



ANNUAL
REVIEW
2015



*Our Vision is
a lifetime of
wellbeing for
every pet*

*Our Mission is
to improve the
life of every pet
through Prevention,
Education and
Treatment*

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The People's Dispensary for Sick Animals
Founded in 1917

Patron: HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO
Registered charity nos. 208217 & SC037585

WE RUN
51  PET
HOSPITALS



WE EMPLOY
340
VETS AND
NEARLY
1,000
NURSES AND VET
TEAM MEMBERS



WE HAVE A
NETWORK OF
140
PDSA
CHARITY
SHOPS 



 WE ALSO
FUND CARE
THROUGH
380
ASSOCIATED
PET PRACTICES

WE HAVE
2,200
YOUNG PET
PROTECTOR 
SUPPORTERS

OUR WORK IS
SUPPORTED BY
4,800
VOLUNTEERS

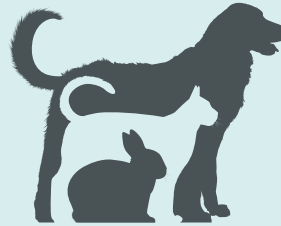


WE **300,000**
HELPED **PET OWNERS**



=

WE TREATED
470,000



**SICK AND
INJURED PETS**


Looking back

In 2015 we entered a new and exciting era; by expanding our Charitable Objects – with parliamentary approval – we gained the ability to have an even greater impact on pet wellbeing. We can now reach more pet owners than before, offering both free and reduced-cost vet treatment, together with more preventive care and public education programmes.

A particular highlight of the year for me was the opening of our latest PDSA Pet Hospital, in Birmingham (Oldbury). The Marian and Christina Ionescu Centre of Surgical Excellence is a truly exceptional facility, replacing our much-loved but outdated Quinton site, which served us for nearly 40 years. The ongoing, positive impact of this facility on pet wellbeing is priceless.

But above all, our greatest achievement has been, once again, the magnificent work undertaken in all our Pet Hospitals, by our skilled and committed vet teams. Their expertise and dedication saves





and enhances the lives of so many treasured pets. The gratitude of owners is plain to see every time I visit our hospitals, and is reflected in the ever-growing donations we receive from those who use our service.

Our hospitals cannot exist in isolation, which is why our network of shops and volunteers, and our support functions are so vital in making this wonderful charity work even harder, in ever-more challenging circumstances.

So I pay heartfelt tribute to all those who contribute, whatever their role. And on behalf of our Trustees, I also thank each and every person who supports PDSA, whether it's through direct donations, their time, gifts in wills, donations to our shops; the list goes on.

Everything we do is only possible thanks to your compassion, your generosity and your love of the pets we help. You make it possible for us to keep pets happy and healthy throughout their lives.

For anyone who's owned a pet and experienced the wonderful companionship and pleasure they bring, they'll know that this bond is priceless and irreplaceable. Preserving that bond is at the heart of everything we do.

Thank you.



Jan McLoughlin
PDSA Director General



***You're the reason
I get up every morning***







*At PDSA, saving,
protecting and
healing pets is
what we do*

What we do

At PDSA, saving, protecting and healing pets is what we do. We are dedicated to improving pet wellbeing by educating owners, preventing disease and carrying out life-saving operations.

Pets are part of the family. Our four-legged friends give unconditional love and in some cases they are a person's only companion. They don't deserve to suffer through economic and social hardship. They can't help themselves – but we can.

As well as providing free and reduced-cost treatment to pets in need, we are a leading authority on all things related to pet health and wellbeing: whether it's leading the debate on pet obesity, conducting Britain's biggest annual pet wellbeing survey, raising the status of animals in society or simply celebrating their contribution to our lives.

**WE CREATE A BETTER
LIFE FOR PETS BY
PREVENTING
EDUCATING
AND TREATING**



Preventing

As the saying goes, prevention is better than cure. So protecting pets from suffering, injury and disease, has been a cornerstone of PDSA's work ever since we were founded.

In 2015 we provided more than **600,000** preventive treatments at a reduced cost, including vaccinations, microchipping and flea treatments, helping vulnerable owners keep their beloved pets healthy and safe.

In 2015 we generated **£7.4 million** this way, which included revenue from **17,000** 'Perfect Start' preventive care packages – specially formulated by our vets to give young pets the best possible start in life.

Much of our preventive work is carried out in collaboration with other animal welfare organisations. In 2015 we worked with Dogs Trust and Cats Protection to deliver extensive neutering programmes.

*We vaccinated
72,000
pets to protect
them from illness
and disease.*

*We neutered
38,000
pets to prevent
unwanted litters
and a range of
life-threatening
conditions.*

*We microchipped
50,000
pets to help reunite
them with their
owners, should they
become separated.*

*We dispensed
460,000
preventive products,
including flea and
worm treatments.*



Selby's story

PDSA vets saved Husky puppy Selby from killer dog disease parvovirus after nursing him continuously in an isolation ward for a week.

There is no cure for parvovirus, so all staff could do was give round-the-clock care treating him with antibiotics, anti-sickness drugs and intravenous fluids. Thankfully, he pulled through. Through PDSA's ongoing work we hope to reduce the number of pets developing preventable diseases.

Highlights ...



Thanks to funding from *The Marchig Animal Welfare Trust* we have been running a dedicated cat neutering initiative called **PetWise for Cats**; a three-year programme offering free MOT's, neutering and microchipping.

We also took part in a free microchip promotion in Scotland, funded by Dogs Trust, which led to a three-fold regional increase in microchipping rates.





Thanks to players of **People's Postcode Lottery**, we received a fantastic **£575,000 extra funding** to launch our '*Preventing the Preventable*' campaign. As part of this, we recruited Pet Wellbeing Champions in every PDSA Pet Hospital, to spread the word about the importance of preventive care for pets across the UK.







*Always at my side,
wherever we go*

Educating

Through education, PDSA can have a profound impact on pet wellbeing. By reaching out to the general public and, in particular, young animal lovers, we can address the most pressing welfare issues affecting our entire pet population.





Highlights ...

In 2015 we reached more than 90,000 children – tomorrow’s pet owners – through an exciting range of initiatives including interactive workshops and through membership of our popular Pet Protectors Club.

We also developed an innovative awareness campaign **#PawsFirst**, designed to help would-be pet owners understand more about the responsibilities and costs associated with taking on an animal companion.



petCheck

Our PetCheck vehicles tour dozens of UK towns and cities every year, dispensing expert advice to pet owners. In 2015 our PetCheck vehicles, kindly donated by Robert Breckman in memory of his wife, Julie, completed 253 days on tour and carried out

4,500 FREE
wellbeing checks
for dogs.



Our vet teams also attended four national pet shows, meeting thousands of owners and providing valuable advice about keeping their pets healthy and happy.

paosa
HELP A VET HELP A PET



OVER 4 MILLION
PET OWNERS
DID NO RESEARCH
AT ALL BEFORE THEY
TOOK ON THEIR PET



36% OF PET OWNERS
THINK PEOPLE
CHOOSING THE
WRONG PET
FOR THEIR LIFESTYLE
IS THE MOST IMPORTANT
PET WELFARE ISSUE
TO BE ADDRESSED



22%
OF PET OWNERS
WOULD CONSIDER
GETTING A DOG
FROM A PUPPY FARM

20%
WOULD CONSIDER
GETTING A PET
OFF THE INTERNET



31%
WOULD REHOME
A PET FROM A
SOCIAL MEDIA ADVERT

12% OF OWNERS
BELIEVE THEIR PET
WILL COST THEM

NO MORE
THAN
£500

OVER THEIR ENTIRE LIFE

24%
OF OWNERS
REPORT ...



OWNING A PET
IS HARDER WORK
THAN THEY THOUGHT

AWARENESS

OF THE ANIMAL
WELFARE ACTS
AND THE
FIVE
WELFARE
NEEDS

CONTAINED WITHIN
THEM IS AT AN
ALL-TIME LOW
OF ONLY



31%

NEARLY
700,000
RABBITS
(57%)
LIVE
ALONE



Treating

Walk into any of PDSA's **51 Pet Hospitals** on any day of the week and you will see exactly why our work is so important. Our waiting rooms are a hive of activity, busy with concerned owners and their beloved pets; some of them sick, some of them injured; some simply attending for routine check-ups or follow-up appointments; but all in need of our help and support.



Highlights ...

As well as maintaining our incredible levels of care for those clients who qualify for free treatment, we know that poverty exists on many levels and there are many more people facing financial challenges that also need our help. That's why our new PDSA Pet Clinic in Margate, the Frank and Ethel Fright Centre, works in a slightly different way: it allows people formerly on the fringes of our eligibility criteria to use our services at a concessionary rate.

During the year we opened our new Birmingham (Oldbury) PDSA Pet Hospital, The Marian and Christina Ionescu Centre of Surgical Excellence. This state-of-the-art facility, named after two generous benefactors, replaced our outdated site in nearby Quinton. The centre also acts as a teaching hospital to develop the veterinary skills of graduates and experienced vets, making it a pioneering centre of surgical excellence.

**470,000
PETS
TREATED**



Ruby's story

Little Ruby the stray cat survived horrific burns to her head and back, but lived to 'tell the tail' thanks to our vet team at Portsmouth PDSA Pet Hospital.

Poor Ruby was discovered wandering the streets with severe injuries, thought to have been caused by chemical burns.

Despite her tender age and the pain she undoubtedly suffered, Ruby remained bright and courageous, endearing her to all at PDSA. Happily, she is now back on four paws and in excellent health thanks to the expertise of our vets and nurses.



*An unspoken bond,
that only we know.*



An unbreakable bond

PDSA's work has a huge impact on the lives of pets and their owners. Caring for pets is just one part of our work; protecting the bond between pet and owner is another.



Marion and Beau

PDSA is helping to keep breast cancer survivor Marion Challis and her dog Beau together.

Marion, 59, who has battled both cancer and septicaemia, believes it's only her love for Beau and her unconditional love in return, that she's still alive. Beau is facing her own health issues too; she's undergone major knee surgery, had a lump removed from her chest and is receiving long term care for arthritis.



Pam and Poppy

When Pam's husband David was diagnosed with terminal cancer, he got her a puppy, so she wouldn't have to face life alone. Now six and under the regular care of PDSA vets, Poppy is Pam's everything.

Pam said: "Poppy kept me going when I had nothing else to live for. She is the priceless gift that my husband left me and I give thanks every day to PDSA for keeping us together."

The five animal welfare needs



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



Diet – the need for a suitable diet.



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



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



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



Generating the funds to improve pets' lives

It costs more than **£60 million** to run our veterinary service. We can only raise this huge sum by finding new and effective ways of generating income through voluntary donations – as we receive no HM Government or National Lottery funding.

Gifts left in wills currently fund two out of every three treatments in our Pet Hospitals. So we are greatly indebted to the generosity of supporters who remember us in this way. To attract more such gifts, we staged **70 legacy events** in 2015, attracting more than **1,000 supporters** – all keen to hear how they can support our work.

We also market a range of products that appeal to a mass audience. By joining forces with carefully-chosen and well-vetted corporate partners we are able to attract funding for innovative pet health initiatives.





Our clients make a massive difference too. Every time their pet is seen at PDSA we ask if they can afford to make a donation – and they do so in ever greater numbers. Thanks to their appreciation and generosity, a record **£11.4 million** was raised in 2015.

We faced another very challenging year on the high street, resulting in the regrettable closure of some of our charity shops. Our focus is now on maximising the performance of our existing shops.

Throughout the year we are supported by enthusiastic individuals and teams, going the extra mile (or 26) to help their favourite charity. As well as our fabulous marathon runners we've had ice-bucket heroes, coffee morning hosts, dog walkers, boot-sale organisers and much more. Our sincere thanks go to them all.

Reaching more people – helping more pets

As a charity relying on voluntary donations, we can only carry out our vital work if people know about us and our impact on pet wellbeing. So it's important that we use a variety of ways to get our messages across to the outside world.

In 2015 our touching advertisement appeared on TV and cinema screens, explaining what we do and encouraging public support. Throughout PDSA we have now introduced a new look and feel, with fresh branding and colours providing a popular, contemporary feel.

Our pet health campaigns such as Pet Fit Club (our annual pet slimming competition) and our annual report into pet wellbeing, *The PDSA Animal Wellbeing (PAW) Report*, continue to go from strength to strength and both featured extensively in the media in 2015 to help raise awareness of some of the most pressing pet wellbeing issues facing the pet nation.





Recognising amazing animal achievements

Our world famous PDSA Animal Awards programme recognises the role of animals and helps raise their status in society.

We have four awards: the PDSA Dickin Medal, PDSA Gold Medal, PDSA Order of Merit and PDSA Commendation. The programme recognises acts of animal bravery or exceptional devotion to duty and highlights the special bond between animals and people.




Highlights ...



In May we presented the PDSA Order of Merit ('the animal OBE') posthumously to Warwickshire Police Dog Jake for his outstanding acts of devotion. Over a long and distinguished career, Jake, a Springer Spaniel, made well over 500 finds, including drugs, arms and cash. Sadly, Jake passed away weeks before he was due to receive the award. It was accepted on his behalf by Jake's former handler Police Constable Andy Crouch and serving Police Dog Gwen (pictured left).

We received 82 medal nominations during the year which resulted in seven medals being awarded; three PDSA Dickin Medals, one PDSA Gold Medal and three PDSA Orders of Merit. We also approved 26 PDSA Commendations for animals who show devotion or bravery; animals like Looby Loo (pictured right) who raised the alarm when her owner fell into a diabetic coma.





***But even
heroes need
powerful
friends***



Our wonderful people



PDSA couldn't function without our dedicated employees and volunteers.

Thirteen of our colleagues in 2015 were presented with Long Service Awards for 25 years of loyalty and dedication.

Volunteering not only helps PDSA, but for many it provides a route back into employment, a way to broaden skills or simply make new friends in a busy, positive environment.





Marc's story

A passion for PDSA and boundless enthusiasm led to Marc Lyons being named our Volunteer of the Year 2015. Our annual awards recognise the devotion and commitment shown by our selfless volunteers across the UK.

As well as a full-time job and a busy social life, Marc volunteers at our Newcastle-under-Lyme Shop and has proved a great inspiration to everyone around him.

But Marc's just one of our 4,000 plus active volunteers who play vital roles in our shops, Pet Hospitals, offices and fundraising groups.

Looking ahead

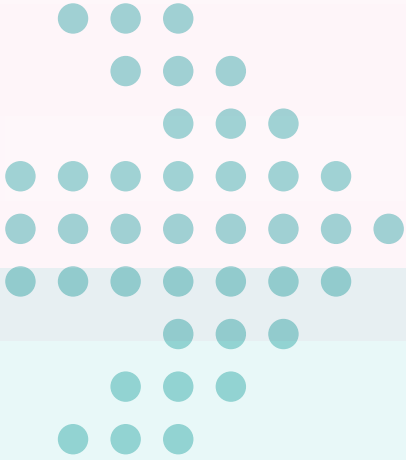
PDSA's 2016 vision continues to focus on a lifetime of wellbeing for every pet, working together with owners to improve the life of their pets.

We will do this by:

- ➔ Engaging with more supporters to increase our income and awareness in order to reduce pet suffering.
- ➔ Deliver veterinary services to treat sick and injured pets needing our help within communities, through free or concessionary care.
- ➔ Continue to support our educational work to raise awareness of pet welfare needs.
- ➔ Promote the positive benefits of pets to society.
- ➔ Delivering engaging communications which resonate with supporters and strengthen our brand.



*Help a vet help a
pet and make sure
we can keep saving
animals today and
in the future.*

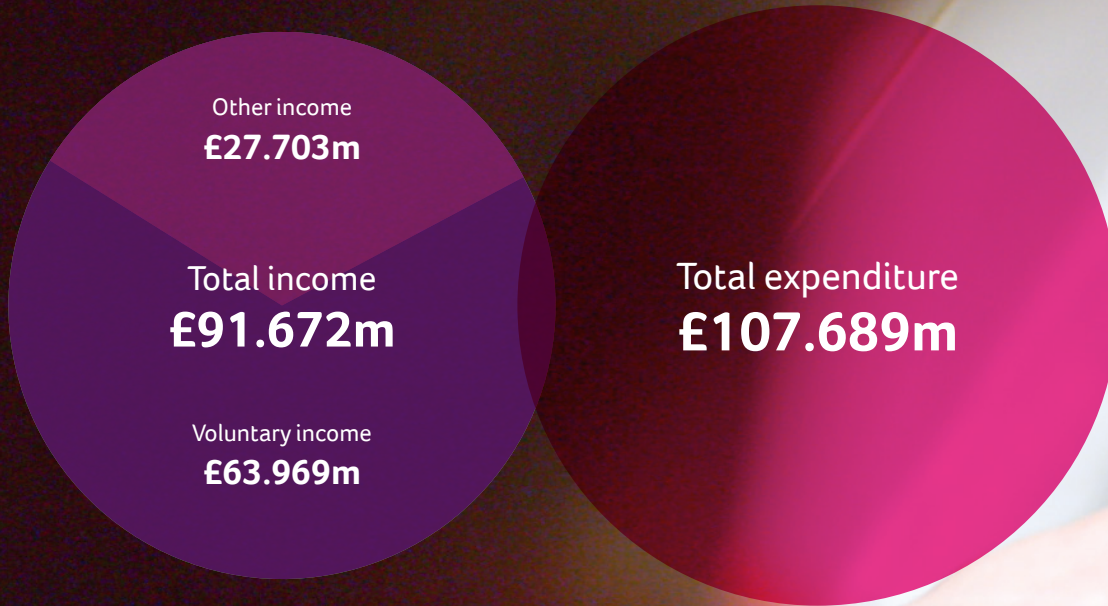


*Helping pets and
owners nationwide,
every day.*





Income and expenditure



The information on this page is a summary of the statutory accounts of PDSA for 2015. A copy of the full audited accounts can be obtained from Internal Communications, PDSA Head Office, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.



***But we can only
continue with
your donation***

For more information on
supporting the charity
and its work, freephone
0800 917 2509

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