



pdsa
for pets in need of vets

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Annual Review 2001



Animal welfare pioneer Maria Dickin founded PDSA in 1917 to improve the appalling state of animal health in the Whitechapel area of London. Today our mission is "to care for the animals of needy people by providing free veterinary services to their sick and injured pets and by promoting responsible pet ownership".

- This was achieved in 2001 by:
- Treating 4,500 animals every working day
 - Operating 45 PetAid hospitals nationwide
 - Working with 240 PetAid practices
 - Promoting responsible pet ownership through 3,500 schools with the new Pet Protectors' education pack
 - Operating over 150 PDSA shops to raise awareness and funds



2001 achievements

In 2001 PDSA spent nearly £27 million providing free veterinary care for sick and injured pets throughout Britain

During the year we also took the major step of re-positioning the organisation as the charity for **pets in need of vets** in order to increase awareness of our work and to provide the basis for raising more money.

Caring for pets and their owners

- Treated the pets of owners receiving either Housing benefit or Council Tax benefit
- Employed 230 veterinary surgeons and 250 veterinary nurses
- Carried out 1 million consultations
- Replaced two PetAid hospitals, at Leicester and Derby, with new purpose-built facilities
- Added PetAid practices (private practices providing PDSA-funded treatment) in 18 new locations
- Provided 5,906 veterinary grants totalling £411,116 in those areas without a PetAid service

Raising awareness - and money

- Re-launched PDSA to increase awareness
- Trialled pet health-check days to promote responsible pet ownership
- Opened six new PDSA shops
- Responded to requests from 3,500 primary schools for the new Pet Protectors' education pack
- Sold £5m worth of Lottery chances
- Launched comprehensive website – www.pdsa.org.uk
- Recorded legacies worth £21.9 million
- Raised awareness through the ITV screening of six episodes of **The People's Vets** featuring PDSA

Veterinary Nurse Vicki Letchford with Alfie the kitten who needed emergency treatment at Bow PDSA PetAid hospital after he accidentally spent two minutes in a hot tumble dryer



Philippa and George Adams PetAid hospital Veterinary Surgeon Uwe Holz, with Jasper the Jack Russell Terrier, who suffered from a ruptured diaphragm and dislocated hip after being involved in a road traffic accident

Highlights of 2001

Marilyn Rydström, Director General

Re-positioning to raise awareness – and money

The most significant event of the year was undoubtedly the 21 June launch of PDSA's new image and identity. With our new profile as Britain's No.1 charity **for pets in need of vets**, we are now in a stronger position to achieve the strategy set out in our Business Plan - namely to attract additional funding to allow us to extend our services to more areas.

Our fundraising programmes performed well during 2001. The pinnacle of this achievement related to the total value of legacies received during the year which amounted to £23.310m - another record year.

Veterinary costs and profitable partnerships

The cost of veterinary treatment continues to rise far ahead of inflation. At the same time economic factors and population shifts have resulted in a decline in caseloads at a number of PetAid hospitals. This was

particularly evident at ten hospitals which have a high level of spare capacity where we felt unable to justify the continuing operation of these sites by PDSA alone.

To ensure the existing resources of these hospitals are fully utilised, and also to save costs, we developed a plan to join forces with private practice groups which will provide value-for-money, private treatment alongside our charitable service under one roof. In future 'partnership' PetAid hospitals will be advancing our mission by continuing to provide charitable care at existing locations, thereby freeing up vital resources for the development of new PDSA services.

Thanks to our many friends

We rely extensively on our devoted army of 3,691 volunteers to support staff in our shops, at fundraising activities and in our PetAid hospitals. We estimate that our volunteers contribute one million hours a year, representing a saving to the charity of some £4 million.

Our longstanding friends, Julie and Robert Breckman, have continued to demonstrate their generosity in highly practical ways. They are funding two veterinary nurse training bursaries at our Romford hospital - The Julie and Robert Breckman Centre. Together with the foundations which sponsor PDSA's Bursary Nurse Programme, we now have 14 student nurses working towards a career in veterinary nursing. Julie and Robert Breckman also extended their involvement by commissioning artist Robin Archer to paint a unique and colourful mural for Stoke-on-Trent PetAid hospital.

Looking ahead to our 85th anniversary

Ever since PDSA was founded in 1917, there have been times of change and uncertainty but also of positive anticipation, and the years ahead will be no exception. One new PetAid hospital is planned in 2002 and two out-dated hospitals will be replaced. More needy pets and people will be helped by a steady expansion in the

number of PetAid practices. These initiatives mean that we must continue to attract additional funding through greater public awareness as well as keeping a tight rein on our costs.

My thanks must go to PDSA's Trustees for their support and wise counsel in guiding the work of the Society. Sadly, Mrs Rosemary Thomson died during the year. In her three years as a council member, she made significant contributions to the Society and will be greatly missed. Our thanks also go to our friends, donors, volunteers and staff for their support and for the huge contribution they made towards the success of our work during the past year. I look forward to reporting on their continued involvement and success next year and in the years ahead.



Marilyn Rydström, Director General



Martin Hedges, Senior Veterinary Surgeon at the Freda Powell Centre, Thamesmead PetAid hospital, is presented to HRH Princess Alexandra during her visit to the hospital



Robert Breckman with Bursary Student Nurse Danielle Cooper

New look PDSA from Elgin to Penzance

Eighteen months of research, planning and consultation

Eighteen months of research, planning and consultation provided the basis for repositioning PDSA to raise our profile and to establish ourselves as Britain's No.1 veterinary charity.

Over 3,000 outdoor posters featuring the new logo and image were seen throughout the country. Smaller versions were displayed in all PDSA shop windows and on our stock collection vans to extend further our awareness and profile with customers and the general public.

On 21 June, our new logo and signage were unveiled by celebrity supporters in Glasgow, Leeds, Telford and London. During the next three months the change-over to the new look was completed.



John Middleton left the Woolpack on the Emmerdale set, to bring PDSA's new look to the Bramley shop



Veterinary nurse Andrea Northall of Aston PetAid hospital gets into the act



Visit us any time - www.pdsa.org.uk provides information about PDSA 24 hours a day



High Road star, Lesley Fitz-Simons liked Dennis so much, she took him away from the Partick shop in Glasgow

Phillip Schofield took time out from presenting the National Lottery draw to help display the new-look 'Poor old Ben' poster at the Wellington shop, Telford



All PDSA publications, leaflets, literature and stationery have been redesigned to emphasise and endorse PDSA's new look



New initiatives introduced in 2001

Moving forward

www.pdsa.org.uk, PDSA's new interactive, simple-to-navigate website went 'live' on 21 June. Its purpose is to promote awareness and understanding of the work of PDSA and to generate new support and fundraising opportunities.

A frequently visited site is the **Vets on the Net** page which has attracted pet care questions from all over the world.

All aspects of the organisation are featured on line. Visit the website to find out the latest news from PDSA, to make a donation, become a regular donor, join a fundraising group or find out about job opportunities.

The Prize Draw was launched by PDSA in conjunction with North Shore Animal League International in 2001. The Prize Draw is aimed at people who are not traditionally animal charity supporters, but who are attracted by the appeal of winning the £25,000 top prize or a new car without the obligation of making a donation. Over 200,000 people have participated to date.

PDSA introduced the Pet Protectors' education pack in line with the requirements of the National Curriculum, Key Stages 1 and 2. Over 3,500 packs, which promote

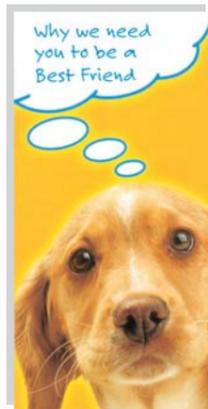
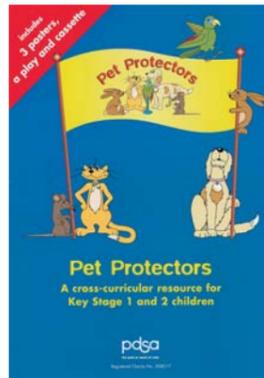
responsible pet ownership, have already been requested by primary school teachers. This initiative will ultimately help raise awareness of PDSA's work amongst 3 million children and their families.

An expanding range and variety of carefully selected new goods have contributed towards increased retail sales. A combination of donated goods and new goods will enable PDSA shops to generate a broader customer base in an increasingly competitive market.

A new booklet is now available to provide simple, jargon-free legal advice on making and amending a will, whilst highlighting PDSA's reliance on gifts in wills. Legacies are PDSA's major source of income.

Recruitment of committed givers – Best Friends – continued through regular mailings and, for the first time, a 'direct response' 60 seconds TV commercial was used. The campaign appeared over three weeks in the Autumn on Channel 4 and selected satellite stations resulting in over £24,000 in gross annual income from new Best Friends.

PDSA's Europeal was also launched to collect foreign coins from countries which were about to adopt the Euro. Travellers welcomed the chance to donate coins of small denominations, which would be impractical to change. The appeal had reached £6,000 at the end of 2001, and will be retained to collect all foreign currency brought back at the end of summer by British holiday-makers.



Pictured right are the 32 stones which were removed from Mitzi's stomach at Aberdeen PDSA PetAid hospital, after she swallowed them while out on a walk. Her owner, Julie Clark said, "When I stroked Mitzi's stomach I could hear a crunching noise."



Expanding veterinary services in 2001

Reaching more people and their pets

New hospitals

Sports stars, past and present, were out in force to open the doors of the new PetAid hospital in Leicester on 19 February. Snooker star Willie Thorne, Leicester City mid-fielder Robbie Savage and mascot Filbert Fox did 'the honours'. PDSA was one of Leicester City F.C.'s chosen charities for 2001.



Robbie Savage examines x-ray equipment at Leicester PetAid hospital



The old hospital in Normanton Road, Derby, closed its doors to make way for a new PetAid hospital in City Gate, London Road, with the capacity to treat pets from a wider community. The Derby hospital opened on 29 October with Councillor Sara Bolton cutting the ribbon.



Derby Head Nurse Lesley Schofield helps Rocky to leave his mark at the opening ceremony



More PetAid practices

In order to reach more pets and people in need, we continued the policy of working with private practices in those areas where it is not cost-effective to operate a PetAid hospital.

During the year, 33 new PetAid practices joined the scheme in 18 locations, bringing the total coverage to 240 practices in 107 locations.

It is anticipated that this rate of expansion will continue over the next five years, bringing PDSA-funded treatments to needy pet owners in many smaller communities. Without the valuable co-operation of private practices, many pets would be denied the help that PDSA provides.

New partnerships

As outlined in the Director General's review, we have identified ten PetAid hospitals, the future viability of which will be safeguarded by the development of a partnership arrangement with private practice.

Whilst the prospect of a change of direction can be unsettling, this approach will ensure continuity of service provision to the long-term benefit of patients, clients and staff.

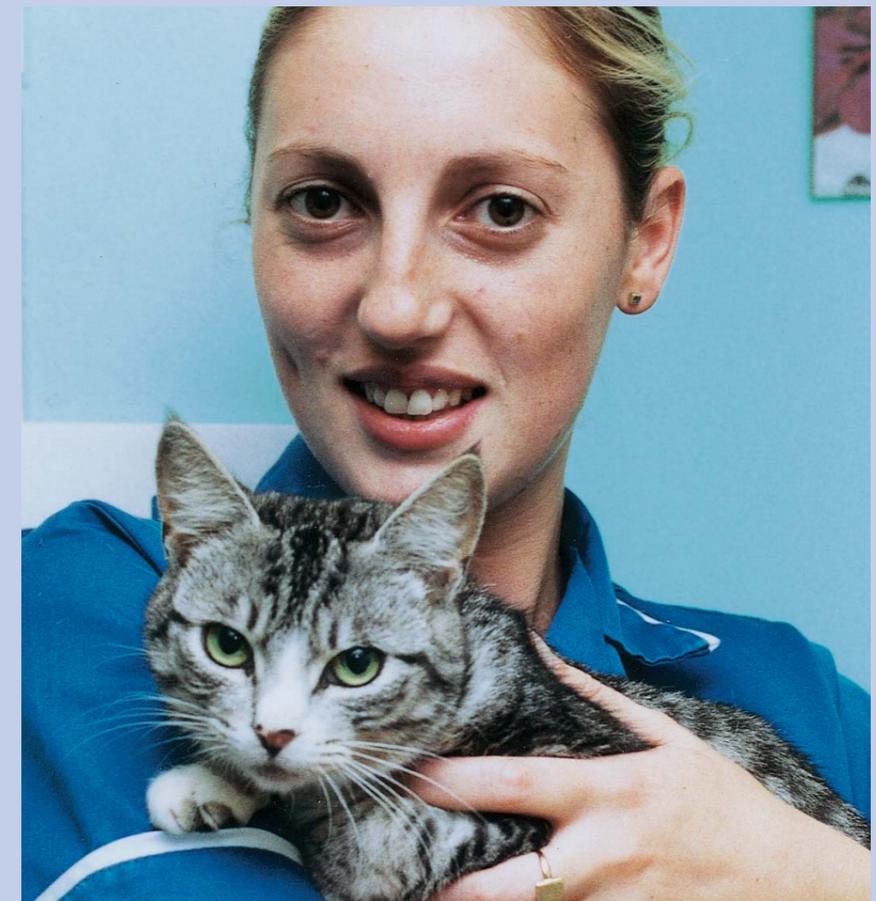
During 2002 it is planned that pilot schemes will be launched in Aberdeen, Dundee and Blackpool.

Tetley needed our help

One-year-old Tetley was in the early stages of pregnancy when she was shot with an air rifle. After managing to make her way home, Tetley was rushed to Nottingham PDSA PetAid hospital, which provided more than 37,000 free veterinary treatments last year.

PDSA vet Gudrun Meisl performed complex surgery to repair the extensive damage the pellet had caused to Tetley's leg.

Luckily the pellet did not cause any further harm and Tetley has since given birth to four healthy kittens. Tetley's leg eventually healed after months of treatment.



Veterinary Nurse Rebekah Dunbar holds brave little Tetley, who was cared for at Nottingham PetAid hospital

People who helped make it happen

PDSA supporters are very special

Ruby's year

Mrs Ruby Bagrie of Havant received the Edward Bridges Webb Memorial Award for outstanding service to PDSA. This is the Society's most prestigious award in recognising service to PDSA.

2001 was Ruby's ruby anniversary after volunteering for PDSA for forty years, having started in 1961. Ruby also turned 80 in 2001, but she still helps out in the Havant PDSA shop, two days a week. Ruby's daughter and grand-daughter are also PDSA volunteers.

What a year for Ruby Bagrie



Olive can do

After collecting tin cans and scrap metal for more than thirty years, animal-lover, Mrs Olive Taylor, presented a cheque for £30,000 to the Brighton PetAid hospital.

Olive began collecting for PDSA in 1968, and has made several gifts to the hospital over the years, including a donation of £3,000 in 1998.



Olive Taylor presents her cheque to Brighton Senior Veterinary Surgeon, Jonathan Gravestock



Bikers rally in Brighton

Over 100 Brighton motorcycle club members took part in a fundraising ride from Boxhill to Brighton PetAid hospital. PDSA was chosen to receive a donation from the Mary Eales Fund, which raises money for animal charities in memory of club member, the late Mary Eales, who sadly died in a motorcycle accident. The club raised £1,502.04.



A Brighton motorcycle club member meets one of the smallest patients at Brighton PetAid hospital.

Sarah Tyrrell and Claire Wilson receive their award at head office



Winning ways

The national winner of the retail display competition 2001 was Weston-Super-Mare shop. Shop Manager Sarah Tyrrell and Assistant Manager Claire Wilson helped volunteers at the shop to scoop the national title, also winning the title of Wales and Bristol regional winner and best use of props, artwork and creativity.

Top award for young animal lover

Donating hundreds of items to PDSA's shop in Yeovil was just one of the reasons 12-year-old Steven Smith from Poundbury, Dorchester, earned the top title of PDSA's young people's club – Pet Protector of the Year.

To mark Steven's achievements, the Smith family were PDSA's special guests at Crufts in March 2002.



A proud Steven holds his shield

Funding veterinary care

We can't afford to stand still

Retail

During the year we opened new shops at Stevenage, Ilford, Sunderland, Birmingham (Erdington), Birmingham (Northfield) and Coventry (Radford). Every new shop supports either a PetAid hospital or PetAid practice in its area.

Information plus profits

In addition to the net contribution that our retail operation made to PDSA's income in 2001 (£2.3m net profit), these shops provide us with a high profile in the high street as well as attracting an estimated half a million shoppers every month.

PDSA shops are also an important information point for the public to find out more about the work of PDSA.

Direct marketing

PDSA has now built up a database of over 3 million names. Sixteen million items of fundraising literature are mailed annually, not only raising the profile of the organisation but also making a significant contribution in financial terms. In 2001 direct marketing programmes made a net contribution of £5.24m.

Activities included:

- The PDSA lottery
- Prize Draw
- Gift catalogues
- Financial services including the launch of a new credit card
- Development of Best Friends (committed givers) who now total 65,000

Legacies

Legacies continue to be the single most important source of income for PDSA with over 7,500 supporters pledging to leave a legacy.

The largest-ever gift to PDSA of some £4m, came from the estate of the late Mr and Mrs George Adams in 1998/9. To honour this singular act of generosity, our New Cross PetAid hospital (home to **The People's Vets** television series) was renamed the Philippa and George Adams Centre in September 2001.



Denis Inchbald, Trustee, pictured in the Leeds shop which joined the Top Five Club in 2001, becoming one of the top profit-makers per square foot of space



EastEnders star Nicholas R Bailey set pulses racing as the on-screen doctor opened the Ilford shop



Fundraising in the community

PDSA's team of area fundraising managers co-ordinated a growing number of enthusiastic fundraising groups which increased from 50 to 63 during 2001. In addition to local fundraising events, PDSA's fundraisers were involved with:

- Working with a range of companies to develop useful opportunities for corporate sponsorship and promotion.
- Developing PDSA's Employee Challenge, where teams meet a range of challenges including a fundraising event, filling pink retail collection sacks with donated goods or becoming a PDSA volunteer.
- Introducing **PubAid for Pets** to encourage groups to hold a fundraising event at their local pub in aid of PDSA.

Other fundraising activities

- PDSA has again received a number of grants this year totalling £332,000 from trusts and charitable organisations.
- A record number of bursaries were secured to train student veterinary nurses. A total of 14 grant-funded students are currently training.
- House-to-house, model dog and Petfund box activities continued to be handled by the Sunderland Call Centre, which this year also co-ordinated a greatly expanded flag day programme, raising both money and profile. Some 120 flag days produced over £34,500. The success of these activities is reliant upon the help and support of yet more volunteers.

Leeds ASDA warehouse manager Neil Kelson (right) arranged a large donation of petfood to local PetAid hospitals



A sponsored 105-foot abseil down the Malmaison Hotel in Newcastle was all in a day's work for PDSA staff and volunteers from Newcastle, Sunderland and Gateshead



Area Fundraising Manager Paul Wharton receives a whopping eight tons of goods donated by Poundstretcher



PDSA and Pedigree Masterfoods worked together at ASDA supermarkets to provide free health checks for pets



The renaming of the New Cross PetAid hospital as the Philippa and George Adams Centre, was attended by Senior veterinary surgeon Mary Cox and the benefactors' close friends, Angela Osborne (left) and Lynn Dawson (right)





An inspiring year for all of us who love animals

Pets in need of vets



East Glasgow PetAid hospital provided a lifesaving operation for Tootsie, who required surgery for a tumour and womb infection. She is held by Veterinary Nurse Lorna Hamilton



Sian Bush knows the extent of treatment given to her cat Cola at Bournemouth PetAid hospital after a road traffic accident severely injured her right leg



Cindy is a blind crossbreed dog who needed treatment at Ilford PetAid hospital after falling into a deep pond and nearly drowning. She is pictured with owner Jenny McNeil



Skilful surgery by Veterinary Surgeon Christina Remtisch was required to remove a large stone from Oscar's bladder



Pearl had to be operated on twice at Southend PetAid hospital after swallowing a whole gardening glove, four beanie baby toys and a teddy bear. She is pictured with Head Nurse Jez Magarinos



Throwing a stick for a dog is not a good idea, as Dawn Deaville discovered after a 15cm stick pierced Paddy's mouth and tongue. Paddy needed emergency surgery to remove the stick



Bristol Veterinary Surgeons, Shelagh Wall and Manuel Hervada-Gonzales treated Tyson, after a road traffic accident resulted in a broken pelvis and fractured jaw

An abscess in her right ear caused Wilbur the tortoise a great deal of pain. She received intensive care at Brighton PetAid hospital



Diabetes does not prevent a pet from living a full life. Chatham Senior Veterinary Surgeon Paul Walding helps to provide the medication and treatment that Toby will need for the rest of his life



Pebbles the Yorkshire Terrier shakes hands with Aston Head Nurse, Julie Everill

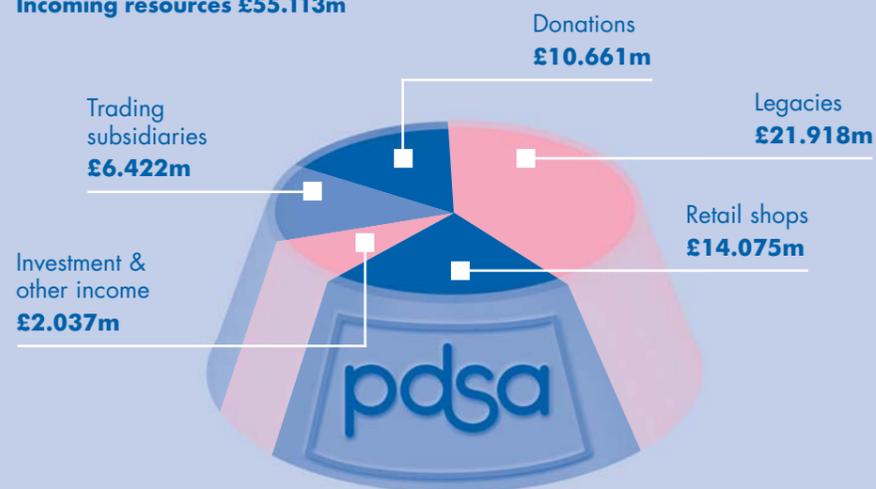


pdsa PetAid hospital
Poor old Ben
Help us to help the thousands of sick and injured animals who can't afford to go to the vet.
www.pdsa.org.uk 0800 917 2509
pdsa
for pets in need of work

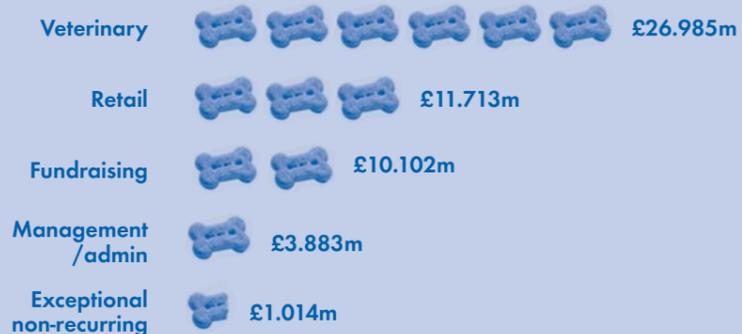
Where the money went

Efficient administration keeps costs lower than many other animal charities

Incoming resources £55.113m



Outgoings £53.697m



This little kitten required an operation at Hull PetAid hospital after swallowing a needle and thread



- ✕ 45 PetAid hospitals
- Over 240 PetAid practices operating through 107 locations
- ▲ 63 fundraising groups
- 152 shops



PDSA PetAid hospitals ✕

- Aberdeen
- Batley
- Birmingham x 2
- Blackpool
- Bournemouth
- Bow, London
- Brighton
- Bristol
- Cardiff
- Chatham
- Coventry
- Croydon
- Derby
- Dundee
- Edinburgh
- Felling, Gateshead
- Glasgow x 2
- Hendon, London
- Huddersfield
- Hull
- Ilford, London
- Leeds
- Leicester
- Liverpool x 2
- Manchester
- Middlesbrough
- Newcastle upon Tyne
- New Cross, London
- Northampton
- Nottingham
- Portsmouth
- Plymouth
- Romford
- Sheffield
- Southampton
- Southend
- Southsea (branch of Portsmouth)
- Stoke-on-Trent
- Sunderland
- Swansea
- Thamesmead, London
- Wolverhampton

PDSA PetAid practices ■

- Aldeburgh and Saxmundham
- Aldershot and Farnham
- Andover
- Arbroath
- Ayr and Troon
- Banbury
- Barrow-in-Furness
- Bath
- Bexhill-on-Sea
- Bishop Auckland
- Bridgnorth
- Bridlington
- Bury St Edmonds
- Buxton
- Canterbury
- Carlisle
- Chesterfield
- Clacton-on-Sea
- Colchester
- Congleton
- Doncaster
- Dorchester
- Dorking
- Eastbourne
- Elgin
- Exeter
- Falmouth and Helston
- Forfar
- Glenrothes
- Goole
- Grantham
- Greenock
- Hailsham
- Harrogate
- Harwich
- Hastings and St Leonards
- Helensburgh
- Inverness
- Isle of Wight
- Kendal
- Kettering
- Kilmarnock
- Kirkcaldy and Levenmouth
- Kings Lynn
- Lincoln
- Llandudno
- Luton
- Merthyr Tydfil
- Montrose
- Morpeth and District
- Newton Abbot
- Norwich
- Oswestry
- Otley
- Oxford
- Pembroke
- Perth
- Pitlochry
- Porthcawl and Bridgend
- Rugby
- Rugeley
- Rye and Tenterden
- Salisbury
- Shrewsbury
- Skipton
- Sleaford
- Southport
- St Austell
- Stafford
- Stirling
- Street and Glastonbury
- Sudbury
- Swindon
- Taunton
- Teignmouth
- Telford
- Tewkesbury
- Theftord
- Torquay
- Uttoxeter
- Wareham and Swanage
- Weston-super-Mare
- Whitby
- Whitstable
- Winchester
- Worcester
- Workington
- Wrexham
- Yeovil
- York

Where to find us

Area Fundraising Managers and Fundraising Groups

Scotland

Lynn Crawford
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0141 778 9229

Fundraising groups

Aberdeen Ardrossan Ayrshire
Drumchapel Dundee Edinburgh
Glasgow Greenock Inverness
Kirkintilloch Lochaber

North East

Paul Wharton
PDSA Fundraising Office, Unit 2,
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Leeds LS5 3BT
0113 275 6491

Fundraising groups

Bishop Auckland/Durham Doncaster
Gateshead/Sunderland
Harrogate & York Hull Newcastle
Sheffield Teeside Whitby

North West & North Wales

Lynda Marsden
PDSA Fundraising Office
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Cheshire M33 7RE
0161 905 2957

Fundraising groups

Blackpool Bolton Buxton Congleton
Formby Huyton Kendal
Liverpool/Everton Llandudno Preston
Southport Stoke Trafford
Wirral Wrexham

London & South Midlands

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Fundraising groups

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South

Emma Cordery
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Fundraising groups

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Chichester East Hampshire
Isle of Wight New Forest
North Hampshire Portsmouth Wessex

South West & South Wales

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Bristol Plymouth

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Fundraising groups

Aldeburgh Barcombe Brighton
Croydon Guild Romford

Midlands

Louise Hollis
PDSA Fundraising Office
PDSA Head Office
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Telford TF2 9PQ
01952 204759

Fundraising groups

Aston Birmingham Denby Derby
Nottingham Telford Wolverhampton



Information

Patron

HRH Princess Alexandra,
the Hon Lady Ogilvy GCVO

Trustees

(Council of Management)

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Professor Sir Colin Spedding, CBE
(Deputy Chairman) *

F M St L Bircher
(appointed 6 June 2001)

M Bolton, FCA*

J V Butterfill, MP FRICS #

F Butters #

M R Curtis, OBE

R J Edmunds *#

Sir Roland Guy, GCB CBE DSO
(retired 6 June 2001)

C S Heaps, LLB

D J E Inchbald, MA

Dr J N Lucke, BVSc Phd DVA MRCVS
(appointed 12 December 2001)

Lady Molloy

Miss J A Page, CBE (retired 12
December 2001)

R J Simmonds, CBE
(retired 6 June 2001)

R H Tatham

Mrs R Thomson, CBE
(until 23 October 2001)

* Member of the Finance Committee

Member of the Investment Committee



PDSA's Chairman
Roy Trustram Eve (centre)
presents new Council
member Dr Jeremy Lucke
to HRH Princess
Alexandra during a visit
to Bristol PetAid hospital

Executive Staff

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Mrs M Rydström, BSc CQSW

Director of Veterinary Services
G A Ross, BVM&S MRCVS

Director of Finance
A P Wadsworth, BA FCA

Director of Property Services
K R Young,
MSc(FM) BSc(EstMan) FRICS

Director of Human Resources
Mrs P Poole, MIPD

Director of Marketing
M H Thomas

Business Development Director
Mrs J McLoughlin, MSc CBiol MIBiol
(appointed 1 October 2001)

The Director General and Directors
together constitute the Special
Purposes Committee

