

# Annual Review

2 0 0 5





Veterinary Nurse Viki Savage and Veterinary Surgeon Torben Nielsen with Mini

## Contents

- 3 A message from the Director General
- 5 Caring for sick and injured pets
- 7 PetAid service expansion
- 9 Responsible pet care
- 11 Individuals make a difference
- 13 Trading and innovation
- 15 Our greatest asset
- 17 National interest
- 18 PetAid service locations
- 19 PDSA fundraising group and shop locations
- 20 Income and expenditure

## Our Mission

To care for the pets of needy people by providing free veterinary services to their sick and injured animals and promoting responsible pet ownership.





Director General, Marilyn Rydström, with Campbell

# A message from the Director General

At PDSA PetAid hospitals, branches and practices across the UK animals, young and old, fight to recover from sickness and injury. It is our job to help them and to ease the heartache that the suffering of sick and injured pets brings to owners who have nowhere else to turn.

On any typical day our 216 veterinary surgeons and 260 veterinary nurses treat sick and injured dogs, cats, rabbits, gerbils, hamsters, ferrets, guinea pigs, rats, mice, budgies and the occasional parrot. Indeed, on the average working day we treat 4,650 pets. The range of diseases and conditions is immense, from diabetes to osteoarthritis, from dental decay to chronic heart failure, from obesity to cancer, from kidney disease to viral infections. Other common reasons for hospitalisation include road traffic accidents, injuries around the home and swallowing foreign objects.

The equipment needed to investigate and diagnose these problems in animals, that can't simply say where it hurts, is often complex and always expensive.

An x-ray machine can cost up to £16,000 an ultrasound scanner up to £8,200 and an orthopaedic implant kit some £4,100. But more important in ensuring the recovery of the pets we treat is the expertise, professionalism, love and care shown by our vets and nurses.

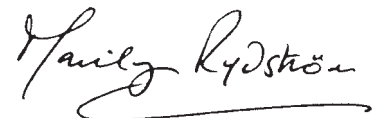
Like all other charities, PDSA cannot afford to stand still. We need to make sure our services continue to meet the needs of sick and injured pets, both now and in the future. And it is for the sake of the animals that in 2005 PDSA Council decided to add charged-for preventive veterinary services to the free curative services already provided. The benefits are numerous; improved health for pet patients, a valued new service for pet

owners, the promotion of responsible pet care, improved job satisfaction for staff and a significant new income stream for PDSA to re-invest in its free curative services.

The need for our PetAid services across the UK will never vanish. We are committed not only to raising sufficient funds to maintain PetAid services in every community in which they are currently available but also to expanding our services to wherever they are needed. The opening of a new PetAid hospital in Middlesbrough, the launch of 18 new PetAid practices and the completion of PDSA's first ever PetAid hospital in Northern Ireland are just three examples of this commitment.

Raising the £3.1 million a month needed to deliver these vital services is an ever increasing challenge and we are indebted to our donors, supporters and volunteers. Without their generosity and dedication none of this would be possible.

On behalf of our pet patients, our clients, my colleagues on Council, and all PDSA staff, I thank you.



Marilyn Rydstrom  
Director General

## PDSA, the veterinary charity

4,650 animals treated free daily

43 PetAid hospitals

4 PetAid branches

329 PetAid practices

216 veterinary surgeons

260 veterinary nurses

## Supported by

12,322 legacy pledgers

77,970 Best Friends

181 PDSA shops

77 PDSA fundraising groups

4,831 volunteers

CASE STUDY



### Herbie from Hendon

14-week-old Herbie lost one of his 9 lives after swallowing a rubber ball, which blocked his intestines, requiring emergency surgery at Hendon PDSA PetAid hospital.



John Middleton with Veterinary Nurse Sam Watson and Cody

# Caring for sick and injured pets

## PDSA aimed to ...

- provide 1.2 million free treatments
- treat 242,000 animals
- open a new PetAid hospital
- return two PetAid partnership hospitals to PDSA management.

## PDSA achieved ...

- ✓ provided some 1.3 million free treatments, including nearly 70,000 surgical procedures
- ✓ treated more than 239,000 animals at our PetAid hospitals and branches nationwide
- ✓ opened a new purpose-built PDSA PetAid hospital in Middlesbrough, which in its first six months of operation cared for 5,323 animals
- ✓ returned Bournemouth and Southampton PetAid hospitals to PDSA management
- ✓ registered over 30,000 clients to receive free PDSA care at PetAid practices
- ✓ awarded more than £414,000 in grants to fund treatment for sick and injured pets at private practices.

PDSA PetAid services continue to be a lifeline for the sick and injured pets of owners in need. During 2005 PDSA PetAid services were available from 42 PetAid hospitals, 4 PetAid branches and 329 PetAid practices.

Our dedicated veterinary staff treated more than 239,000 animals, providing some 1.3 million free treatments, and taking more than 82,000 x-rays. Nearly 70,000 surgical procedures were undertaken, ranging from complex orthopaedic surgery to dental work. As usual, abdominal surgery revealed some very strange, and potentially fatal, foreign bodies, including a cocktail stick, a snooker ball and a hairbrush!

In 2005 PDSA veterinary staff treated more than 1,500 diabetic pets and some 8,000 dogs with heart disease.

Two of our busiest PetAid hospitals were Liverpool (Huyton) and Glasgow, which between them provided nearly 100,000 free treatments to some 15,600 animals.

## New PetAid hospitals

In June PDSA welcomed *Emmerdale* actor, John Middleton, to our new purpose-built PetAid hospital in Aklam Road, Middlesbrough. John was delighted to cut the ribbon and declare the new PDSA PetAid hospital open to pet patients. PDSA's first hospital in Middlesbrough opened in 1937 and this is our fourth in the town, replacing outdated facilities in Borough Road that first opened in 1988. PDSA Head Nurse, Stephanie Williams, says, "We love the new PetAid hospital and modern facilities; they will be of great benefit to local pets and their owners."

The new PetAid hospital includes six consulting rooms, two operating theatres, a waiting room, a dispensary, recovery kennels for cats and dogs plus isolation and x-ray facilities. In the first six months of operation veterinary staff treated

5,323 sick and injured animals and provided more than 16,500 free treatments.

Aston in Birmingham is also to benefit from a new PDSA PetAid hospital. Building work began in July 2005 and the new hospital is due to open in the summer of 2006, continuing 69 years of PDSA care in Birmingham.

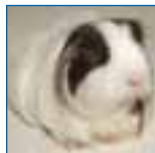
## Partnership trial

Bournemouth and Southampton PetAid partnership hospitals returned to PDSA management in April after a trial period with private veterinary group, Best Friends Group trading as VetSavers®. The trial, to test the viability of operating a fee-paying private practice side by side with the free PDSA charitable service, proved a success in Northampton, where the PetAid partnership hospital remains with VetSavers and serves some 1,800 PDSA clients per month. The partnership agreement between PDSA and VetSavers in Northampton achieves a £250,000 cost saving to PDSA on an annual basis, while maintaining standards of service delivery.

## Out of hours

During 2005 new outsourced out-of-hours services were introduced in Huyton and Gillingham PetAid hospitals bringing the total number of hospitals with outsourced out-of-hours services to 33. This ensures that, during the night or at the weekend, at these hospitals we can offer the same professional care to sick and injured pets, without our vets and nurses having to be available all day and all night every day.

## CASE STUDY



### Max from Glasgow

A potentially life-threatening bladder stone was removed from Max in a delicate operation performed at East Glasgow PDSA PetAid hospital.



Veterinary Nurse Eilidh Smith and Narla



# PetAid service expansion

## PDSA aimed to ...

- introduce PetAid services in Northern Ireland
- open in 12 new PetAid practice locations
- achieve 75% service coverage across the UK
- register 207,000 eligible pet owners.

## PDSA achieved ...

- ✓ raised awareness of PDSA in Northern Ireland and completed a building project to convert and equip the first Belfast PDSA PetAid hospital
- ✓ launched 18 new PetAid practices in 12 new locations
- ✓ extended coverage of PDSA PetAid services to some 3.96 million eligible households, 75.1% of all eligible UK households
- ✓ increased the number of pet owners registered as PDSA clients to more than 213,000.

PDSA is committed to expanding the availability of PetAid services to ensure that no animal should suffer simply because its owner can't afford the fees of a veterinary surgeon. By the end of 2005, UK-wide, PDSA PetAid hospitals covered 3.07 million eligible households and PDSA PetAid practices covered 0.89 million eligible households. This represents a total coverage of 75.1% of eligible UK households.

## Northern Ireland

In 2004 PDSA Council made the historic decision to expand PDSA PetAid services into Northern Ireland. PDSA Director General, Marilyn Rydström, says: "We had planned to invest in Northern Ireland for several years but, due to funding constraints, we were unable to proceed. I am truly delighted that we are now progressing."

In June 2005 PDSA purchased premises at 490 Antrim Road, Belfast. Extensive conversion work began immediately. By December the new Belfast PDSA PetAid hospital was ready to be handed over to the Veterinary team for commissioning in preparation for a January 2006 opening. The new PetAid hospital cost more than £750,000 to purchase, convert and equip and will serve more than 73,000 eligible households, home to some 47,500 pets.

Meanwhile the job of introducing PDSA to the people of Northern Ireland through exhibitions, PetChecks and fundraising stalls was continuing apace. In April the Exhibition Unit visited Belfast, closely followed by the PetCheck vehicle and in May PDSA had a stand at the Balmoral Show. In June we hosted an event to celebrate the introduction of PDSA PetAid services to Northern Ireland and launch a Capital Appeal led by former Chairman, Roy Trustram Eve. Finally, in September, guests assembled

at Hillsborough Castle to welcome PDSA Patron, HRH Princess Alexandra, the Hon. Lady Ogilvy KG GCVO to a luncheon and fundraising reception. All the events generated significant interest. The Capital Appeal raised over £200,000, but most pleasing of all was the extremely warm welcome PDSA received everywhere we went.

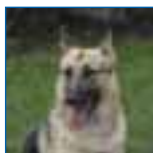
## Further expansion

But Northern Ireland wasn't the only area to benefit from the expansion of PDSA PetAid services in 2005. We also launched 18 new PetAid practices in 12 new locations, increasing access to free veterinary care by expanding the number of private practices offering PDSA PetAid services to 329. New areas covered included Gwent, Fife, Lincolnshire, Norfolk, Dorset, Pembrokeshire and Gloucestershire.

Although PDSA PetAid services for sick and injured animals are provided completely free of charge to eligible owners, owners are always asked to contribute as much as they can towards the cost of their pet's treatment and their PetAid hospital. In 2005 the total contributions received from clients exceeded £3 million.

By the end of the year more than 213,000 pet owners had registered their animals to receive free PDSA veterinary care from our PetAid hospitals and more than 30,404 pet owners had registered at our PetAid practices.

## CASE STUDY



### Ben From Leeds

Ben, managed to swallow an entire snooker ball and underwent emergency surgery at Leeds PDSA PetAid hospital, The Frederick Jennings Centre, to remove it.



Veterinary Nurse Rae Andrew weighs Maddox

# Responsible pet care

## PDSA aimed to ...

- trial a range of preventive services
- distribute a monthly pet care message
- expand the PetCheck programme
- launch PDSA Pet Fit Camp.

## PDSA achieved ...

- ✓ successfully completed a trial at 6 PDSA PetAid hospitals to test the viability of introducing charged-for preventive treatments for the pets of eligible clients
- ✓ revised and updated 13 responsible pet care information leaflets and distributed some 50,000 leaflets each month through 1,788 different outlets
- ✓ attended 97 events with the PetCheck vehicles and carried out 2,805 canine health checks
- ✓ ran PDSA National PetCheck Week with 490 veterinary hospitals and practices taking part and 1,347 PetChecks being carried out
- ✓ selected seven overweight and unfit pets to take part in the first PDSA Pet Fit Camp, the winner lost 7.6kg, some 16% of his original weight
- ✓ launched ER for pets on the PDSA website to provide a signposting service to animal charities in the UK.

In 2005, some lucky PDSA pet patients discovered that prevention really is better than cure, when we made the decision to offer preventive treatments including neutering, vaccinations, flea and worm treatments, microchipping and selected prescription diets on a trial basis to the pets of eligible clients.

New preventive treatments were made available at Aberdeen, Bournemouth, Derby, Sheffield, Southampton and Swansea PetAid hospitals for an affordable charge through PDSA PetAid Enterprises Ltd, a wholly owned subsidiary that covenants all its profits back to PDSA on an annual basis. Some 23,000 treatments were provided, more than proving the popularity of the new service and paving the way for a UK-wide roll-out beginning in February 2006.

"PDSA is continually looking to improve the PetAid services it offers to eligible pet owners", explains Director General, Marilyn Rydström. "By combining free care for sick and injured animals, with preventive treatments at an affordable price, PDSA becomes a genuine one-stop-shop for pet owners in need."

Director of Veterinary Services, Jan McLoughlin, confirms, "Our aim is to improve the health of PDSA's pet patients through reduced levels of preventable illness. This also means that PDSA can concentrate its precious resources where they are needed most - for free treatment of diseases and conditions that cannot as easily be avoided."

## Vital pet care information

Owning a pet is a lifetime commitment, with ongoing responsibility for the pet's health and wellbeing. In order to help and advise pet owners, each month PDSA distributed some 50,000 free pet care leaflets through 1,788 different outlets. Topics included diet and nutrition, neutering, vaccinations and dental care,

and leaflets were distributed, not only to PDSA PetAid hospitals, branches, practices and PDSA shops, but also to other veterinary practices, libraries and community centres. The topics also generated significant media coverage including two TV and twenty-two radio pieces and 192 press cuttings.

To facilitate access to charitable animal services, in February PDSA added a new directory, ER for pets, to our website. The directory gives details of the services available locally from PDSA and other animal charities and received some 46,000 visitors in 2005.

Another new initiative to raise awareness of the importance of better pet health care was PDSA Pet Fit Camp, a 100-day diet and fitness scheme for overweight pets managed by PDSA vets and nurses. Nationwide seven overweight pets were recruited and monitored for 100-days. The overall winner, a dog called Oakley, lost a very pleasing 16% of his body weight - some 17 lb.

## PDSA pet check

At Crufts in March PDSA launched a second PetCheck vehicle, which quickly joined its older partner on the road. Some 97 events were attended and 2,805 canine PetChecks carried out. During PetCheck events PDSA nurses also provided help and advice to 1,438 pet owners. In September, during National PetCheck Week, another 1,347 free pet health checks were carried out. The combined PetCheck programme also received substantial media coverage, with four TV and 34 radio pieces and 199 press cuttings.

## CASE STUDY



### Patch and Oscar from Bristol

Patch and Oscar required urgent dental care at Bristol PDSA PetAid hospital after painful teeth made it difficult for the normally lively ferrets to chew.



# Individuals make a difference

When many people get together to support a common cause, the results can be amazing. PDSA needs to raise £3.1 million every month simply to maintain its PetAid services to the sick and injured pets of people in need. We offer numerous different ways for people to help and individuals really do make a difference to the lives of sick and injured pets.

## Legacies

Legacies continue to be PDSA's most important single source of income. The fact remains that two out of every three pets treated by PDSA receive their care because someone kindly remembered to leave a gift in their will to PDSA. Head of Legacy Marketing, Tina Norton-Tuck, confirms, "12,322 very generous and kind people have notified us of their pledge to leave PDSA a gift in their will. Gifts of all sizes make a tremendous and lasting difference. The charity, its pet patients and their owners are immensely grateful."

The fourth annual PDSA Legacy Awareness Week took place in October and, ever mindful that gifts in wills to charities are tax-free, PDSA published a free booklet on Inheritance Tax in association with solicitors, Withers LLP. The booklet highlights how more and more people will find their estates liable for Inheritance Tax and suggests strategies to minimise their liability. It remains available by freephone 0800 591248.

## Donations

83,003 supporters committed to make a regular donation to PDSA in 2005. Most of them are PDSA Best Friends and receive a quarterly copy of *Companions*, PDSA's own glossy magazine, to say thank you for their vital support. In addition, we ran four major appeals; the Christmas appeal was the most successful generating over £440,000 of net income.

At PDSA we know that people like to have the chance to win something for themselves, as well as support sick and injured pets. 86,000 new supporters bought PDSA lottery tickets for the first time in 2005. The lottery generated a net income of £2.2m for PDSA, and gave some lucky winners a new car, holiday or cash!

Proving that one person really can make a difference were PDSA's new volunteer speakers and PDSA Challengers. The new Talkies programme saw volunteer speakers trained to promote awareness of PDSA and its work at community talks nationwide. A new sponsored trek in South Africa, Big Cats Small Cats, attracted a small but enthusiastic group of participants who, as well as raising funds for PDSA, handed over a dental machine to a sibling charity in Cape Town. PDSA Challengers also ran in the Flora London Marathon, trekked the Inca Trail, skydived out of an aeroplane and walked Hadrian's Wall.

More sedately, did you know that you can have your own PDSA collection box at home or at work? More than 5,300 shops and offices requested PDSA counter collection boxes last year, and PDSA raised £192,000 from these boxes, some 12% above budget. An additional £121,000 was generated from home collection boxes.

And don't forget Gift Aid. If you 'Gift Aid' your donations to PDSA, we can claim an extra 28p from the Inland Revenue for every £1 you give. In 2005 we recovered nearly £1.2m in Gift Aid. It really doesn't cost the donor a penny, and it's easy. Visit [www.pdsa.org.uk](http://www.pdsa.org.uk) for a Gift Aid declaration form and help PDSA to maximise your donation.

## PDSA aimed to ...

- secure 2,000 new legacy pledges
- introduce a community talks programme
- increase the number of regular donors to 82,000.

## PDSA achieved ...

- ✓ secured 1,178 new legacy pledges, raising the total number of pledges by 8% to 12,322
- ✓ launched Talkies a new community talks programme to raise awareness of the charity and its work
- ✓ recruited 86,000 new lottery players
- ✓ increased the number of committed givers to 83,000, including 18,184 new PDSA Best Friends.



### Leo from Cardiff

Lively five-month-old Staffordshire Bull Terrier, Leo, had emergency surgery at Cardiff PDSA PetAid hospital after accidentally swallowing a hairbrush!



Martin Clunes, Mary Elizabeth and Tina Audrey

# Trading and innovation

## PDSA aimed to ...

- increase income and operating margins from PDSA shops
- introduce new sources of income
- investigate product licensing
- publish the third *PDSA Pet Pawtraits calendar*.

## PDSA achieved ...

- ✓ increased retail and trading income by 4% and operating margins by 1%, despite tough trading conditions
- ✓ introduced a new PDSA gift catalogue *Passionate about Pets*
- ✓ exhibited at the Licensing Show for the first time, resulting in some 30 enquiries from major distributors and retailers interested in working with, and raising funds for, PDSA
- ✓ launched a range of PDSA greeting cards for sale through all ASDA stores
- ✓ published the 2006 *PDSA Pet Pawtraits Calendar* with photographs by the late Lord Lichfield of celebrities and their pets.

Despite tough high street trading conditions, PDSA's 181 charity shops increased retail income by 4%. Income from the sale of new goods was up 18% on 2004, aided by the craze for charity wristbands that swept the nation. 50,000 blue PDSA wristbands sold out in days when they were launched in April. PDSA calendars and Christmas cards also maintained their excellent sales record.

Careful management stemmed the annual decline in retail operating margins and saw an overall increase of 1%; the first increase in five years. Four new PDSA shops opened, in Andover, Dover, Poole and Wythenshawe, while Rotherham shop closed.

## Licensing

PDSA was launched as a licensing brand when we exhibited at the Brand Licensing Show at Earl's Court in September. The show proved an excellent opportunity and resulted in some 30 enquiries from major distributors and retailers interested in working with, and raising funds for, PDSA. Head of Trading, Hugh Forde, was delighted with the outcome and comments, "The response was fantastic. We anticipate some of the contacts we acquired will prove to be very lucrative and make a significant contribution to the welfare of sick and injured pets in the near future."

The first licensing agreement saw a range of PDSA greetings cards sold exclusively through ASDA stores. A donation of 10p is made from each sale. Other new fundraising opportunities included the launch of a new PDSA gift catalogue, *Passionate about Pets*, and a partnership with ClickNow, which enables supporters to raise money for PDSA every time they search the internet.

## Financial services

Throughout 2005 PDSA continued to offer pet, motor, home and contents insurance and a PDSA credit card, to ensure supporters can access a variety of quality services that also raise funds for sick and injured pets. In April PDSA Petsurance was repositioned as a value-led product and a new entry level product with a lower annual premium was introduced. It remains the only pet insurance product that offers protection for pets whatever their age and supports free veterinary care for the sick and injured pets of people in need.

## Pet Pawtraits calendar

The 2006 *PDSA Pet Pawtraits calendar* was published in September and featured an array of stars with their much-loved pets, including Martin Clunes with his Spaniels, Mary Elizabeth and Tina Audrey, Colin and Justin with their cat, Felix, Caprice with her Chihuahuas, Stinker and Roly, and Fearn Cotton with her cat, Kelay. The warm and colourful photographs were taken by the late Lord Lichfield and received a great deal of broadcast and print media attention. Now established as the ideal gift for family and friends, sales of the 2006 *PDSA Pet Pawtraits calendar* were brisk in the lead-up to Christmas.

## CASE STUDY



## Novo from Edinburgh

Novo required extensive kidney surgery at Edinburgh PDSA PetAid hospital, after being born with a rare kidney and bladder defect.



**PDSA Young Volunteer of the Year, Lever Ferguson, celebrates his success with colleague, Bridget McFarland**



# Our greatest asset

## PDSA aimed to ...

- recognise and recruit dedicated volunteers
- celebrate 2005 *Year of the Volunteer*
- acknowledge young supporters
- thank long-serving staff.

## PDSA achieved ...

- ✓ increased the number of active volunteers to 4,831, a 5% annual increase
- ✓ capitalised on the success of 2005 as the *Year of the Volunteer* by promoting volunteering opportunities with PDSA and thanking existing volunteers
- ✓ encouraged nearly 2,000 children to join PDSA Pet Protectors and 53 young people to undertake PDSA PetAid challenges
- ✓ recognised three members of staff for 25 years' service to PDSA.

Without the dedication and passion of its staff, volunteers and supporters, PDSA simply could not provide its caring and professional PetAid services. In October three very special members of staff were recognised for 25 years' service to PDSA; Andy Cage – Senior Veterinary Surgeon at Dundee PetAid hospital, Ann Radford – Veterinary Surgeon at Croydon PetAid hospital and Lynne Tinkler – Veterinary Nurse at Newcastle PetAid hospital, The Ann Coleman Centre.

## Year of the Volunteer

As befitted the *Year of the Volunteer*, 2005 saw continued growth in the number of active volunteers to 4,831, a 5% annual increase. The majority of these volunteers, some 3,875 people, work in PDSA shops. The depth of their commitment is exemplified by the Waltham Cross PDSA shop team, who received the PDSA Volunteer Retail Team of the Year Award. Their Shop Manager, Pamela Clark, explains "Waltham Cross PDSA shop is the top shop in the UK for sales and profit. This is entirely due to the commitment and hard work of the team. Each volunteer has a special role and they are very good at what they do."

Jean Kettle, a member of the Brighton PDSA fundraising group was named PDSA Volunteer of the Year. Jean is a lifelong supporter of PDSA and started volunteering in 1975 to thank PDSA for treating her pets. In total she has helped raise nearly £90,000 for PDSA.

PDSA Fundraising Group of the Year was the small, but perfectly formed Leicester fundraising group of Jane Appleton and Jessica Muckelt. Lever Ferguson, who volunteered at Kilburn PDSA shop, was named PDSA Young Volunteer of the Year. Lever's dedication to PDSA never faltered as he crammed volunteering into an already busy life.

Janet Compton, Head of Volunteering, received the prestigious Edward Bridges Webb Memorial Award in October. Since joining PDSA in 1991, Janet has worked to promote a culture of working with volunteers across the whole charity, and has developed a strategic approach to attracting and retaining volunteers. Director General, Marilyn Rydström confirms, "Janet has been so successful that PDSA's normal volunteering practices are seen as 'best practice' by other charities."

## Dedicated youngsters

Throughout the year young people worked hard to support PDSA; nearly 2,000 children joined the PDSA Pet Protectors Club and 53 young people participated in the PDSA PetAid challenge. Pet Protectors raised over £2,495 for PDSA and donated more than 28,000 items to PDSA shops.

Twelve-year-old Shaun French, was named PDSA Pet Protector of the Year. Shaun, who has been a Pet Protector for three years, says, "Pet Protectors is a really cool club to belong to and I like the fact that I am helping sick and injured pets."

PDSA Young Fundraiser of the Year was nine-year-old Pet Protector, Lucy Gilkes, who raised more than £400. Dedicated Lucy raised the money through a variety of means, including holding table-top sales outside her house and at school.

Sixteen-year-old Laura Vigor from Bournemouth was PDSA PetAid Challenger of the Year. Laura completed an impressive 11 challenges including designing posters in the 'computer challenge', donating 22 bags of goods to Winton PDSA shop in the 'sack run' and distributing money boxes to family members for the 'pet fund challenge'.

## CASE STUDY



### Ben from Gillingham

Five-year-old Yorkshire Terrier, Ben's swollen and painful stomach was caused by a cocktail stick, which vets removed at Gillingham PDSA PetAid hospital.



Veterinary Surgeon Steve Howard and Fidget

# National interest

## PDSA aimed to ...

- run a brand TV campaign.
- increase national media coverage
- celebrate the bravery of animals.

## PDSA achieved ...

- ✓ raised public awareness of PDSA and its work with the airing of a 40-second brand TV commercial titled *Give Something Back*
- ✓ increased national press coverage by 19% with 82 print articles, representing a reach of 184.7 million readers and an estimated advertising value of £563,000
- ✓ increased national consumer magazine coverage by 52% with 243 print articles, representing a reach of 63.4 million readers and an estimated advertising value of £587,000
- ✓ celebrated the bravery and devotion to duty of animals through participation in the film launch of *Valiant*
- ✓ presented the 2005 PDSA Pet Survivor of the Year to Chree, a Border Collie from the Isle of Man.

The power of the print and broadcast media cannot be denied, particularly when it comes to raising awareness of a charity and its work. PDSA is no exception and in 2005, for the first time, we ran a 40-second television commercial on terrestrial TV stations. The commercial, called *Give Something Back*, features scenes of pets and their owners sharing warm and special moments. It builds to a PDSA PetAid hospital waiting room scene while explaining the need for PDSA to raise funds for sick and injured pets that may not otherwise receive the veterinary treatment they so urgently need.

The commercial proved most successful with awareness of PDSA increasing between 21% and 45% in the different television areas in which it was broadcast, some 54% of all UK households. Director of Marketing, Jon Bodenham, confirms, "The TV campaign has exceeded our expectations. Awareness of PDSA has significantly increased and research also shows that viewers have remembered the key messages about what PDSA does."

## Print media coverage

Other forms of media remain equally important to spread the word about PDSA. By publicising the most interesting stories about the charity, especially the cases treated by PDSA veterinary staff, we increased the press coverage PDSA received in national newspapers by 19%. The 82 print articles, included the story of Carrie, a ShihTzu dog from Wolverhampton, that had over 300 bladder stones removed, and Bella, a Rottweiler from Bournemouth that required surgery to remove a tumour the size of a basketball. The media coverage achieved represents a reach of 184.7 million people and an estimated advertising value of £563,000.

We also increased our coverage in national magazines by 52% with 243 print articles mentioning PDSA.

These included articles in *Chat*, *Hello*, *Ideal Home*, *Your Dog* and *Your Cat*. This coverage represents a reach of 63.4 million people and an estimated equivalent advertising value of £587,000. In addition, our popular weekly pet care advice columns and veterinary question and answer columns featuring PDSA veterinary staff, are now syndicated to more than 20 regional papers, including the *Manchester Evening News*.

## Animal bravery

The PDSA Dickin Medal, recognised worldwide as 'the animals' Victoria Cross', received international media attention when *Valiant*, an animated children's film, premiered in February 2005. The film told the story of British racing pigeons that carried life-saving messages during World War II when other means of communication failed. There were 32 such wartime feathered heroes that received the PDSA Dickin Medal. Their true stories provided the basis for the film.

In November the PDSA Dickin Medal awarded on 2 July 1945 to Sheila, a Collie-dog that assisted her owner, John Dagg, in the rescue of the crew of a crashed Lancaster Bomber in December 1944, was sold at auction. The sale and Sheila's story attracted national interest.

The 2005 PDSA Pet Survivor of the Year award was presented to Chree, a rescue Border Collie from the Isle of Man that suffered life-threatening injuries as a result of long-term abuse by his former owner, who was subsequently prosecuted. Happily, after many weeks of treatment Chree (Manx Gaelic for heart) was well enough to be rehomed; his new owners supporting both his continued recovery and his nomination for this special award.

## CASE STUDY



### Chloe from Sheffield

Veterinary staff at Sheffield PDSA PetAid hospital helped Chloe make an excellent recovery after she lost an eye in a ruthless airgun attack.

# PDSA PetAid service locations

## ▲ PDSA PetAid hospitals

### Scotland and North West

Aberdeen  
Blackpool  
Dundee  
Edinburgh  
Glasgow (East)  
Glasgow (Shamrock St.)  
Liverpool (Everton)  
Liverpool (Huyton)  
Manchester

### Northern region

Bradford  
Gateshead  
Hull  
Leeds  
Middlesbrough  
Newcastle  
Sheffield  
Sunderland

### Midlands and Wales

Birmingham (Aston)  
Birmingham (Quinton)  
Bristol  
Cardiff  
Coventry  
Derby  
Leicester  
Nottingham  
Stoke-on-Trent  
Swansea  
Wolverhampton

### London and South

Basildon  
Bournemouth  
Bow  
Brighton  
Cowplain  
Croydon  
Gillingham  
Hendon  
New Cross  
Plymouth  
Romford  
Southampton  
Thamesmead

### Northern Ireland

Belfast

## ▲ PDSA PetAid branches

### Northern region

Huddersfield

### London and South

Ilford  
Southend  
Southsea

## ■ PDSA PetAid practice locations

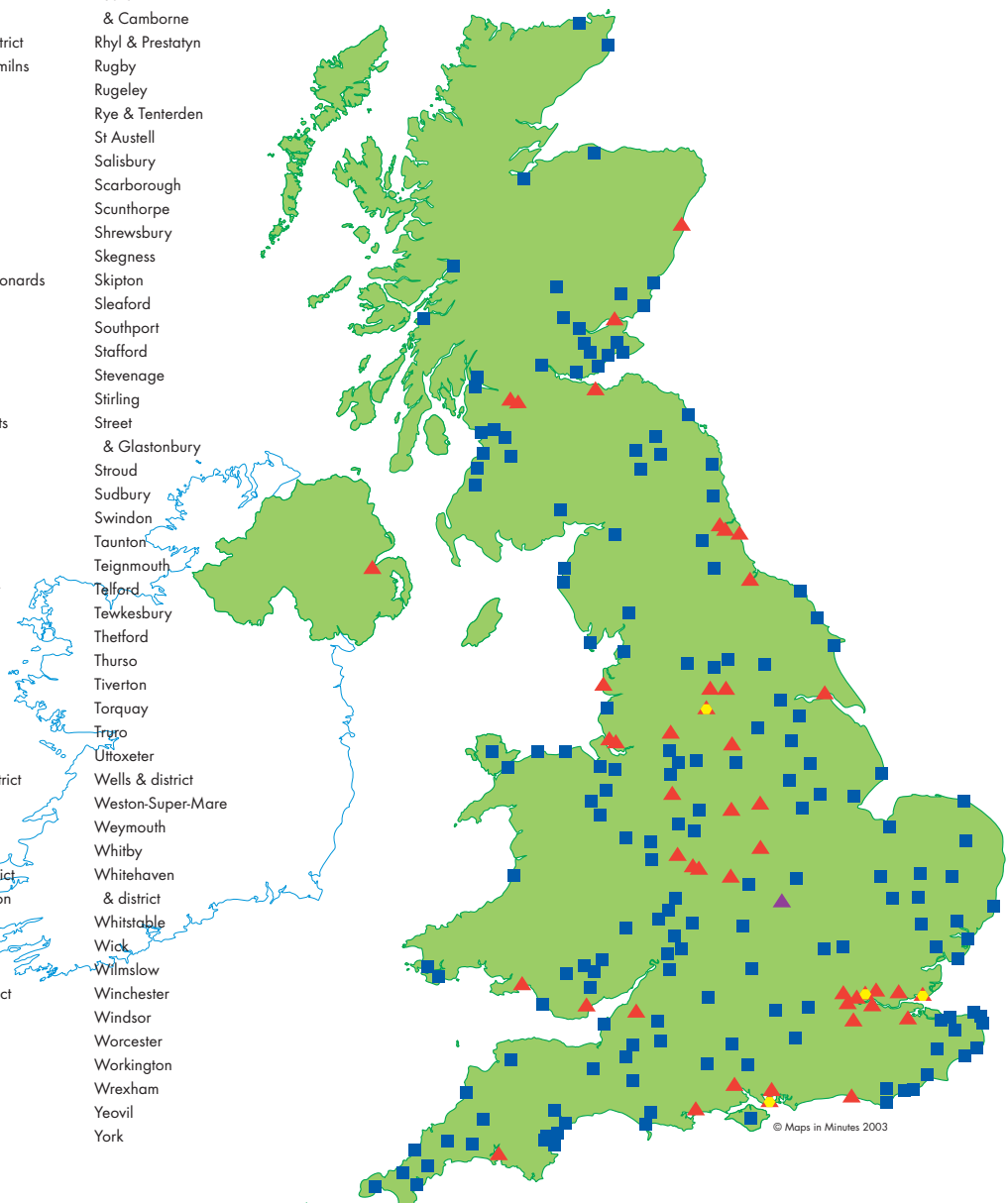
Aberdare & district  
Aberdour & Burntisland  
Aberystwyth  
Aldeburgh  
& Saxmundham  
Aldershot  
& Farnham  
Alnwick & Wooler  
Andover  
Anglesey  
Arbroath  
Ashford  
Ayr & Troon  
Banbury  
Bangor, Caernarfon  
& district  
Barnstaple  
Barrow-in-Furness  
Bath  
Berwick-upon-Tweed  
Bexhill-on-Sea  
Bishop Auckland  
Blackwood  
& district  
Bodmin  
Boston  
Bridgnorth  
Bridlington  
Bude, Holesworthy  
& district  
Bury St Edmunds  
Buxton  
Canterbury  
Carlisle  
Cheltenham  
Chester  
Chesterfield  
Clacton-on-Sea  
Colchester  
Congleton  
Consett  
Cowdenbeath  
& Lochgelly  
Cromer & Sheringham  
Cumnock & district  
Deeside  
Diss  
Doncaster  
Dorchester  
Dover  
Droitwich  
Dumfries  
Dunfermline  
Duns & district  
Eastbourne  
Ebbw Vale & district  
Elgin  
Ely

Evesham & Pershore  
Exeter  
Exmouth  
Falmouth & Helston  
Folkestone  
Forfar  
Fort William & district  
Gainsborough  
& Retford  
Galashiels & district  
Galston & Newmilns  
Glenrothes  
Gloucester  
Goole  
Grantham  
Greenock  
Hailsham  
Harrogate  
Harwich  
Hastings & St Leonards  
Hawick  
Helensburgh  
Hereford  
Inverness  
Ipswich  
Irvine & Saltcoats  
Isle of Wight  
Kelso & district  
Kendal  
Kettering  
Kilmarnock  
King's Lynn  
Kinross & district  
Kirkcaldy  
& Levenmouth  
Lancaster  
Launceston  
Lincoln  
Liskeard  
Llandudno  
Llangollen & district  
Luton  
Macclesfield  
Malvern  
Maybole & district  
Midsomer Norton  
& Frome  
Milford Haven  
Montrose  
Morpeth & district  
Newmarket  
Newton Abbot  
Norwich  
Oban & district  
Oswestry  
Otley  
Oxford

Pembroke  
Penzance & St Ives  
Perth  
Pitlochry  
Porthcawl  
& Bridgend  
Reading  
Redruth  
& Camborne  
Rhyl & Prestatyn  
Rugby  
Rugeley  
Rye & Tenterden  
St Austell  
Salisbury  
Scarborough  
Scunthorpe  
Shrewsbury  
Skegness  
Skipton  
Sleaford  
Southport  
Stafford  
Stevenage  
Stirling  
Street  
& Glastonbury  
Stroud  
Sudbury  
Swindon  
Taunton  
Teignmouth  
Telford  
Tewkesbury  
Thetford  
Thurso  
Tiverton  
Torquay  
Truro  
Uttoxeter  
Wells & district  
Weston-Super-Mare  
Weymouth  
Whitby  
Whitehaven  
& district  
Whitstable  
Wick  
Wilmslow  
Winchester  
Windsor  
Worcester  
Workington  
Wrexham  
Yeovil  
York

## ▲ PDSA PetAid partnership hospital (licensed to Best Friends Group)

Northampton



© Maps in Minutes 2003

# PDSA fundraising group and shop locations

## ● PDSA shops

### Scotland North

Aberdeen x 2  
Arbroath  
Broughty Ferry  
Callander  
Elgin  
Fort William  
Inverness  
Inverurie  
Lochee  
Montrose  
Perth  
Pitlochry

### Scotland South

Ayr  
Edinburgh x 2  
Galashiels  
Glasgow x 3  
Glenrothes  
Greenock  
Helensburgh  
Kilmarnock  
Musselburgh  
Paisley  
Rutherglen  
Stirling  
Wishaw

### Northwest/South Yorkshire

Barnsley  
Blackpool  
Bolton  
Broomhill  
Bury  
Cheadle  
Chorlton  
Doncaster  
Huyton  
Leigh  
Mexborough  
Old Swan  
Oldham  
Prescot  
Preston  
Sale  
Sheffield  
Wythenshawe

### North Yorkshire/Tyne Tees

Bramley  
Brighouse  
Byker  
Chester-le-Street  
Headingley  
Hull x 2  
Leeds x 2  
Newcastle-upon-Tyne  
Otley  
Peterlee  
Scarborough  
Shildon  
Sunderland  
Whitby  
Whitley Bay  
York

### Midlands

Beeston  
Bilston  
Burton-on-Trent  
Derby  
Dudley  
Erdington  
Grantham  
Hanley  
Kingstanding  
Leicester  
Long Eaton  
Newcastle-under-Lyme  
Oswestry  
Stafford  
Stourbridge  
Sutton-in-Ashfield  
Uttoxeter  
Wellington  
Wolverhampton

### London & South Midlands

Banbury  
Cheylesmore  
Harborne  
Harrow  
Hendon  
Kentish Town  
Kilburn  
King's Heath  
Northfield  
Nuneaton  
Oxford  
Pinner  
Radford  
Rugby  
Shirley  
Solihull  
Watford  
Weoley Castle  
West Ealing  
Coventry, Walsgrave

### Wales & Bristol

Bath  
Bristol x 6  
Caerphilly  
Cardiff x 2  
Cheltenham  
Gloucester  
Merthyr Tydfil  
Morriston  
Neath  
Newport  
Penarth  
Port Talbot  
Swansea

### Southwest

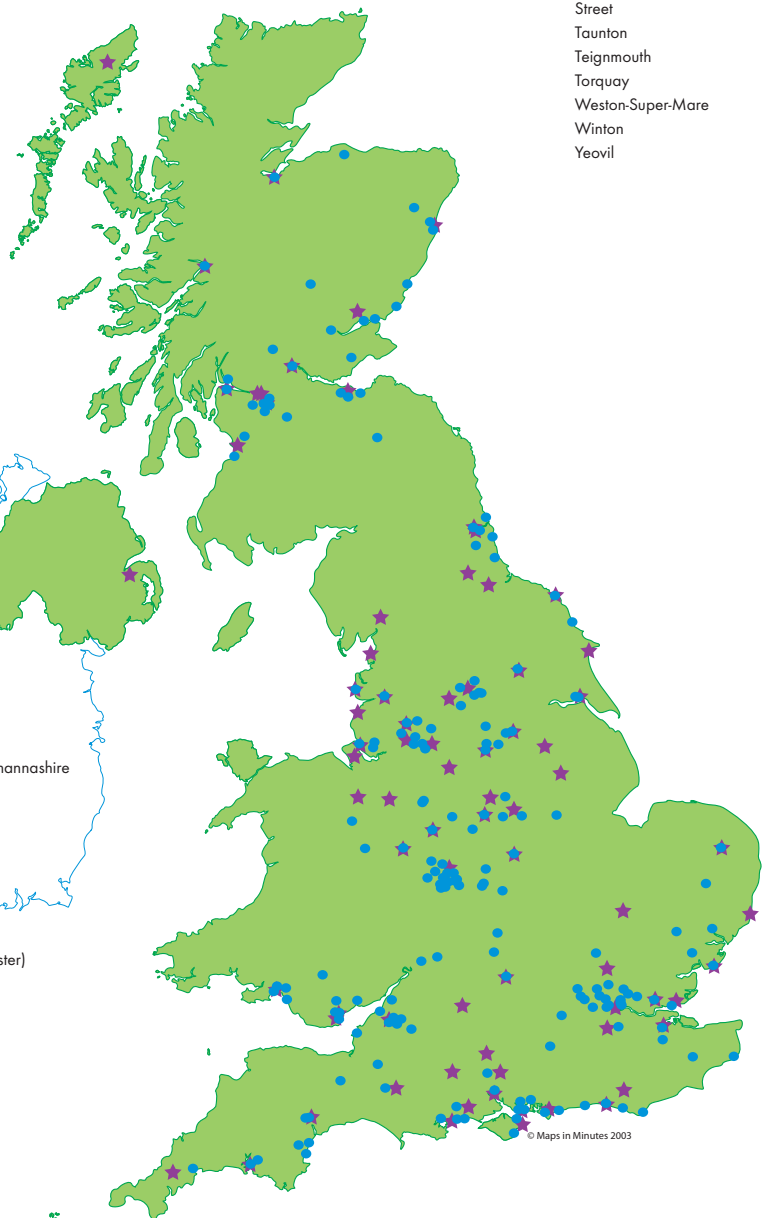
Andover  
Boscombe  
Christchurch  
Exeter x 2  
Mutley Plain  
Newton Abbot  
Plymouth  
Poole  
Portishead  
St Austell  
Street  
Taunton  
Teignmouth  
Torquay  
Weston-Super-Mare  
Winton  
Yeovil

### London East & Anglia

Barking  
Barkingside  
Barnet  
Basildon  
Chatham  
Clacton-on-Sea  
Colchester  
Diss  
East Ham  
Harold Hill  
Ilford  
Ipswich  
Leigh-on-Sea  
Leyton  
Loughton  
Norwich  
Orpington  
Stevenage  
Sudbury  
Waltham Cross

### South Coast

Aldershot  
Ashford  
Bognor Regis  
Brighton  
Dover  
Eastbourne  
Gosport  
Havant  
Maidstone  
Newhaven  
North End  
Portsmouth  
Ryde  
Shanklin  
Shirley  
Southsea  
St Leonards  
Windsor  
Worthing



## ★ PDSA fundraising groups

Aberdeen  
Aldeburgh  
Andover  
Ayrshire  
Barcombe (East Sussex)  
Basildon  
Bearsden /Milngavie  
Belfast  
Bembridge (Isle of Wight)  
Birmingham Aston  
Bishop Auckland  
Blackpool  
Bolton  
Bournemouth  
Bow  
Bradford  
Bridlington  
Brighton  
Bristol  
Buxton  
Cambridgeshire  
Cardiff  
Chichester  
Clacton-on-Sea  
Cornwall  
Croydon

Denby (Derby)  
Derby  
Doncaster  
Drumchapel (Glasgow)  
Edinburgh  
Exeter  
gainsborough  
Gateshead  
Gillingham  
Glasgow  
Greenock  
Halifax  
Hertfordshire  
Hull  
Inverness  
Isle of Lewis  
Kendal  
Leicester  
Lincoln  
Liverpool Bay  
Lochaber  
Morecambe & Lancaster  
Newcastle  
New Forest  
Norwich

Nottingham  
Oxford  
Penarth  
Plymouth  
Portsmouth  
Preston  
Salisbury  
Sheffield  
Southampton  
Southend-on-Sea  
Southport  
Stafford  
Stirling & Clackmannashire  
Stockport  
Swansea  
Swindon  
Tayside  
Teesside  
Telford  
Tifford  
Wessex (Winchester)  
Whitby  
Wirral  
Wrexham  
Yeovil  
York

# Income and expenditure



## **£74.367m** Total incoming resources

**£29.742m** Legacies receivable

**£21.043m** Merchandising income & charity shop income

**£14.559m** Donations & gifts

**£4.757m** Lottery ticket sales

**£2.919m** Investment income

**£1.107m** Gain on disposal of fixed assets

**£0.24m** Preventive services



## Total resources expended **£73.479m**

Charitable activities **£37.655m**

Fundraising trading **£22.307m**

Cost of generating voluntary income **£12.894m**

Investment management **£0.447m**

Governance **£0.176m**

The information on this page is a summary of the statutory accounts of PDSA for 2005. A copy of the full audited accounts can be obtained from Communications, PDSA, Whitechapel Way, Priorslee Telford, Shropshire TF2 9PQ.



Fearne Cotton with Keloy



To find out if you qualify for free PDSA veterinary care,  
freephone **0800 731 2502**

For more information on the charity and its work,  
email: [info@pdsa.org.uk](mailto:info@pdsa.org.uk)  
freephone: **0800 917 2509**  
visit: [www.pdsa.org.uk](http://www.pdsa.org.uk)

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

**pdsa**  
for pets in need of vets

Registered charity no. 208217

