life that was draining away.

“Emergency at the front gate! A critically injured dog. Please attend now.” Radios crackled with the alert, and staff raced to help.

12-year-old German Shepherd Amber had been found on the street in Brixton. Her paws were smashed, her diaphragm ruptured, her blood loss severe. The shocked police officers who'd discovered her motionless on the pavement had only one thought – get her to Battersea's medical team, fast.

For the next two hours, they worked to stabilise Amber, while we tried to trace an owner. When she was found, Emma rushed straight to the side of her beloved dog, who she had left in the care of a trusted friend while she was away with work. Head Nurse Rachel Ab'dee explained that Amber's condition was critical. The team's major challenge was to make her stable enough to travel to a veterinary hospital, and as she haemorrhaged away, it took all their expertise to keep her alive.

“By now, it was the end of the working day at Battersea, but no-one left. The vets, nurses, rehoming and kennel staff all trying to save Amber, and comforting me,” remembered Emma.

Eventually Amber was ready to be moved to an animal ambulance. Everyone gathered round as she was carefully placed inside, and Vet Steve Gosling gently lay down beside her to keep her still. Vet Nurse Becky Smith leaned in to give her a good luck kiss.

“Steve was with Amber all the way. When we got to the hospital, he wouldn't take any money for a taxi, and wandered off into Victoria in his scrubs,” said Emma.

Months later, after a long and painful recovery, Amber returned to the Home with Emma to say thankyou. It was only then we discovered she was actually a Battersea dog – rehomed 12 years earlier after being found abandoned in a bag by the roadside. Emma also told us how she had suffered her dreadful injuries – she had fallen out of an open window, three floors up. Our determination never to turn away an animal in need, and to give the very best of care, had saved her life twice.

We have also made two steadfast new friends. Emma and Amber have joined the Battersea fundraising family by raising over £800 for our dogs and cats.

Opposite: Amber recovering after her ordeal.
Top right: Brady the Border brave.
Right: Joanna, named in honour of
Joanna Rowsell.



Brady saves the day

Border Collie Brady came to Battersea in November 2014, and was rehomed with Ann and Gary Pritchard from Bromley. And Brady soon became a lifesaver when Ann collapsed while out walking. Brady found a passerby and led him to Ann's side, then made his way home across busy roads to alert Gary. Happily, Ann is back to full health. “Brady was quite the hero. Our bond continues to grow and grow,” she says.

Early start

We're determined to care for more animals by reducing the length of each journey through the Home. For our cats in 2014, that meant championing early neutering – and making sure 481 quickly rehomed Battersea kittens never contribute to an unwanted litter.



Our sporting heroes

We honoured every England, Scotland, Wales and Northern Ireland golden hero of the 2014 Commonwealth Games in Glasgow by naming a Battersea dog or cat after them. There were 84 golden moments in all. This is Joanna, named in honour of cycle track champion Joanna Rowsell.

3,161,023
dogs and cats

cared for since 1860

38
Battersea dogs

placed in working homes
in 2014 through our
Service Dogs programme

1
Battersea wreath
of poppies

laid by Claire Horton at the
Animals in War memorial in
November, 100 years after
the start of World War One

“

In this, the centenary
year of World War One,
Battersea dogs are standing
side by side with some of the
country's top service dogs,
every one of them a hero.

Chief Executive Claire Horton

”



Chelsea Pensioners Clive Baker (Royal Engineers), Terry Wiltshire (Royal Artillery), Pat Cody (Royal Green Jackets), John Gallagher (Royal Army Ordnance Corps), Ron Shaw (15th/19th Hussars) and Mike Atkinson (Royal Engineers) with L/Cpl Jamie Garner RAVC, L/Cpl Darren Evans RAVC, Cpl Matt Gleadle RAF Police, PC Emma Reed, Northamptonshire Police, and Military Working Dog Buddy, with Battersea's Dermot Rudd and Yovi, Mike Puddy and Dolly, Lionel Robinson and Liam Martin.



With all
due respect

Our vision of the world is one where every dog and cat is treated with respect, and has a safe and loving home.

Our Founder Mary Tealby promised, when she opened The Temporary Home for Lost and Starving Dogs in 1860, never to turn away an animal in need. She vowed to treat them with the respect they deserve – and in the 154 years that have followed, the Home has always aimed to keep her word.

Heroes, the theme for our Collars & Coats annual fundraising evening in 2014, was easy to choose but a big responsibility to honour well. Our treasured Chelsea Pensioner friends at The Royal Hospital were a stirring sight in their scarlet coats, on stage with Battersea staff and dogs, and serving members of the Armed Forces with their working dogs.

So, on an emotional night for our good friends and supporters, in the 100th anniversary year of the start of World War One, we told the story of a century of service.

From 1914–1918, from Battersea to Barnsley, ordinary men became everyday heroes as they fought for yards of mud-churned ground, advanced and retreated, lived and died.

Battersea Head Clerk turned Royal Navy sailor Mr Shiell [sadly, his first name isn't known to us] drowned on New Year's Eve 1917 when his ship was hit by an enemy sub. Vet John Stow Young, who ran a twice-weekly free surgery at the Home for people too poor to pay, joined the Army Veterinary Corps. Kennelmen Brenchley, Ball and Ball [could they have been Battersea brothers?] served too. The Home's cycle messenger boy George Gridley died fighting with the Royal Berkshire Regiment.

Alongside them in the trenches, picking their way through the mud and mire to deliver vital messages, bringing comfort and a sense of home to weary men, were brave Battersea dogs, the first wave of more than 16 million animals who became part of the war effort – and the first of many Battersea dogs who have served throughout the last century, and serve today.

Battersea dogs still work with UK Forces, with the Police, with the Border Force, with HM Prisons, and with search and rescue. One of the most distinguished is Tyke, who retired in 2014 after a six-year career which began when he was 'recruited' from Battersea as an 11-week-old pup.

Labrador Retriever Tyke worked at Heathrow, sniffing out contraband and helping secure the UK Border and protecting us all from public health risks. During his last year on duty, he was named the International Fund for Animal Welfare's Animal of the Year.

"I am so proud of Tyke for winning this award, he thoroughly deserved it after all his years of service," said his handler Sam O'Connor.

Tyke, and all our service dogs, uphold a long and noble tradition stretching all the way back to the trenches.



Making the Grade

Battersea is one of the oldest and best known rescue centres in the world and is steeped in the history of our great city. In 2014, listed building status for Whittington Lodge, our wonderful architectural treasure, further cemented Battersea's place as one of the intrinsic parts of the London landscape. Whittington Lodge, built in 1907, and initially used as our Cattery, was awarded Grade II listed status. The beautiful brick Lodge was designed by architect Clough Williams-Ellis, who went on to create the Italianate village Portmeirion in Wales. To celebrate, we renamed an abandoned newborn kitten Whittington – and then found her a purrfect home.

Top rank

We are recognised as one of the best known charities by ordinary members of the public. In 2014, 4,000 people were surveyed for the Charity Brand Index, and Battersea climbed to 16th, its highest ever place in the top 150 charities. There are over 160,000 charities in the UK.

Open doors

Since 1860, when we were founded, we've been welcoming visitors to our Home. They learn about our work, spread the word, and give loving homes to our dogs and cats. In 2014, almost 103,000 people visited a Battersea rehoming centre, and we value the support of each and every one.

Right: Whittington outside the Lodge.

26,801
adults

and young people attended our education workshops and community events

1,363
workshop
programmes

delivered to children and young people

10
UK animal rescues

launched Battersea's Staffie campaign in 2014

“The session was helpful and made me want a dog in the future. The people from Battersea were kind and very educated on specific subjects, I recommend this in other prisons. ISIS young offender”



Building integrity

Dogs and cats mean the world to us. We do our very best for them to secure their good health, happiness and a second chance in life.

Day by day, for the animals who have found security at our Home, that means superb medical care, good food, clean beds, fun, training and lots of company and love.

At Battersea, the physical transformation of some of our kennels and veterinary facilities began in 2014 and will give the Battersea dogs and cats of tomorrow their Home between homes.

Our long term goals include ensuring the integrity of Battersea as a leading animal welfare charity, capable of meeting the many needs of generations of animals to come, and using our respected voice to help influence and tackle serious animal welfare issues affecting dogs and cats.

2014 saw Battersea work in a true spirit of collaboration with other like-minded charities, as striving to work together with one voice means we're stronger and able to make a real difference to the lives of dogs and cats throughout the UK.

In recognition of Battersea's efforts to make a significant positive contribution to animal welfare in recent years, in 2014 our Chief Executive Claire Horton became the first person from within what is known as companion animal welfare to be appointed as a Non-Executive Director of the Government's animal welfare industry advice body, the Animal Health and Welfare Board for England (AHWBE). Claire Horton also now holds the Chairmanship of the UK's membership body for rescue animals, the Association of Dogs and Cats Homes. She brings collaborative initiatives and the most pressing issues

on dog and cat welfare to the heart of Government, and is a voice for the sector and to improve the standards of animal welfare nationwide.

Our influence reaches well beyond Westminster, but is life-changing there too. In 2014, Battersea played a key role in major law changes to improve safety and traceability around dogs. We successfully supported tougher sentencing for people whose dogs attack people or other animals, and the law to cover attacks by dogs on private property. We have also worked closely with the Government on the introduction of compulsory dog microchipping in England in April 2016.

Battersea has taken every opportunity, in close partnership with other organisations, to develop a long term national plan for dogs, and as part of the Pet Advertising Advisory Group we have seen 100,000 adverts concerning the inappropriate sale of dogs online taken down from websites, when they failed to meet minimum welfare standards.

We continue to champion the Staffordshire Bull Terrier breed with our Staffies. They're softer than you think campaign. In 2014 we helped ten animal rescues, including Raystede in East Sussex, Cheltenham Animal Shelter and Cardiff Dogs Home, by sharing the Staffie campaign with them and reaching huge new audiences across the UK.

Opposite: Building a bond.
Right: Community Engagement workshop.



A kinder world

At the average rate of 23 a week, we delivered workshops and events which show our determination to keep helping people be responsible, more knowledgeable dog and cat owners, leading to a kinder world for our pets – and just part of the huge amount of community engagement work we do.

Reaching out

Our Community Engagement team worked in 15 hotspots across London, reaching out to housing associations, landlords, schools, Youth Offending Teams and working with the police and Local Authorities, as well as microchipping, tagging and advising on animal welfare.

Working with offenders

Our collaborative work with the criminal justice system continues to grow through our partnerships with Youth Offending Teams, and young people at the early stages or on the margins of criminal activity. At Feltham and ISIS Belmarsh Young Offenders Institutions we led monthly sessions to help deter young people who have been involved in gangs using dogs as weapons or anti-social behaviour with dogs. "The session was helpful and made me want a dog in the future. The people from Battersea were kind and very educated on specific subjects, I recommend this in other prisons," said one young offender.

266

people walked,

ran, cycled and swam to raise money for our dogs and cats

100,000

people

now give a regular monthly gift to the Home

636

people,

workplaces, schools and community groups helped with fundraising in 2014



“

Volunteering with Battersea has let me indulge my love of dogs. As long as I have the strength to, I will carry on volunteering.

Volunteer Laurence Smith

”



Committed to the cause

Every day, in every way, in all we say and do, and everything we are, commitment is what epitomises Battersea Dogs & Cats Home.

It shines out through the achievements of our dedicated volunteers and passionate staff on behalf of animals. It is shown time and again in the awe-inspiring generosity of our supporters and fundraisers. It is given from the heart, to demonstrate whole lifetimes of love for animals and the Home, by all those special friends who choose to remember Battersea in their Will.

Commitment to Battersea comes in as many shapes and sizes as the 10,484 dogs and cats we cared for in 2014.

Commitment comes from volunteers like Laurence Smith. Every Wednesday for the past 28 years Laurence has made the hour long, 12-mile journey from his South London house to his Battersea Home, to walk and spend time with our homeless dogs.

The three-decade commitment of modest hero Laurence, our longest-serving volunteer, was recognised in 2014 when he was awarded the British Empire Medal in the Queen's Birthday Honours list.

"I was absolutely amazed when I heard that I'd been awarded the BEM," said the 84-year-old from south London. "Volunteering with Battersea has let me indulge my love of dogs. As long as I have the strength to, I will carry on volunteering."

Thanks was given by entertainer John Hughes for a lifetime of gratitude to Battersea, and the loving companions it gave him. He said the two Battersea dogs he'd rehomed as a young man were the true loves of his life, and when

he died in 2014 at the grand age of 90, he left the Home his entire estate. We were also proud to act as executors of John's Will, and arrange his funeral.

We committed unlimited time to the animals who needed us to go the extra mile for them, like Mongrel Jasmine, who was lovingly nurtured through a 431-day stay at Battersea Old Windsor – over 14 times the average canine wait for a new home.

Falkirk dog lover Andrea Downie showed her determination to become one of the Battersea family by committing herself to an 852-mile journey when she spotted inseparable Chihuahuas Annie and Clyde on the Battersea website. "I knew I could give them a loving home so I flew from Edinburgh to London to meet them," explained Andrea.

For 154 years, so many people have made such a big difference to Battersea, our work and our animals that we are humbled and inspired by their selfless love for us.

In 2014 alone, 365 staff, 1,042 volunteers, thousands of people who rehomed a Battersea animal, and hundreds of thousands of supporters and fundraisers all made a sincere commitment and a huge contribution to the life and work of the Home. They were all the everyday heroes Battersea is grounded in, and we salute them all.

Opposite: Laurence Smith, one of Battersea's many committed volunteers. Right: Paying our last respects to John Hughes.



Last bequest

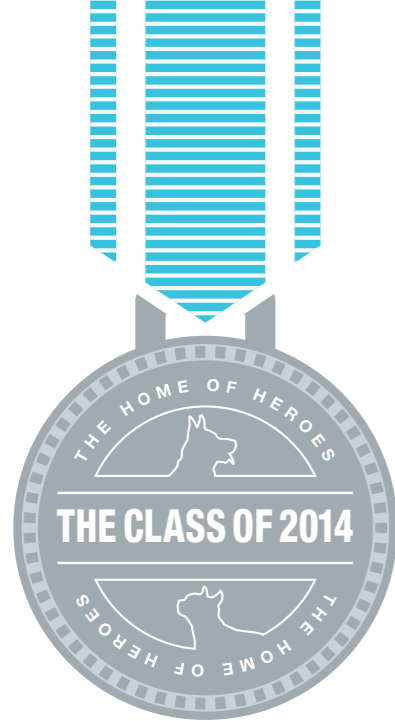
In 2014, a Battersea supporter read about how to remember the Home in your Will, appointing us as Executor, and even asking us to help arrange a funeral and deal with the practicalities of an Estate. Safe in that knowledge she changed her Will and has committed her entire estate to the charity she loves.

Country centres

The stray and abandoned dogs and cats of Kent and Berkshire have benefitted from our commitment to them for a total of 40 years. In 2014, our Brands Hatch centre in Kent marked 15 years of helping homeless dogs and cats, and our Old Windsor centre also celebrated a milestone birthday – 35 years as an integral part of the community in Berkshire.

Farming foes

Battersea supported the popular Pup Aid campaign to help raise awareness of the increasing problem of puppy farming in the UK, ahead of a debate in the House of Commons, the only one of its kind on companion animal welfare in 2014.



Dogs

	Total
Akita	46
Alaskan Malamute	18
Anatolian Shepherd Dog	4
Australian Kelpie	2
Basset Fauve de Bretagne	1
Basset Hound	7
Beagle	58
Belgian Shepherd Dog	4
Berger de Picard	1
Bernese Mountain Dog	1
Bichon Frise	54
Boerboel	2
Boxer	53
Briard	1
Bulldog	17
Bulldog: Alapaha Blue Blood	2
Bulldog: American	111
Bulldog: French	8
Bulldog: Old Tyme	12
Canaan Dog	2
Canary Dog	7
Cane Corso	15
Caucasian Shepherd	1
Chihuahua: Long Hair	36
Chihuahua: Smooth Hair	62
Chinese Crested	3
Chow Chow	1
Collie	9
Collie: Bearded	4
Collie: Border	89
Collie: Rough	2
Collie: Smooth	1
Corgi Welsh: Cardigan	3
Corgi Welsh: Pembroke	4
Coton De Tulear	1
Dachshund: Min Smooth Hair	6
Dachshund: Min Wire Hair	3

	Total
Dachshund: Std Smooth Hair	2
Dalmatian	6
Deerhound	3
Dobermann	29
Dogue de Bordeaux	16
Foxhound	1
German Shepherd	152
Great Dane	4
Greyhound	27
Griffon Bruxellois	1
Harrier	3
Japanese Akita Inu	1
Japanese Chin	2
Labradoodle	2
Lancashire Heeler	2
Lhasa Apso	11
Lurcher	143
Malinois Belgian Shepherd	3
Maltese	7
Mastiff: Bull	114
Mastiff: Indian	1
Mastiff: Neapolitan	3
Mastiff: Old English	6
Mexican Hairless	1
Miniature Pinscher	5
Mongrel	486
Newfoundland	1
Northern Inuit	4
Old English Sheepdog	3
Papillon	3
Pekingese	3
Pointer: German Short Hair	7
Pointer: German Wire Hair	1
Pomeranian	18
Poodle: Miniature	19
Poodle: Standard	4
Poodle: Toy	11
Presa Canario	1
Pug	36
Retriever: Chesapeake Bay	1
Retriever: Flat-coated	1
Retriever: Golden	7
Retriever: Labrador	139
Rhodesian Ridgeback	8
Rottweiler	135
Saluki	17
Samoyed	1
Schnauzer: Miniature	14
Schnauzer: Standard	4
Setter: English	1

	Total
Setter: Irish	1
Shar-Pei	31
Sheltie	2
Shih Tzu	70
Siberian Husky	89
Spaniel: Brittany	5
Spaniel: Cavalier King Charles	37
Spaniel: Cocker	32
Spaniel: English Cocker	35
Spaniel: English Springer	45
Spaniel: King Charles	2
Spaniel: Other	1
Spaniel: Tibetan	3
Spaniel: Welsh Springer	2
Spitz: German	11
Spitz: Japanese	1
Terrier: Australian	1
Terrier: Bedlington	4
Terrier: Border	18
Terrier: Boston	1
Terrier: Cairn	15
Terrier: English Bull	50
Terrier: Glen of Imaal	1
Terrier: Jack Russell	376
Terrier: Lakeland	17
Terrier: Maltese	4
Terrier: Miniature Bull	1
Terrier: Norfolk	1
Terrier: Norwich	2
Terrier: Parson Russell	37
Terrier: Patterdale	47
Terrier: Pit Bull	105
Terrier: Plummer	3
Terrier: Scottish	5
Terrier: Staffordshire Bull	1,357
Terrier: Tibetan	3
Terrier: West Highland White	32
Terrier: Yorkshire	119
Weimaraner	6
Whippet	15
Total	4,708

Cats

	Total
Bengal	19
British Blue	4
British Short Hair	12
Burmese	4
Chinchilla (Persian): Long Hair	4
Chinchilla (Persian): Short Hair	1
Domestic Long Hair	156
Domestic Medium Hair	284
Domestic Short Hair	2,665
Egyptian Mau	1
Exotic Short Hair	1
Maine Coon	4
Manx	2
Norwegian Forest	2
Oriental Short Hair	5
Persian	19
Ragdoll	8
Russian Blue	1
Scottish Fold	2
Siamese	21
Siberian	1
Sphynx	2
Tiffanie	2
Tonkinese	1
Other	11
Total	3,232

Breed highlights

Dogs

1,357
Staffordshire Bull Terriers

486
Mongrels

376
Jack Russell Terriers

152
German Shepherd Dogs

143
Lurchers

139
Labrador Retrievers

Cats

2,665
Domestic Short Hair

284
Domestic Medium Hair

156
Domestic Long hair

21
Siamese

19
Bengal

19
Persian

In total we cared for 10,484 dogs and cats in 2014, including those present at the start of the year, and those we reunited with their owners off-site who are not included in this list.





Our partners in care

A heartfelt thank you to the strategic partners who help us care for our dogs and cats.

People's Postcode Lottery

Battersea Dogs & Cats Home is proud to be supported by players of People's Postcode Lottery. From the dogs and cats kept calm and comfortable in our care whilst they wait for their forever homes, to our Community Engagement team working to raise awareness about the rewards of responsible pet ownership, the impact of this generous and much needed support is felt right across our Home.

Pedigree and Whiskas

Thank you to Pedigree and Whiskas, who supply the Home with dog and cat food. This partnership saves Battersea approximately £120,000 a year and enables us to invest money into other areas, such as vital new facilities and improving standards of care for our animals.

Petplan

In 2014 Petplan generously supported Battersea Dogs & Cats Home with its Summer Safety Campaign. Petplan also provides every animal rehomed with four weeks' free insurance. Petplan pays Battersea Dogs & Cats Home 10% commission on any insurance policies bought by customers through this introduction. Thanks to this initiative, a staggering £165,000 was raised for the Home in 2014.

Support Adoption For Pets

Our generous friends at Support Adoption For Pets donated £120,000 in 2014, helping us to open a new intake building that will act as the first stop for Battersea's animals on their journey to a new home.

Pets at Home

Thanks to the team at Pets at Home stores across the country for choosing Battersea Dogs & Cats Home to be the beneficiary of in-store fundraising events throughout 2014, raising money to help the 10,000 animals that come through our gates every year.

Fundraising Initiatives

Battersea Dogs & Cats Home was proud to be selected as the Fundraising Initiatives Group's first Charity Partner in 2013. Fundraising Initiatives is committed to providing £75,000 towards our new kennel block and generously donated £25,000 in 2014. As well as this, staff from across the business are raising money for the Home through their own employee fundraising.

Bob Martin

Bob Martin kindly donates its Felight cat litter to all three centres to ensure our cats are clean and comfortable while we find them new families. We are also delighted to receive a yearly donation from the sales of Felight. Thank you for your support, Bob Martin.



Funding our future

Battersea wants to care for and rehome even more dogs and cats in the future, so we make sure every penny counts.

£27,600

invested each day to care for our dogs and cats across all three centres in 2014

Income:
£33,566,315

Legacies and donations
£26,469,946

Investments and property
£773,533

Events and shop sales
£1,208,269

Rehoming and claim fees
£1,114,567

Sundry and contribution to London site regeneration
£4,000,000

Expenditure:
£30,391,715

Caring for dogs and cats
£14,492,839

Awareness and education
£1,243,713

Growing income
£14,599,670

Governance
£55,493

33,944g

of dry dog food

(that's the same weight as a 70-seater Bombardier aircraft) eaten in 2014

115,548

pouches of cat food

enjoyed in 2014





The passion and vision of our Founder Mary Tealby when she established the Temporary Home for Lost and Starving Dogs in a stableyard in Holloway in 1860, lives on in our Home today. The Dedication on this page was placed in every Annual Review from 1865 to the 1980s. Today, it has pride of place again.

'This Annual Review is dedicated to the honoured memory of the late Mary Tealby, the Foundress and unwearied benefactor of this institution.'

Patron

Her Majesty The Queen

President

His Royal Highness
Prince Michael of Kent GCVO

Vice-Presidents

The Earl of Buchan
Lt Col Duncan Green
John Hoerner

Council of Trustees

Heather Love
Chairman

Amanda Burton
Vice Chairman
from June 2014

Bradley Viner
Vice Chairman
until June 2014

Brian Dunk
Honorary Treasurer

Robin Bolton
Susie Briscoe
Lydia Lee-Crossett
Anne Montgomery
Matthew Pead
David Turner

Directors

Claire Horton
Chief Executive

Bryony Glenn
Director of Human Resources

Dee McIntosh
Director of Communications

Shaun Opperman
Director of Veterinary Services

George Ruiz
Director of Finance
and Corporate Services

Liz Tait
Director of Fundraising



Thank-you
Battersea

A big thank you to Battersea from Pepper, rehomed by us in 2014 and enjoying her first-ever holiday, in Cornwall.

Thank you to our beautiful Battersea dog and cat models Barbara (front cover), Fifi and Tia (pages 2 and 3), Fuschia and Foxglove (page 6), and Peanuts (back cover) who helped us with the 2014 Annual Review.



**Visit one of Battersea's three centres.
Open daily.**

Battersea Dogs & Cats Home

4 Battersea Park Road
London SW8 4AA
T: 0843 509 4444

Battersea Old Windsor

Priest Hill, Old Windsor
Berkshire SL4 2JN
T: 0843 509 4444

Battersea Brands Hatch

Crowhurst Lane
Ash, Kent TN15 7HH
T: 0843 509 4444

For further information, and to find out how to rehome,
make a donation, visit one of our centres or get involved,
go to **battersea.org.uk** or call **0843 509 4444**



Registered charity No. 206394

© Battersea Dogs & Cats Home 2015



**FundRaising
Standards Board**

A member of the Association of
Dogs and Cats Homes.

A Registered Charity under the
Charities Act 1960, No. 206394.

Battersea Dogs & Cats Home,
a Company Limited by Guarantee.

Registered in England No. 278802.

VAT registration No. 726 5204 47.

Registered office:

Battersea Dogs & Cats Home

4 Battersea Park Road

London SW8 4AA

0843 509 4444