

Annual Review

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90 years
of
caring

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.

Contents

- 2 A message from the Director General
- 4 Free treatment for sick and injured pets
- 6 Preventive veterinary care
- 8 Promoting responsible pet ownership
- 10 Recognising animal gallantry
- 12 Dedication and commitment
- 14 Investing in Volunteers
- 16 Generating income
- 18 2008 and beyond
- 20 PDSA PetAid services
- 21 PDSA fundraising groups and shops
- 22 Income and expenditure
- 24 90 years of PDSA



PDSA believes ...

- > All pets should enjoy a healthy and happy life
- > All pets should be protected from suffering, injury and disease
- > All pets should receive veterinary care and attention when they are sick or injured
- > Everyone should be able to enjoy and benefit from pet ownership

PDSA, the veterinary charity

- > 350,000 pet patients
- > 43 PetAid hospitals
- > 4 PetAid branches
- > 351 PetAid practices
- > 216 Veterinary Surgeons
- > 267 Veterinary Nurses

A message from the Director General

2007, PDSA's 90th Anniversary year, was our busiest ever. We treated a record number of sick and injured pets; completed the roll-out of popular charged-for preventive services; opened PetAid practices in six new locations; were voted the 4th 'most loved charity brand' and were the first national organisation to be awarded the prestigious 'Investing in Volunteers' quality standard.

90 years on from our inception, the need for our veterinary services continues to grow. Every day at PDSA PetAid hospitals, branches and practices across the UK we strive to save life, and to prevent disease. There are inevitably tears when owners witness the sad end of a much-loved life; but there are many, many more triumphs, with pets of all kinds helped back to health by our dedicated veterinary teams.

If we are to stay successful, we must remain flexible, inventive and economically astute in how we deliver our PetAid services and in how we raise the funds necessary to deliver them. Despite our focus on prudent use of precious resources, it's quite a challenge and our net income target is now more than £4 million per month in order to deliver our PetAid services.

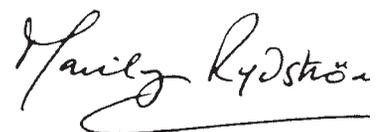
In 2007, we launched Sponsor Me Better, an important new way for supporters to give on a regular basis which highlights the plight of PDSA pet patients with long-term medical conditions. We also introduced Gift Aid on donated goods in our shops and raised awareness of our work and encouraged responsible pet care through pet health stories in the media. With

efficient legacy marketing and management, our legacy income continued at record levels.

This year, as throughout our long history, so many people have contributed to PDSA's success and to furthering our reputation as the UK's leading veterinary charity. As I step into retirement (having received the proverbial "bus pass" last year!), I am deeply conscious of the commitment, generosity and compassion that every volunteer and member of staff has shown, making my nine years as Director General so fulfilling and successful. Together, we have made a real difference to the lives of millions of pets and their owners.

My fellow trustees on Council and I are sincerely grateful for this dedication and support, which has made so much possible. Thank you!

As I hand over the leadership of PDSA to Jan McLoughlin, I congratulate her warmly on her appointment as Director General. I wish her and everyone involved with PDSA every success in the future. If our first 90 years are anything to go by, I have no doubt that it will be forthcoming!



Marilyn Rydström
Director General



Bud from Aberdeen
Five-year-old Bud needed major surgery at Aberdeen PDSA PetAid hospital to help him walk again after he shattered one of his legs.



ears

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ing

PDSA aimed to ...

- > provide more than 1.8 million free treatments
- > treat in excess of 272,000 animals
- > expand PetAid services to cover 77.5% of eligible households

PDSA achieved ...

- ✓ provided 1.85 million free treatments including nearly 70,000 surgical procedures
- ✓ treated 292,000 sick and injured animals
- ✓ commenced building a replacement PDSA PetAid hospital in Kirkdale, Liverpool
- ✓ introduced six new PDSA PetAid practice locations, bringing coverage of eligible households to 77.63%
- ✓ registered more than 39,000 pets to receive PDSA-funded veterinary care at contracted PDSA PetAid practices

Free treatment for sick and injured pets

In 1917 PDSA was established on the simple principle that no pet should suffer because its owner couldn't afford the services of a veterinary surgeon. In the ninety years since then this belief has underpinned everything we do and has resulted in the lives of many millions of animals being saved and improved.

Today, the range of conditions, diseases and injuries treated at our PetAid hospitals, branches and practices is immense: everything from heart failure, cancer, diabetes and road traffic accidents, to kennel cough, myxomatosis, cat flu and the health problems associated with obesity.

In 2007 PDSA vets and nurses provided more than 1.85 million free treatments to sick and injured pets, including 70,000 surgical procedures. Our 43 PetAid hospitals and 4 PetAid branches cared for 292,000 pet patients, and more than 39,000 pets were registered for care through our PDSA PetAid practice service.

Expansion of PDSA PetAid services to reach all the sick and injured pets that need our help remains a key objective. We introduced our PetAid practice service in six new locations, Rhondda, Abergele, Ruthin and Denbigh, Bala and Blaenau Ffestiniog, Thornhill and Sanquhar and Conwy, bringing the number of contracted private practices offering PDSA-funded veterinary care to 351 in 175 different locations.

In September building work began in Kirkdale, Liverpool on our newest PetAid hospital. A replacement for our, sadly now outdated, premises in Everton, the new Kirkdale PetAid hospital will have a larger reception area, a bigger feline ward, a

separate ward for small furies as well as digital radiography facilities. It will open to pet patients in the summer of 2008.

Two of our busiest PetAid hospitals are in Sheffield and Glasgow. In Sheffield our vets and nurses treated on average more than 120 sick and injured pets every day, and at the Shamrock Street PDSA PetAid hospital in Glasgow 9,480 pets were treated during the year.

As our first five-year license agreement draws to a close at Northampton PDSA PetAid partnership hospital, the Best Friends group, trading as VetSavers™, have indicated their wish to continue for a further five years. Service levels to the 1,900 registered pet patients remain high and the annual cost saving to PDSA is around £300,000.

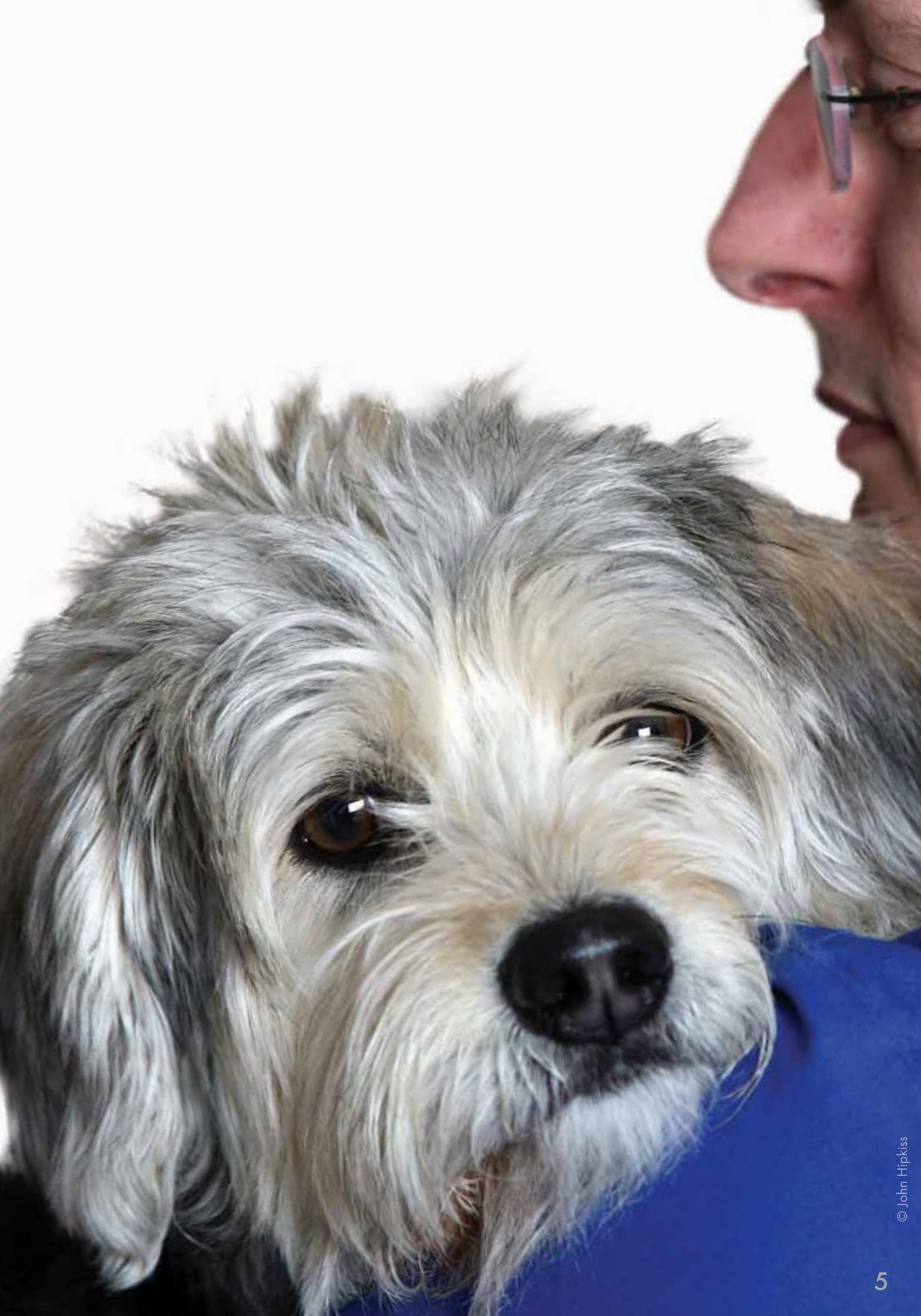
Outside normal working hours the care of pet patients at many PetAid hospitals is outsourced to emergency care providers, who often also cover local private practices. More than 18,300 PDSA cases were treated by Vets Now Ltd, our main emergency care provider.

In areas not covered by direct PDSA PetAid services, our special request service awarded more than £420,000 in grants towards the cost of veterinary treatment at private practices to otherwise eligible owners.



Ceefa from Crewe

Eight-year-old Ceefa needed delicate surgery at Stoke-on-Trent PDSA PetAid hospital to remove a wishbone that she had swallowed.





PDSA aimed to ...

- › roll-out preventive services to 20 PetAid hospitals and branches
- › work with other charities to reduce the number of unwanted and stray pets
- › vaccinate pets against preventable diseases

PDSA achieved ...

- ✓ rolled out preventive services at 20 locations, thereby completing the roll-out to all PDSA PetAid hospitals and branches
- ✓ provided over 85,000 preventive procedures
- ✓ worked with Cats Protection and Dogs Trust, and neutered more than 8,200 dogs and 13,900 cats, so reducing the number of unwanted and stray pets
- ✓ vaccinated more than 49,000 pets against preventable illnesses
- ✓ increased the chances of lost pets being reunited with their owners by microchipping 12,997 animals
- ✓ dispensed more than 460,000 preventive product items, including flea and worm treatments and prescription diets

Preventive veterinary care

The roll-out of preventive services at all PDSA PetAid hospitals emphasises the belief of the charity that all pets should be protected from suffering, injury and disease. It will, without doubt, have a significant impact on the health and wellbeing of our pet patients both in the short and long term.

Now available at all PDSA PetAid hospitals for the pets of eligible clients are vaccinations, neutering, flea and worm treatments, microchipping and prescription diets. We aim to provide these preventive services at a price comparable to that at the lower end of private practice prices, so as to ensure they remain accessible to pet owners in need.

Completion of the UK-wide roll-out saw 20 PDSA PetAid hospitals launch preventive services in 2007. The roll-out, which started in February 2006, completed in April at Leicester PDSA PetAid hospital.

During the year a total of 85,000 preventive procedures were carried out. This was 8,000 more than we expected, which well illustrates the popularity of these key procedures with both clients and our veterinary staff. Added to this more than 460,000 preventive product items, including flea and worm treatments and and prescription diets were dispensed from PDSA PetAid hospitals over the year.

Neutering

A grand total of 8,200 dogs, 13,900 cats, 207 rabbits and 57 ferrets were neutered at PDSA PetAid hospitals UK-wide in 2007, thereby greatly reducing the future potential for unwanted and stray pets. Collaboration with Dogs Trust and Cats Protection was vital in reaching these excellent totals and has continued to make neutering procedures more affordable to owners by further reducing the price. We remain extremely grateful for the financial support of these two special charities.

Vaccinations

Sadly many pet owners simply are not aware of the potential danger posed by preventable diseases to their unvaccinated pets. The good news is that over the year PDSA vaccinated 36,100 dogs, 12,628 cats and 720 rabbits.

Microchipping

In 2007 we microchipped nearly 13,000 pets to ensure they can be reunited with their owners should they become lost. This was a fantastic 120% increase on the number microchipped in 2006.

Added bonus

Profit from the provision of preventive services came to £782,000. This income goes directly towards the cost of providing our free PetAid services for sick and injured pets, completing the circle of PDSA pet health and welfare.



Minnie from Ballymena

Three-year-old Ballymena Springer Spaniel, Minnie, is mobile again thanks to vets at Belfast PDSA PetAid hospital, who fitted a special cage to her badly broken leg.

Promoting responsible pet ownership

PDSA aimed to ...

- › distribute a monthly pet care message
- › reach national media with pet health advice from PDSA vets
- › expand PDSA Pet Protectors for children
- › launch www.youngpdsa.org.uk

PDSA achieved ...

- ✓ revised and updated 13 responsible pet care information leaflets, which were distributed monthly through 2,107 different outlets and made available on the website
- ✓ generated 157 mentions of pet health advice from PDSA vets in the national and consumer press
- ✓ encouraged 1,900 children to become PDSA Pet Protectors
- ✓ launched www.youngpdsa.org.uk to encourage children to get involved with PDSA and learn about better pet care
- ✓ selected eight overweight and unfit pets to take part in PDSA Pet Fit Club; the winning dog lost 10kg, 20% of his original bodyweight
- ✓ increased PetChecks by 23%.

PDSA presented ...

- ✓ Young Fundraiser of the Year award to Lucy Gilkes (age 11)
- ✓ Pet Protector of the Year to Lucy Gilkes (age 11)

Educating pet owners about the health and wellbeing of their pets has always been a key aspect of PDSA's mission. Through the media, and distribution of PDSA publications, we make sure the professional advice of our vets is made available to pet owners throughout the UK.

The first PDSA PetCheck vehicle, kindly donated by Julie and Robert Breckman, began its UK-wide tour in March in St Helens. During the year PDSA PetCheck nurses provided over 5,100 health checks to dogs and spoke to more than 34,000 visitors to PetCheck events.

Pet Fit Club

Our annual 100-day diet and fitness scheme – PDSA Pet Fit Club – showed how pet obesity can be conquered through good nutrition and regular exercise. Eight significantly overweight pets were recruited and monitored by PDSA vets and nurses. The winner, a dog called Oscar, from Lanarkshire, lost a staggering 10kg in weight and some 5 inches from his waistline.

Media

Press coverage of PDSA veterinary information and advice increased by 121% over the year. These stories included case histories of PDSA pet patients like India, the Yorkshire Terrier from Sunderland that became seriously ill after swallowing eight balloons, and Casper, a white cat from Leicester that had to have the tips of her ears removed when she was found to be suffering from skin cancer.

Pet health

PDSA distributed a variety of information leaflets written by PDSA vets to raise awareness of serious pet issues like the importance of vaccinations, the benefits of neutering, and how to keep your pet safe outdoors. These leaflets are also available from the PDSA website www.pdsa.org.uk/pethealth

Young PDSA

Communicating pet health messages to young people is a particular priority. Membership of PDSA Pet Protectors, our club for animal-mad kids, reached over 1,900. For the second year running, Lucy Gilkes from Loughborough, was named PDSA Young Fundraiser of the Year, and PDSA Pet Protector of the Year in 2007. Her treasured prizes include a visit to PDSA's stand at Crufts, visits to her local PDSA PetAid hospital and being presented with her awards at PDSA's 90th Anniversary Pet Protectors party.

The Young PDSA website which supports all PDSA activities for young people www.youngpdsa.org.uk, was a finalist in the Third Sector Excellence Awards for Best Website and the number of unique visitors to the site rose to more than 58,600.

Also for children, their carers and teachers we launched www.schoolspdsa.org.uk a curriculum-based website of games and information designed specifically for use in schools. With discrete sections for primary and secondary age children, the website has been warmly welcomed as a valuable new resource.



Roxy from Swansea

It was a painful Christmas for Roxy who was rushed to Swansea PDSA PetAid hospital for emergency treatment after a Christmas decoration shattered in her mouth.






CLEAVE
Special Forces

PDSA aimed to ...

- > recognise acts of outstanding animal bravery
- > raise awareness of the role of animals in society
- > restore Ilford PDSA Animal Cemetery.

PDSA achieved ...

- ✓ completed the restoration of Ilford PDSA Animal Cemetery
- ✓ generated over 400 mentions of animal bravery in the press

PDSA presented ...

- ✓ PDSA Dickin Medals to dogs Sadie and Lucky
- ✓ PDSA Gold Medals to dogs Vinnie, Jake, Billie and Ghillie
- ✓ PDSA Letters of Commendation to dogs Sophie, Winston and Cally

90 years Recognising animal gallantry

The PDSA Dickin Medal, first introduced in 1943, and its later sister award, the PDSA Gold Medal, reflect the determination of PDSA's founder, Maria Elisabeth Dickin, CBE, to raise the status of animals in society. Both Medals are awarded on an exceptional basis to animals displaying conspicuous gallantry and devotion to duty in saving human life.

Recognised worldwide as the animals' Victoria Cross, the PDSA Dickin Medal is awarded for outstanding animal bravery during military conflict. In February PDSA Patron, HRH Princess Alexandra, presented the PDSA Dickin Medal to Royal Army Veterinary Corps dog, Sadie, and posthumously to RAF Police dog, Lucky, at a special ceremony at the Imperial War Museum, London.

Sadie received her Medal for her devotion to duty in November 2005, when she saved countless lives through the discovery of a large bomb at the United Nations compound in Kabul. Lucky received his Medal posthumously by ballot, representing the four-dog team that served in the Malayan jungle conflict from 1949 to 1952. During these years, attached to a variety of regiments, the four dogs were continually employed on anti-terrorist duties and were responsible for saving countless lives.

Now accepted as the animals' George Cross, the PDSA Gold Medal is awarded for outstanding animal bravery in civilian

life. In July, a unique ceremony was held at St James's Palace during which HRH Princess Alexandra presented the PDSA Gold Medal to three police explosives search dogs. The award recognised the exceptional work of London's explosives search dogs in securing safe passage for the rescue and paramedic teams following the terrorist attacks on 7 July 2005. Three dogs were chosen to represent their canine colleagues from each of the police forces involved, Hubble Keck (pet name Jake) from the Metropolitan Police, Vinnie from British Transport Police and Billy from the City of London Police.

But life-saving is not a role restricted to service animals. In December a ceremony was held on Orkney to present the PDSA Gold Medal to pet dog, Ghillie. Accompanied by her owner Alan Wilson, Ghillie received her Medal from PDSA Deputy Chairman, Chris Heaps, in recognition of her devotion in December 2005 when she raised the alarm after her owner's mother fell unconscious while out walking in the Orkney Islands. Undoubtedly Ghillie saved her life.

These gallant exploits took place in different countries and more than 50 years apart. But time does not, and will not, diminish the facts of their extraordinary bravery and devotion to duty.



Paddy from Hull

One-year-old Paddy underwent surgery at Hull PDSA PetAid hospital to fix a hernia, the size of a tennis ball, hanging from the side of her body.



PDSA aimed to ...

- > increase the number of PDSA Best Friends
- > offer opportunities for celebrities
- > thank long-serving staff.

PDSA achieved ...

- ✓ increased the number of PDSA Best Friends and committed givers to 85,900, including 2,700 new donors recruited through a door-to-door campaign
- ✓ generated celebrity support for a variety of PDSA initiatives, including participation in the 2008 PDSA Pet Pawtraits calendar

PDSA presented ...

- ✓ 25 years' service awards to Senior Veterinary Surgeons, Nigel Byrne, Jonathan Gravestock and Chris Symonds
- ✓ Edward Bridges Webb Memorial Award to Senior Veterinary Surgeon, Richard Ewers

90 years of Dedication and commitment

The success that PDSA has achieved over its 90-year history is thanks to the dedication and commitment of many people, both young and old. Some remain steadfast in their support of PDSA for a lifetime, some express their backing for our mission more briefly, but each and every supporter makes a genuine difference to the lives of sick or injured pets and their owners in need.

Long-serving Trustee, Sir Colin Spedding, retired from Council. For over 19 years PDSA benefited hugely from Sir Colin's knowledge, experience and insight. He will be sadly missed. We welcomed as a new Trustee, Brigadier (Retd) Andrew Warde, who until recently was Director of Army Veterinary and Remount Services at the Royal Army Veterinary Corps.



Chanel from Aberdeen
After Chanel managed to 'ferret' her way through plastic wrapping, skilled vets at Aberdeen PDSA PetAid hospital saved her life with microscopic emergency surgery.

In September, Senior Veterinary Surgeon, Dr Richard Ewers, received the prestigious Edward Bridges Webb Memorial Award for his outstanding contribution to PDSA. Richard was appointed to the role of Senior Veterinary Surgeon at Leicester PDSA PetAid hospital in 1990. A specialist in radiography, he has played a key role in managing many vital veterinary projects, most recently the roll-out of preventive services to all PDSA PetAid hospitals.

Also in September, three outstanding members of staff received their 25 years' service awards from trustees, Birmingham Senior Veterinary Surgeon, Nigel Byrne, Brighton Senior Veterinary Surgeon, Jonathan Gravestock and Liverpool Senior Veterinary Surgeon, Chris Symonds.

One group of special PDSA supporters is our Best Friends. Each and every month their donations help us treat more sick and injured pets, contributing to the medicines we administer, the equipment we use and the facilities and staff we need to put pets on the road to recovery. On behalf of our pet patients, we say thank you by sending a copy of our quarterly Companions magazine, full of information, pet health advice and animal stories.

During the year we were also grateful for the support of celebrities willing to show their commitment to PDSA. The 2008 PDSA Pet Pawtraits Calendar was photographed by Jason Fraser, in a fun style with celebrities including John Barrowman, Kate Garraway, Jean-Christophe Novelli, Jessie Wallace and Anthea Turner photographed with their pets either at home, in their garden or in a park.

90 years

Investing in volunteers

PDSA aimed to ...

- > achieve Investing in Volunteers status
- > recognise and recruit dedicated volunteers
- > train volunteers in key roles

PDSA achieved ...

- ✓ became first national charity to be awarded the prestigious Investing in Volunteers quality standard
- ✓ maintained the number of active volunteers at over 4,800
- ✓ took part in Volunteers' Week and Make a Difference Day

PDSA presented ...

- ✓ Volunteer of the Year – Mary Cotton
- ✓ Young Volunteer of the Year – Kate Cavenaugh
- ✓ Key Volunteer of the Year – Richard Dudridge
- ✓ Fundraising Team of the Year – Belfast
- ✓ Retail Team of the Year – Cheltenham

PDSA is proud to benefit from the support of over 4,800 volunteers. To mark our commitment to this vital resource and to help evaluate our volunteering practices, at the beginning of the year we signed up to Investing in Volunteers. This is a nationally recognised quality standard assessed by a group of independent voluntary agencies that includes Volunteering England.

A rigorous self-assessment followed, measuring our volunteering policies and procedures against a set of ten indicators covering all aspects of volunteer management. An action plan was then developed to fill the gaps identified by the assessors and to ensure implementation of some additional areas of good practice, such as introducing volunteer meetings and taster sessions.

Local assessments then followed, involving 19 PDSA shops, 4 PDSA PetAid hospitals, 2 fundraising offices, Head Office, and the National Volunteering Centre. A total of 89 volunteers and 41 staff across the UK were interviewed during the process. And the best news came in October, when PDSA was informed it had achieved the necessary standard – the first UK-wide organisation to have done so.

Volunteers' Week

In June we took part in Volunteers' Week. All PDSA volunteers received a special thank-you card from the Director General and over 200 'thank-you' activities were arranged. Directors, managers and staff went 'back to the floor' volunteering in

shops, offices and PDSA PetAid hospitals to show their gratitude to volunteers and to help present special Volunteers' Week certificates.

Make a Difference Day

In October Anthea Turner fronted an appeal to recruit new volunteers, emphasising the variety of volunteer roles available in PDSA shops, offices and fundraising groups.

International Volunteer Managers' Appreciation Day

In November, a 'thank-you' card was produced and sent to all managers who work with volunteers to acknowledge the part they play in supporting volunteering within PDSA.

To celebrate and recognise the incredible contribution volunteers make to PDSA, we held our fifth annual volunteer awards. Mary Cotton, a volunteer at Head Office, was named PDSA Volunteer of the Year for her role on the Investing in Volunteers project team and her ongoing work in the Human Resources department. Young Volunteer of the Year was Kate Cavenaugh of Doncaster for her dedication to Doncaster PDSA shop; Key Volunteer of the Year was Richard Dudridge of Taunton; Fundraising Team of the Year was the new Belfast Fundraising Group and Retail Team of the Year was the volunteers at Cheltenham PDSA shop.



Saffy from Plymouth Vets at Plymouth PDSA PetAid hospital had to get straight to the point when treating Yorkshire Terrier puppy Saffy, who had swallowed a 2-inch sewing needle





Cage
Veterinary Surgeon
pdsa

sa

PDSA aimed to ...

- > secure new legacy pledgers
- > launch www.SponsorMeBetter.org.uk
- > increase income and operating margins at PDSA shops
- > boost client contributions

PDSA achieved ...

- ✓ recruited 1,900 new legacy pledgers; legacy income totalled £36.4 million
- ✓ launched www.SponsorMeBetter.org.uk to enable animal lovers to sponsor a poorly pet
- ✓ recruited 83,000 new or reactivated lottery players
- ✓ increased retail and trading income by 2.8% in a difficult trading year
- ✓ raised over £85,000 through licensing agreements
- ✓ rolled out new methods of boosting client contributions to all PDSA PetAid hospitals and branches, generating an additional £1.6 million.

90 years of Generating income

Our 90th Anniversary year saw the cost of providing our PetAid services increase to £47.3 million, an increase of 13% over the previous year. The good news is that we treated 16% more pet patients over the year, which means that, pound for pound, our vital funds stretched even further.

However, with no funding from HM Government or the National Lottery towards our charitable veterinary services, and with the need for our services continuing to grow, it still means we have to raise £4 million each month after costs to care for our pet patients.

Legacies (gifts in wills) remain our single most important source of income. 2007 saw legacy income reach £36.4 million, almost equalling the record total of £36.9 million achieved in 2006. Thanks to a variety of initiatives designed to raise awareness of our dependence on this vital source of income, some 1,900 new legacy pledges were received.

We revised our strategy for generating new supporters to PDSA during the year. This resulted in 83,000 new and reactivated supporters being recruited, which meant the PDSA lottery had a good year generating an income of £5.2 million.

Also working hard in a very competitive marketplace were our PDSA shops and other trading activities. We were one of the

first charity retailers to introduce Gift Aid on donated goods, which generated an additional £100,000 of income and our new licensing activities generated £85,000 over the year. Gross income from our retail outlets grew by 2.8% and we achieved a 51% growth in new goods sales, but overall other retail margins fell.

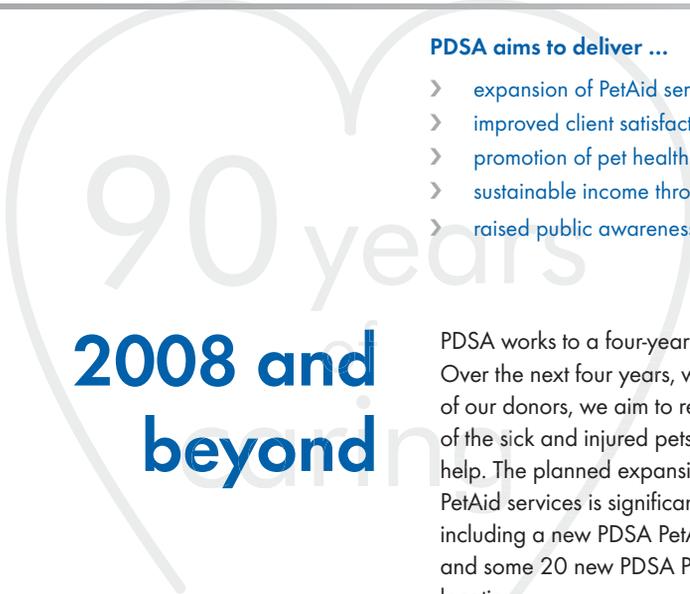
In 2007 we introduced a new way for donors to make a regular contribution to our vital veterinary services, by sponsoring the care and treatment of a PDSA pet patient with a long-term medical condition.

Sponsor Me Better enables supporters to choose the pet patient they wish to benefit from their support and in return we keep them up to date with their medical progress.

Our direct PDSA PetAid services for sick and injured pets are always provided entirely free of charge to eligible clients. However, our clients are asked to contribute whatever they can afford to the cost of their pet's treatment. Following a trial to increase client contributions in 2006, best practice was rolled out across all PDSA PetAid hospitals and branches, generating an additional £1.6 million.



Black from Nottingham
Staffordshire Bull Terrier, Black, helped boost the coffers at PDSA when coins were removed from her stomach by staff at Nottingham PDSA PetAid hospital.



PDSA aims to be ...

- › trustworthy, professional and caring in all aspects of our work
- › warm, open and honest in all our communications
- › business-like in all our activities and always conscious of our charitable status
- › fair and considerate to all our volunteers, employees, donors and clients
- › aspiring and passionate about our vision and mission

PDSA aims to deliver ...

- › expansion of PetAid services including opening a new PetAid hospital
- › improved client satisfaction
- › promotion of pet health
- › sustainable income through a wider diversity of income sources
- › raised public awareness of PDSA and its work.

2008 and beyond

PDSA works to a four-year Business Plan. Over the next four years, with the support of our donors, we aim to reach even more of the sick and injured pets that need our help. The planned expansion of our PetAid services is significant and realistic, including a new PDSA PetAid hospital and some 20 new PDSA PetAid practice locations.

Regrettably PDSA can't afford to treat every sick or injured pet. So our PetAid services will continue to be targeted at the most vulnerable; pet owners who receive means-tested financial support in the form of Housing Benefit or Council Tax Benefit.

Key within our plans is becoming the recognised leader in promoting pet health. In 2008 we will launch our biggest ever pet health campaign, Long Live Pets, initially focusing on the important topic of pet obesity. The delivery of preventive services will be maintained at all PDSA PetAid hospitals and pet care information and advice from our vets will be communicated to pet owners UK-wide so that as many animals as possible are kept healthy.

Thanks to veterinary inflation, always well above the retail price index, the cost of delivering our charitable veterinary service continues to grow. By 2011, despite a continued focus on prudent use of resources, we expect the cost of our PetAid services to have reached more than £60 million a year.

PDSA is entirely dependent on public support. This means that our existing income-generating activities have to work harder and we continually have to find new ways of raising funds for pets in need of vets.

Legacies are likely to remain our largest single source of income. Currently two out of every three treatments we provide are paid for by someone who kindly remembered PDSA in their will.

We are looking to achieve continued improvement in the profit margins of our PDSA shops, with a renewed focus on donated goods and the introduction of a variety of new goods that will appeal to PDSA customers, for example the new PDSA Dog & Bone mobile phone SIM cards and associated top-ups.

In 2008 we will also trial a completely new charity retail concept - C@walk by PDSA - a clothing store selling the latest ladies' fashions and accessories at fantastic prices that raise vital funds for the treatment of sick and injured pets.

In order to raise awareness of PDSA and how to access our vital veterinary services, we will continue to invest in carefully targeted TV campaigns, supported with additional PR and online activity focusing on improving pet health. We will also continue to raise awareness of the role of animals in today's world through our animal bravery award programme.

PDSA is, and will remain, a responsible, caring and professional charity that is proud of its heritage, achievements and values.



Freddie from Dundee
Vets at Dundee PetAid hospital fitted West Highland Terrier, Freddie, with a dental brace, to reposition his teeth and solve his eating problems.



PDSA fundraising groups and shops

● PDSA shops

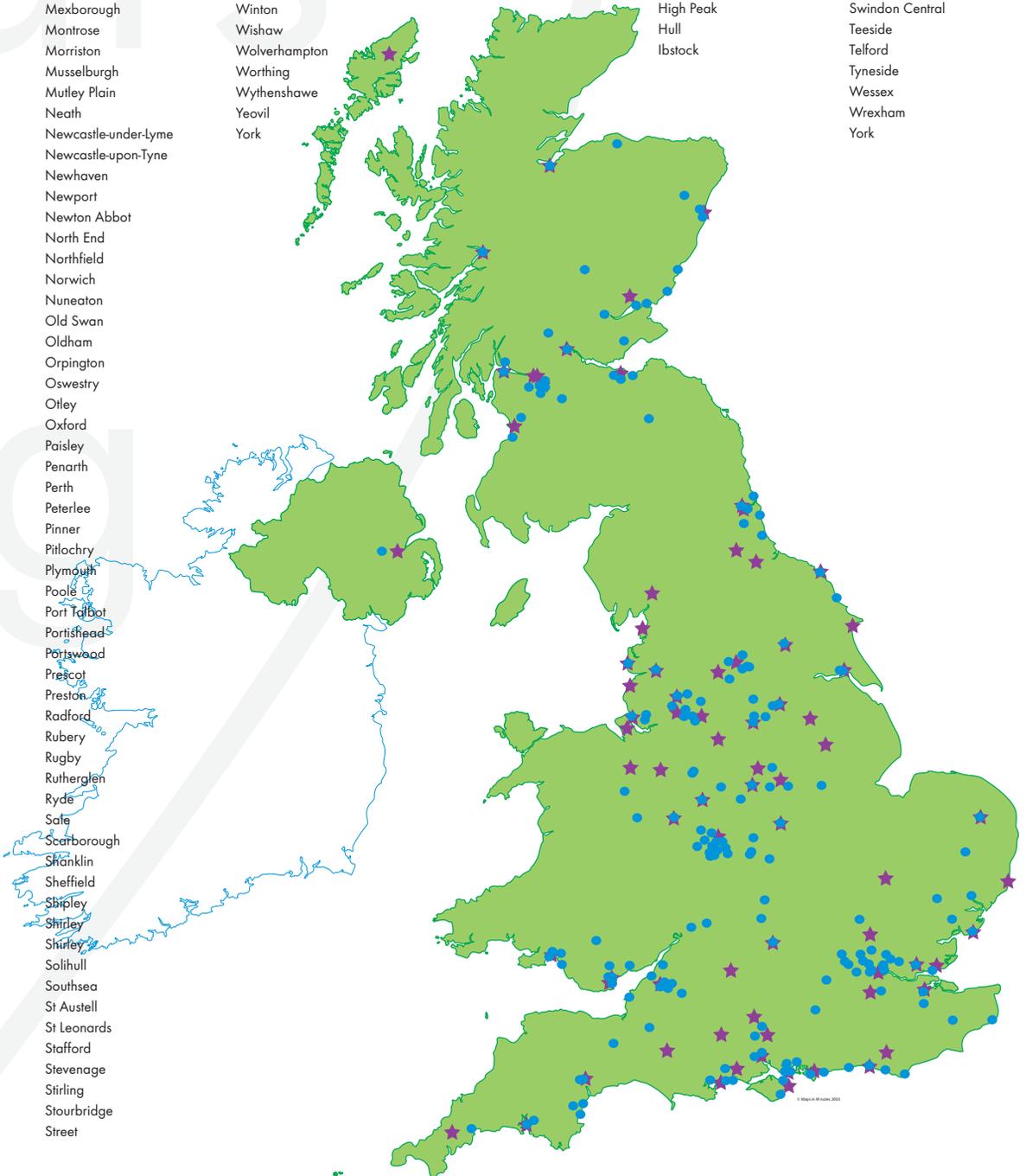
Aberdeen x 2
 Aldershot
 Andover
 Arbroath
 Ashford
 Ayr
 Banbury
 Barking
 Barkingside
 Barnet
 Barnsley
 Basildon
 Bath
 Beeston
 Bilston
 Blackpool
 Bognor Regis
 Bolton
 Boscombe
 Bramley
 Brighouse
 Brighton
 Bristol x 6
 Broomhill
 Broughty Ferry
 Burton-on-Trent
 Bury
 Byker
 Caerphilly
 Callander
 Cardiff x 2
 Chatham
 Cheadle
 Cheltenham
 Chester-le-Street
 Cheylesmore
 Chorlton
 Christchurch
 Clacton-on-Sea
 Colchester
 Coventry, Walsgrave
 Derby
 Diss
 Doncaster
 Dover
 Dudley
 East Ham
 Eastbourne
 Edinburgh x 2
 Elgin
 Erdington
 Exeter x 2
 Fort William
 Galashiels
 Glasgow x 3
 Glenrothes
 Gloucester
 Gosport
 Grantham
 Greenock
 Hanley
 Harborne
 Harold Hill
 Harrow
 Havant
 Headingley
 Helensburgh
 Hendon
 Hull x 2
 Huyton
 Ilford
 Inverness
 Inverurie

Ipswich
 Kentish Town
 Kilburn
 Kilmarnock
 King's Heath
 Kingstanding
 Leeds x 2
 Leicester
 Leigh
 Leigh-on-Sea
 Leyton
 Lisburn, Northern
 Ireland
 Lochee
 Long Eaton
 Loughton
 Maidstone
 Merthyr Tydfil
 Mexborough
 Montrose
 Morriston
 Musselburgh
 Mutley Plain
 Neath
 Newcastle-under-Lyme
 Newcastle-upon-Tyne
 Newhaven
 Newport
 Newton Abbot
 North End
 Northfield
 Norwich
 Nuneaton
 Old Swan
 Oldham
 Orpington
 Oswestry
 Otley
 Oxford
 Paisley
 Penarth
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 Peterlee
 Pinner
 Pitlochry
 Plymouth
 Poole
 Port Talbot
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 Radford
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 Scarborough
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 Shipley
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 Solihull
 Southsea
 St Austell
 St Leonards
 Stafford
 Stevenage
 Stirling
 Stourbridge
 Street

Sudbury
 Sunderland
 Sutton-in-Ashfield
 Swansea
 Taunton
 Teignmouth
 Torquay
 Uttoxeter
 Waltham Cross
 Watford
 Wellington
 Weoley
 Castle
 West Ealing
 Weston-Super-Mare
 Whitby
 Whitley Bay
 Windsor
 Winton
 Wishaw
 Wolverhampton
 Worthing
 Wythenshawe
 Yeovil
 York

★ PDSA fundraising groups

Aldeburgh (Suffolk)
 Basildon
 Bearsden & Milngavie
 Belfast
 Bembidge
 Bournemouth
 Bradford
 Brechin
 Bridlington
 Brighton
 Croydon Guild
 Derby
 Drumchapel
 Gainsborough
 Gateshead
 Gillingham
 Glasgow
 Greenock
 High Peak
 Hull
 Ibstock
 Isle of Sheppey
 Kingston upon Thames
 Lincoln
 Lochaber
 Morecambe & Lancaster
 New Forest
 Newcastle
 Nottingham
 Oxford
 Plymouth
 Portsmouth
 Rhyl
 Selsey
 Sheffield
 Southport
 Stoke
 Swanscombe & Dartford
 Swindon
 Swindon Central
 Teeside
 Telford
 Tyneside
 Wessex
 Wrexham
 York



Income and expenditure

Total incoming resources **£87.679m**

Voluntary Income

£36.420m
Legacies
receivable

£19.736m
Donations
& gifts

£20.791m
Merchandising
income &
charity shop
income

Activities for generating funds

£3.874m
Lottery
ticket sales

£3.931m
Investment
income

£0.046
Gain on
disposal of
fixed assets

£2.881m
Preventive
services

Total resources expended **£82.445m**

£47.329m
Charitable activities

£22.396m
Fundraising trading[†]

£12.126m
Cost of generating
voluntary income

£0.395m
Investment
management

£0.199m
Governance

[†] Costs of goods sold and other costs.

The information on this page is a summary of the statutory accounts of PDSA for 2007. A copy of the full audited accounts can be obtained from Communications, PDSA, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.



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Contents page photo © Newsline Scotland Press Agency

90 years of caring

Ilford PDSA Animal Cemetery is the final resting place of more than 3,000 animals, including 12 animal heroes from the Second World War that were awarded the PDSA Dickin Medal, the animals' Victoria Cross.

The Cemetery lies in a quiet corner of a field in Ilford, North London, and can be accessed through the Ilford PDSA PetAid branch on Woodford Bridge Road.

Dating from the 1920s, PDSA records show that a dog was the first animal to be buried in the Cemetery. Many Rustys, Beautys, Tigers and Tims were then laid to rest beside him, in ground dedicated by the Bishop of Chelmsford in 1949.

Each of the graves was originally marked with a whitewashed wooden plaque bearing the animal's name and relevant dates, some were then marked with a more permanent

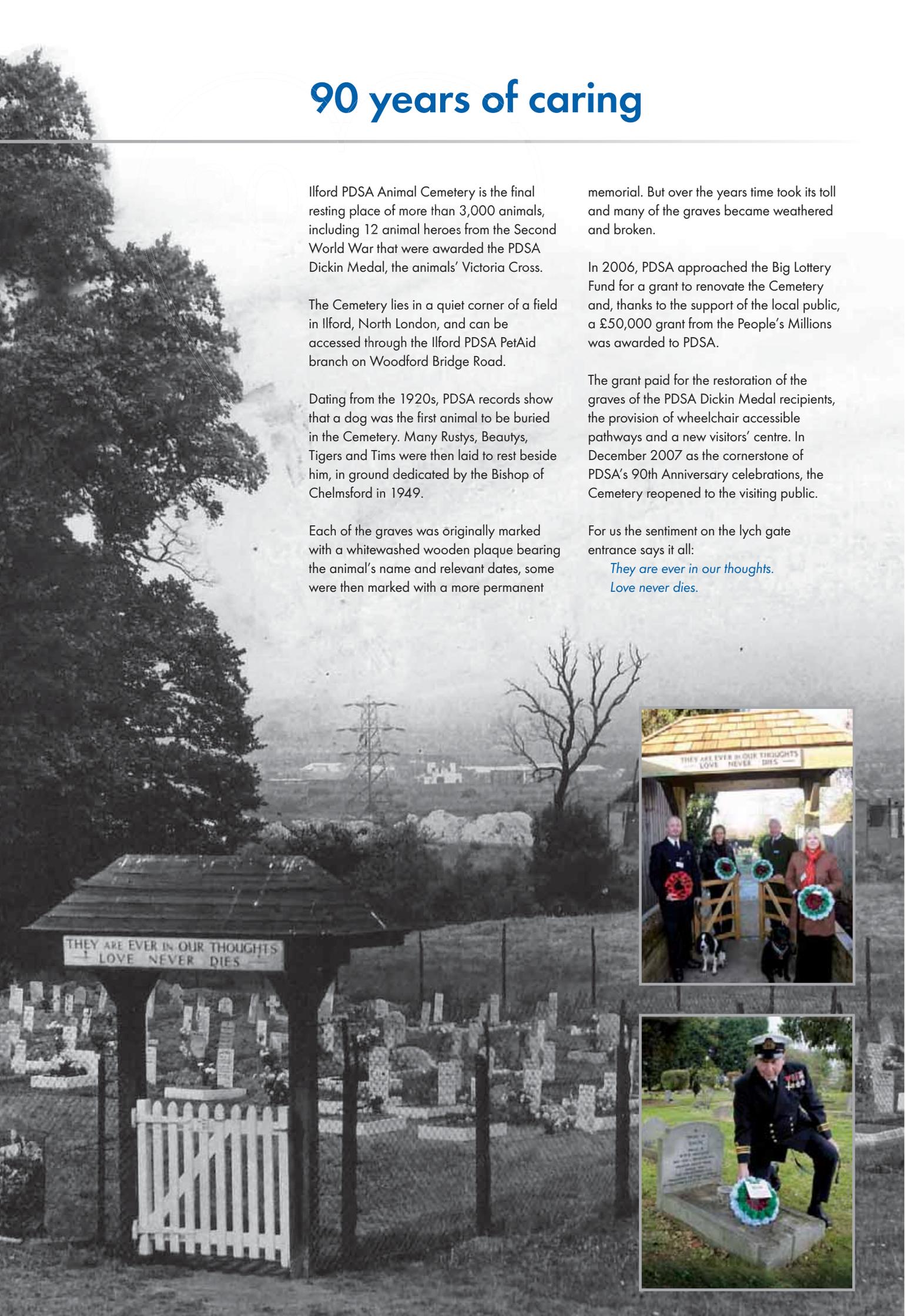
memorial. But over the years time took its toll and many of the graves became weathered and broken.

In 2006, PDSA approached the Big Lottery Fund for a grant to renovate the Cemetery and, thanks to the support of the local public, a £50,000 grant from the People's Millions was awarded to PDSA.

The grant paid for the restoration of the graves of the PDSA Dickin Medal recipients, the provision of wheelchair accessible pathways and a new visitors' centre. In December 2007 as the cornerstone of PDSA's 90th Anniversary celebrations, the Cemetery reopened to the visiting public.

For us the sentiment on the lych gate entrance says it all:

*They are ever in our thoughts.
Love never dies.*



90 years of PDSA

PDSA owes its existence to the vision and compassion of one woman, Maria Elisabeth Dickin, CBE.

Appalled by the poverty and the suffering of animals in London's East End during the First World War, Maria decided she had to do something to help. So in a dimly lit basement in Whitechapel, on 17 November 1917, she opened her first People's Dispensary for Sick Animals of the Poor.

Outside she hung a notice that read:

*Bring your sick animals
Do not let them suffer
All animals treated
All treatments free*

PDSA was born and proved an immediate success, attracting more than 100 sick and injured animals every day. Maria soon realised that more and bigger premises were needed.

In 1923 Maria and a vet travelled the length and breadth of Britain in a converted gypsy caravan treating animals, setting up clinics and educating owners and children in the proper care of animals. In 1928 she opened the PDSA Animals' Sanitorium in Ilford - the first of its kind in Europe.

By 1935 Maria had established five PDSA clinics, 71 permanent dispensaries and 11 mobile dispensaries. PDSA clinics were even opened abroad, earning the charity international recognition.

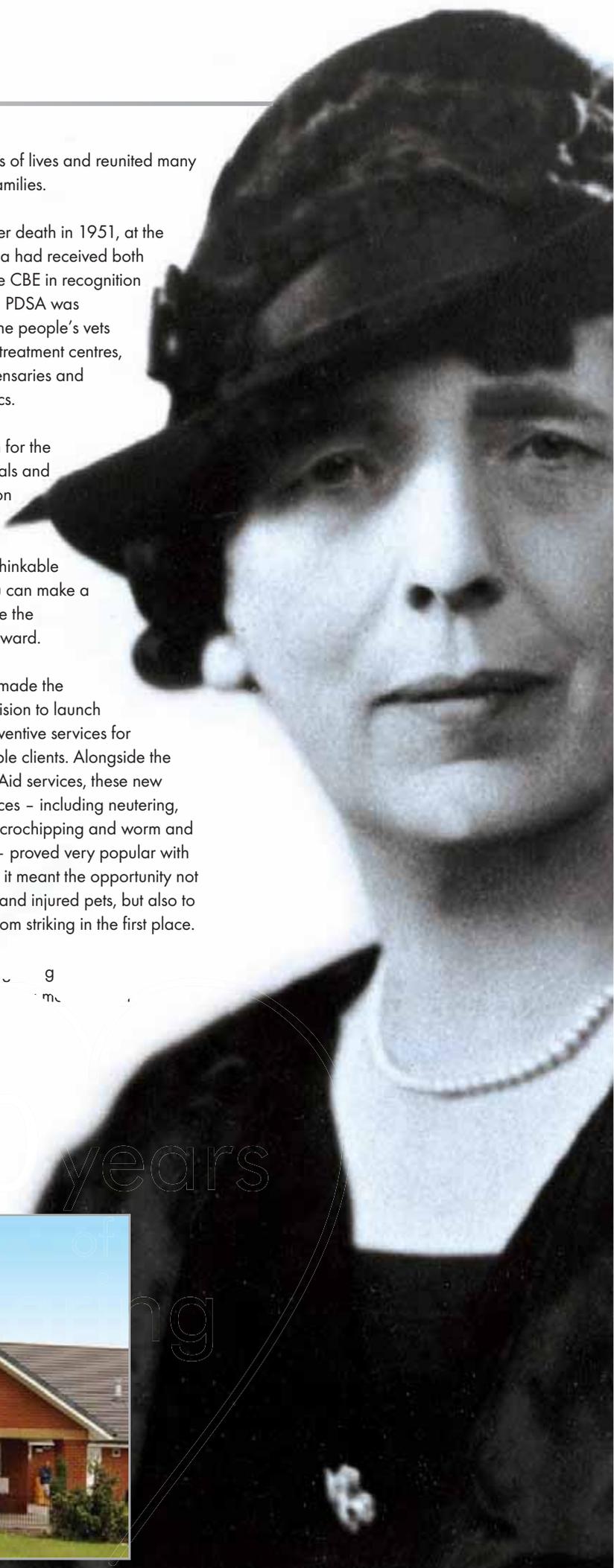
During the Second World War PDSA cared for animals injured and made homeless by the bombing. PDSA Animal Rescue Squads

saved thousands of lives and reunited many pets with their families.

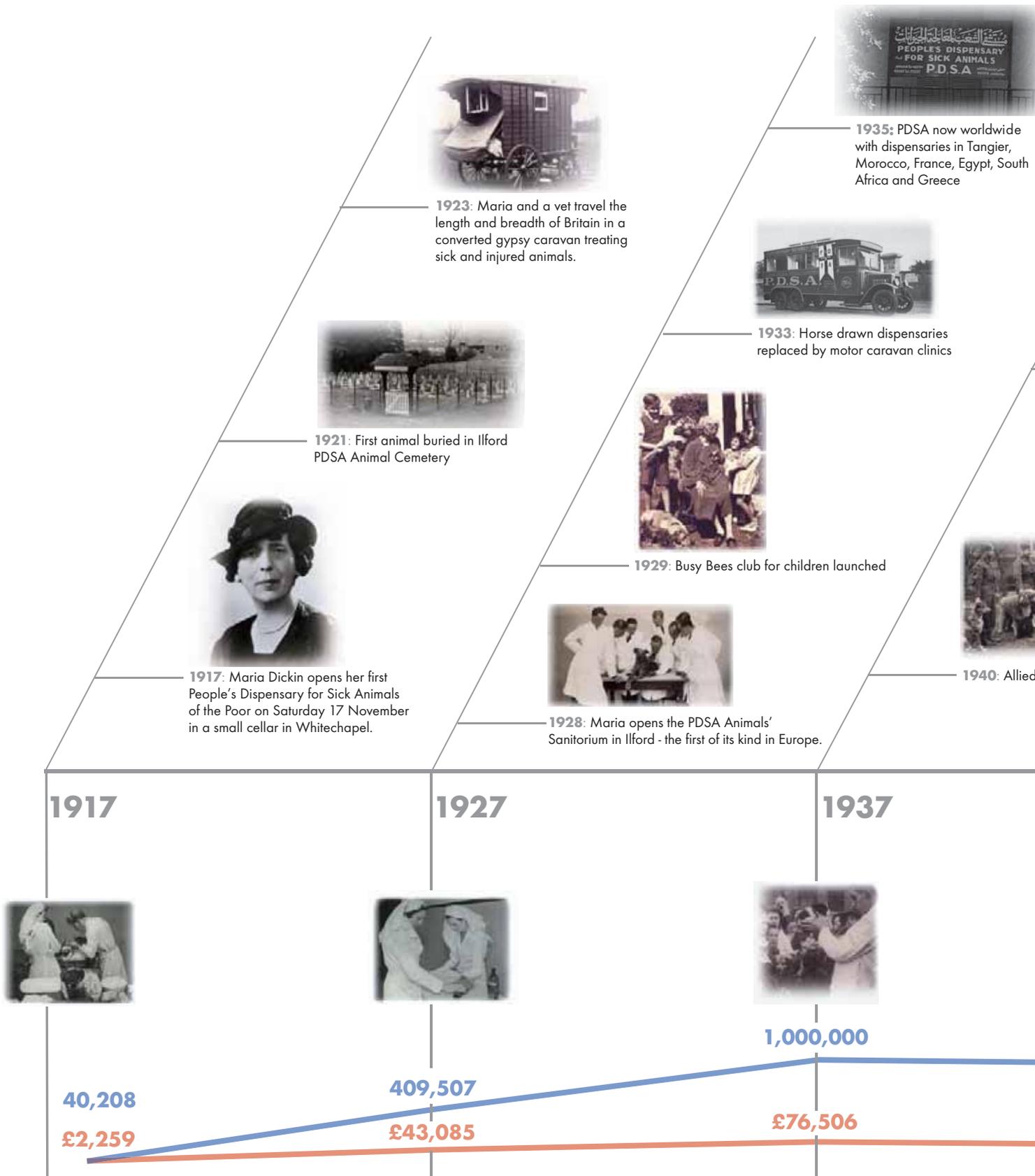
By the time of her death in 1951, at the age of 81, Maria had received both the OBE and the CBE in recognition of her work and PDSA was established as the people's vets with 72 animal treatment centres, 18 mobile dispensaries and 7 overseas clinics.

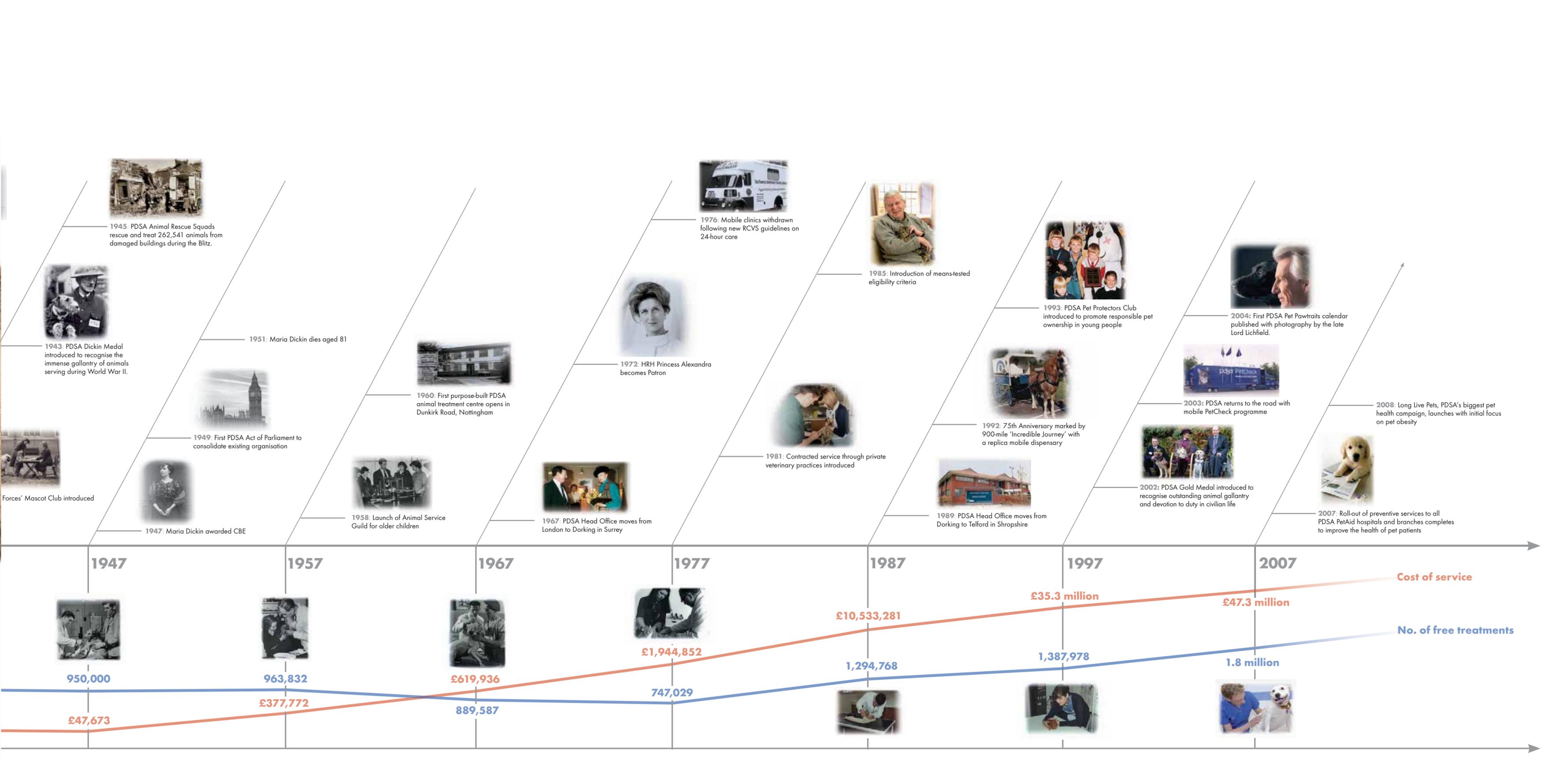
Maria's passion for the welfare of animals and her determination that PDSA should continue to 'Think the unthinkable and believe you can make a difference' drove the organisation forward.

In 2005 PDSA made the momentous decision to launch charged-for preventive services for the pets of eligible clients. Alongside the existing free PetAid services, these new preventive services - including neutering, vaccinations, microchipping and worm and flea treatments - proved very popular with clients. For staff, it meant the opportunity not just to treat sick and injured pets, but also to prevent illness from striking in the first place.



90 years of caring





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

For more information on the charity and its work,
email: info@pdsa.org.uk
freephone: **0800 917 2509**
visit: www.pdsa.org.uk

PDSA Head Office
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pdsa
for pets in need of vets

Registered charity nos.
208217 & SC037585