

A close-up photograph of a woman with dark hair, wearing blue scrubs, feeding a small black and white kitten with a white bottle. She is looking down at the kitten with a gentle expression. A name tag is pinned to her scrubs. In the top right corner, there are several blue circles of varying sizes, with the largest one containing the text 'Annual Review 2012'.

Annual
Review
2012

Sarah
Nursing Auxiliary

pdsa
for pets in need of vets

pdsa

for pets in need of vets

PDSA vision

**A healthy
life for all our
pets**

PDSA mission

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





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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



We treated more
than **400,000**
sick and injured
pets in 2012



A message from the Director General

Every day, cards and letters from grateful owners pour into PDSA PetAid hospitals saying 'thank you' to our veterinary teams for saving the lives of their sick and injured pets. Each thank you acts as a reminder of how much we are needed and how much we make a difference in the communities we serve. We help when no one else can.

As the UK's leading veterinary charity we have an essential role to play in the fight against poverty by treating the pets of those in need. This *Annual Review* will show how important our services were in 2012 and the impact we are making.

It is astonishing to think that we treated more than 400,000 animals in 2012 through our network of 51 PetAid hospitals and branches. The uplifting stories of some of the pets we have cared for successfully are told throughout this Review.

Overall, we can count 2012 as successful in many key areas. We launched our second annual *PDSA Animal Wellbeing (PAW) Report* with support from YouGov. It was well received, widely read and raised the profile of animal welfare issues. However, it revealed that much more can be done to improve the health and welfare needs of the UK's pets, as levels of obesity, dog aggression and preventable diseases are rising.

Contributions from clients towards the treatment of their pets reached a record level of £8.3 million.

We opened the new Plymouth PetAid hospital, The Gwen Rees Centre, and were one of 60 organisations awarded the Queen's Diamond Jubilee Volunteering Award. PDSA was founded by Maria Dickin in 1917 and last year was particularly special as it marked our 95th anniversary.

It was not all good news though. There are challenges in almost every area of our work, but we will strive to help the people who need us the most. This means working in ways that will bring lasting benefits.

We will do this through the dedication and compassion of our staff and volunteers and the continued enthusiasm of our supporters and donors who make it possible to provide our charitable service. They deserve our most heartfelt thanks and the Trustees and I keenly appreciate the contributions made by everyone.

Jan McLaughlin.



*Director General
Jan McLoughlin
(centre) at the opening of
Plymouth PetAid hospital,
The Gwen Rees Centre*

PDSA, the UK's leading veterinary charity

404,000 pets treated

43 PetAid hospitals

8 PetAid branches

380 PetAid practices

320 veterinary surgeons

603 nursing team members

Supported by

34,641 legacy pledgers

177 PDSA stores

102,305 committed givers

5,258 volunteers

2,500 Pet Protectors

Treating sick and injured pets

Our veterinary service is a lifeline for thousands of sick and injured animals. In one case, a dog's unusual behaviour led to the discovery of a rare and serious illness. If his owner had not brought him in to his local PetAid hospital for treatment, he could have died.

Three-year-old Bonzo began to act strangely while on a walk with his owner and failed to display his usual energy. He was examined by Senior Veterinary Surgeon Uwe Holz and was found to have a very slow heartbeat as well as other symptoms.

The diagnosis was Addison's disease, a potentially fatal ailment caused by a lack of certain hormones. He remained at the PetAid hospital in Bournemouth for several days for intensive care and monitoring and his owner was given advice about the condition and what medication Bonzo would need for the rest of his life. Fortunately, most of his symptoms were stabilised.

Bonzo was only one of the 404,000 animals treated in 2012 and the number of pets needing our help is still growing.

In Plymouth, one of PDSA's busiest centres, construction of the replacement PetAid hospital, The Gwen Rees Centre (named after a major trust donation to the Pet Hospital Appeal), was finished and opened in October.

A number of other projects were completed, including the partial refurbishment of Glasgow East PetAid hospital and the opening of a new PetAid branch supporting Sheffield PetAid hospital.

We also launched a new out-of-hours emergency service from Basildon PetAid hospital, The Coco Markus Centre, which is a new commercial venture to raise funds and an extension of our service to the clients of local private practices.



PDSA Chairman Michael Bolton opened the new Plymouth PetAid hospital, The Gwen Rees Centre



Senior Veterinary Surgeon Uwe Holz with Bonzo and his owner Ilona Halpern

A black cat with striking yellow eyes is perched on the white rim of a toilet seat. The cat is looking towards the left of the frame with a curious expression. The background shows the white tank of the toilet and light blue walls. A white rectangular box is visible on the right side of the image.

Willow's story



A thirsty kitten was accidentally poisoned by the freshener block used in the toilet and was rushed to PDSA where, thankfully, our vets were able to take immediate action.

Owner Amelia MacFarlane from Edinburgh had only recently adopted Willow when she came home to find her unusually subdued.

Amelia said, 'We'd only had Willow for a short time, but she was such a boisterous, playful kitten that I immediately knew something was wrong. Then she started drooling and foaming at the mouth, and I noticed her tongue was red-raw, so we immediately phoned PDSA.'

Our vets advised Amelia to bring Willow straight in, but as she was leaving she noticed the toilet pan lid was open; it was usually closed and she suspected that Willow may have been drinking from there.

Amelia continued, 'We checked the bowl and the little paw prints inside confirmed our suspicions. I realised that she must have drunk some of the water and the toilet freshener block in there could have poisoned her.'

After an examination, Veterinary Surgeon Graeme Eckford said, 'Willow was very sick since the block was bleach-based, so she was immediately given medication to relieve any discomfort and was also put on fluids to flush the poisons out of her system. She responded to treatment and made a full recovery.'



**PDSA
success ...**

- treated more than 400,000 sick and injured pets
- opened new PetAid branches in Newcastle-under-Lyme and Sheffield
- increased our level of client contributions to £8.3 million
- continued the rollout of digital x-ray processors to our PetAid hospitals

Treating sick and injured pets

Improving pet health

There were 12 million UK pets being fed too many fatty treats, more than 5 million dogs that had not attended training classes within the first six months of their life, millions of pets that were not registered with a vet and 24 per cent of pet owners who were not given any advice on any aspect of health or welfare when they first had their pet.

These findings were revealed in an updated version of the *PDSA Animal Wellbeing (PAW) Report*, which we first published in 2011 and was completed in conjunction with YouGov, one of the UK's leading research companies. The Report, called *Issues in focus*, covered four of the most alarming pet health and welfare issues in greater detail; obesity, aggressive behaviour, lack of preventive care and the importance of owners researching which pet is suitable for them.

More than 10,000 copies of the Report were downloaded or distributed and an online animation highlighting the main findings received more than 24,000 viewings.

Our mission to improve pet health continued with our PetCheck programme, a national initiative where we take our pet health messages directly to owners by providing them with free health 'MOTs' for their dogs, as well as advice on other household pets. We worked with local authorities to place our PetCheck vehicles in locations around the UK where there was the greatest need for the checks we offer. Since its inception in

2002, the PetCheck programme has been generously supported by PDSA benefactors Julie and Robert Breckman. In 2013 Robert has kindly agreed to fund two replacement vehicles to continue the important programme.

This was the tenth year of our PetCheck service and in 2012 alone it delivered more than 6,000 checks on dogs, more than 1,000 consultations and 270 dogs were microchipped.

Pet Fit Club, our annual pet slimming competition, was of great interest to the media and public alike and coverage was the highest since the competition began in 2005.

The first ever PDSA live Facebook chats on pet obesity and preventive care were undertaken to reach a new and more interactive audience.

A dedicated Pet Wellbeing Month was also staged across the PetAid hospitals to educate clients on actions they can take to improve their pets' wellbeing.



Veterinary Nurse Amanda Shearsby holds up Maverick the cat before his diet and exercise plan



Cassie's story



Pet owners were warned of the dangers cat bites can pose to pets and people after our vets and nurses spent three months nursing a dog back to health after a run-in with a neighbourhood cat.

Crossbreed Cassie was treated by our dedicated vets and nurses at Stoke-on-Trent PetAid hospital after she was bitten by a cat she encountered in her back yard.

Her owner Kirstie Travis initially thought it had been a minor scuffle and her 10-year-old dog didn't appear to be injured. But a few days later, Kirstie noticed a large abscess on her dog's chest that had burst, leaving a gaping hole measuring a staggering 8–10 inches long by 4 inches wide. The wound was caused by a cat bite that had become infected.

It took two operations and hours of intensive nursing care to return Cassie to health. Due to the intensive wound management, treatment costs could have run into many hundreds if not thousands of pounds. The wound on Cassie's chest was in between her two front legs and the operations partially closed the wound to speed up recovery.

Kirstie said that following the 'excellent' care given by staff at the PetAid hospital, Cassie had now made a full recovery. 'I never realised how serious a cat bite could be but I won't be making that mistake again. I'm so grateful that PDSA was able to help Cassie and me – without them I just don't know what I would have done.'



PDSA success ...

- launched the second *PDSA Animal Wellbeing (PAW) Report*, which focused on four key issues raised by the 2011 Report, namely, obesity, aggressive behaviour, lack of preventive care and the importance of owners researching the right pet for their lifestyle
- delivered pet care treatment, education and information to disadvantaged communities across the UK
- celebrated ten years of our PetCheck programme, giving free health checks to dogs and advising owners on pet care
- employed five Pet Wellbeing nurses to raise the profile of pet health and PDSA in local communities

Improving pet health

Delivering preventive services

Vaccinations prevent disease, neutering prevents unwanted animals, and microchipping helps reunite owners with their pets, should they get lost. Above all, these preventive measures ensure that pets are protected.

We encourage owners to take a serious interest in improving the overall health and wellbeing of pets through our paid-for preventive services and we also receive vital income from their provision, which grew to £5.4 million; an increase of £0.3 million.

More than 110,000 preventive procedures were carried out, with the total number of preventive over-the-counter dispenses carried out exceeding 311,000.

We vaccinated 69,000 dogs, cats and rabbits, with 29,000 neutered and more than 10,000 microchipped. At the same time, we worked with other charities, namely Dogs Trust and Cats Protection, on providing neutering procedures, which brought more income to PDSA.

There were also several significant campaigns, such as PDSA Vaccination Month and National Microchipping Month, where we encouraged clients to take advantage of a number of special offers on preventive products.

Meanwhile, we completed the rollout of our Central Dispensary programme, which allows clients to access pre-approved chronic medications via the internet, text and telephone. This is easing the number of telephone calls being dealt with by our PetAid hospitals and the number of clients needing to visit them.



More than 10,000 pets were microchipped during the year



We encouraged owners to improve the overall health and wellbeing of their pets



Gypsy's story



PDSA vets and nurses saved the life of a Labrador after removing a ruptured uterus that could have led to a life-threatening infection.

When owner Paula Edwards noticed her dog Gypsy was not her usual self, she took her to PDSA's PetAid hospital in Wolverhampton where tests revealed Gypsy's uterus had developed a serious condition called pyometra, and ruptured due to infection in her womb.

Head Nurse Kay Brough said that Gypsy was in a really bad way and there was a real danger that she could develop deadly peritonitis if swift action was not taken. 'We operated immediately to remove Gypsy's uterus and flushed out her abdomen to get rid of the bacteria that could be there.'

Gypsy's drama unfolded when Paula noticed the 11-year-old Labrador seemed unwell and was panting and shaking and seemed to be in pain. Paula said, 'I'm so grateful to PDSA's vets and nurses for saving Gypsy's life. She visited them several times after her operation, to make sure everything was healing. She's like a puppy again, playing with her ball and my other dog, TJ.'

Gypsy was lucky to survive. As well as her operation, she needed intensive care and antibiotics to fight off any remaining infection. Gypsy's condition could easily have been prevented by spaying, which is why PDSA is committed to educating owners on the importance of preventive treatments.



PDSA success ...

- increased sales of paid-for preventive services to £5.4 million
- performed more than 110,000 preventive procedures
- sold more than 420,000 preventive products and treatments
- held key promotional months to increase uptake of paid-for preventive services

Delivering preventive services

Maintaining our income

Whether a child donates their pocket money or a wealthy individual makes a large donation, the combined effect of so many people giving generously to PDSA makes a tremendous and lasting difference.

We receive funding from many sources, the largest being from gifts in wills and in 2012 we received £39.5 million. These gifts are essential as they pay for two out of every three sick and injured pets that we treat. It is entirely thanks to the support of the general public that we can maintain our veterinary service and we are immensely grateful for all the support we receive. In particular, we are very fortunate to have a number of Trusts and Foundations who continue to support our work each year. We do not receive any funding from HM Government or the National Lottery for our veterinary work.

On the high street, trading conditions for all retailers remained in turmoil and PDSA was not immune from the effects of the economic downturn. In spite of the recession, the Retail team delivered a surplus of just over £2 million through our network of 177 retail stores. It was another challenging year for Direct Marketing activities, although the products that encourage supporters to give regularly performed well, and the Sponsor Me Better campaign produced income of £1.5 million.

There were encouraging results from the programme where we ask clients to donate what they can towards the cost of their pet's treatment. Contributions in the

PetAid hospitals hit a record high of £8.3 million – an increase of £0.3 million on the previous year.

Meanwhile, we staged a wide range of fundraising events from marathon running to wine tasting, and our volunteer fundraising groups attended local shows, and held tabletop sales, coffee mornings and fun dog shows in order to help us to achieve a total income of more than £250,000. We also have 63,000 Best Friends supporters who make regular donations and contribute to our PetAid hospitals.



Celebrating 30 years of voluntary help: Brian and Barbara Scrimshaw with Fundraising Manager Brenda Smith



Veterinary Surgeon Ian Jones raised funds by running the 2012 Virgin London Marathon



Gizmo's story



A tiny Yorkshire Terrier cheated death when he gobbled up a kebab stick at a barbecue.

Vets at Gillingham PetAid hospital removed a nine-centimetre wooden skewer that had migrated from Gizmo's stomach to the muscles between his ribs after he swallowed it at the barbecue, putting him at risk of developing deadly peritonitis.

Gizmo ate the stick along with some garlic bread, which he pinched from the table during a party at owner Ruth Dalton's home in Rochester, Kent. Not long afterwards Gizmo became unwell and developed a huge abscess on his side.

Head Nurse Jennie Keen said Gizmo had been extremely lucky. 'The stick was actually wedged in the muscles between his ribs but it could have easily punctured a lung, or led to his developing life-threatening peritonitis on its voyage from Gizmo's stomach to his chest area. Gizmo was a very lucky dog indeed, as the potential damage to Gizmo's body from the skewer could have been much worse.'

Thankfully, Gizmo made a good recovery.



PDSA success ...

- received £39.5 million from gifts in wills
- Gift Aid delivered income of more than £950,000
- the Sponsor Me Better campaign raised £1.5 million by encouraging supporters to help pay for the treatment of specific individual sick and injured animals
- PDSA opened more stores and expanded online sales
- Client contributions in the PetAid hospitals hit a record high of £8.3 million

Maintaining our income

Recognising animal bravery

Arms and Explosives Search dog Theo was posthumously presented with the PDSA Dickin Medal for his bravery in locating Improvised Explosive Devices (IEDs) in Afghanistan.

This Medal is awarded to animals that show gallantry during times of military conflict and is recognised worldwide as the animals' Victoria Cross.

Sadly Theo, a Springer Spaniel-cross, died from a seizure in Afghanistan in March 2011, hours after his handler Lance Corporal Liam Tasker was killed by enemy fire while on a mission in support of the Irish Guards.

Theo was deployed with the Royal Army Veterinary Corps, 1st Military Working Dog Regiment, during the conflict in Afghanistan in 2010 and 2011. Their role was to provide search and clearance support; uncovering hidden weapons, IEDs and bomb-making equipment. During his time in Afghanistan, Theo made 14 confirmed operational finds; more than any other Arms and Explosives Search dog in Afghanistan has found to date.

We also awarded two PDSA Gold Medals. This is a civilian honour, the equivalent of the George Cross, and is awarded on an exceptional basis to animals displaying conspicuous gallantry or devotion to duty in saving human life. Both medals reflect the determination of PDSA's founder Maria Dickin, CBE, to raise the status of animals in society.

The PDSA Gold Medal was presented to dogs Ellie and Jones, whose remarkable actions helped to save the life of their owner, Les Parsons, after he had fallen into a diabetic coma while out walking them. By working together as a team – Ellie stayed with Mr Parsons while Jones ran home to raise the alarm – the dogs undoubtedly changed the outcome of the situation for the better.

Animals that show extraordinary bravery and devotion can also receive either the PDSA Certificate or the PDSA Commendation for Animal Bravery. Five PDSA Commendations were awarded in 2012.



Ellie, GM, and Jones, GM, with their owner Les Parsons

*Arms and Explosives
Search dog Grace
accepted the PDSA Dickin
Medal on behalf of Theo*



Celebrating PDSA people

Mary Lancaster was one of our most dedicated and inspirational fundraising volunteers who supported PDSA for more than 53 years.

She passed away in 2012 and, until her death, she led the volunteer team at Hull, Southcoates, keeping the store open; achieving results well above target as well as recruiting other volunteers. Mary thought only of how she could raise funds for 'her cause' and, while she is greatly missed, a plaque was unveiled at Hull PetAid hospital in her memory.

People like Mary show that PDSA is an organisation comprising many dedicated individuals, a number of whom are rewarded and recognised through the Volunteer of the Year Awards. We have more than 5,200 volunteers helping in our stores, PetAid hospitals, offices and fundraising groups across the UK.

Ann Evans received the Volunteer of the Year Award because she gives up her free time to help at PDSA's busy Head Office and takes on many roles to help the Public Relations team, including administration support, mail-outs, letter writing and research.

It was a very special year for three of our staff since it marked their 25 years' service with PDSA. Elaine Burke, Veterinary Nurse at Manchester PetAid hospital; Domini Sillitoe, Veterinary Nurse at Wolverhampton PetAid hospital; and Robert Beck, Estates Manager; all joined in 1987. Their awards were presented by PDSA Chairman Michael Bolton.

Loyalty, dedication and tenacity during her long career with PDSA earned Gill Hubbard our highest honour – the Edward Bridges Webb Memorial Award. Gill joins the ranks of inspiring individuals who have been granted the award since its introduction in 1973. It is allocated to staff who render outstanding meritorious service and was presented to Gill by our Chairman.

Gill's contribution to PDSA has proved immensely valuable, from managing PDSA's Animal Bravery Awards programme to collating and cataloguing the many records and artefacts from PDSA's rich history.



PDSA Chairman Michael Bolton presented the Edward Bridges Webb Memorial Award to Events and Heritage Manager Gill Hubbard

s Jean Kettle
s Phyllis Seymour
s Mary Cotton
Charles Taylor
s Janet Burns
ss Jean You
Richard C
s Ann Ev



Volunteer Ann Evans (pictured with her partner Selwyn) was PDSA Volunteer of the Year



Teves' story

Veterinary Nurse



Teves loves to chase things, and has even been known to chase a bus and then jump on board for a ride.

Late one evening, his owner Ray Bond had let Teves out so he could have a play in the garden. He suddenly heard a strange sound and went to investigate, only to be faced with a pool of blood at the front door and more dotted through the hall.

He followed the trail and was shocked to find Teves in the living room, covered in blood and lying motionless on the floor. Ray said, 'There was so much blood. I was incredibly worried as I didn't know what had happened at first.'

On arrival at Coventry PetAid hospital, Teves was rushed in for an examination and then taken straight into emergency surgery. Vets found a five-inch piece of glass lodged in his neck, just millimetres away from the jugular vein and carotid artery. It appeared that Teves had collided with the greenhouse.

Veterinary Nurse Nikki Jagait, said, 'Teves had a very lucky escape. The glass had caused extensive damage and he had lost a lot of blood, but thankfully we were able to remove the glass successfully and repair the injury. Following the operation, Teves was kept in overnight at PDSA for intensive care and monitoring.'

The next morning Ray and his family were overjoyed to hear that Teves had pulled through and could come home later that day. Ray said, 'We discovered lots of broken glass around the greenhouse, which shows how hard he must have hit it.'



- a network of 5,258 volunteers
- a 33% increase in the number of veterinary volunteers

PDSA presented ...

- three 25-year Long Service Awards
- Volunteer of the Year Awards to the volunteers who made outstanding contributions to PDSA in 2012
- the Edward Bridges Webb Memorial Award

Celebrating PDSA people

Raising awareness

Many famous faces joined our campaigns, most notably actor Joanna Page who became a PDSA ambassador and supported our Pet Hospital Appeal in Cardiff along with other initiatives to help raise awareness of the work our charity does.

Broadcaster Paul O'Grady was involved in the presentation of the PDSA Dickin Medal to Theo, while other celebrities, including pop star and TV presenter Alesha Dixon and entrepreneur Hilary Devey, supported PDSA messages on social media sites.

It was a record year for PDSA appearances in the media with more than 3,500 pieces of coverage, generating over 2 billion opportunities for people to see PDSA's work in print, broadcast and social media.

Our PR coverage was used to great effect to prompt the highest levels of engagement on our social media channels, such as Facebook and Twitter. We used social media much more effectively and focused on utilising it for our high-profile campaigns. For instance, the number of people listed as 'fans' on Facebook leapt from around 50,000 to 80,000 and the number of PDSA followers on Twitter rose by 91 per cent. Several new social media channels were also added to our portfolio.

Key successes included the launch of the second *PDSA Animal Wellbeing (PAW) Report* and the presentation of two major animal bravery awards, the PDSA Dickin

Medal to Arms and Explosives Search dog Theo and the PDSA Gold Medal to dogs Ellie and Jones. The campaign around the former successfully reached 76 per cent of UK adults and was covered worldwide. Pet Fit Club is still going strong and each year provides a significant way in which to tell people about the dangers of pet obesity. It received four times the previous level of coverage. We also appreciated the opportunity to work closely with our corporate partners, including Asda, Centaur, Hills, Burgess, Petstop and Random House Publishing, in order to raise awareness further.



It was a record year for PDSA appearances in the media



*Actor Joanna Page became
a PDSA ambassador*



Marley's story



Marley took rather too much of a liking to his owner's new socks – eating five of them, which led to PDSA vets performing emergency surgery to remove them.

Marley also destroyed and ate an 'indestructible' pet toy that vets at Stoke-on-Trent PetAid hospital were able to remove, but that had blocked his intestines and could have been fatal.

Marley's owners, Kenneth Anderson and his wife Clare, have learnt to keep everything securely shut away. Clare said, 'We quickly realised that Marley would chew anything he could get his jaws around and would destroy things in seconds.'

The Andersons saw a dog toy described as indestructible, which looked capable of withstanding Marley's destructive tendencies. They thought they'd give it a try, but within minutes of giving him the toy there were pieces of it all over the floor.

Marley was taken into surgery where parts of the toy were discovered in his stomach and his intestines, where they had caused a complete obstruction. The operation was made slightly more complicated by his previous surgery, as the vets had to avoid any scar tissue. Thankfully, Marley made a full recovery.

Clare added, 'Marley means the world to us and we couldn't bear to lose him. It was the first time I had needed PDSA. They couldn't have been more helpful.'

PDSA success ...

- unprecedented levels of publicity for PDSA with over 3,500 pieces of coverage
- an increase of 50,000 to 80,000 'fans' of PDSA on Facebook
- a 91% rise in the number of followers on Twitter
- a four-fold increase in coverage of Pet Fit Club on the previous competition
- generated over 2 billion opportunities for people to see PDSA's work in print, broadcast and social media

**Raising
awareness**

Revealing the state of our pet nation

PDSA carried out its landmark *PDSA Animal Wellbeing (PAW) Report* in 2011, which provided groundbreaking information about the health of pets in the UK.

A year on, we presented our findings again and, sadly, the *PAW Report 2012* revealed that millions of pets' needs are still being neglected.

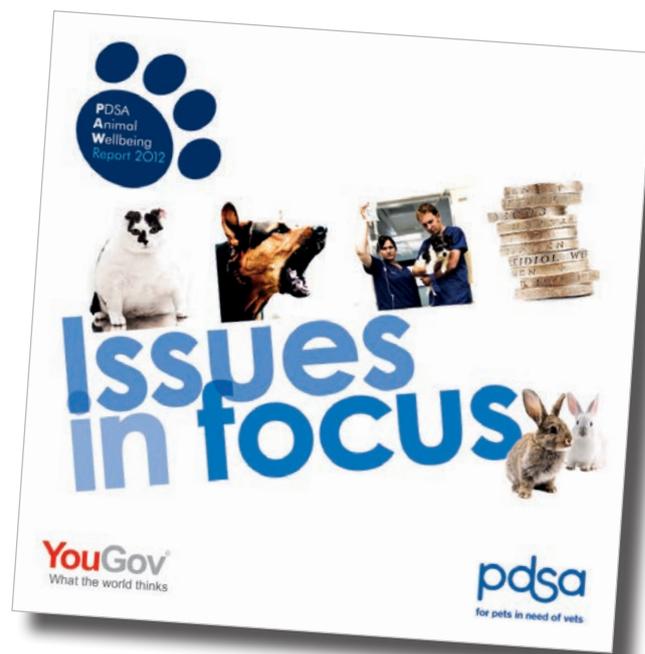
Obesity, aggression and illness are set to take over our pet population if we do not tackle the issues affecting our dogs, cats and rabbits today.

Findings from the Report exposed a serious lack of understanding and provision of even basic levels of care for millions of pets. Almost 5,000 pet owners, veterinary professionals and, for the first time, children were asked in-depth questions about pet health and welfare in order to find out what they think and to allow PDSA to provide them with the right support.

The Report revealed some of the most disconcerting health and welfare issues facing the pet population, as well as some uncomfortable home truths, with the number of cases of problem behaviour in dogs and of animal obesity in general set to rise unless action is taken.

We cannot ignore the fact that millions of pets' health and wellbeing needs are not being met and we are doing all we can to improve the state of our pet nation.

The full *PAW Report* is available to download at www.pdsa.org.uk/pawreport where there is also a short animated film: The truth about cats, dogs and rabbits. Our campaign to help make a better life for pets can be followed at #abetterlifeformpets.





Environment –
make sure your pet
has a suitable place
to live



Diet – make sure
your pet is fed a
suitable diet for its
age and breed



Health – ensure
your pets are in good
health and seek
veterinary advice if
they become ill

The five animal welfare needs



Companionship
– make sure your
pet's social needs
are met



Behaviour – your
pet should be able
to show normal
behaviour patterns

Encouraging young supporters

Education has always been at the heart of our activities and we have helped thousands of children to learn more about caring for pets. The new Pet Wellbeing nurses in our Community & Education team visit schools across the UK to talk to young people about the responsibilities of owning a pet while making them more familiar with our work.

Head Nurse Ange Smith says, 'The most inspiring experiences are in schools where pupils receive education and interactive workshops from the Pet Wellbeing nurses on animal welfare and pet care. The children are so excited to have us there and so eager to learn and they ask loads of questions; it's always refreshing to see that they want to give their pets the best possible life they can.'

Over the year, more than 32,000 children took part in workshops with our network of Pet Wellbeing nurses and volunteers through schools and youth organisations. We also encourage children to join our Pet Protectors Club for 'kids who love pets' and membership stands at well over 2,500.

Our young Pet Protectors do some fantastic fundraising activities to help sick and injured pets, and every year two stand out to become Pet Protector of the Year and Fundraiser of the Year. Nicole Dawes from the West Midlands became our Pet Protector of the Year for the second time after winning the award in 2010. During the year, Nicole was an

extremely active member of the Pet Protectors Club. She held fundraising parties and sold cakes to raise money as well as donating thousands of items to our Wolverhampton store.

Charlotte Lawson from North Yorkshire won the Fundraiser of the Year title after completing a 300-mile cycle ride (which she did in stages with her dog Beattie) to raise more than £600.



Over the year, more than 30,000 children had a talk from a Pet Wellbeing nurse in their school



We have helped thousands of children to learn more about caring for pets



Rosie's story



Rosie the rabbit had almost hopped her last hop when she broke her leg in a fall. But, after our vets performed delicate surgery, she did get back on her paws.

Her owner, Darren Holliday, remembers Rosie was being cuddled by his daughter when suddenly she jumped out of her arms and hurt herself, catching her leg on her hutch.

One-year-old Rosie was taken to Middlesbrough PetAid hospital where the veterinary team gave her an anaesthetic and x-rayed her foreleg. This confirmed a broken bone. 'She's so tiny and has such small legs, we were worried the vets wouldn't be able to do anything,' said Darren.

Senior Veterinary Surgeon Drew Lonie explained what they did, 'The surgery was very complex. We inserted a tiny metal plate to repair her front leg and bandaged her leg with a support dressing. We allowed her to go home the same day, with liquid painkillers and antibiotics.'

At home, Rosie recovered well from her ordeal and, with only very limited exercise to help her recover from her operation, she was soon back to her old self.



PDSA success ...

- almost 8,000 teachers downloaded our classroom teaching resources
- more than 30,000 children received a talk from a Pet Wellbeing nurse at their school
- Pet Protectors donated more than 56,000 items to PDSA stores with an estimated resale value in excess of £50,000
- A family fun day and dog show was held at PDSA Head Office, which attracted over 700 visitors

Encouraging Young supporters

Looking to the future

What we want to accomplish in 2013 and beyond needs one thing – money. The years ahead will be no less challenging as the current economic environment continues to test our income generation activities and our costs are constantly increasing. We still have a mountain to climb.

This means we need to focus on maintaining our income in a variety of ways. We must continually improve our Retail operation (a national network of 177 PDSA stores, which brings in vital income); we need to nurture relationships with major donors who so generously and consistently support us; we need to continue our Pet Hospital Appeal locally in Cardiff and Birmingham, grow sales of preventive products and maintain the high level of client contributions in our PetAid hospitals.

We continue to face challenges in every area of our work. While our *PDSA Animal Wellbeing (PAW) Report* shows that the health and welfare of the UK's pets is being neglected, we will use the Report to educate and influence pet owners. We also need to promote our work as widely as possible.

Thanks to a very generous donation from Mr Marian and Mrs Christina Ionescu, we have started building in Cardiff and the PetAid hospital, named The Marian and Christina Ionescu Centre, will open to pet patients in 2013.

Since 2002 the Pet Check programme has been generously supported by PDSA benefactors Julie and

Robert Breckman and in 2013 Robert has kindly agreed to fund two replacement vehicles to continue the important programme.

We have some bold plans but the story of 2013 will be all about delivering them. You can help us fight poverty in the special way we do and help us to ensure that as many pets as possible stay happy and healthy.

You can make a donation. We pledge to convert every donation into action and save many more pets' lives. **You could fundraise for us.** There are many daring, exciting and fun ways to raise money. **You could leave a gift in your will** and help sick and injured animals beyond your lifetime.

You could spread the word and tell more people about PDSA. We need more people to know about us and, in turn, to tell others and generate long-lasting support.

Any help you can give is greatly appreciated – especially by the sick and injured animals whose lives you have helped to save.

odasa PetCheck
free here



*We need to promote our work
as widely as possible*



As a charity we need
your generous support
to fund our services



PDSA PetAid hospitals

Aberdeen	Edinburgh	- Thamesmead
Basildon	Gateshead	Manchester
Belfast	Gillingham	Middlesbrough
Birmingham	Glasgow	Newcastle upon Tyne
- Aston	- East	Nottingham
- Quinton	- Shamrock St	Plymouth
Blackpool	Hull	Portsmouth
Bournemouth	Leeds	- Cowplain
Bradford	Leicester	Romford
Brighton	Liverpool	Sheffield
Bristol	- Huyton	Southampton
Cardiff	- Kirkdale	Stoke-on-Trent
Coventry	London	Sunderland
Croydon	- Bow	Swansea
Derby	- Hendon	Wolverhampton
Dundee	- New Cross	

PDSA PetAid branches

Belfast	Newcastle-under-Lyme
Huddersfield	Sheffield
Ilford	Southend
Llanelli	Southsea

PDSA PetAid partnership hospital

Northampton

PDSA fundraising groups

Aldeburgh	New Forest
Basildon	Newcastle upon Tyne x2
Bearsden/Milngavie	North Swindon
Belfast	Nottingham
Bournemouth	Oswestry
Bridlington	Oxford
Bristol	Penzance
Croydon	Plymouth
Denby	Sheffield
Drumchapel	Stoke-on-Trent
Flintshire	Swanscombe
Gainsborough	Swindon
Gateshead	Teesside
Gillingham	Telford
Haywards Heath	Wessex
Liverpool Bay	Wrexham
Lincoln	York

PDSA PetAid practice locations

Aberdare & district	Sheringham	King's Lynn	Scunthorpe
Aberdour & Burntisland	Cumnock & district	Kinross & district	Shrewsbury
Abergavenny	Deal	Kirkcaldy & Levenmouth	Skegness
Abergele	Deeside	Lancaster	Skipton
Aberlour & Forres	Dunfermline	Launceston	Sleaford
Aberystwyth	Dunfermline	Lincoln	Southport
Aldeburgh & Saxmundham	Duns & district	Liskeard	Spalding
Aldershot & Farnham	Eastbourne	Llandudno	Stafford
Alnwick & Wooler	Ebbw Vale & district	Llangollen & district	Stevenage
Andover	Elgin	Londonderry & district	Stirling
Anglesey	Ely	Luton	Stranraer
Arbroath	Enniskillen & district	Lydd & New Romney	Street & Glastonbury
Ashford	Evesham & Pershore	Mablethorpe	Sudbury
Ayr & Troon	Exeter	Macclesfield	Swindon
Bala & Blaenau Ffestiniog	Exmouth & district	Maesteg	Taunton
Banbury	Falmouth & Helston	Maybole & district	Teignmouth
Bangor, Caernarfon & district	Folkestone	Midsomer Norton & Frome	Telford
Barnstaple	Forfar	Milford Haven	Thelford
Barrow-in-Furness	Fort William & district	Milton Keynes	Thornhill & Sanquhar
Bath	Gainsborough & Retford	Minehead, Williton & district	Thurso
Beaconsfield & Amersham	Galashiels & district	Montrose	Tillicoultry, Dollar & district
Beith & district	Galston & Newmilns	Morpeth & district	Tiverton
Berwick-upon-Tweed	Glenrothes	Nairn & Forres	Torquay
Betwys-y-Coed, Llanrwst & district	Gloucester	Newmarket	Treharris
Bexhill-on-Sea	Goole	Newport Pagnell	Truro
Blackwood & district	Grantham	Newquay	Uttoxeter
Bodmin	Greenock	Newton Abbot	Wells & district
Boston	Hailsham	Norwich	Weston-Super-Mare
Bridgnorth	Harrogate	Oban & district	Weymouth
Bridlington	Harwich	Oswestry	Wheatley & District
Broadstairs	Hastings & St Leonards	Otley	Whitby
Bude, Holsworthy & district	Hawick	Oxford	Whitehaven & district
Bury St Edmunds	Hereford	Pembroke	Whitstable
Buxton	Herne Bay	Penzance & St Ives	Wick
Canterbury	High Wycombe	Perth	Wilmslow
Carlisle	Hitchin & Letchworth	Pitlochry	Winchester
Carnforth & district	Hythe	Pontypool	Wisbech
Cheltenham	Inverness	Porhacawl & Bridgend	Worcester
Chester	Ipswich	Ramsgate	Wrexham
Chesterfield	Irvine & Saltcoats	Reading	York
Clacton-on-Sea	Isle of Wight	Redruth & Camborne	
Colchester	Kelso & district	Rhonda	
Coleraine & district	Kendal	Rhyl & Prestatyn	
Congleton	Kettering	Rugby	
Consett	Kilmarnock	Rugeley	
Corby		Ruthin & Denbigh	
Cowdenbeath & Lochgelly		Rye & Tenterden	
Cromer &		St Austell	
		Salisbury	
		Scarborough	

140
volunteers
working
in **PetAid**
hospitals

3 PetCheck
vehicles

380 contracted
PetAid practices

404,000
Pets
treated

17
million
phone
calls

177
PDSA
stores

8 PetAid
branches

320 **43** PetAid
hospitals

veterinary surgeons **2.3 million free**
treatments

2,500 members
of our
Pet Protectors
Club **5,258** **34,641**
volunteers legacy
pledgers

110,896 preventive
procedures

603
nursing team
members

Aberdeen x 2	Clacton-on-Sea	Newton Abbot
Aldershot	Colchester	North End
Andover	Coventry x 3	North Shields
Arbroath	Crewe	Norwich
Ashford	Derby	Nuneaton
Ayr	Dewsbury	Oldham
Banbury	Diss	Orpington
Barking	Doncaster	Otley
Barkingside	Dover	Oxford
Barnet	Dudley	Penarth
Barnsley	East Kilbride	Perth
Barry	Eastbourne	Peterlee
Basildon	Eastleigh	Pitlochry
Bath	Edinburgh x 2	Plymouth x 2
Beeston	Elgin	Poole
Bilston	Erdington	Port Talbot
Blackpool	Exeter x 2	Portishead
Bognor Regis	Fort William	Preston
Bolton	Galashiels	Rubery
Boscombe	Glasgow x 3	Rugby
Bramley	Glenrothes	Rutherglen
Brighouse	Gloucester	Ryde
Brighton	Gosport	Sale
Bristol x 5	Grantham	Scarborough
Broomhill	Hanley	Shirley
Broughty Ferry	Harborne	Solihull
Burton-on-Trent	Harrow	Southampton x 2
Bury	Havant	Spennymoor
Callander	Helensburgh	St Austell
Cardiff x 2	Hendon	St Leonards-on-Sea
Chatham	Hull x 2	Stafford
Cheadle	Ilford	Stevenage
Cheltenham	Inverness	Stirling
Chester	Inverurie	Stockton
Chester-le-Street	Kentish Town	Stourbridge
Chorlton	Kilburn	Street
Christchurch	Kilmarnock	Sudbury
	King's Heath	Sunderland
	Kingstanding	Sutton-in-Ashfield
	Kirkcaldy	Swansea x 2
	Leeds x 3	Taunton
	Leicester	Teignmouth
	Leigh	Thornbury
	Leigh-on-Sea	Torquay
	Leyton	Truro
	Lisburn	Uttoxeter
	Liverpool x 2	Waltham Cross
	Lochee	Watford
	Long Eaton	Wellington
	Maidstone	West Ealing
	Merthyr Tydfil	Weston-Super-Mare
	Mexborough	Whitby
	Montrose	Whitley Bay
	Musselburgh	Winton
	Neath	Wishaw
	Newcastle upon Tyne x 2	Wolverhampton
	Newcastle-under-Lyme	Worksop
	Newhaven	Wythenshawe
	Newport	Yeovil
		York



Income and expenditure

Voluntary income

Legacies receivable	£39.411m
Donations and gifts	£22.049m

Activities for generating funds

Merchandising income and charity store income	£20.645m
Preventive services	£5.335m
Lottery and similar income	£3.491m
Investment income	£3.255m
Gain on disposal of fixed assets	£0.573m

Total incoming resources £94.759m



Charitable activities	£64.068m
Fundraising trading*	£22.695m
Cost of generating voluntary income	£10.272m
Investment management	£0.355m
Governance (including internal and external audit costs, Council expenses and general overheads)	£0.251m

Total resources expended £97.641m

*** Cost of goods sold and other costs.**

The information on this page is a summary of the statutory accounts of PDSA for 2012. 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 the charity and its work,
freephone **0800 917 2509**
visit **www.pdsa.org.uk**

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

www.pdsa.org.uk
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pdsa
for pets in need of vets