

ANNUAL REVIEW 2017



SAVING PETS, CHANGING LIVES

SINCE 1917
pdsa
SAVING PETS CHANGING LIVES



Our Mission

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

Our Vision

*A lifetime of
wellbeing for
every pet*

The People's Dispensary for Sick Animals Founded in 1917
Patron: HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO
Registered charity nos. 208217 & SC037585

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WE RUN
48 PET
HOSPITALS



WE EMPLOY
300
VETS
TOGETHER
WITH
600
VETERINARY
SUPPORT STAFF



WE HAVE A
NETWORK OF
120
PDSA
CHARITY
SHOPS



WE HAVE
1,200
YOUNG PET
PROTECTOR
SUPPORTERS



OUR WORK WAS
SUPPORTED BY
6,000
VOLUNTEERS



IN OUR SHOPS AND
PET HOSPITALS
ACROSS THE UK

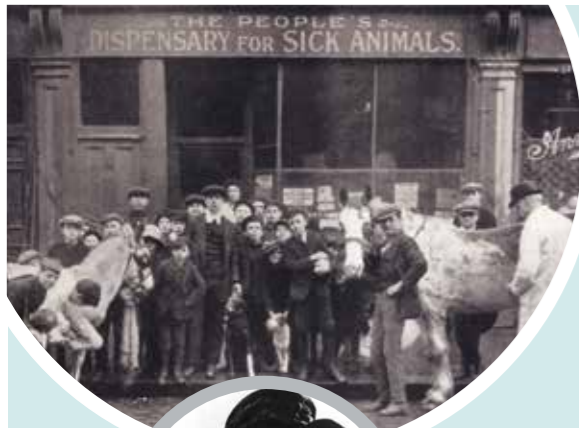
WE PROVIDE
£2.7
MILLION VETERINARY
TREATMENTS A YEAR



WE ALSO HELP THOUSANDS
MORE PET OWNERS THROUGH
OUR PET CARE SCHEME
DELIVERED THROUGH A NETWORK OF PRIVATE VET PRACTICES

OUR VETERINARY
SERVICES COST
£60
MILLION
TO DELIVER





"Animals too must have a better world to live in"

- Maria Dickin CBE,
PDSA Founder



A message from Jan McLoughlin, our Director General

Every year at PDSA is special. That's because what we do – saving pets and changing lives – is so vital and valuable for beloved pets and their loving owners alike. However, even by our own standards, 2017 was quite extraordinary.

In November we embarked on our Centenary year. This presented a moment to reflect on the incredible achievements of the last 100 years, from the day our inspirational founder, Maria Dickin, opened a single dispensary in London's East End, right through to today. In that time we have helped more than 20 million pets and provided a staggering 100 million treatments.

Today we carry out Maria's mission UK wide, though our network of 48 Pet Hospitals. We protect pets and support communities in so many ways, not only by treating pets but through preventive health services, and educating owners and children about pet wellbeing. We also fulfil our founder's vision by commemorating the massive contribution that

animals make to our lives, both in times of peace and conflict, through our world-famous Animal Awards programme.

To achieve all this, in a difficult business environment and at a time when charities face unprecedented challenges, requires more than good charitable intentions. It takes strong leadership and organisation, together with highly skilled, committed people and fantastic teamwork.

In this report you will see how we are successfully evolving in response to the many challenges confronting us. In 2017 we took decisive steps to further adapt our services to maintain the greatest possible public benefit while taking the utmost care of our charitable income.

So I must pay tribute to our wonderful colleagues, our magnificent army of volunteers, along with every single supporter, fundraiser, donor and partner. Every one of you plays a part in making PDSA what it is today – a charity like no other.



100 years of caring

PDSA came into being on 17 November 1917, when our founder, Maria Dickin CBE, opened the very first 'People's Dispensary for Sick Animals of the Poor' in London's East End. So it was fitting that exactly one hundred years on – in November 2017 – we kicked off our Centenary year with a host of celebrations and special events to mark this historic milestone.



Lord Mayor's Show
LONDON

Our horse-drawn carriage returned to London's streets

Just days prior to the anniversary itself, we took part in the famous Lord Mayor's Show in London. The centre piece of our parade was a restored PDSA horse-drawn carriage, representing our early mobile dispensaries that toured the country nearly a century ago, providing vital veterinary care to pets in need and transporting sick animals.



Our incredible journey

On 17 November we held a memorable 'Founders Day' event at the People's Palace in London, just yards from the site of our very first permanent dispensary. Our founder's vision was at the heart of this occasion: starting with the presentation of a PDSA Dickin medal to Mali, a Military Working Dog, whose dedication and gallantry protected the lives of troops in Afghanistan.

We then showcased the incredible journey of the charity, highlighting how far it has come and the impact we have on animal welfare. This also made clear how much we still need to do. Our guests and supporters were left with a clear message: PDSA care in communities across the UK is needed as much today as it ever was.

Founder's Day
17 NOVEMBER 2017



PDSA care in communities across the UK is needed as much today as it ever was.

Our Centenary year is also being marked by a touching 20-part TV series which goes behind the scenes at two of our busiest Pet Hospitals to reflect the magnificent work carried out by our skilled and dedicated teams, every single day. Read more on page 28.

As part of our Centenary activity, we also announced the launch of a flagship event, PDSA PetLife'18. This unique dog-friendly 'festival in a day' included a daytime event celebrating everything about pets and their wellbeing followed by an amazing live music concert in the evening. It was a great way to drive awareness and support of our charity, while talking to thousands of owners about pet wellbeing.

PDSA in action

Miracle dog Chino survives 30ft plunge

Four-year-old Labrador Chino survived a terrifying 30-foot fall from a bridge, thanks to PDSA vets.

Owner Elizabeth said: "I only took my eye off him for a split-second, then felt utterly helpless as he fell to the bottom. I thought we'd lost him".

PDSA Vet Susan Hermit, said: "Poor Chino was in a critical condition when he came in.

"He had suffered serious chest injuries, his lung had collapsed and he had severe bruising all over his body. Incredibly though, he hadn't broken any bones."

After an overnight stay and close monitoring, we were able to send him home the next day, so he could recover in comfort.

Tuppence shines again after scalding horror

A much-loved family cat was scarred for life after suffering serious burns in a mystery incident while out and about. Seven-year-old Tuppence has pulled through however - thanks to intensive treatment at PDSA's Bournemouth Pet Hospital.

The lovable white-and-black cat was rushed in by her distraught owner, Vivienne Percy, after returning home in obvious shock. PDSA Head Nurse, Stella Hughes, said: "The injuries were consistent with boiling water burns."

Tuppence's wounds were treated for several weeks by PDSA staff and she made steady recovery. Owner Vivienne, who is disabled, said she had been left traumatised by her beloved cat's ordeal: "It's really upset me. But PDSA have been amazing. They have been there for me and Tuppence when we needed them and I can't tell you what that means to me."



Chino reached us in a critical condition

Tuppence received treatment for several weeks

Shaping our services for the next 100 years

As the needs of pet owners change and veterinary practice evolves, so PDSA must adapt to meet the challenges of the 21st century.

Public demand for our charitable support has risen by an astonishing 50% over the last decade. So while we carefully manage our finite resources – and with our income sources under constant pressure – we must find ways to ensure we can maintain our vital work for the next 100 years.

In consultation with our own vet teams on ‘the frontline’ and with our colleagues in the veterinary profession, in 2017 we carried out a thorough review of all the services we provide. As a result of this review we announced a number of changes that make our services more flexible and affordable for the long-term.

In our Pet Hospitals, we reduced the number of pets our clients can register for free treatment; from three pets to one. Our Pet Practice scheme, through which PDSA support was provided via a network of private veterinary practices, was replaced by our new PDSA Pet Care scheme – based on a small monthly payment.

Being a charity reliant on public generosity, with no Government support, we do have to review our services to ensure we are using our limited resources as effectively as possible. By reviewing and reshaping our services, we can now continue to help millions of pets in need, long into the future, in a fair and affordable way.



Birmingham (Oldbury) PDSA Pet Hospital, The Marian and Christina Ionescu Centre of Surgical Excellence

Demand has risen by an astonishing 50%



Prevent. Educate. Treat.

At PDSA our vision is a lifetime of wellbeing for every pet. To achieve this vision we use our charitable resources to help people and their pets in three ways: by preventing illness and suffering; by educating people about pet care and welfare; and by treating sick and injured pets.

Prevention

Our 2017 PDSA Animal Wellbeing (PAW) Report revealed that up to one-third of UK dogs, cats and rabbits were at risk of deadly diseases after an alarming decline in the number of owners vaccinating their pets.

In response to this, we launched an awareness campaign to emphasise the importance of vaccination. In addition, at our Pet Hospitals and through our PetWise programme – generously supported by the Marchig Animal Welfare Trust – we also gave direct advice to hundreds of thousands of pet owners about the many benefits of preventive care, which alongside vaccinations also includes neutering and microchipping. As a result of these actions we saw an encouraging year-on-year increase in people getting their pets protected.

429,000
PETS
TREATED



Education

Through our growing community and education programmes we are able to reach hundreds of thousands of children and adults who either already have a pet or might choose to own a pet in future. Understanding what these animals need to stay healthy and happy is such a vital part of achieving our vision of wellbeing for every pet.

Our schools programme alone reached nearly 90,000 children in 2017. We also entered into a special collaboration with pet food company Lily's Kitchen and Kidzania – 'an indoor city run by kids' – in London's Westfield Shopping Centre. Here we created a play-based educational Pet Wellbeing Centre where 10,000 children learned about pet health and how to be a vet.

Treatment

In 2017 we helped almost half a million pets and their loving owners, through our network of 48 Pet Hospitals.

Our first PetCheck vehicle was kindly sponsored by benefactors Julie and Robert Breckman

These are situated across the UK in towns and cities where deprivation levels are highest, and the need for our charitable service is greatest. Through our hospital network we treat more than 400,000 pets every year, ranging from emergency, lifesaving operations to routine procedures.

Some of our veterinary services are provided free of charge to eligible clients (though we always ask for a financial contribution) while other services have always been paid-for. In 2017 we expanded the provision of paid-for veterinary services to more pet owners in need across all our UK hospitals, enabling us to reach more people and more pets than before.

Of course, we couldn't do any of these activities without public support. We do not receive any Government funding and all of our income is thanks to the incredible generosity of our supporters and clients.



PDSA in action

Saving the cat who helped a family to heal

Lovable black-and-white cat Marley holds an extra special place in one Manchester household. He came into their lives after the dad of the house sadly passed away - and has helped their healing process. So when he crawled home in agony one rainy night, following a road accident, everyone was distraught.

Mum Gaynor said: "The kids developed a very special bond with him, they are best friends. He's been a brilliant focus during a very difficult time. I couldn't bear anything to happen to him when we've been through so much already."

Sadly, Marley's injuries were so severe that the only option was to amputate one leg. Thanks to the skill and care of PDSA's vet team, the procedure was successful and Marley was allowed home the next day. While full recovery will be a long process, he's surrounded by love and getting used to life on three legs.

Game of fetch nearly ends in horror

PDSA vets battled to save a beloved pet after a game of fetch went disastrously wrong.

Staffordshire Bull Terrier, Brandy, was playing in the family garden when she suffered a freak accident. Owner Sophia-Jayne recalled: "I found Brandy lying there with a huge stick pushing out by her chest. It was unbelievable. But PDSA did a fantastic job and she has now made a full recovery! We're immensely grateful."

PDSA vets say the incident underlines how dangerous throwing sticks for dogs can be. On average, we see stick-related injuries on a weekly basis! Vet Laura said: "Brandy was incredibly lucky. We don't want to stop people playing with their dogs, but suggest they use safer alternatives to sticks, such as a dog-safe ball."



Marley helped the family to heal



Brandy's playtime nearly ended in disaster

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



PAW Report leads the way to better pet health

Any veterinary surgeon can tell you the most pressing pet welfare issues encountered in their own practice. But until relatively recently there was no comprehensive, UK-wide body of evidence to inform national policy for companion animals on key issues such as disease prevention, obesity and behaviour.



In 2011, the PDSA Animal Wellbeing (PAW) Report was set up to address this. It is the largest annual review of pet welfare issues and is now a highly valued source of intelligence and data for the veterinary profession.

The seventh PAW report was launched in May 2017, providing solid foundations for numerous pet health initiatives reaching millions of people. For example, our vaccination awareness campaign from summer 2017 drove a 7% year-on-year increase in vaccinations.

Thanks to the PAW Report we can regularly source accurate, robust information on key pet health matters, to create better public awareness campaigns and ensure greater wellbeing for the nation's pets.

The findings from our PAW Report 2017 include:

3.8 million
UK pet owners did no research at all before choosing their pet.

96%
of cat owners underestimate the lifetime cost of pet ownership.

Only **39%**
of pet owners are familiar with their responsibilities under the Animal Welfare Acts.

93,000
dogs are never walked at all.

2.1 million
cats (20%) are living with another cat that they don't get on with.

56%
of rabbits are living alone without the company of another rabbit.

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

25%
of dogs haven't had a primary vaccination course when young.

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

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



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



Diet – the need for a suitable diet.



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



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



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



Honouring remarkable animals

PDSA runs the world's oldest and most prestigious animal awards programme. Instituted in 1943, it is designed to help raise the status of animals in society by honouring their special achievements. In 2017 we recognised some truly outstanding animals:

Mali, a British Military Working Dog who helped save the lives of troops in Afghanistan, received the prestigious **PDSA Dickin Medal** – known as the animal equivalent of the Victoria Cross. During a special operation, eight-year-old Belgian Malinois, Mali,

was seriously injured by three grenade blasts, severely injuring his chest, legs and face.



MALI

Diesel, an extraordinary family dog from Dartmouth, was a worthy recipient of the **PDSA Gold Medal** – known as the animals' George Cross. His award came after he woke his family, saving their lives, when a terrifying fire ripped through their home. It seemed like a debt of gratitude repaid – as Diesel himself was rescued by the family after being abandoned when just a few months old.



DIESEL



Police Dog **Ozzy** received the **PDSA Gold Medal** for his bravery and life-saving actions, disarming an armed assailant threatening to blow up a block of flats. Brave Ozzy tackled the suspect despite being attacked with a knife and naked flame. His intervention prevented the man from harming himself, others and endangering an occupied building.



OZZY



BRYN



SABAKKA



SWEEP

During the year we also presented three PDSA Order of Merit awards:

Bryn spent 11 years with the Fire and Rescue Service, deployed to building collapses, searches and explosions throughout the UK and overseas. This Border Collie's ability to search large areas for casualties, with great speed and efficiency, was unsurpassed.



Black Labrador Sabakka (Sabby) received her award for supporting people of all ages with learning difficulties. Her warm and gentle nature helped her develop a special relationship with patients, allowing them to develop skills, make decisions and learn responsibilities.

Police Dog Sweep, a Working Cocker Spaniel, received his honour for outstanding devotion to duty while working as Detection Dog. During a career spanning eight years, Sweep excelled at detecting drugs, firearms, cash and poisons.



PDSA – as seen on TV

For six months in 2017, television cameras were given access to two of our busiest Pet Hospitals, to record life behind-the-scenes at PDSA.

The resulting series, entitled 'The People's Vet', showcases how our vets, nurses and support teams strive to save, protect and heal thousands of pets in some of the UK's most disadvantaged communities. It reminds us of the wonderful bond that exists between these beloved pets and their owners – which is why our service is so unique and valuable.

The 20-part Channel 4 series captures all the drama as our vet teams deal with hundreds of cases every single day – ranging from routine check-ups to extraordinary life-and-death emergencies.

Series Executive Producer Sarah Murch said: "We deliberately chose two of PDSA's busiest city hospitals to see the realities faced by their veterinary teams, working to treat sick pets and helping their owners.

It was very moving to see the importance of pets in the clients' lives, and their gratitude for the treatment they received"

One of the vets featured in the TV show is Matt Forshaw, Senior Vet at Huyton PDSA Pet Hospital, the Thomas Williams Centre. He said: "The series gives us a great opportunity to show the wider world what an important job we do at PDSA.

"It's been brilliant to share the real stories behind the scenes. We didn't stage or change anything, so viewers see exactly why our work is so vital, keeping pets together with their loving owners."

Filming also took place at Kirkdale PDSA Pet Hospital, the Jeanne Marchig Centre.



***PDSA keeps
owners and pets
together, all
over the UK...***



PDSA First Aid course saves pup's life!

A pet owner saved her puppy's life after he almost choked to death on a plastic toy – using first aid skills she had learned on a PDSA course just a week before.

Janice Latreche says her Springer Spaniel crossbreed, Milton, is alive today thanks to the training she received during a pet first aid course run by our community and education team.

Janice said: "Milton had somehow got hold of one of my grandson's action figure toys and was choking on it. I didn't panic and used a technique like the Heimlich manoeuvre – which I learned on the course – and it just popped out!"



Milton with his owner Janice Latreche and PDSA Vet Nurse Kylie Jones

Kylie Jones, the PDSA Vet Nurse who taught Janice, said "Knowing how to respond in an emergency, and being prepared, can make the difference between life and death!"



Players of People's Postcode Lottery help fund a series of pet first aid courses. Thank You!

Supported by players of



With a lot of help from our friends

Volunteers are a vital part of the PDSA team and help us provide high levels of service in our shops, hospitals and offices. For many, volunteering provides a route back into employment, a way to broaden skills or simply make new friends in a busy, positive environment.

During 2017 we were joined by a total of 6,000 volunteers. We provide training for all and offer recognised qualifications in several areas.

Throughout the year we also continued to support young volunteers as we focused on building skills needed for the world of work. We worked in partnership with The Duke of Edinburgh Award and joined the #iwill campaign to promote social action among 10-20 year-olds.

IN 2017
OUR WORK WAS
SUPPORTED BY



6,000
VOLUNTEERS





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

Our income and expenditure



The information on this page is a summary of the statutory accounts of PDSA for 2017. A copy of the full audited accounts can be obtained from Internal Communications, PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.

For more information on
supporting PDSA and
our work, freephone

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