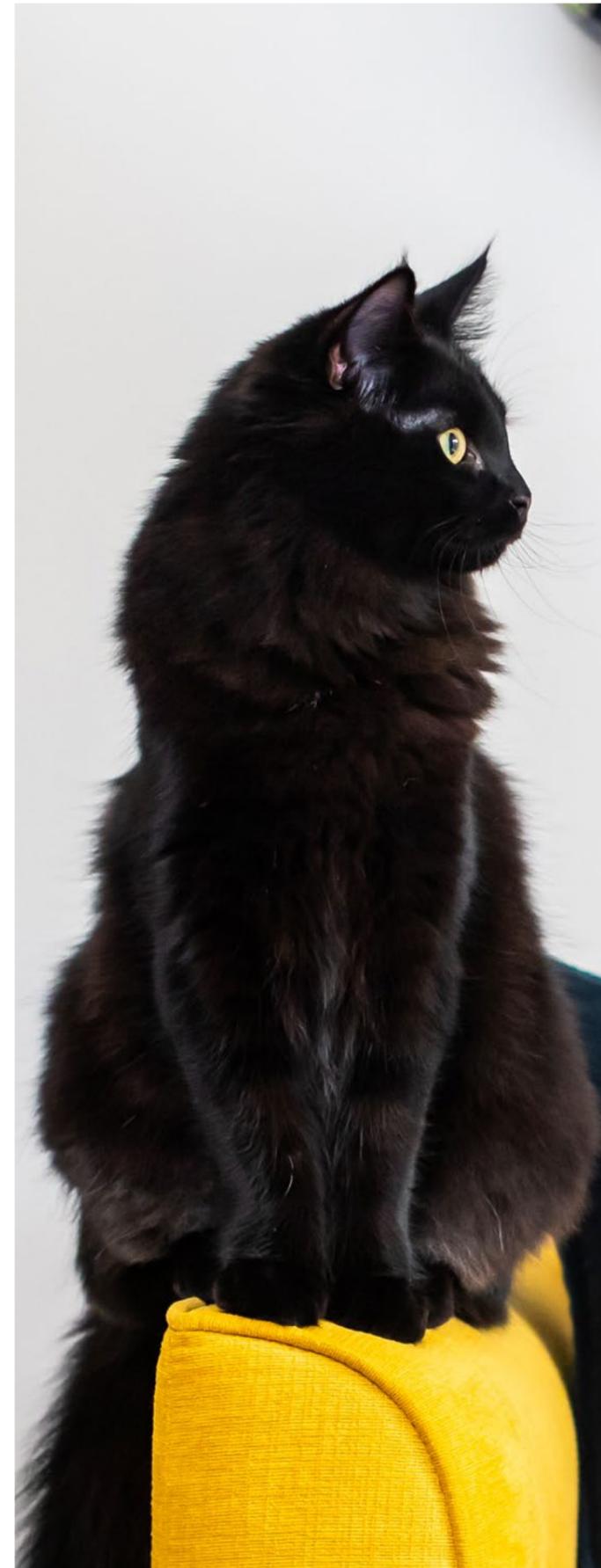




# Annual Review 2019





Cats Protection is the UK's leading cat welfare charity.

In 2019 we helped 191,000 cats and kittens, including 27,000 feral cats, through our national network of around 230 volunteer-run branches and 36 centres (in 2018 we helped over 184,000 cats, including 26,000 feral cats). That's the equivalent of helping more than 520 cats a day.

## **Our vision is a world where every cat is treated with kindness and an understanding of its needs**

### **Our values**

- Cats and their welfare are at the centre of everything we do
- We never put a healthy cat to sleep
- We value and respect our volunteers, supporters and employees
- We are committed to providing a high-quality service
- We are open and honest

### **Our aims**

- 06** Improving understanding of cats' needs
- 10** Reducing overpopulation of cats
- 14** Finding good homes for cats
- 18** Increasing awareness of our work

### **Our impact**

- 21** Public benefit
- 24** Helping cat owners

### **Helping us to get there**

- 25** Raising vital funds
- 30** Speaking up for cats
- 34** Supporting our people

This report covers the period 1 January 2019 to 31 December 2019 and was approved by the Trustee on 5 June 2020.

## Chief Executive's report

*"We help far more cats than anyone else and so very many people too."*

### An introduction from James Yeates, Chief Executive

My first year as part of the Cats Protection team has been enjoyable, amazing and inspiring. It has confirmed just how much we are doing to make so many cats' (and humans') lives better.

As one example, across the UK there are impoverished urban areas where many cats are left to fend for themselves, and we have been working hard with people living in these communities so we can, together, help these forgotten cats to get neutered and make sure every cat is happy and healthy. This also helps those communities build trust and come together. It is unique, difficult and ground-breaking work.

What is also impressive is the scale of all the help that Cats Protection provides. It is, frankly, beyond comparison. This year, we have helped over 191,000 cats and their owners. We help far more cats than anyone else and so very many people too.

Writing this now in 2020, we are facing new challenges. The year started very well, but COVID-19 has inevitably had an impact. We have sadly lost some of our people to the disease, and others have lost loved ones, and our thoughts are with them now. COVID-19 has also been a disaster for cats as well as people.

The pandemic, and the responses throughout the UK, have altered what we need to do, how we can do it, and the resources available. This is creating major challenges, but we are rising to them. We are still helping cats and

finding new ways to help them legally and safely.

We will get through this, thanks to our amazing supporters, volunteers and employees whose commitment and compassion are unaffected by the challenges.

In the meantime, I would like to thank all of our generous employees, volunteers, partners and supporters who have helped us achieve so much in 2019.

*James*

James Yeates



## Chairman's report

*"We hope to ensure many more cats can stay with their caring owners in the years to come."*

### An introduction from Linda Upson, Chairman

In 2019 we've been looking at how we can focus our efforts to help the UK's cats even more than we currently do.

Since the 1930s we have been rehoming unwanted cats to loving new owners, and this continues to be one of our key aims today. However, cats staying in a home where they are happy and loved is also one of our aims and while there is still more planning to be done, we're keen to improve our work in this area to stop cats being given up to us in the first place. It's such a shame that due to a change of circumstances some owners believe the only way forward is to give their beloved cat up for rehoming.

One reason that we encounter regularly is landlords not allowing pets in their rented properties. It can be truly heartbreaking for people to have to give up a cherished member of the family simply because of these blanket 'no pets' policies, not to mention extremely stressful for the cats involved. To encourage more landlords to allow tenants to keep their cats, and adopt new ones, we've been promoting the benefits of pet-friendly properties through our Purrfect Landlords campaign, and also providing lots of helpful advice and resources for landlords and tenants.

Many of the stray cats who come in to our care are in fact lost pets and despite our best efforts, because they are not microchipped, we are unable to reunite them with their owner. Our Microchips Reunite campaign has so far encouraged 23,000 people to sign our petition calling for the compulsory microchipping of owned cats, which would help reunite many more lost cats with their owners.

A loving home really is the best place for a domestic cat, and we hope to ensure many more cats can stay with their caring owners in the years to come.

The COVID-19 pandemic has shown that our feline friends are more important to us than ever, providing much-needed company and light relief in a time of great anxiety. Thanks to our wonderful supporters, volunteers and employees we can continue to be there for them too, ensuring that thousands of cats and kittens have a better life now and in the years ahead.

*Linda*

Linda Upson



## Improving understanding of cats' needs

Spreading the word about good cat welfare to give all cats a better quality of life

As the cat experts, we're always happy to help people better understand their cats so they can make sure they are happy and healthy. Cats can often be misunderstood, so by providing trusted information to the public, veterinary professionals and other animal welfare organisations we aim to change the way people think about cats to improve their quality of life, whether they're owned or unowned.

- Our websites, social media channels and leaflets are packed with useful, vet-approved information about cat care, helping owners to make the best decisions for their pets. Look out for our new 'vet approved' badge to show it's information you can trust
- Our Contact Centre team has continued to expand, using new tools and technology to support those who contact us and are continuing to explore different communication channels for members of the public to interact with us. We have been able to reduce the number of repeat calls by better answering queries first time, and we have seen a reduction in the number of calls from people asking to give up their cat, while increasing the amount of welfare and behaviour advice being given. Our branches, centres and shops also provide help and advice directly to the public
- We continue to give talks about cat welfare to schools and community groups across the UK, and provide teachers with curriculum-friendly lesson plans and resources to inspire the next generation of cat owners
- We set up our first innovative Cat Action groups to trial new ways of



engaging with local communities to help even more cats. These groups are currently active in St Helens and North London and we plan to introduce more in other areas of the UK in 2020

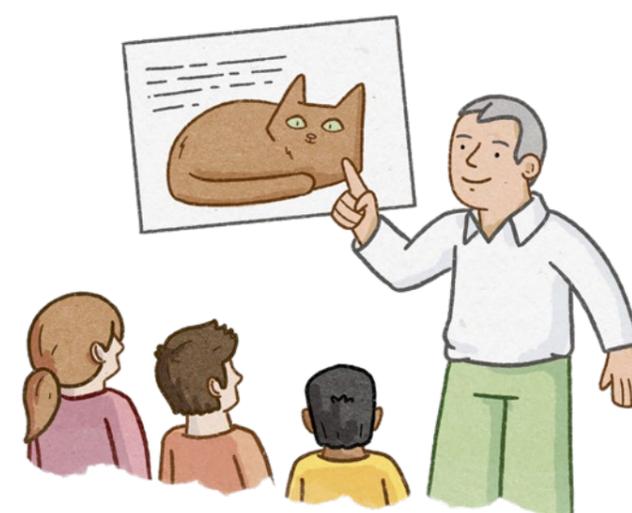
- To help cat owners think like a cat and work out where is best to put their cat's litter tray, scratch post, food and water bowls and bed in their home, we have created an interactive House Plan game, challenging people to place all of Bob the cat's things in the correct parts of his house
- Working with other animal welfare organisations as part of The Cat Group, we have helped to create a Kitten Checklist providing advice for people thinking about acquiring a kitten. The guide provides helpful tips on how to make sure the kitten is

happy and healthy and coming from a trusted seller or rescue organisation

- The Hide & Sleep®, a cat hide developed by Cats Protection to help the cats in our care feel less stressed, has been relaunched to the public and is now available to buy on our website. It has been distributed all over Europe and beyond, helping cats feel safe and secure as far away as Japan!
- To make sure our people continue to keep cat welfare at the heart of everything we do and can influence others with their knowledge, we launched a Cat Welfare Champions programme to update our teams on best welfare practice
- While we are a UK charity, we also make our cat care advice available overseas and attend a limited number of international animal welfare conferences. We also give a limited amount of equipment, such as humane cat traps, to voluntary organisations beyond the UK

### Working with vets

- Our Veterinary team delivers presentations and talks to veterinary professionals and other animal welfare organisations to improve their understanding of shelter medicine and feline welfare and to encourage them to work with us
- Following the relaunch of our 'For vets and nurses' webpage which features lots of useful protocols, resources and videos on feline medicine, we have also added a 'student hub' with information and podcasts for vet students
- We work closely with veterinary schools, giving lectures to vet students, running sessions on handling and shelter medicine at some of our centres and offering individual placements at our National Cat Adoption Centre vet clinic
- Our updated *Veterinary Guide*, which explains how we can work with vets, was sent out to veterinary practices across the UK



### In 2019...

we gave **1,500** cat welfare talks to **41,000** adults and children (2018: 1,700 talks to 52,000 people) and handled over **100,000** enquiries from members of the public (2018: over 110,000)

### Plans for 2020

- Use the results of our survey of vets to improve how we work with the profession
- Continue to develop our *Feral Guide* to help people understand how to meet the needs of unsocialised cats
- Develop a Feline Welfare Research Strategy to improve our knowledge of cat welfare, ensuring that any studies undertaken are ethically reviewed and never compromise feline welfare
- Introduce more Cat Action groups to engage with local communities in other areas of the UK

### Spencer and Sugar's story

Found dumped in a plastic box by the side of the road, 14-week-old kittens Spencer and Sugar, along with their mum Scarlet, were lucky to have been discovered just in time.

On a warm summer day, all three cats were incredibly hot and bothered, and poor Spencer also had an infected wound and a fractured leg.

They were taken to our Haslemere Adoption Centre where, thanks to kind donations from members of the public, they received all of the treatment and care they needed.

Once they were fully recovered from their ordeal, Spencer and his sister Sugar soon caught the eye of Mari and Tom.

"We met them at the centre and within a minute Sugar was asleep in my arms and Spencer was chewing Tom's shoelaces so we knew we had to take them home!" said Mari.

"Sugar is super quick and loves to jump and climb up every piece of furniture or pair of curtains in the house! Spencer is more chilled and loves a lie down on his favourite pillow where he can watch the neighbours through the window.

"It feels like they've been part of the family forever and it just wouldn't be home without them."



# Reducing overpopulation of cats

*Working with others to promote neutering as the best way to prevent unwanted cats*

Even though our branches and centres rehome thousands of cats each year, there are always many more waiting to come into our care. Many communities across the UK struggle to cope with the number of stray and feral cats roaming their streets, so to keep the cat population under control we believe neutering is the most humane solution. Not only does it reduce the number of unwanted cats being born, it's also kinder to the cats themselves, reducing their chances of catching certain diseases and roaming far from home.

- To encourage people to get their cats neutered we offer vouchers towards the cost of these operations to owners on low incomes
- Our employees and volunteers venture out in all weathers to trap, neuter and return feral cats, helping to keep

colonies healthy and their numbers under control

- We work with local councils, social housing providers, human welfare organisations and other animal charities, including the PDSA and RSPCA, to promote and fund cat neutering and help solve the root causes of unneutered cats
- We promote the safety and effectiveness of neutering kittens at four months old or younger to vets, encouraging them to perform these operations before cats reach puberty and have a chance to breed. Our website features a database for cat owners of vets willing to perform these operations

For more information about how we support neutering, visit [www.cats.org.uk/neutering](http://www.cats.org.uk/neutering)



## Cat Watch

To better understand how many unowned cats there are in the UK and improve their quality of life, we've been working with communities as part of our Cat Watch project.

In certain areas known to have large stray cat populations, we've been encouraging residents to report these cats to us via our Cat Watch app, Cat Watch Facebook groups or in person to our Cat Watch teams so that we can get them neutered and ensure they're receiving the right care. As well as delivering this service, our teams have also been empowering residents with the advice and tools they need to help these cats themselves, showing them how having healthy, neutered cat populations can benefit their communities.

Currently Cat Watch is running in Bulwell, Everton, Houghton Regis and Beeston in Nottingham and since the project first launched in 2016 over 3,500 cats have been reported to us in these areas. As a result we have been able to get over 350 unowned cats neutered and find new homes for over 180 stray cats. We've also seen changes in attitudes towards unowned cats and the

importance of neutering, with several local residents becoming volunteers or community cat advocates to continue our great work. Our community hubs (drop-in points for people to meet our Cat Watch teams and discuss local cats) have also proved to be incredibly effective with many residents reporting that being able to connect with fellow cat lovers had helped to increase their self-confidence and sense of community.

For more information about Cat Watch, visit [www.cats.org.uk/cat-watch](http://www.cats.org.uk/cat-watch)

## Plans for 2020

- COVID-19 restrictions on veterinary practices have reduced the availability of neutering which will affect the number of cats we can help
- Take the Cat Watch project into other wards of Nottingham, Liverpool and Luton. COVID-19 restrictions will limit the amount of face-to-face work that can be carried out but social media will be used to maintain communications
- Conduct research into our West Midlands neutering campaign to help improve future campaigns. The timescales of the project will be elongated due to the limited availability of neutering during COVID-19 restrictions
- Continue to provide neutering vouchers, undertake targeted trap, neuter and return activities when COVID-19 restrictions allow and promote pre-pubertal neutering
- Continue to undertake community outreach work outside of Cat Watch areas to change attitudes towards neutering



**In 2019...**  
we neutered 150,000 cats and kittens, including 19,000 feral cats (2018: 143,000, including 19,000 ferals)

## Bailey's story

When our Everton Cat Watch team received a report that a cat had appeared in a local resident's garden they went to investigate and found a cat looking a little worse for wear. They named the cat Tatty, because of his disheveled appearance, and tried to track down his owner, but no one came forward.

A trip to the vets revealed that Tatty was covered in ticks, had a small growth on his eyelid and needed some dental work, as well as someone to sort out his badly matted fur. Once the vets had fixed him up and got him neutered and microchipped, he was ready to find a new home, and the Cat Watch team knew exactly who to call.

They had already been in contact with local resident Jane Turner, as she had been helping to look after a stray cat called Mr Grey. It soon became apparent this rather large cat had in fact been given several different names by his many carers and feeders, including Romeo, Terry and Six Dinners Sid.

The team helped Jane to get Mr Grey neutered, and when he became ill with kidney disease, she took him into her home to make sure he was comfortable during his final days. After saying goodbye to Mr Grey, Jane was looking to adopt a new cat to care for, and so the Cat Watch team introduced her to Tatty.

It was love at first sight and it didn't take Tatty, now renamed Bailey, very long to settle into his new home. "Within minutes Bailey went from a bedraggled stray to the most cuddly, loving lap cat that you could want," said Jane. "Everyone on the Everton Cat Watch Facebook group has fallen in love with him and looks forward to updates of his little quirks. We wouldn't be without him!"



# Finding good homes for cats

Helping cats to find, or stay in, their perfect home no matter how long it takes

A loving home is the best place for a socialised domestic cat, so we do our best to match the right homes to the cats in our care as efficiently as possible. We continue to rehome more cats than any other UK organisation via our nationwide network of branches and centres and ensure they have the best care possible throughout their time with us. No matter how good our facilities are, we know that being in care is stressful for cats, so we always try to get them into a loving home as quickly as possible.

- We have been working to develop our centres and the fostering facilities used by our branches to improve the welfare of the cats in our care. Our relocated Wrexham Centre and brand new Harrow Centre will open in 2020, enabling us to help even more cats in these areas



- To give cats the best chance at finding the right home, we have a new fleet of vans for transporting harder-to-home cats to the areas of the UK where they'll be more likely to meet their new owners. The vans are kitted out with state-of-the-art facilities that allow the cats to travel safely with minimal stress

## Keeping cats in good homes

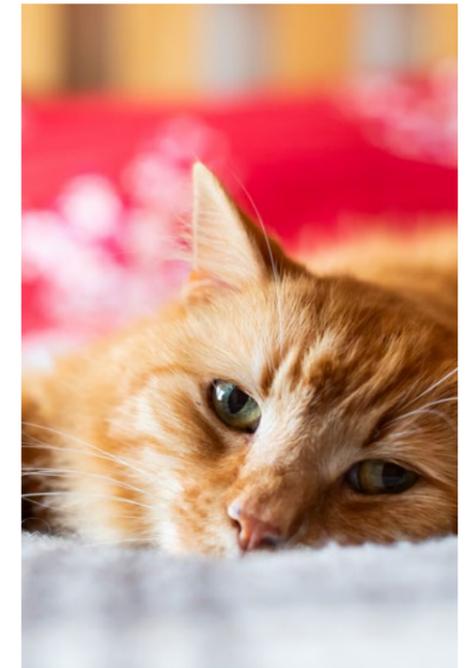
As well as finding new homes for cats, we also try to help cats remain in their existing homes where possible to reduce the number that come into our care. By providing information and advice to members of the public, we can sometimes help to solve issues that would otherwise result in a cat needing to be rehomed, such as behavioural problems or 'no pets' policies in rented accommodation.



## Promoting microchipping

Returning lost cats to their owners is another big part of what we do and to make this much easier we promote microchipping as the most effective way of identifying lost cats. If more cats were microchipped it would reduce the number of stray cats that come into our care unnecessarily because we are unable to trace their existing homes.

In some areas of the UK we offer discounted microchipping at the same time as neutering to cat owners on low incomes to encourage them to get their cats chipped, and we have been working to influence the government to get compulsory microchipping of cats made into law. You can read more about this on page 30.



**In 2019...**  
we rehomed 41,000 cats and kittens (2018: 41,000)  
and reunited 2,500 cats with their owners  
(2018: 3,000)

## Plans for 2020

- Despite the COVID-19 restrictions our work to keep cats in suitable homes is progressing and the current situation is allowing us to explore different ways of working
- While the COVID-19 restrictions have meant that some of our original plans cannot progress, we have commenced trialling completely new ways of helping cats through hands-free homing, respite fostering and limited local support to owned cats
- The COVID-19 restrictions have meant us pausing a limited number of projects to rebuild and refurbish our sites but work in other areas is progressing in line with plans

## Quincey's story

When he disappeared from his home in Essex in December 2006, Quincey's owner Margaret Smith searched for her beloved moggy everywhere, hoping his microchip would help to identify him and bring him back home.

12 years later, he was found by our Colne Valley Branch who scanned him and discovered Margaret's details. Sadly Margaret had passed away in 2008, so the branch took to social media to try to track down her family. Eventually they managed to get in contact with her daughter Paula, who was thrilled to welcome her late mother's cat into her home.

"My mum really adored Quincey, he was such a friendly and lovable cat," said Paula. "She was heart-broken when he went missing and searched high and low for him, without any luck.

"It is so great to see Quincey again. All my family are huge cat lovers, so I had no hesitation in taking him in. He's a very old cat now, but he'll be getting lots of cuddles and attention so he can live out his older years in comfort. Mum would have been really pleased he's finally made his way back to us."



## Increasing awareness of our work

Making sure people know to come to us  
- the cat experts - for all their cat needs

Whether they want to welcome a new cat into their home, need advice on caring for their own cat or are looking to help improve the lives of unwanted cats, we want Cats Protection to be the first charity people think of for all things cat. As the UK's leading cat welfare charity, we've been busy spreading the word about our vital work.

- Our national website is one of the key places people can find out about what we do and in 2019 it has been redeveloped to make it easier for cat lovers to find all of the information they need. Work to develop our individual branch and centre websites is ongoing, as these are also excellent sources of local cat care information
- Regular updates on our work, useful cat care tips and fundraising appeals have been appearing in our supporters' inboxes, with 1.7 million people opening our email communications in 2019 (2018: 1.7 million)
- To reach new people with our messages, we've been advertising online and on television, raising awareness of the charity and cat welfare to the public
- Our national social media channels, and our individual branch and centre social media pages run by dedicated volunteers, have gained thousands of new followers, helping us to reach even more people online
- Success stories about Cats Protection have appeared in both the national and regional press throughout the year, with our volunteers and employees doing an excellent job of getting coverage for the charity

- Whether at national shows and festivals or local fairs and open days, our people have been speaking to members of the public about what we do and letting them know we are here to help

### Our campaigns

In 2019, we ran several national campaigns to raise awareness of Cats Protection...

#### National Black Cat Day

Black cats are sadly often overlooked for adoption simply because of their colour, so to show that monochrome is marvellous we asked our supporters to join #TeamBlackCat and #TeamBlackAndWhiteCat on social media. Comedian Bob Mortimer, actor Josh Dylan and director Joe Cornish showed their support and the campaign was mentioned on social media over 4,500 times in conjunction with Cats Protection. On #BlackCatDay itself, conversation about the campaign was seen on Twitter over 15 million times! It was also featured by *The Sun* and *BBC Radio 2*.

[www.cats.org.uk/black-cats](http://www.cats.org.uk/black-cats)

► Our More Than Just a Cat campaign celebrated the bond between cats and their owners



### More Than Just a Cat

We believe that no cat is 'just a cat' as moggies enrich our lives in so many ways. To celebrate these special bonds we asked supporters to share what their cat means to them with #MoreThanJustACat. The campaign was supported by actress Samantha Giles and featured on *Sky News Radio* and *Talk Radio*. Our uplifting More Than Just a Cat video has been viewed 275,000 times and the campaign has been mentioned 1,700 times by social media users.

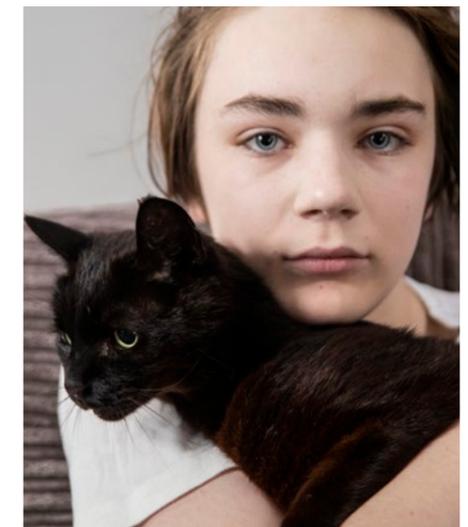
[www.cats.org.uk/my-cat-is](http://www.cats.org.uk/my-cat-is)

### National Cat Awards

The 2019 awards, sponsored by PURINA®, celebrated heart-warming and tear-jerking tales of cats across the UK. Celebrity judges included actors Josh Dylan and Tyger Drew-Honey and entrepreneur Deborah Meaden and the awards were watched live by over 10,000 people on Facebook. Coverage featured

across a wide range of national and regional press, including *The Telegraph*, *Metro*, *MailOnline* and *BBC.co.uk* and ex-England goalkeeper David Seaman and professional ice skater Frankie Seaman spoke about being award judges on ITV's *Good Morning Britain*.

[www.cats.org.uk/nca](http://www.cats.org.uk/nca)



► Jeffree was crowned National Cat of the Year for helping 13-year-old Finn cope with losing his dad

## Cat Men Do

To prove that it's not just dogs who can be man's best friend, we encouraged moggy-loving men to share their photos and stories online with #CatMenDo. With the support of comedian Jake Lambert and TV psychologist Honey Langcaster-James the campaign was featured by *The Mirror Online* and *The Sun*. Our launch video has been viewed 137,000 times and the campaign was mentioned 5,000 times by social media users. On launch day, conversation about the campaign was seen over 14 million times on Twitter. [www.cats.org.uk/cat-men-do](http://www.cats.org.uk/cat-men-do)

## Libby Left Behind

This year's heart-warming Christmas animation told the true story of Libby, a little kitten who got lost in the wintery countryside but was eventually rescued by our Fareham Branch and found a loving new home. The video has been watched half a million times online and even appeared on *Channel 4*, taking over an entire advert break. It has also been featured by *MailOnline* and the *Sunday Telegraph*.

[www.cats.org.uk/christmas](http://www.cats.org.uk/christmas)

### Plans for 2020

- Support cat owners with practical advice and guidance to prevent unplanned litters of kittens as a result of COVID-19 restrictions on neutering services
- Promote cat welfare campaigns to help owners manage their changing circumstances as a result of COVID-19 restrictions and increased home-working
- Research attitudes and behaviours of UK cat owners to improve our understanding of their needs, and how we can support them most effectively
- Create greater awareness and understanding of Cats Protection as a leading authority on cat welfare and owner support, and trusted providers of vet-approved advice



### In 2019...

566,000 Facebook followers (2018: 548,000)  
114,600 Twitter followers (2018: 105,000)  
84,400 Instagram followers (2018: 52,700)  
2.1 million YouTube views (2018: 1.8 million)  
4 million website visits (2018: 4.4 million)  
184,000 Meow Blog visits (2018: 242,000)

## Our impact

How our work improves the lives of cats and people across the UK

The impact of our work addresses cat welfare issues across a range of timeframes.

- Our rehoming addresses the immediate issue of helping cats in need. In the last five years, we have rehomed and reunited over 225,000 cats
  - In the medium term, our neutering work will help control the population of cats so there are fewer unwanted cats. In the last five years, we have helped to neuter over 750,000 cats, preventing millions of unwanted litters
  - Our information work aims to have the long-term impact of changing attitudes and behaviours within society so that people take a more responsible view of cat ownership and welfare. In the last five years, we have delivered over 6,700 educational talks
- assisting local and housing authorities and local communities by taking in and rehoming stray, lost or abandoned cats, cats from multi-cat households and by controlling feral populations
  - enhancing the quality of life for people in care homes both by homing cats into care homes and encouraging care homes to welcome residents' own cats
  - giving vet students practical experience as part of and beyond their formal training
  - commissioning, undertaking and disseminating research into matters affecting cats and the human population
  - providing information to the public and animal professionals to increase awareness of cat welfare. Find out more on page 6
  - providing our Paws Protect, Paws to Listen and Cat Guardians services. Find out more on page 24
  - providing advice to governments on animal welfare legislation. Find out more on page 30
  - providing volunteering opportunities for those who wish to support our work, including through the Duke of Edinburgh programme

### Public benefit

We believe that our vision of a world in which every cat is treated with kindness and an understanding of its needs benefits society as a whole. Cats play a huge part in the lives of millions of people in the UK. According to research, a quarter of UK households has at least one pet cat, with an estimated owned cat population of 10.9 million cats<sup>1</sup>. By supporting cats, we are providing a benefit to owners, carers and other people who come into contact with cats.

We provide public benefit by:

- helping to control the incidence and spread of disease and suffering in cat populations through vaccination, neutering and education, benefitting both human and animal health
- assisting those on low incomes with the

The Directors of the Corporate Trustee have given careful consideration to, and complied with, the Charity Commission's guidance on public benefit. This is reflected in the review of the activities undertaken by the charity contained in this report.

<sup>1</sup> PDSA Pet Animal Wellbeing (PAW) Report 2019

## Inky's story

At just 10 weeks old, Inky suffered a terrible ordeal after seeking shelter under a car bonnet. His little ears were singed by the hot engine and he was also found to have a broken front leg.

Luckily he was soon in the care of our Belfast Adoption Centre and after posting an appeal online, they received nearly £4,000 from generous members of the public to cover the cost of his much-needed veterinary treatment.

Unfortunately Inky's leg was so badly damaged that the only option was for it to be removed, but he recovered quickly from the operation and took it all in his stride. Now he is safe and happy in a new home where he is getting used to life as a three-legged cat.

"Inky is a little guy with a big personality," said his new owner. "The fact that he has only three legs doesn't bother him at all. He loves climbing, dismantling things, and causing havoc at the drop of a hat.

"He also has his quiet, reflective moments when he just loves to sit on your knee, get his head scratched and purr. All in all he is a great wee cat."



## Helping cat owners

The services we offer to give cat owners much-needed support

It's not only cats that we care for, we also do our best to help cat owners too. As well as providing them with excellent cat care advice and support, we also offer a range of helpful services...

### Paws Protect

When someone is living with domestic abuse, there are many barriers to them leaving, including finances, children, the home and pets. Our Paws Protect temporary fostering service aims to remove one of these barriers by caring for cats until their owners can flee to safety and be reunited with them. Currently the service covers London, Hertfordshire, Essex, Kent, Sussex, Surrey, Bedfordshire, Berkshire and Buckinghamshire, and in 2019 also received a boost in funding from the Sussex and Essex Police and Crime Commissioners and the Petplan Charitable Trust, which has also helped to increase awareness of the service. For more information, visit [www.cats.org.uk/paws-protect](http://www.cats.org.uk/paws-protect)

### Paws to Listen

We understand how much cats mean to their owners and how difficult it can be for them when their cat is missing, has had to be rehomed, is nearing the end of their life or they have recently passed away. Our free and confidential Paws to Listen grief support service gives cat owners a chance to talk to one of our volunteer listeners without fear of judgement and provides helpful resources on coping with the loss of their cat. In 2019 we expanded the service to provide support via email as well as over the phone. Our call volumes continue to rise following various promotional

campaigns, and in 2020 we hope to expand the team even further to include more volunteers. For more information, visit [www.cats.org.uk/grief](http://www.cats.org.uk/grief)

### Cat Guardians

Many cat owners are concerned about what might happen if they were to pass away before their cat. Our free Cat Guardians service gives them peace of mind that in the event of their death, we will take care of their cat until we can find them a loving new home, no matter how long it takes. Jacqui from Essex, who is registered with the service, said: "I am very pleased that you offer this service as it gives me peace of mind knowing my cat Percy will be safe when I go. In fact, because of Cat Guardians, I decided to have another cat even though I am 71. Thank you". For more information, visit [www.cats.org.uk/catguardians](http://www.cats.org.uk/catguardians)



### In 2019...

**Paws Protect helped 75 families flee domestic abuse safely (2018: 36) and Cat Guardians took in and rehomed 130 cats, helping 84 supporters (2018: 49 cats from 36 supporters)**

## Raising vital funds

The kind donations from cat lovers that enable us to carry out our vital work

As a charity that receives no direct government funding, we wouldn't be able to help as many cats as we do without the generosity of our supporters. We are incredibly grateful to everyone who has kindly donated to our cause, whether they made a one-off donation or are a regular giver, it all makes a big difference to the lives of cats across the UK.

There are lots of different ways cat lovers can support Cats Protection, including:

### Cat Sponsorship and membership

- Supporters signed up to our Cat Sponsorship scheme receive regular updates on the cats in their sponsor pens in return for their kind donations
- Our revamped official membership now gives Cats Protection members fantastic benefits such as a free subscription to *The Cat* magazine, a pin badge and access to the 24-hour Vetfone™ helpline for support with cat health advice from qualified vet nurses

### Lottery and raffle

- Our Weekly Lottery gives players the chance to win one of 300 cash prizes every week and generated an incredible £4,155,000 for cats and kittens in 2019 (2018: £3,014,000)
- Taking part in our quarterly raffles gives players a chance to win one of 500 cash prizes each time

### Donations

- Our generous supporters can donate to us through our website, national Facebook and Instagram pages and

via PayPal Giving as well as respond to our specific appeals

- In 2019 our number of regular donors increased to 195,000 (2018: 159,000), raising over £1,000,000 more than the previous year to help us improve the lives of cats and kittens across the UK

### Legacies and high value giving

- Gifts in wills fund nearly half of everything we do, so we are very grateful to all those who helped us raise £35.4 million through these special gifts in 2019 (2018: £31.6 million)
- Our incredibly generous major donors and funders continue to make a significant difference to the lives of cats and kittens

### Charity shops

- Thanks to our fantastic retail customers and those who have kindly donated goods for us to sell, our 131 shops across the UK were able to generate income of £9.5 million for Cats Protection (2018: 124 shops raised £9.1 million)
- As well as raising vital funds, our shops also help to raise awareness of our work and provide the public with cat advice and support

### People's Postcode Lottery

As a beneficiary of People's Postcode Lottery, we received just over £1 million as a result of a draw in October 2018 which has enabled us to fund cat care assistant (CCA) and volunteer team leader (VTL) roles at 35 of our centres in 2019. This made a huge difference to our ability to find loving homes for cats and

recruit and support more dedicated volunteers.

Towards the end of 2019, we benefitted from two draws which generated a further £1.2 million. In addition to funding CCA and VTL roles, draw proceeds will be used to fund our Behaviour team's work and enable us to microchip 10,000 cats in our care before they are rehomed. We are very grateful to players of People's Postcode Lottery for all their support.

### Cat Champions

We're truly inspired by the many cat lovers who worked hard to raise money for cats in 2019, be they volunteers, employees or kind-hearted members of the public. We have a range of events our supporters can get involved in, from marathons and skydives to local raffles and car boot sales, and we make sure they have everything they need to raise as much as possible. We are also grateful to everyone who hosted or attended a Pawsome Afternoon Tea or Black Cat Quiz and those who completed our Nine Mile Challenge. This year also saw the launch of Pawsome Players, encouraging those who like to live-stream their online video gaming to raise money for cats in the process.

### Thanks to our partners

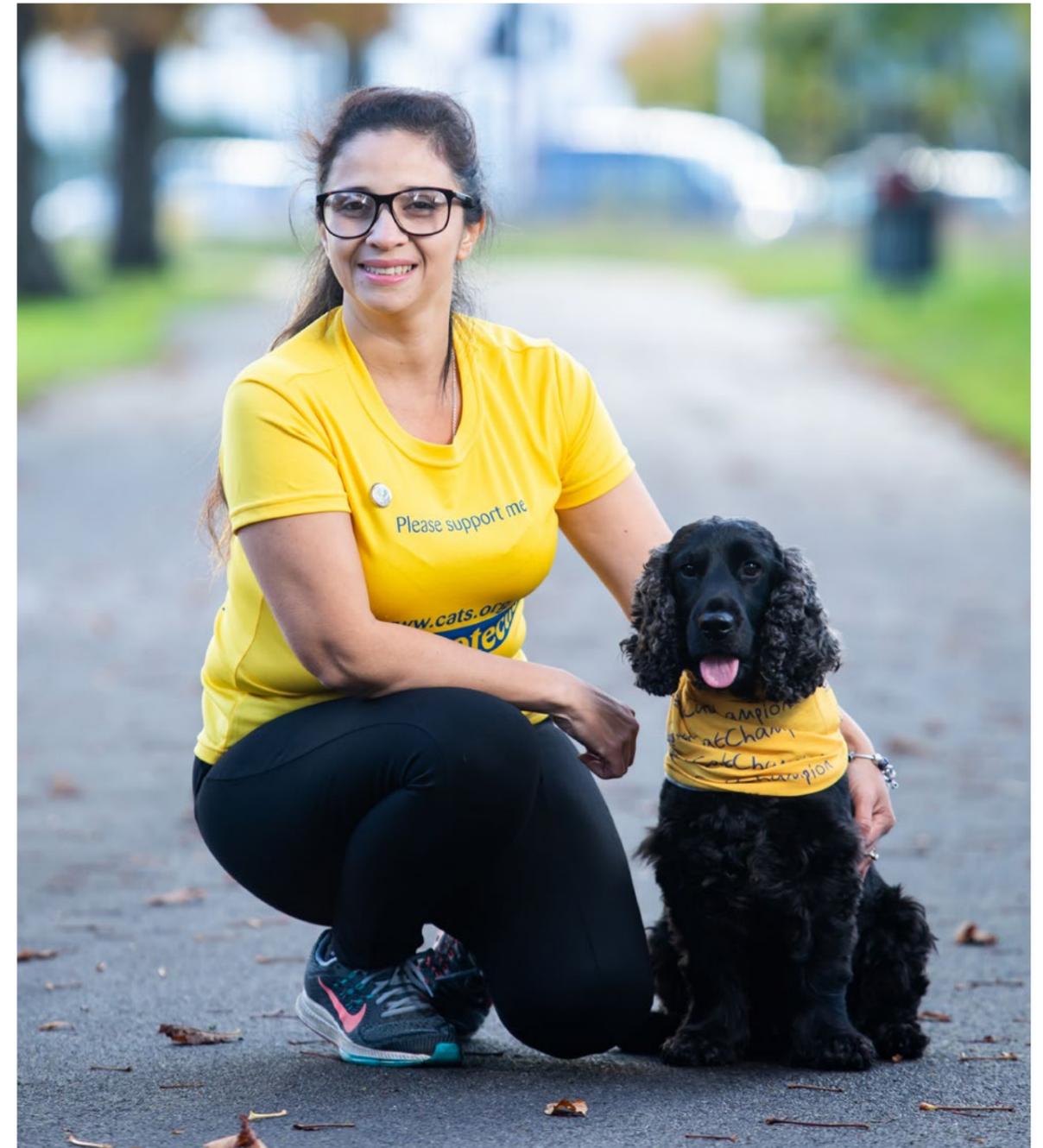
Funds and support from our corporate partners are vital for us to continue our work with cats and we are very grateful for the generous support we received in 2019.

- Ceva
- Petplan®
- Pets at Home and Support Adoption For Pets
- PURINA®
- Shark®
- Simon's Cat
- Sure Petcare

Thank you to the many others who support our work through corporate partnerships. For more information about our partners please visit [www.cats.org.uk/corporatepartners](http://www.cats.org.uk/corporatepartners)

### Plans for 2020

- **COVID-19 restrictions have had an impact on our ability to deliver our 2020 plans, in particular with the requirement to temporarily close all our shops, cease fundraising events and suspend our face-to-face fundraising activities**
- **We are reviewing our fundraising activity and proactively looking at how we can recoup any of these significant losses, including launching an emergency appeal, which will support both our centrally-run services and branches**
- **Our aim for 2020 is to continue to deliver our fundraising income streams against budget, looking for ways to redeploy our expenditure where possible**
- **We will follow government advice on when to re-open our shops and are working up revised scenarios to enable us to do this as efficiently as possible**
- **Now, more than ever, we will need to develop and test new fundraising products and channels**
- **Throughout 2020 we will continue to strive to improve the experience and satisfaction of our supporters, without them our work would not be possible**



### Dani and Darwin's trek

It's not only our human supporters that are helping to raise money for the cats. When Dani Savage from London decided to take on Cats Protection's Nine Mile Challenge to walk or run nine miles in one month, she enlisted the help of her trusty cocker spaniel Darwin to keep her company. Dani and Darwin even went above and beyond for their treks, completing a mile of walking in nine different locations over just nine days,

all to raise money for our Blackheath & Deptford Branch. "To make it a bit more interesting we went on a European road trip – starting in Kent we worked our way through France before finishing by the beach in Barcelona, Spain," said Dani. "In the end, Darwin and I walked over 45 miles. We raised £135 and it was so exciting and rewarding knowing that every mile was for helping the kittens and cats in need."



### Tracie's daring skydive

Working as a volunteer team leader at our Exeter Axhayes and Taunton centres, Tracie Atkins sees first-hand how vital our work helping cats and kittens is. To help raise money for the felines in these centres, she decided to take her fundraising to new heights with a sponsored skydive, and raised an incredible £800. "It was always

something I wanted to do, but there was never a reason to do it," said Tracie. "The experience was amazing and I was lucky that it was a beautiful sunny day, so you could see for miles. I had no fear of just falling out of a plane! I'll have to think what I am going to do next time. I'm contemplating doing a wing walk!"

### Financial summary

Our total income in 2019 was £73.2 million, an increase of £5.2 million from 2018.

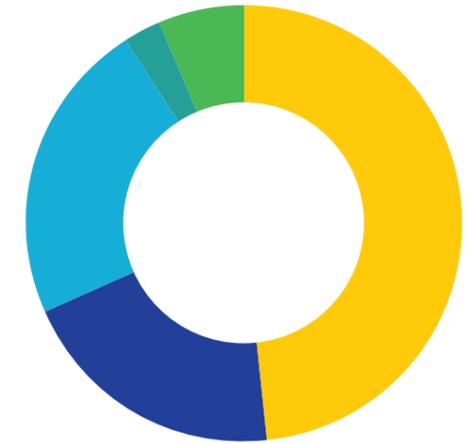
- Legacy income increased by £3.8m
- Fundraising events income increased by £0.7 million thanks to the increase in players of our Weekly Lottery
- Total shop income increased by £0.4m as a result of an increase in the sale of new goods and cash donations received in our shops

This growth in funds has enabled us to increase our expenditure from £66.2m in 2018 to £71.3m in 2019.

- We spent £2.6m more on rehoming
- We invested a further £0.5m on reducing the overpopulation of cats
- We spent an extra £0.4m on providing information to the public about cat welfare and raising awareness of our work
- We invested a further £1.6m on generating more income for the charity, to enable us to help more cats in the future

A summary of our income and expenditure for 2019 is presented in the charts opposite. These figures are based on those included in the full, audited and unqualified accounts for the year ended 31 December 2019. For the full 2019 Annual Report & Accounts visit [www.cats.org.uk/annual-review](http://www.cats.org.uk/annual-review) or get in touch using the details on page 38.

### Where our £73.2m income came from



- £35.4m Legacies
- £15.0m Donations
- £16.3m Events and shops
- £2.1m Rehoming fees
- £4.4m Other

### How we spent £71.3m



- £33.9m Rehoming
- £6.5m Reducing overpopulation of cats
- £5.3m Information
- £25.6m Raising funds

# Speaking up for cats

How we bring about positive change for cats and their owners

Our Advocacy & Government Relations team has been busy building strong relationships with politicians and influencing government on important issues affecting cats and their owners.

## Microchips Reunite campaign

In 2019 we launched our campaign calling for the microchipping of owned cats to be made compulsory, just as it is for dogs. Across the UK over three million owned cats aren't microchipped<sup>1</sup>, reducing their chances of being reunited with their owners if they become lost.

In October, Secretary of State Theresa Villiers MP formally launched a government call for evidence on cat microchipping in England and so we launched our own petition to show public support. We also encouraged our supporters to tell the Department

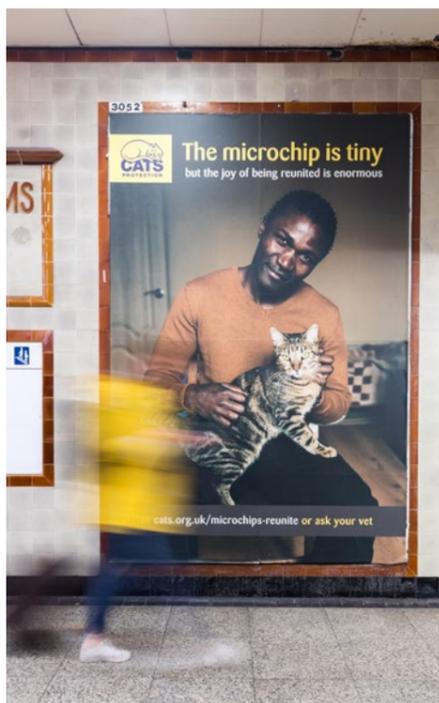
for Environment, Food and Rural Affairs (Defra) why microchipping is so important to them.

We have been able to secure cross-party support for compulsory microchipping of owned cats in England, with the issue featuring in both the Conservative Manifesto and Labour's Animal Welfare Manifesto. In addition we worked with Rehman Chisti MP on his Private Members Cats Bill, discussed microchipping with Sue Hayman MP, Labour's Shadow Minister for Animal Welfare, and secured a commitment from Lesley Griffiths AM, Minister for Environment, Energy and Rural Affairs, to look at compulsory microchipping of owned cats in Wales. We are also pressing for the Scottish Parliament to bring forward plans for compulsory microchipping.

## Other advocacy work across the UK

- In June we went to 10 Downing Street to welcome the introduction of the Animal Welfare (Sentencing) Bill which will mean animal abusers could face up to five years in prison
- We continued to promote our Purrfect Landlords campaign encouraging responsible and reasonable pet policies that allow cats. We attended the Landlord Investment Show in London and following meetings with the shadow Defra minister, we were pleased to see Labour put forward proposals for a private rental clause allowing pets as a default
- We met with Home Office minister Victoria Atkins MP to discuss our Paws Protect service helping victims of domestic abuse by providing a free

◀ Adverts for our microchipping campaign appeared at Westminster Underground and Cardiff stations



- fostering service for their pet cats
- Working alongside other animal welfare organisations we have called on the government to conduct a review of existing fireworks legislation and their impact on animal welfare
- As a founding member of the All-Party Parliamentary Group on Cats (APGOCATS), and alongside Battersea, we have run an inquiry into how cats can help people overcome loneliness
- We were part of a coalition of over 40 organisations working to ensure animal sentience is recognised after the UK leaves the European Union
- The Advocacy team and Cats Protection's Chief Executive met Mairi Gougeon MSP, Minister for Rural Affairs and the Natural Environment in Scotland allowing us to work closely on developing Scottish regulations on cat breeding
- The Scottish Parliament asked for our advice on a petition relating to

- scanning feline victims of road traffic accidents and how to protect Scottish Wildcats
- We were a founder member of the Companion Animal Welfare Group Wales (CAWGW), a specialised sector group formed to influence companion animal welfare policy and practice in Wales. We attended the launch of CAWGW in the Welsh Senedd
- We are part of the Canine and Feline Sector Group which influences Defra on cat and dog matters. We have written a code of practice on cat breeding and are influencing proposed legislation on the licensing of animal welfare organisations

For more information about how we're speaking up for cats, visit [www.cats.org.uk/campaigning](http://www.cats.org.uk/campaigning)

<sup>1</sup> PDSA Pet Animal Wellbeing (PAW) Report 2019



## In 2019...

23,000 people signed our petition for compulsory microchipping

5,000 e-letters were sent to Defra telling them why microchipping matters

Our microchipping campaign video featuring Monty the cat was viewed around 30,000 times

177 newspaper articles featured our microchipping campaign

## Plans for 2020

- Continue to promote cat welfare through companion animal welfare sector groups across the UK
- Promote cat welfare priorities to politicians across the UK
- Continue promoting our Microchips Reunite campaign across the UK
- Launch a report looking at how cats help alleviate loneliness in society
- Promote cat-friendly tenancy clauses to landlords
- Prepare an agenda for the devolved elections in 2021

## Misty's story

On a freezing cold day in January, our Fareham Branch had a call from a member of the public to say that five kittens had been found abandoned on a country lane. Volunteers rushed to the rescue but when they arrived, only four kittens could be found.

For the next two weeks, while the rescued kittens were safe and warm in the branch's care, volunteers searched in the cold for their missing sibling. Then, two weeks later, they got another call to say she'd been spotted.

Shivering, underweight and with an injured nose, the tiny black kitten, who was named Libby, was quickly rescued and reunited with her brothers and sisters. She received all the warmth, food and care she needed to recover from her ordeal and it wasn't long before she found a new home... and a new name!

Now called Misty, her new owner Amy Smith says: "Misty is the loveliest of cats, she always waits at the lounge door to greet us in the mornings and her happiness is shown by her loud purr and vibrating tail."

"Misty has settled amazingly well into our home, she has found a best friend in my daughter Lily and likes to follow her around the house. She also loves to chase bugs in the garden. We feel very lucky to have her."

Misty's story has also been told in our heart-warming Christmas animation, which you can watch at [www.cats.org.uk/christmas](http://www.cats.org.uk/christmas)



## Supporting our people

*Making sure our volunteers and employees have everything they need to help cats*

All of the work we do to help cats would not be possible without the passion and dedication of our people who give an extraordinary amount of time, effort and skill to our charity.

We continue to support them with training, resources and learning and development opportunities to ensure they have all of the knowledge, skills and understanding they need to carry out their roles. We also recognise their valuable contributions to the charity through schemes such as our Volunteer STARS (Special Thanks and Recognition Scheme). Our Volunteer Champions Programme, which aims to help our people recruit, lead and support volunteers, won a Training Journal Award.

In 2019 we conducted our first comprehensive survey to find out how our people feel we can make Cats Protection an even better place for volunteers, employees and cats. We have been busy working to understand the results and plan to act on them in 2020.



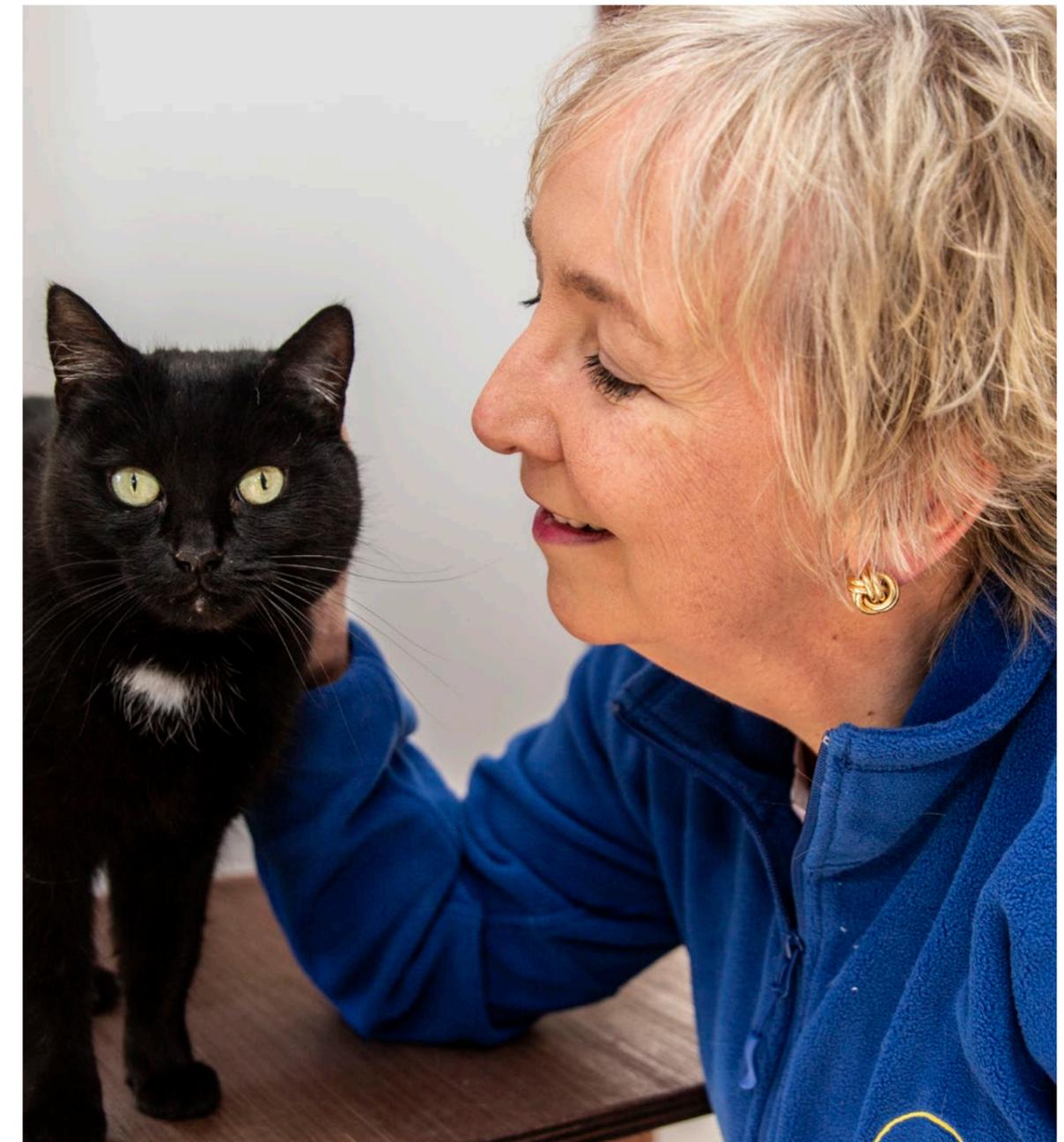
### Plans for 2020

- Start to address the results of our first People Survey, looking at improving communication and collaboration
- Continue to support and engage our people, building knowledge, skills and a unifying approach across the charity to strengthen our work for cats
- Strengthen our support for our people's mental and physical wellbeing



### In 2019...

our team of dedicated volunteers grew to 11,500 people. Each day, our volunteers gave one year's worth of time to help cats



### Collaborating for cats

One example of how we have been working with others to help more cats is our Frome & District Branch teaming up with Bath College to install a four-pen mini cattery in their Animal Care department.

Homing & Welfare Officer, Mandy Wescott said: "We provide ongoing training and guidance, as well as organising admissions, vet checks and rehoming. It's a win-win situation for everyone – we're able to help more cats

and the cats themselves enjoy plenty of care and attention from a large number of capable students.

"The students themselves benefit not only from the experience of providing hands-on care, but also from working with Cats Protection on feline welfare."

The collaboration has been a huge success and the branch even won the 2019 National Cat Awards Star Team award, voted for by the public, for bringing about such a positive result for cat welfare.

### Arlo's story

One-year-old Arlo arrived at our Bridgend Adoption Centre after his previous owner was not able to keep him in rented accommodation.

Born with a facial deformity, this gorgeous moggy was full of fun and mischief, charming everyone he met at the centre as well as those who saw him on their Facebook page. It was there that Davy Jones spotted his new feline friend.

"All my friends were tagging me in his post on Facebook," said Davy. "They all thought that because I work with children with disabilities that Arlo and I would make a great match. When I visited him a day later I realised that we definitely were!

"He's settled in so well and so fast. He is the first on the settee in the evenings waiting for a cuddle while we watch TV. He's also really mischievous. My slippers will often disappear late at night and magically find themselves in his bed in the morning.

"He is loved by so many, not just my family and friends, but people everywhere! I made an Instagram page, @TheArtfulArlo, and he gained followers so quickly with everyone wanting to know how he's getting on. I'm starting to think he really loves the camera!"



## Get involved

There are lots of ways you can help us to help cats, from adopting a moggy of your own, making a kind donation, joining our team of wonderful volunteers or spreading the word about good cat welfare! Find more information on how you can support us at [www.cats.org.uk/support-us](http://www.cats.org.uk/support-us)

Thank you, on behalf of the cats!

Find us online:

[www.cats.org.uk](http://www.cats.org.uk)

Facebook: /CatsProtection

Twitter: @CatsProtection

Instagram: @CatsProtection

YouTube: /CatsProtectionUK

Blog: [meowblog.cats.org.uk](http://meowblog.cats.org.uk)

Get in touch:

Email us: [info@cats.org.uk](mailto:info@cats.org.uk)

Phone us: 03000 12 12 12

Write to us: Cats Protection, National Cat Centre, Lewes Road, Chelwood Gate, Haywards Heath, RH17 7TT

Find your nearest branch, centre and shop at [www.cats.org.uk/find-us](http://www.cats.org.uk/find-us)





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