

**BATTERSEA**

HERE FOR EVERY DOG AND CAT

# OUR IMPACT IN 2017

THE CHANGING FACE OF ANIMAL WELFARE



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# CHAIRMAN'S WELCOME

## HELPING MORE ANIMALS EVERYWHERE

In this Impact Report we tell the stories of six key areas of Battersea's work, explaining why they were a priority for our charity in 2017, what impact was achieved and what this vital work may lead to in benefiting animals in years to come.

As Battersea continues to develop and grow, our Values remain a constant and we will always support vulnerable dogs and cats, affording them unconditional care.

Throughout our 157-year history, Battersea has been a keen observer of societal change. We continually assess how we need to adapt and reflect the times, and none more so than in 2017. As each generation finds new ways of living their lives, and increasingly within the digital space, we recognise that the way they choose their next pet is changing too. This is now reflected in how we carry out our work.

As Chairman, I have welcomed our ability to use our respected voice on animal welfare wisely and in 2017 this was best demonstrated by our efforts to see tougher maximum prison sentences for animal cruelty. With such strong public support behind us, huge progress has been made and our extensive and committed work to help increasing numbers of animals beyond our gates is a significant and strategic development for Battersea.

I would like to express my immense gratitude to the exceptional contribution made every day by Battersea's staff and volunteers, which I witnessed first-hand in an unforgettable 'back to the floor' day in 2017. Sincere thanks also go to my fellow Trustees for their support, our Battersea Ambassadors Paul O'Grady, Amanda Holden, Dame Jacqueline Wilson and David Gandy, and, of course, our thousands of loyal and generous donors.

Finally, as our long-standing and most esteemed Patron, HM The Queen, stepped back from the role, we welcomed with great gusto HRH The Duchess of Cornwall GCVO as our new Patron. Our President, HRH Prince Michael of Kent GCVO, remains as always an enduring support and we thank him for his ongoing and deep interest in our work.

**Left:** Amanda Burton with her Battersea dog, Madge, a Miniature Schnauzer.

# CHIEF EXECUTIVE'S REPORT

## THE CHANGING FACE OF ANIMAL WELFARE

Battersea aims to take in any dog or cat in need of our help and we will always do our very best for every animal, an approach that has set us apart from many other charities for generations.

In recent years, in line with our observations, companion animal welfare started to look quite different and by 2017 it was clear to Battersea that the dog and cat owning, rescue and rehoming landscape was changing rapidly.

As with other charities, we saw more and more people living their daily lives increasingly online and when it comes to choosing a family pet, more animals are being sought and exchanged online, all too often with unfortunate and even life-threatening consequences.

By 2017, with such an online challenge, Battersea predicted that the UK's rehoming centres could be faced with becoming the option of last resort, both in terms of giving up an animal or seeking one.

In addition to the online challenge, some 30% of dogs coming into Battersea in 2017 had been turned away by other organisations, safe in the knowledge that we will take in any animal irrespective of its health, age, condition, behaviour or breed.

For dogs, your typical 'scruffy mutt' is increasingly rare and instead we are seeing more 'harder to rehome' ones. It is now common for Battersea to receive some very sick animals that were previously bought online from puppy farmers, dealers or even brought in from abroad. Sick and unsocialised European street dogs are being rehomed as pets to unsuspecting owners, who then turn to Battersea when they realise they cannot cope.

There are fewer cats in London too, again partly due to online sales and partly the success of neutering initiatives. And many people still interested in rehoming a rescue animal are hoping to meet a kitten, a puppy, or the latest fashionable breed.

Anticipating this changing landscape, in 2017 Battersea set in motion a major initiative to highlight the many benefits of choosing a rescue pet from our charity, as every dog or cat cared for in our centres has been given a full 'MOT' in terms of its health

and behaviour – making choosing a rescue animal a more attractive prospect. We also greatly enhanced our digital offer and rehoming procedures, making it much easier for people to begin their rehoming journey with us through our website via online application.

Another significant change Battersea made was in stepping up our work to help the countless dogs and cats beyond our gates. Nowadays, Battersea's work is not only about caring for the animals in our three centres, but the millions more that will directly benefit from our extensive efforts to help raise national standards and change policies in dog and cat welfare.

Through Battersea's leading role in the Association of Dogs and Cats Homes (ADCH), we are increasingly bringing the sector together and helping it to speak with one voice, ensuring that like-minded dog and cat rescue organisations across the British Isles are supported, informed and able to work collaboratively. ADCH is also advancing its work to raise welfare and operational standards within animal rescues. It published and rolled-out its Minimum Standards in 2017, accompanied by an Assessment Framework, both of which we have shared with Governments across the Association's jurisdictions.

This Impact Report highlights much of our wider external work to help those animals and the most striking example in 2017 of Battersea using our influence to great effect was in persuading the Scottish, English and Welsh Governments to commit to five-year maximum prison sentences for the most shocking cases of animal cruelty. Serving as a powerful deterrent, we expect countless animals' lives will be saved in future by these tougher measures.

Everybody knows Battersea for our 157 years of expert care for the over three million unwanted animals we have taken in and rehomed. Yet some people may still be less aware of Battersea's wider strategic role within animal welfare that has come so much to the fore in recent years. Battersea will be making every effort to communicate the changing face of animal welfare, and our place within it, long into the future.

Claire Horton with  
Battersea dog  
Tilly the Pug.



# BATTERSEA'S VISION, MISSION AND VALUES

OUR PLEDGE TO BE HERE FOR EVERY DOG AND CAT



## OUR VISION

Battersea believes that every dog and cat should live in a home where they are treated with love, care and respect.

## OUR MISSION

We aim to never turn away a dog or cat in need of help, caring for them until their owners or loving new homes can be found, no matter how long it takes. We are champions for, and supporters of, vulnerable dogs and cats, determined to create lasting changes for animals in our society.

## OUR VALUES

Everything we do as individuals and teams, vets and volunteers, nurses, kennel and rehoming staff, fundraisers and foster carers is underpinned by Battersea's Values.

### CARE



We are passionate about the welfare of dogs and cats, and all of our work is inspired by the needs of, and our love for, animals.

### EXCELLENCE



We have been working tirelessly to provide shelter for animals for over 150 years. We are one of the oldest animal charities in the world and the knowledge and experience we have gained has made us credible leaders in our field.

### DETERMINATION



We deal with some of the most challenging situations that impact the lives of dogs and cats. We seek to tackle problems at source by working actively with communities and wider society, challenging misconceptions and encouraging owners to take responsibility for their pets and treat animals humanely. We will not shy away from difficult issues.

### RESPECT



We treat all animals and people with respect and dignity.

### INTEGRITY



We are trustworthy, we are indebted to our supporters and greatly value all the donations given to us, ensuring that they are carefully spent on providing the best possible future for animals.

### COMMITMENT



We strive to find every dog and cat a loving home. We put no limit on the time an animal stays with us, and we will never put an animal to sleep unless significant medical, safety, or legal reasons compel us to do so. Our staff and volunteers are hugely committed.

HERE FOR THE UNWANTED

# HERE FOR THE UNWANTED

# WE WORK HARD TO CHAMPION ALL ANIMALS THAT NEED OUR HELP

## What was our focus?

Conscious that the external landscape in which rescues such as Battersea operate is changing with the extraordinary growth in online trade in pets, the number of people choosing a rescue pet was declining. So too were the types of stray or unwanted dogs and cats coming into rescue charities such as Battersea. In 2017, we redoubled our efforts to bring animals in from where there was most need, some from Local Authorities and members of the public, and some from new or unexpected sources. Their medical and behavioural needs were often more complex, so we focused less on simply the numbers but more on the greater difference we made for these animals who had nowhere else to go.

## Why was this important?

More than ever, Battersea's centres care for the underdog (and cat) and pick up the pieces for those animals who either fail to sell online or were previously bought online by unwitting owners who were unable to cope when faced with costly vet bills or challenging behaviours. In 2017, we were asked to help 18% fewer puppies and 25% fewer kittens, yet we received a higher number of breeds with inherent medical issues, such as French Bulldogs, and a growing number of under-socialised cats requiring specialist care.

## How did we do?

In 2017, Battersea received 3,373 dogs through our gates – a decrease of 8% on the previous year – and 2,910 cats – a decrease of 12%. 498 stray dogs were brought in from 31 Local Authorities and we trained 22 specialist Local Authority staff directly responsible for stray dogs. This has helped improve welfare within Local Authority kennels and the condition of those dogs which then come into Battersea.

We are increasingly working in partnership with other organisations to pool resources and help more animals. We received 332 dogs from 19 other organisations, such as Four Paws Animal Rescue in Wales.

We equipped our animal-facing staff with the detailed knowledge and skills they needed to bring out the best in our animals. Fostering is a vital resource for animals unable to cope in a kennel environment or that need to undergo weeks of medical treatment. 1,163 animals benefited from temporary foster care, of which more than 95% were successfully rehomed. A new Working Dogs Manager was recruited to seek out new opportunities for dogs not suited to a domestic home environment. 21 dogs were placed with working outlets including police forces, prisons, fire services, and in medical detection. Our Veterinary team worked tirelessly to treat the complex medical issues faced by our dogs and cats. In 2017, they carried out 36 surgeries to clear the airways of what are known as brachycephalic breeds such as Pugs or Bulldogs. Our investment in helping more challenging animals meant that although the average stay for animals at Battersea increased slightly to 38 days for dogs and 22 days for cats, encouragingly the percentage of animals that we were able to rehome or reunite increased year on year to 81% for dogs and remained at 94% for cats.

## KEY STATISTICS

7,365

We helped 7,365 animals in 2017, including 4,047 dogs and 3,318 cats

32%

32% of dogs that came in to us were unable to be helped by other organisations

177%

Up 177% on 2016, 36 successful airway surgeries for brachycephalic dogs were performed

90

90 cats placed in non-domestic outlets, e.g. farms

## What's next

In 2018, Battersea will take in and support those animals that may not have a chance elsewhere and stand by our non-selective intake policy, welcoming any dog or cat that needs our help. We will further develop our partnerships with Local Authorities to ensure more stray and unwanted animals are taken in and we will develop more partnerships to bring in animals from rural rescues that are at maximum capacity. We will promote our animals extensively and grow our relationships with working dog and cat outlets, to ensure that our animals have an option to be rehomed away from a domestic environment.



# A STABLE FUTURE FOR CINNAMON

Standing by our non-selective intake policy to support animals that may not have had the same chance elsewhere, Battersea comes to the rescue for cats that are under-socialised and crave an independent, rural lifestyle away from built-up cities and busy homes. Our Animal Partnerships team actively seeks out rural homes for cats that struggle with human interaction and, in 2017, 90 cats were rehomed to a new life in the countryside.

Four-month-old Domestic Short Hair Cinnamon was one of 16 cats – the majority of which were Ragdolls – that were originally given in to another charity from a breeder. The group were in a very poor condition, both behaviourally and medically, and, unfortunately, two had to be put to sleep due to serious medical problems.

Finding new homes for them proved no easy feat. Animal Partnerships Officer, Laura Cushway, explains: “While all the cats brought in had a range of extra needs, Cinnamon was very shy around people when he arrived and would hide away in his pen when any staff or volunteers tried to get close.”

Our Animal Partnerships team got to work looking for an outdoors home; somewhere that Cinnamon could be safe and looked after in terms of shelter, food, water, and a safe place to sleep, but where he would not be forced to fit in with a ‘normal’ family home environment. It wasn’t long before the ideal home was found, and Cinnamon went to live at a stable yard in Bedfordshire with his new owner, Lisa Ord, where he’s since been enjoying life roaming around at his own free will.



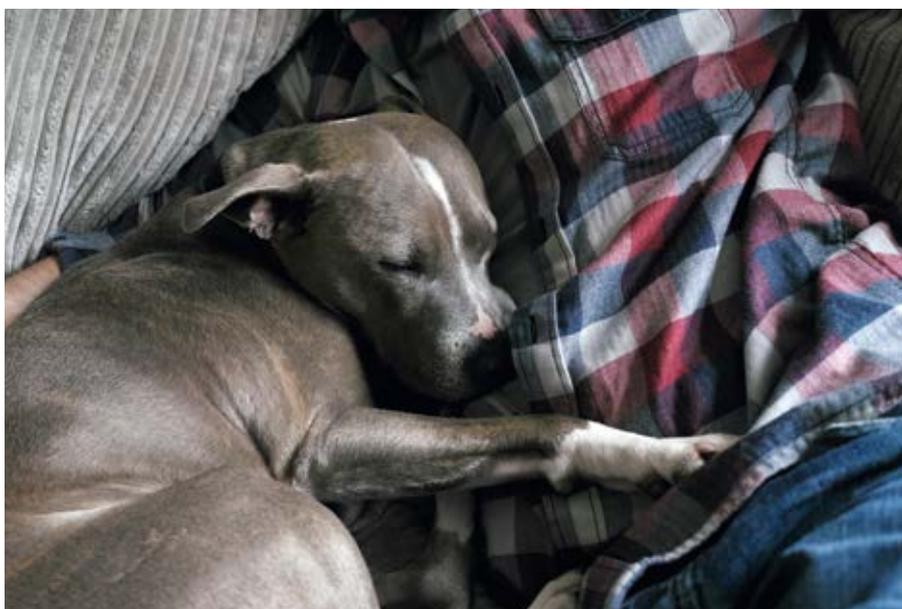
Cinnamon had clearly not been properly socialised when he arrived at Battersea, and staff realised that he wouldn’t suit a typical home environment.



RESCUE IS BEST

RESCUE  
IS BEST

## WHEN IT COMES TO TAKING ON A NEW DOG OR CAT – RESCUE IS BEST



### What was our focus?

By 2017 we recognised there needed to be a rethink about how the nation chose their next pets and Battersea should tell the world what makes our rescue animals so very special, happy, healthy, and ready to be loved.

### Why was this important?

In the UK, a new dog for sale advert is created online every two minutes, and a new cat for sale advert every four minutes, often on poorly regulated websites and social media. Choosing a new pet had become a crowded and changing marketplace and rescue animals were in danger of losing out. The trend in pet owners selling unwanted animals online, rather than bringing them into rescue centres was made worse by unscrupulous breeders cashing in on this age of online convenience.

### How did we do?

We began a major initiative to promote rescue, and the rehoming of Battersea's animals, aiming to encourage more people to choose a Battersea dog or cat. We launched our first TV advertising campaign on 'Happiness Starts at Battersea' and during that period dog rehoming increased by 8%. The campaign coincided with our sixth successful series of *Paul O'Grady: For the Love of Dogs* on ITV, which has a strong track record of promoting rehoming rescue dogs to a national and global audience. Our series won a National Television Award for championing and promoting rescue animals. We simplified rehoming with a new online process; potential owners could meet our dogs on 'summer walks'; we ran digital promotions for our cats; and with Battersea adverts we targeted those who searched for a pet on websites. Inventive rehoming ideas included showing our dogs to train commuters at London Waterloo. All these rescue and rehoming efforts helped Battersea achieve a top 10 UK charity awareness ranking (8th) for the third year in a row in the YouGov Charity Index.

## KEY STATISTICS

**65m**

65m viewers were touched by our ITV series in 2017

**7,980**

7,980 online rehoming applications in just two months

**8th**

8th in YouGov Charity Index ranking of best-known UK charities

### What's next

Battersea planned a significant campaign for 2018 to promote the rehoming of Battersea animals, launching our biggest ever promotion of rehoming rescue animals through a series of videos and TV advertising. We will make it even easier to rehome a rescue animal and highlight the inherent risks of buying an animal online. We will develop greater support for those that have adopted Battersea animals, through offering more aftercare, and provide bespoke behaviour advice for owners.



# TURNING THE TABLES FOR TOBY

A so-called 'undesirable' breed, Toby is a prime example of a dog who could be at risk of being overlooked among the many designer breeds online.

Having acquired Toby as a four-month-old pup, his owner told us how Toby already had a broken tail when they first got him and no previous socialisation with other dogs besides their other Ridgeback – a female who Toby did not always get on with. Unfortunately, forced to give up both dogs due to a relationship breakdown, other rescue centres had been unable to help due to size and breed issues. Battersea was their last hope.

When you get a Battersea dog you know that you're getting a dog that is happy, healthy and ready to be loved, and – after originally being placed in isolation kennels due to his concerning behaviours – Battersea's canine behaviour specialists put an enormous amount of work and support in to helping Toby become ready for rehoming. After six weeks, the Birchmore family from Hampshire spotted Toby on our website and fell in love with him, having previously owned and trained other dogs of the same breed.

Alan Birchmore says: "Toby still shows the scars – both physically and mentally – from suspected injuries early in his life that weren't treated properly, and when he got to Battersea he was timid and could be challenging. The weeks that Battersea looked after him have absolutely improved that; they've done a fantastic job of working with him to get his behaviour to a point where he was ready to be rehomed by us."



Toby is very much an integral part of the Birchmores' lives now, who say he is a key member of their household and far more than just a pet.





# TACKLING ANIMAL CRUELTY

# WITH THE PUBLIC BEHIND US, WE INFLUENCED GOVERNMENTS TO AGREE 5-YEAR MAXIMUM SENTENCES FOR ANIMAL CRUELTY



**Left:** Enid the Bulldog, who came to Battersea with a horrific skin condition, heart complications and hips so deformed she couldn't stand. **Above:** The campaign was backed by some of our high-profile supporters.

## What was our focus?

Battersea recognised that Britain lagged well behind in sentencing acts of the most shocking cruelty to animals. Too many perpetrators were given a minimal sentence or not sent to prison at all. We used our voice to call on the public to start talking to their MPs on this issue, pushing for change. Battersea wanted to see sentences raised from six or 12 months to five years.

## Why was this important?

Battersea sees many dogs and cats coming into our centres and around the country having suffered from unspeakable cruelty. Our research showed that, unlike Ireland and Northern Ireland, Britain had the lowest sentences for such cruelty in the Western world. 933 people were convicted of animal cruelty in England and Wales in 2015, with the average sentence just 3.3 months. With well-proven links between animal cruelty and child abuse, Britain had to introduce tougher sentences for the benefit of all concerned.

## How did we do?

We launched a national campaign, resulting in five-year maximum sentences for animal cruelty becoming official Government policy in England, Wales and Scotland. Over 62,000 people emailed their MP in all 650 UK constituencies, calling for a change in the law. We secured the support of household-name celebrities and comedians – Paul O'Grady, Ricky Gervais, Sue Perkins, Harry Hill and Tracy Ullman – to champion the #notfunny cause. Having launched the campaign at Westminster, we then broadened it to Scotland, where maximum sentences were twelve months, putting our case to Government Ministers and MSPs. The Scottish Government were first to announce in September their commitment to pursue a five-year maximum sentence in September and England and Wales soon followed suit.

## KEY STATISTICS

**62,000**

62,000 people emailed their MP or MSP in support of our campaign

**650**

Every one of the 650 UK constituencies saw people contact their MP

**22m**

22 million digital impressions of the campaign

**245**

245 pieces of media coverage including two front-page leads

**3**

Three Governments have promised to change the law on cruelty sentencing: England, Wales and Scotland

## What's next

This campaign shows there is a national consensus that the punishment must fit the crime and there is a determination to see this change come into force. Introducing new, or changing existing legislation, takes time and Battersea is working very closely with Governments, offering support and using our influence, confident that five-year sentences will become law in 2018/2019.



# A LUCKY ESCAPE

In December, Environment Secretary Michael Gove MP chose Battersea as the location to launch a new Bill which includes provision to make five-year sentences for cruelty a reality. And this is because of dogs like sweet-natured Mongrel Stewart, who shocked Battersea staff when he was brought into our London centre in March 2017.

The skeletal four-year-old was handed in by a horrified member of the public, who found him wandering the streets in South London. His emaciated body mystified our staff – he wasn't microchipped but was well trained and did not look as though he had been stray for long. While we can never know a stray animal's history for definite, staff believed it was likely he had been kept indoors and deliberately starved.

Stewart was so weak, our Veterinary team had to nurse him in isolation to avoid any infections that would overwhelm his crippled immune system. Fortunately, his condition improved and a specialised meal plan helped him gain weight. He eventually put on the pounds and was rehomed to the Siega family in Hertfordshire, where he was touchingly renamed Lucky.

Battersea's Veterinary Director, Shaun Opperman, said: "We were all so shocked when we first saw him. He was painfully thin and if he hadn't come to us when he did, there's no telling what might have happened. His claws were overgrown, and his coat was in good condition, so it was unlikely he'd been fending for himself. Despite all that he'd been through, he came out of his experience still a sweet and trusting dog. His new name, Lucky, couldn't be more apt."



While Lucky has found his happy ending, Battersea is still fighting to give a voice to the countless animals out there who aren't so fortunate.



A tabby cat with dark stripes is perched on a wooden fence. The cat is looking towards the camera with a slight smile. The fence is made of light-colored wood and has a vertical metal post. The background is a clear blue sky with some green foliage.

# BEYOND OUR GATES

# BATTERSEA IS NOT ONLY ABOUT HELPING THE ANIMALS IN OUR CARE BUT COUNTLESS MORE BEYOND OUR GATES

## What was our focus?

In recent years, Battersea's role in helping dogs and cats outside of our three centres has increased significantly and will continue to do so. In 2017 we used our leading and collaborative position within animal welfare wisely, working in partnership with more organisations to deliver new or improved animal welfare policies. We also began to offer advice and training to other rescue charities to help them in the care of their animals and management of their centres.

## Why was this important?

For Battersea, this focus demonstrates our strategic commitment to help more animals in need. With the internet trade of pets on the rise and unscrupulous breeders all too common, it is essential we play our part in interrupting many of these practices and helping improve many other key animal welfare issues.

## How did we do?

Following three years of effective campaigning, Battersea has played a central part in helping to develop new UK animal breeding and sale regulations to address backstreet breeding and puppy farming. We also prepared the groundwork for both the Scottish and Westminster Governments' later decisions to ban the use of electric shock collars and, through our work with the Cat Population Control Group, the BVA Cat Group, and C4 – a London-based cat initiative – 90% of the nation's cats are now neutered.

Battersea's ability to influence animal welfare policy and help more animals beyond our rescue centres is strengthened by our Chief Executive being the link between Government and the animal welfare sector. She champions the sector as their Non-Executive Director on the Government's Animal Health and Welfare Board for England (AHWBE), represents AHWBE on the Canine and Feline Sector Group (CFSG), holds the Chairmanship of the Association of Dogs and Cats Homes (ADCH), and is a key influence on the All-Party Group on Animal Welfare (APGAW) at Westminster.

With 66,000 dogs in the UK now strays and 7,767 of them in London, in 2017 we sought to help make sure fewer dogs ended up as unwanted strays on our streets. We reached out with responsible dog ownership messages to communities where some people own dogs for the wrong reasons. We engaged with offenders and those on the cusp of offending through Pupil Referral Units, Young Offenders' Institutes and other marginalised groups, to increase awareness of responsible dog ownership. We saw 91% increased knowledge in recognising signs of a nervous dog, a 95% increase in identifying a banned breed, and a 47% positive change in participants' behaviour and attitude towards dogs.

2017 also saw Battersea help other animal charities by equipping them with the knowledge and practical skills they need to best operate their own rescue and rehoming centres to the highest possible standards. Although early days, several organisations have now taken part in Battersea-based training from across the UK and abroad.

**Left:** Cats like Zeeba have been helped by ADCH member organisations.

## KEY STATISTICS

**150k**

130 ADCH member organisations helped over 150,000 animals

**90%**

90% of the nation's cats are now neutered

**91%**

91% of community engagement participants learnt to recognise signs of a nervous dog

**27**

We led or partnered in 27 pieces of policy work across our sector

### What's next

Continuing the themes of our successful End Backstreet Breeding campaign, Battersea will collaborate with local and central Government and our partners to ensure the new legislation on the breeding and sale of pets is a success, and raises welfare and breeding standards. It is vital to improve the health of both mothers and their puppies and we will seek ways to encourage people away from puppy farms and backstreet breeders. Battersea will also work to encourage more pet-friendly housing policies and reach out to help many more dogs and cats through our ambitious initiative, providing training to a range of animal rescue organisations.



# NEW BEGINNINGS FOR NANCY

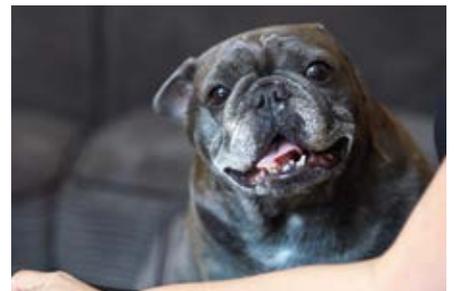
In 2017 Battersea worked hard to bring about new legislation to crack down on cruel and irresponsible pet-breeding practices. We've long campaigned for an end to seeing exhausted breeding bitches and their sick and under-socialised puppies needing life-saving help, and Nancy, a four-year-old French Bulldog, was just one of them.

Nancy's past before coming to Battersea is a mystery – but it was clear life hadn't been easy for her. Her foreign chip led us to suspect she had been imported into the UK from an overseas breeder and it looked like she had been used for breeding many times.

With problems endemic in flat-faced breeds, Nancy was also struggling to breathe and had to have many operations to fix her ears and open her airways.

Battersea's Veterinary Director, Shaun Opperman, says: "When Nancy arrived here, she was suffering from many medical issues that would have made every day very painful for her. To give her a chance at having a decent quality of life, we had to operate four times and sadly the infection in her left ear was so bad that we had to amputate it."

Luckily for Nancy, she got the happy ending she longed for when she headed off to enjoy her new life with her new owner, Laura in central London. She is now living the life she deserves, after taking such a rough road to get there.



Nancy's story shone the spotlight on the problems facing flat-faced breeds in series six of *Paul O'Grady: For the Love of Dogs*.



# VALUING OUR PEOPLE

# NEARLY 1,000 VOLUNTEERS DONATED 89,000 HOURS OF THEIR TIME TO HELP BATTERSEA DOGS AND CATS



**Left:** Volunteers like Louis Proud are an integral part of the Battersea family.  
**Above:** Battersea Volunteers at the Royal Windsor Horse Show to promote rehoming and help with fundraising.

## What was our focus?

Volunteers and foster carers support our committed staff and are integral to Battersea's vital work. Throughout 2017 we focused on growing the numbers of volunteers who contribute their time and skills to our charity and retaining them. We provided an ambitious variety of opportunities to work on new initiatives with our staff beyond their normal activities.

## Why was this important?

Battersea could not achieve such success without our volunteers playing their part alongside our exceptional staff. It is thanks to the tireless efforts of those 937 people, who give their time for free across all areas of the charity, that Battersea can help over 6,000 dogs and cats that come through our doors each year. Many people want to volunteer at Battersea but retaining them can sometimes be a challenge. We wanted to make sure they truly felt part of the whole of Battersea and not simply passionate about the animals they cared for.

## How did we do?

In recognition of our volunteers' contribution, Battersea was awarded Investing in Volunteers (IiV) accreditation, noting the enthusiasm and dedication of Battersea's volunteers. Work to improve our volunteer experience, including offering greater learning and development opportunities, dramatically improved volunteers' average length of stay from 24 to 35 months. This included the delivery of our first Volunteering & Fostering Conference in June 2017, to coincide with Volunteers' Week. The opening of our new Volunteer & Foster resource centre provided a dedicated relaxation and study area, and visits to other animal rescue charities to share experiences with their volunteers, plus award nominations, all contributed towards volunteer retention. Many volunteers join Battersea in the hope of securing an employed position and many do.

## KEY STATISTICS

**89,086**

89,086 volunteer hours (up 7% on 2016)

**937**

937 volunteers gave their time to help our dogs and cats in 2017

**1,163**

333 foster carers (90 new in 2017) helped 1,163 animals

## What's next

Battersea is keen to play a strategic part in supporting volunteering across the Third Sector. Charlotte Fielder, our Head of Volunteering and Fostering, is an Assembly Member for the National Council for Voluntary Organisations (NCVO) and also leads on Volunteering and Disability on the Institute of Fundraising's Task Force on Diversity in Fundraising. Battersea is determined to make our volunteering and fostering programme as equal, diverse and inclusive as possible. We firmly believe in the NCVO statement 'Volunteering for all' and we champion best practice so that BAME, LGBT+ and people with a disability are encouraged to volunteer or foster animals for Battersea.



# HESTER'S STORY

In July 2015, 8% of Battersea's staff were former volunteers and by July 2017 the figure had risen to 11%, helped by on-the-job development opportunities and workshops offered to volunteers on 'getting your next job'. One team member contributing towards this figure was Hester Youngman, a former volunteer who made the leap into a full-time role as a Rehoming and Welfare Assistant at Battersea's Old Windsor branch.

Hester says: "While studying, I started to volunteer as a cattery assistant in my spare time. I had previously volunteered at another animal rescue and it was something I missed in my life – that feeling of knowing you're making a positive difference and contributing to an animal's journey."

In April 2017, just as Hester's Master's degree was coming to an end, a part-time role emerged in the cattery. She recalls: "I felt that, given my experience of volunteering at Battersea, I was in a good place to apply. I could talk to my colleagues about anything – they were all so friendly and showed me the ropes so quickly. Then, when a full-time role became available, I jumped at it."

"I've seen how important the volunteers at Battersea are and how their work is valued from both sides. There are plenty of ongoing training opportunities, which really helps volunteers looking to become staff, and the support and encouragement toward volunteer members of the team comes from a genuine place – I know that we wouldn't be able to manage in the cattery without them."



The increased percentage of Battersea volunteers becoming staff members is helped by on-the-job development opportunities and workshops such as 'getting your next job'.



A close-up photograph of a brown and white dog, possibly a pit bull mix, standing on a green lawn. The dog is wearing a blue and white ruffled ribbon around its neck. The ribbon has a circular logo and the text "Dog Show 5th place" printed on it. The dog's eyes are partially closed, and it has a calm expression. In the background, the legs and feet of people are visible, suggesting an outdoor event like a dog show.

# PUTTING THE FUN INTO FUNDRAISING

# OVER 3,000 PEOPLE AND THEIR DOGS GOT THOROUGHLY DIRTY TO HELP OTHER ANIMALS



**Left:** Battersea favourite Sidney taking part in 2017's Annual Reunion.  
**Above:** Muddy Dog Challenge participants and their dogs raised over £450k for Battersea.

## What was our focus?

Battersea is always looking for new ways to raise funds for our animals and diversify our income, and we saw challenge events as a popular way to attract a wider and growing audience to fundraise for Battersea. We wanted to offer more locations across the country for our Muddy Dog Challenge events, allowing us to connect with new supporters and provide a fun and accessible way to support us. Our Old Windsor Fun Day and the Battersea Annual Reunion also provided an opportunity for supporters and their dogs – ex-Battersea and otherwise – to enjoy a great day out taking part in dog classes, watching demonstrations, and raising funds for our dogs and cats.

## Why was this important?

As a charity we rely on public donations as we receive no Government support, and our Muddy Dog Challenge events offer us a perfect opportunity to reach a new generation of supporters. Charity fundraising in the UK is continually evolving and in recent years regulations on how all charities can attract donations has come under close scrutiny. So Battersea wanted to tap into the popularity of challenge events as an imaginative next step.

## How did we do?

In 2017, over 3,000 members of the public took part in our Muddy Dog Challenge events in four different locations. The unique appeal of Muddy Dog Challenge attracted dog owners from across the country, who signed up to take part in the sponsored 2.5k or 5k obstacle course with their dogs. We took the event to three new areas: Nottingham, Kent and Essex, and reached a younger group of people keen to get involved. Our challenge events were supported by 519 volunteers and won the Gold award for 'Best Fun Run' in the 2017 Running Awards and was shortlisted for the Institute of Fundraising Excellence Award for Best Use of Events. Many of those taking part are now regular donors and we raised £450k in gross income. Alongside this, 4,000 people attended Battersea's 2017 Annual Reunion and 3,000 attended the Windsor Fun Day, helping to not only raise further funds but also showcasing what the best of Battersea is all about.

## KEY STATISTICS

**£22m**

£22m was raised for Battersea through fundraising in 2017

**123k**

123,000 active Regular Givers contribute over £1m per month

**£450k**

450k raised from the 2017 Muddy Dog Challenge



## MUDDY DOG

A BATTERSEA CHALLENGE

## What's next

In 2018, Muddy Dog Challenge will expand to cover six UK locations – Nottingham, Windsor, Manchester, Peterborough, Cardiff and Tunbridge Wells. We will continue to build on the knowledge and experience gained from holding these new challenge events by introducing a range of new participation events in 2018 such as the Battersea 'Stray Over'.



# UP FOR THE CHALLENGE

Leading the way in the latest trend in fundraising – challenge events – the 2017 Muddy Dog Challenge arrived at Windsor Great Park to over 900 supporters and their canine companions, including Battersea Ambassador David Gandy, actresses Rosie Marcel and Joanna Scanlan, and many Battersea staff members and volunteers. The Windsor event raised over £90,000 and it was fantastic to see so many Battersea supporters in one place.

The oldest competitor on the day was 86-year-old Bill Lockwood. Bill, a former Royal Marine and ex-cabbie who took on the course with his dog Snoopy, a cross breed of Dachshund and Shih-Tzu, said: “Snoopy loved every moment of it. Battersea’s fantastic volunteers were there at every obstacle, and at the finish line we received a very nice round of applause and pictures on the podium with Claire Horton.”

To prepare for the challenge, Bill undertook long walks daily with Snoopy, alongside short dashes to build up stamina. Bill was thrilled to have taken part and said it gave him something to work towards and look forward to.

He added: “Snoopy raised £660 for Battersea. He was a hero, so for the rest of the day it was unlimited biscuits and all the cuddles in the world.”



Our oldest ever Muddy Dog Challenge runner, 86-year-old Bill Lockwood, celebrating his success.



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# OUR FINANCES

AT BATTERSEA, WE ENSURE EVERY PENNY COUNTS TOWARDS  
MAKING A BETTER FUTURE FOR OUR DOGS AND CATS

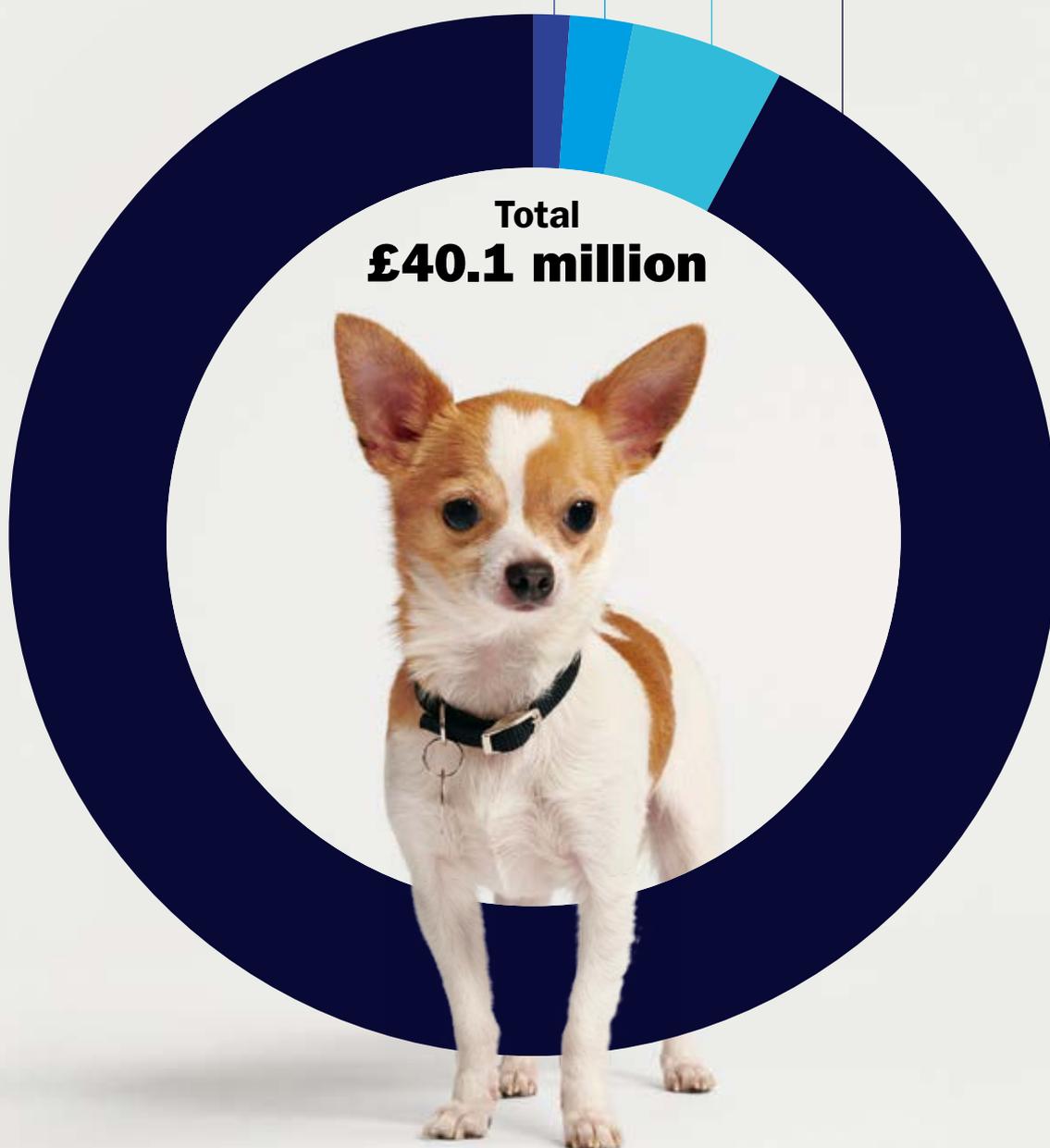
## Our income

Donations and legacies **£37.0m**

Events and shop sales **£1.9m**

Rehoming and claim fees **£809k**

Investments **£378k**



## Your support

Thanks to the incredible generosity of our supporters and individuals who donated in 2017, we have made a real difference to the lives of dogs and cats. Your support has helped us to continue investing in developments to improve our services and care to help more animals. This includes the redevelopment of kennels at both our London and Old Windsor centres and an investment in the refurbishment of our London facilities that will enable us to improve every animal's journey with us. This facilities improvement work will remain ongoing until 2020.

## Our expenditure

Charitable activities for the welfare of dogs and cats **£21.2m**

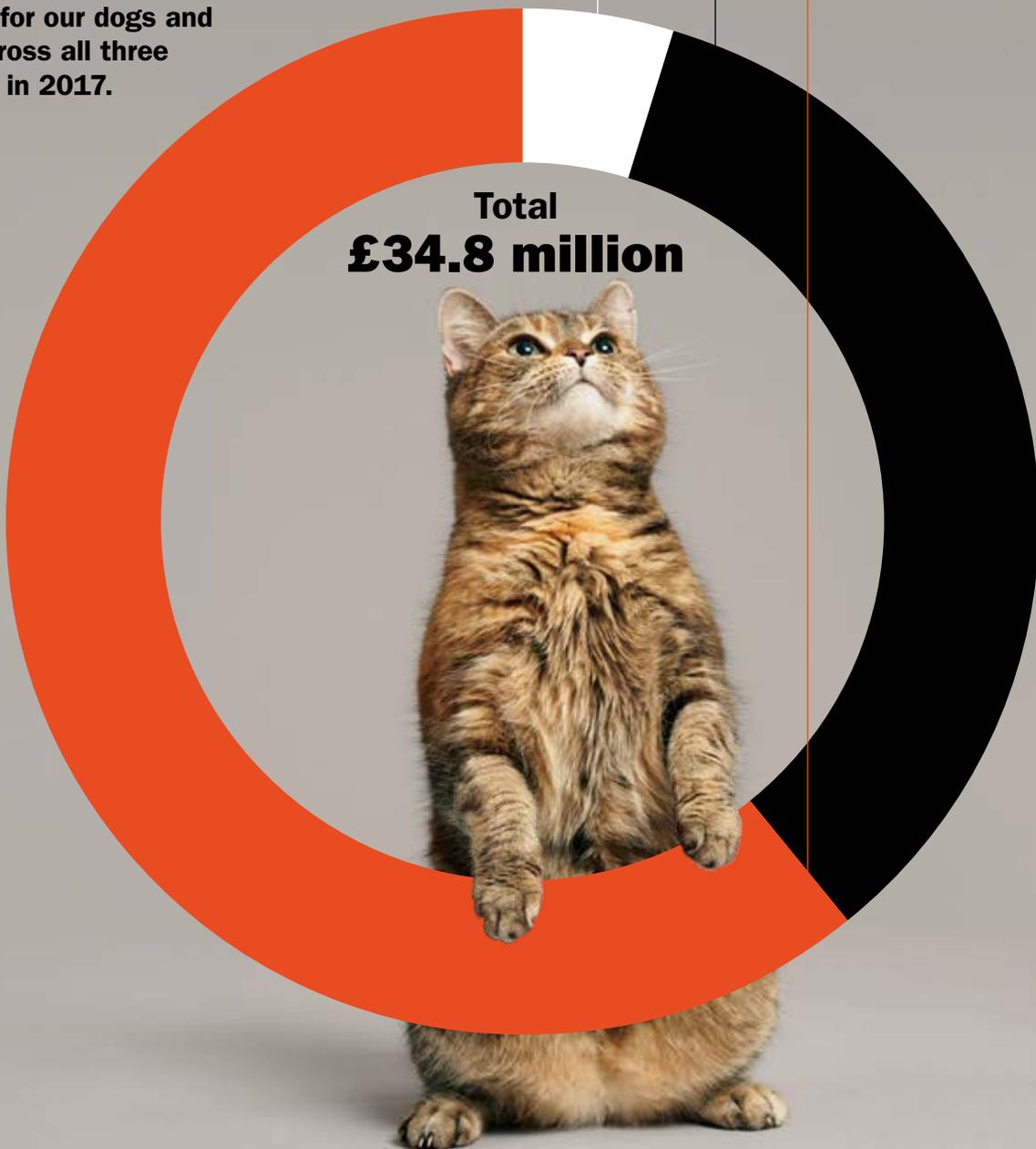
Growing income and trading **£12.0m**

Capital spend **£1.6m**

**£50,000**

was invested every day to care for our dogs and cats across all three centres in 2017.

Total  
**£34.8 million**



# OUR ANIMALS

BATTERSEA 2017 IN NUMBERS

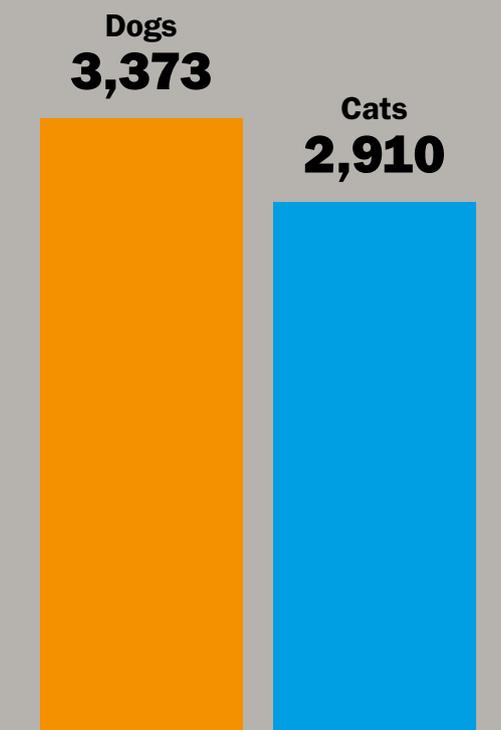
Total animals we helped in 2017

# 7,365

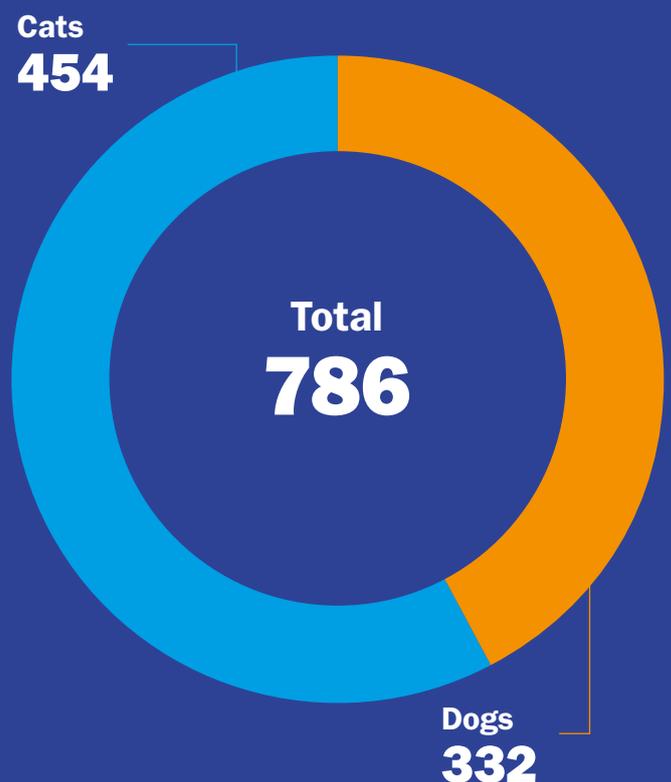
**Dogs**  
**4,047**

**Cats**  
**3,318**

Number of animals taken into our centres



Animals taken in from rescue centres we have partnered with and helped



OUR ANIMALS

## Animals reunited by our Lost Dogs & Cats Line

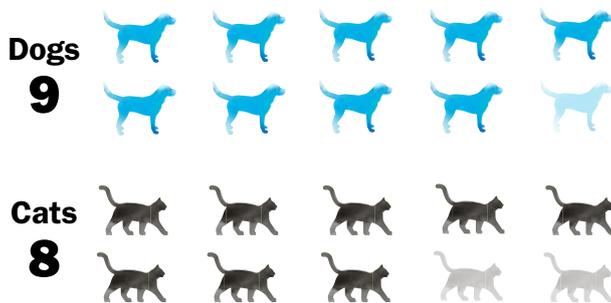


Dogs  
**844**

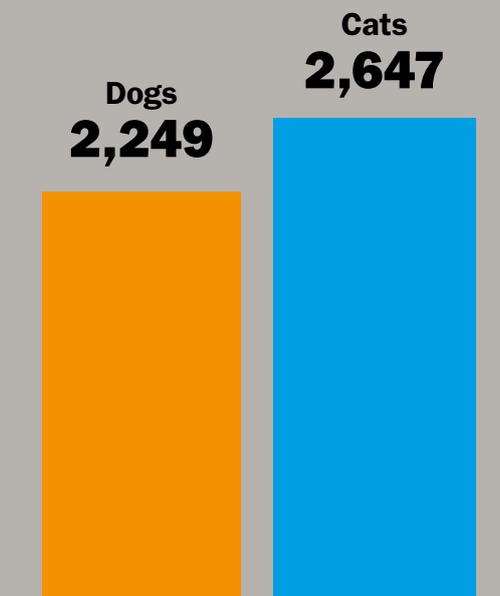


Cats  
**341**

## Average daily intake across all three centres



## Number of animals rehomed



## Average length of stay



# 1,163

animals benefited from temporary foster care

# 36

airway surgeries on brachycephalic dogs (177% increase from 13 in 2016)

# THE CLASS OF 2017

## DOGS

Akita	34	German Shepherd	102	Shar-Pei	39
Alaskan Malamute	15	Great Dane	1	Shih-Tzu	64
Anatolian Shepherd Dog	4	Greyhound	139	Siberian Husky	59
Australian Cattle Dog	3	Greyhound: Italian	1	Spaniel: Cavalier KC	15
Australian Kelpie	1	Griffon: Bruxellois	1	Spaniel: Cocker	49
Basset Hound	6	Harrier	2	Spaniel: English Cocker	31
Beagle	37	Hungarian Vizsla	1	Spaniel: English Springer	43
Belgian Shepherd Dog	7	Irish Wolfhound	1	Spaniel: Field	1
Bernese Mountain Dog	1	Labradoodle	8	Spaniel: Irish Water	1
Bichon Frise	48	Labrador	75	Spaniel: King Charles	2
Boerboel	1	Lhasa Apso	3	Spaniel: Tibetan	1
Bolognese	2	Lurcher	160	Spitz: German	13
Borzoi	2	Maltese	5	Terrier: Australian	1
Boxer	15	Mastiff: Bull	47	Terrier: Bedlington	4
Bulldog	27	Mastiff: Neapolitan	3	Terrier: Border	17
Bulldog: Alapaha Blue Blood	1	Mastiff: Old English	3	Terrier: Cairn	11
Bulldog: American	55	Miniature Pinscher	6	Terrier: English Bull	17
Bulldog: French	36	Mongrel	416	Terrier: Fox Smooth Hair	1
Bulldog: Old Tyme	12	Newfoundland	1	Terrier: Fox Wire Hair	1
Cane Corso	7	Northern Inuit	2	Terrier: Jack Russell	298
Caucasian Shepherd	2	Old English Sheepdog	3	Terrier: Lakeland	7
Chihuahua: Long Hair	30	Other	4	Terrier: Maltese	4
Chihuahua: Smooth Hair	111	Otterhound	1	Terrier: Manchester	1
Chinese Crested	4	Papillon	3	Terrier: Norfolk	2
Chow Chow	1	Pekingese	3	Terrier: Parson Russell	23
Collie	10	Pointer	2	Terrier: Patterdale	37
Collie: Bearded	4	Pointer: German Short Hair	3	Terrier: Pit Bull	39
Collie: Border	49	Pomeranian	15	Terrier: Plummer	1
Collie: Rough	2	Poodle: Miniature	15	Terrier: Scottish	2
Collie: Welsh	2	Poodle: Standard	2	Terrier: Soft-coated Wheaten	3
Corgi Welsh: Cardigan	2	Poodle: Toy	8	Terrier: Staff Bull	676
Dachshund: Min Long Hair	4	Presa Canario	7	Terrier: Welsh	1
Dachshund: Min Smooth Hair	5	Pug	38	Terrier: West Highland White	20
Dachshund: Min Wire Hair	3	Retriever: Golden	4	Terrier: Yorkshire	88
Dachshund: Std Smooth Hair	2	Rhodesian Ridgeback	10	Weimaraner	3
Dachshund: Std Wire Hair	1	Rottweiler	58	Whippet	21
Dalmatian	5	Saluki	29		
Dobermann	9	Samoyed	2		
Dogue de Bordeaux	22	Schipperke	1		
Estrela Mountain Dog	1	Schnauzer: Giant	1		
Foxhound	2	Schnauzer: Miniature	6		
				<b>Total</b>	<b>3,373</b>

**BATTERSEA HELPED 7,365 ANIMALS IN 2017, INCLUDING THOSE PRESENT AT THE START OF THE YEAR AND ANIMALS WE REUNITED WITH THEIR OWNERS OFF-SITE (NOT INCLUDED ON THIS LIST).**

## CATS

Bengal	38
Birman	2
Breed: Siberian	1
British Short-hair	14
Burmese	7
Burmilla	2
Chinchilla (Persian): Long-hair	2
Devon Rex	3
Domestic Long-hair	167
Domestic Medium-hair	204
Domestic Short-hair	2,399
Exotic Short-hair	3
Oriental Long-hair	1
Scottish Fold	1
Other	66
<b>Total</b>	<b>2,910</b>



# OUR PARTNERS

WE WERE HELPED BY A NUMBER OF STRATEGIC PARTNERS IN 2017 AND WE THANK THEM ALL FOR THEIR SUPPORT

Over the past year Battersea has received incredible support from generous individuals, trusts and companies whose financial gifts and support have made our work possible.

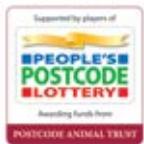
From the many thousands of humans and canines that took part in the Muddy Dog Challenge to those who attended our events, knitted toys, baked cakes, shook a bucket to collect cash and chose to 'wear their whiskers' for Battersea – you are all amazing.

The many tens of thousands of people who gave donations to us regularly, by direct debit, through the post or on our website – you are our bedrock. And the extraordinary people who left a gift in their Will – we are forever grateful for your kindness. Thank you.

We would also like to say a special thank you to the companies who engaged in exciting partnerships with Battersea, the trusts and foundations who funded groundbreaking new projects and the generous players of People's Postcode Lottery.

From our industry-leading veterinary clinic to the agility equipment in our paddocks, our wonderful supporters have made every part of an animal's journey with us a reality this year.

Without these donations, Battersea could not continue its essential work for the dogs and cats that we care for.



## People's Postcode Lottery

Players of People's Postcode Lottery support Battersea across all areas of our work. 32% of all ticket sales go to directly helping charities like Battersea, and through the Postcode Animal Trust Battersea has received £2.1m since 2014. In 2017, players supported the growth of our Volunteering & Fostering department, our Working Dogs programme, and our public policy work to increase the sentencing of animal cruelty cases to five years' imprisonment.



## Liverpool Victoria

Liverpool Victoria (LV=) kindly continued their support of Battersea's Agility Display team, formed of talented rehomed Battersea dogs that perform in shows, as well as renewing their Headline Sponsorship of the Muddy Dog Challenge in 2017. LV= is proud to continue to support both activities in 2018.



## Mars Petcare

Mars Petcare continue to feed all of the dogs and cats at Battersea, supplying Pedigree and Whiskas for the animals in our care. We would also like to thank them for continuing to raise funds for Battersea, giving £70,000 in 2017. Mars Petcare teamed up with Tesco to raise money for Battersea and other selected animal rescue centres across the UK by giving 1p per pack from Mars Petcare products and Tesco's own brand pet products during select promotional periods. We were thrilled to be part of this exciting campaign which ran in-store and online.



## Petplan

All dogs and cats rehomed by Battersea are offered four week's free insurance cover by Petplan.



## BGC Partners

Battersea was selected to take part in the 2017 BGC charity trading day, where BGC remember friends and colleagues lost on 9/11. The BGC Group donates 100% of its global revenues on September 11th, with each charity in attendance receiving a donation.



## Vets4Pets

Since July 2017, Vets4Pets and Companion Care Vets offer everyone who rehomes a dog or cat from Battersea a gift of free vaccinations for life via their Vac4Life Health Plan, as well as a free veterinary consultation. Vets4Pets also supported Battersea in many other ways including being the Headline Sponsor for our annual Collars & Coats Gala Ball.

# WHO'S WHO

OUR PEOPLE IN 2017

## PATRON

Her Royal Highness  
The Duchess of Cornwall, GCVO

## PRESIDENT

His Royal Highness  
Prince Michael of Kent, GCVO

## VICE-PRESIDENTS

The Earl of Buchan  
Lt Col Duncan Green  
John Hoerner  
Heather Love

## COUNCIL OF TRUSTEES

### Chairman

Amanda Burton

### Vice Chairman

Anne Montgomery

### Honorary Treasurer

Lydia Lee-Crossett

Sophie Andrews  
Patrick Aylmer  
Kari Daniels  
Brian Dunk  
Alan Martin  
Cassie Newman  
Matthew Pead  
David Turner  
Bradley Viner

## DIRECTORS

### Chief Executive

Claire Horton

### Director of Human Resources

Bryony Glenn

### Director of Finance & Corporate Services

Jeni Graham

### Director of Operations & Deputy Chief Executive

Peter Laurie

### Director of Marketing & Commercial

Sarah Matthews

### Director of Communications & External Affairs

Dee McIntosh

### Director of Veterinary Services

Shaun Opperman

### Director of Fundraising

Liz Tait

## OUR AMBASSADORS

David Gandy  
Amanda Holden  
Paul O'Grady MBE  
Dame Jacqueline Wilson DBE

## AWARDS IN 2017

**Winner:** PR Week Awards Public Affairs Campaign: Five-year Sentences for Animal Cruelty

**Winner:** Public Affairs Awards Voluntary Sector Campaign: Five-year Sentences for Animal Cruelty

**Gold Award:** 2017 Running Awards Best Fun Run – Muddy Dog Challenge



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**BATTERSEA DOGS & CATS HOME**

4 BATTERSEA PARK ROAD  
LONDON SW8 4AA

**BATTERSEA OLD WINDSOR**

PRIEST HILL, OLD WINDSOR  
BERKSHIRE SL4 2JN

**BATTERSEA BRANDS HATCH**

CROWHURST LANE, ASH  
KENT TN15 7HH

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Patron HRH The Duchess of Cornwall, GCVO  
President HRH Prince Michael of Kent, GCVO

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**THIS IMPACT REPORT  
IS DEDICATED TO THE  
HONOURED MEMORY OF  
THE LATE MARY TEALBY,  
THE FOUNDRRESS  
AND UNWEARIED  
BENEFACTOR OF THIS  
INSTITUTION**

A member of the Association of Dogs and Cats Homes  
Company limited by guarantee: Registered in England no. 278802  
A charity registered in England and Wales 206394 VAT registration no. 726 5204 47  
Registered office: Battersea Dogs and Cats Home, 4 Battersea Park Road, London SW8 4AA

