

# Annual Review

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# People and pets

## A message from the Director General

In 2004 PDSA, the UK's leading veterinary charity, provided more than 1.2 million free treatments to sick and injured pets. This huge figure equates to more than 4,650 pets treated by PDSA vets and nurses every working day. As in previous years, road traffic accidents remain a common cause of trauma requiring treatment at a PDSA PetAid hospital. Other common problems include viral infections, osteoarthritis, and poisonings after swallowing toxic or indigestible substances. Treating these everyday occurrences sometimes requires sophisticated surgical procedures and special equipment, and always requires a great deal of expertise, love and care from our dedicated veterinary staff.

PDSA continues to reach more people and pets in need than ever before. The opening in May of the new PDSA PetAid hospital in Bradford, The Jeanne Marchig Centre, extended the availability of free PDSA PetAid services in Yorkshire. The introduction of 24 new PDSA PetAid practices, increasing PetAid practice numbers from 287 to 311, also had a significant impact nationwide. But the cost is high. Every month we have to raise £2.9 million just to maintain our existing PetAid services. In total, PDSA spent nearly £35m on PetAid services in 2004, income that is entirely dependent on public support and in 2005 we expect costs to rise to more than £37 million!

Our founder, Maria Dickin CBE, would have been proud of PDSA achievements in 2004, and the recently unveiled Animals in War Memorial in London's Park Lane would have delighted her. She was not afraid to try new ideas; after all, it was she who bought and equipped the first PDSA mobile dispensary, but uppermost in her mind was always the knowledge that any new idea had to be trialled before charitable funds were committed. 2004 saw the roll out of the out-of-hours service provided by Vets Now Ltd to enable PDSA to offer a more effective and efficient emergency service out-of-hours to pet patients and an improved lifestyle package to its vets. 2004 also saw the final year of the pilot of the Partnership model with VetSavers®, which offers the free PDSA PetAid hospital service to eligible clients as well as paid-for veterinary care to private clients under one PDSA roof.

### The future

In 2004 PDSA's Trustees made three far-reaching decisions about the charity's future; first, to extend PDSA PetAid services into Northern Ireland; second, to trial the introduction of preventive veterinary care, such as vaccinations, neutering, flea and worm treatments at a small number of PDSA PetAid hospitals and third, to approve raising awareness of PDSA through a television marketing campaign.

So the search is on for suitable premises that will become the Belfast PDSA PetAid hospital, where it is anticipated that around 100 sick and injured pets will be treated every day, although on some days there will be many more. Eligible households in Northern Ireland not covered by the new PDSA PetAid

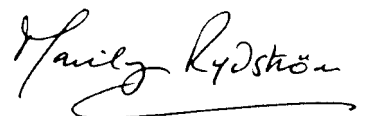
hospital will also be able to access free PDSA veterinary care through a new network of PDSA PetAid practices.

The trial of preventive veterinary care is a natural extension of the charity's commitment to promote responsible pet ownership. The new preventive treatments will be provided for an 'accessible charge' through a wholly-owned trading subsidiary, PDSA PetAid Enterprises Ltd, which covenants all profits to PDSA on an annual basis. An added bonus is that the new income stream, though relatively small, will help reduce PDSA's reliance on traditional fundraising methods.

And finally, the new PDSA brand TV commercial will be seen in many regions on ITV and Channel 4 throughout 2005 to further build the profile of the charity, to open up new areas of fundraising and to make current fundraising activities work harder - so that PDSA can treat even more pets in need of vets.

My sincere gratitude goes to everyone who so generously and loyally works for and supports PDSA. For without your commitment and enthusiasm none of what follows in these pages would be possible. There is much to be proud of, and there remains much to do.

**Thank you!**







# Pets in need of vets

In 2004 PDSA veterinary staff performed 62,578 surgical procedures, ranging from complicated orthopaedic operations to dental surgery. Not surprising then that equipment is a major cost for PDSA. Pet patients required 64,399 x-rays in 2004; an x-ray machine and associated equipment costs £18,000. PDSA PetAid hospitals are also equipped with ECG machines, (£1,750) and ultrasound scanners (£8,210).

## Tara from Newcastle-upon-Tyne



***A terrible road accident cost brave Tara her right hind leg but she has made a brilliant recovery, and now moves just as quickly on three legs as she used to on four.***

### Reaching more pets

Every year a key objective for PDSA is to expand the provision of free PDSA PetAid services to reach more sick and injured pets. The new Bradford PDSA PetAid hospital, The Jeanne Marchig Centre, which opened in May, does just that. The PetAid hospital has six consulting rooms, two operating theatres, a main waiting room, a dispensary and separate recovery kennels for dogs and cats. It benefited from a substantial donation from The Marchig Animal Welfare Trust, for which PDSA is most grateful, and is named in honour of the Trust's founder, Madame Jeanne Marchig, who visited the new PDSA PetAid hospital in June to meet staff and pet patients.

In July construction work also began on a new PDSA PetAid hospital to replace existing dated facilities in Middlesbrough. Director of Property Services, Keith Young, said: "The Borough Road site has been in line for replacement for several years. The new PetAid hospital will greatly benefit pet owners in Middlesbrough and is expected to open its doors to pet patients in mid-2005."

During the year the number of PDSA PetAid practices grew to 311 (up 24) but more importantly the number of pets treated at PDSA PetAid practices nationwide rose by 1,647.

### Innovation

Ever determined to find more effective and more efficient ways of delivering PetAid services, during 2004 PDSA extended its working relationship with specialist private practice, Vets Now, to provide out-of-hours cover at a number of PDSA PetAid hospitals. Private practices in the vicinity of participating PetAid hospitals also have the

opportunity to subscribe to the out-of-hours service, thereby reducing the cost to PDSA.

Jan McLoughlin said: "The move reduces the need for PDSA staff to work at nights and creates a new income stream, as the PetAid hospitals and their facilities are let to Vets Now in order to operate the service on behalf of ourselves and local private practices."

2004 also saw the completion of the pilot of the Partnership model with VetSavers at PDSA PetAid hospitals in Bournemouth, Northampton and Southampton. During the trial Northampton VetSavers PDSA PetAid partnership hospital established a thriving base of both PDSA and private clients and will now continue under VetSavers management.

In Bournemouth and Southampton the pilot did not fare so well. Despite the best efforts of staff neither PetAid hospital established a suitable private client base and it was agreed that both would return to sole PDSA management in 2005.





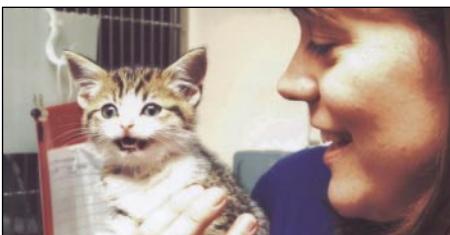


# Keeping pets healthy

An essential part of PDSA's mission is to promote responsible pet ownership, which involves helping and advising people about how best to keep their pets healthy and happy. Each month PDSA publishes a responsible pet care (RPC) leaflet, providing information about key topics like vaccinations, nutrition, neutering, microchipping and fleas. More than 50,000 RPC leaflets are sent each month to PDSA PetAid hospitals, private veterinary practices, PDSA shops, public libraries and community centres to raise awareness of the topic. The information is also communicated via the PDSA website and through articles in the press.

To accompany the March RPC leaflet, *Internal parasites*, PDSA was pleased to accept help from animal health company, Intervet, who donated 16,500 packs of dog wormers for distribution free of charge to PDSA clients. Well over 7,000 dogs benefited through this promotion.

## Alfie from Stoke



**Eight-week-old Alfie needed emergency surgery when he suffered an intestinal blockage. Veterinary staff at the PDSA PetAid hospital in Stoke-on-Trent knew that the life-saving surgery would be very intricate, complicated by Alfie's young age. Thankfully, Alfie beat the odds and is now a happy adult cat!**

From March to October the PDSA PetCheck unit, generously donated by Julie and Robert Breckman, continued to tour England, Scotland and Wales. The unit attracted 16,502 visitors and veterinary staff provided free health checks to their dogs. In August more than 173 dogs were checked in just one day at the *Wag & Bone Show* at Windsor Racecourse.

In September the second PDSA National PetCheck Week saw staff at nearly 700 private practices join PDSA PetAid hospitals in offering free health checks to pets. Forty-six per cent of pets checked had one or more health problems – the most common being dental disease and obesity. PDSA Chief Veterinary Surgeon, Richard Hooker, said: "The week provided an ideal opportunity for pet owners to discover more about the health of their pet and, if not currently registered with a veterinary practice, to do so before their pet requires treatment."

During National PetCheck Week the PDSA PetCheck unit was based in a park in London's Bethnal Green, just a stone's throw away from where the very first PDSA clinic was established in a Whitechapel basement in 1917.

### Case history file

The press are always interested in PDSA animal stories. Headline-grabbers from 2004 include bouncy Bella, from Sheffield, who managed to consume her own collar (including metal studs) and needed immediate abdominal surgery to remove it; Ben, a tiny Wolverhampton guinea pig, who required bladder stone surgery; Petra, a Derby cat, who had to have a crossbow bolt removed from her ear and Peppi, a black Poodle (again from Wolverhampton), who had a tumour the size of a rugby ball removed from her abdomen.

Perhaps the strangest story of the year involved a dog named Floyd, who was admitted to Croydon PDSA PetAid hospital after eating the morning post and thereby gluing his mouth shut! Happily Floyd, and all the other pets mentioned above, went on to make a full recovery thanks to the treatment and care they received at PDSA.

### Preventing problems

In an exciting move to improve the health of pet patients and further promote responsible pet care, in November PDSA announced a trial of the provision of preventive veterinary treatments to pets of registered clients. In early 2005 a small number of PDSA PetAid hospitals will introduce preventive treatments, including vaccinations, neutering, microchipping and flea and worm treatments, on an 'accessible' fee basis to its eligible clients. PDSA will provide preventive treatments through a wholly-owned trading subsidiary, PDSA PetAid Enterprises Ltd. The subsidiary covenants all profits to PDSA on an annual basis.

Director General, Marilyn Rydström, said: "PDSA can't afford to provide everything for free, but this trial will enable PDSA to assess the impact of extending PetAid services in a way that is sustainable for the charity and affordable to clients. For the pets we treat it quite simply means a better quality of life. For PDSA it means we can concentrate our resources on treating those sick and injured pets whose injuries and conditions cannot be so easily avoided."

The free PDSA PetAid service to sick and injured pets remains unaffected by this decision and will not change.







# Making PDSA more famous

Keeping the work of PDSA in the public eye is vital to raise funds for the thousands of sick and injured pets treated by the charity every working day. In 2004 PDSA embarked on a number of high-profile projects designed to attract the attention of the public and the media and with great success as spontaneous awareness levels rose by a further 2 per cent to 26 per cent.

Director of Marketing, Jon Bodenham, said: "PDSA needs to promote its work continually, so that more people know about us, trust us, and decide to give to us."

## Ben from Wolverhampton



**Guinea pig, Ben, is two 'stones' lighter thanks to PDSA. Bladder stones are incredibly rare in guinea pigs but Ben had two, which could clearly be seen on his x-rays. Ben sailed through the delicate operation to remove them and has made a full recovery.**

### Hitting the headlines

Celebrities were out in force for the 2005 PDSA Pet Pawtraits calendar, photographed by Lord Lichfield. Olympic rowing champion Sir Steve Redgrave, Des Lynam, actor Martin Kemp, Jamiroquai front man Jay Kay, Ben Fogle, Malcolm Hebden (*Coronation Street*), John Middleton (*Emmerdale*), Jeremy Edwards, Ben Miller, and *Ready, Steady, Cook* chef, James Martin all joined television and PDSA vet Steve Leonard in being photographed with their pets.

The calendar launch featured on national television with Lord Lichfield interviewed on GMTV by Philip Schofield and Fern Britton. Martin Kemp was also interviewed on *The Paul O'Grady Show* on ITV. Good national press coverage was also achieved in the *Daily Mail Weekend* magazine, *Hello* and *TV Times*.

Celebrity guests from the worlds of sport, local government, television and radio, including Cheryl Baker and Linda Lusardi, also helped to open eleven new PDSA shops and the thirteen PDSA shops that re-opened following refurbishment.

### Give something back

In November a new PDSA brand television commercial was filmed. Entitled *Give something back* the advert uses gentle humour to feature scenes of pets and their owners sharing special moments, while explaining the need for PDSA to raise funds for sick and injured pets that may not otherwise receive the veterinary treatment they need. The end shot features PDSA Senior Veterinary Surgeon, Steve Howard, reassuring pet patient, Fidget the dog, with the final line "give something back" and a freephone line to ring to make a donation. The advert will be aired in several regions on ITV and Channel 4 throughout 2005.

To prepare for a PetAid hospital waiting room scene in the advert, a casting session was held at the Birmingham Repertory Theatre in October, which generated huge media interest. More than 40 pets and their owners auditioned to take part and ITV *Central News* presenter, Philippa Tomson, was one of the judges. *Central News* broadcast live from the auditions at intervals throughout the day and eventually six pets and their owners were selected to travel to London for the filming.

### Honouring animals

Also in November, HRH the Princess Royal unveiled the Animals in War Memorial featuring the PDSA Dickin Medal in Park Lane, London. The large bronze and Portland stone sculpture by David Backhouse is a tribute to all the animals that have served alongside British, Commonwealth and American forces in military conflict. Media coverage of the unveiling was international and featured many of the amazing stories of PDSA Dickin Medal recipients.

Another story that captured the public's imagination was that of Del Boy the Donkey, the 2004 PDSA Pet Survivor of the Year. One of eight regional finalists, Del Boy was seriously injured after escaping from his field and colliding with a car on a busy road. Although urgent veterinary treatment was required, it was the love and care of pupils at Smallwood C of E Primary School that truly aided Del Boy's recovery.





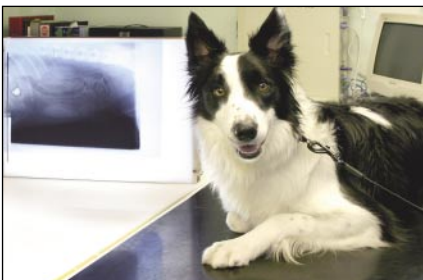


# Raising vital funds

2004 was a record year for legacy income, with PDSA being fortunate to receive a total of £28.4 million. Director General, Marilyn Rydström, said: "Legacies are PDSA's single most important source of income. In 2004 two out of every three free treatments provided to sick and injured pets by PDSA were funded because someone kindly remembered to include a gift in their will to PDSA. The charity, its pet patients and clients are enormously grateful to everyone who supports our work in this way."

In October the second PDSA Legacy Awareness Week highlighted the importance of legacy income to PDSA and encouraged people to find out more about making a will.

## Shane from East Glasgow



**PDSA vet, Barbara Bryce, operated to remove a ball from Shane's stomach. She said: "Any foreign body can cause a major obstruction and can have serious side effects, but in this instance, the ball contained flashing lights and batteries, which posed an added danger."**

### Retail

Sales of donated goods, for example clothing, books and bric-à-brac, and a selection of new goods and logo'd items through the network of 179 PDSA shops contributed more than £1.8 million towards the provision of PDSA PetAid services in 2004.

The PDSA shop that performed best overall, with the highest sales and top profit, was Waltham Cross PDSA shop in Hertfordshire. Like all PDSA shops, another important function is raising awareness of the charity and its work, so, alongside the Responsible Pet Care leaflets, the PDSA calendars, pens etc., a new series of posters telling the real story of PDSA pet patients was introduced.

The 2004 Retail Display Competition was hotly contested, based on the theme, *PDSA yesterday, today, tomorrow*. The competition was won by Maidstone PDSA shop with a fantastic display based on PDSA's history. Happily all regional winners also received local media coverage of their creative talents.

### Spreading the word

In 2004 the busy Direct Marketing team sent out around 15 million items of mail and completed 35 campaigns. In September PDSA was delighted to win the prestigious Ebiquita Fundraising Award for its Christmas 2003 lottery campaign in the annual Direct Marketing Intelligence Awards, which recognise excellence in handling data and information.

2004 also saw significant growth in the numbers of PDSA Best Friends, those committed to donate to PDSA on a regular basis, who in return receive a regular copy of *Companions* magazine. More than 15,000 new PDSA Best Friends were recruited.

### PDSA Challenge

In 2004 PDSA fundraising challenges included sponsored treks through Sri Lanka and along Hadrian's Wall as well as a cycle ride from London to Paris. National Fundraising Manager, Paul Wright, said: "The challenges are designed to be physically and mentally demanding and successfully completing them is a genuine achievement. People of all ages and from all walks of life take part, united in a common cause to aid sick and injured pets."

The 2005 PDSA challenge was launched in August, with a new website and focus including a new trek, 'Big Cats, Small Cats' in South Africa.

In April 2004 the London Marathon enabled PDSA to raise more than £133,000 through a combination of individual runners' sponsorship and a mailed appeal from Direct Marketing. Bristol Shop Volunteer, Andy Gibbons, successfully completed not only the London Marathon but also the Washington and New York Marathons, all within a week of each other! In all, Andy ran in six marathons and eight half-marathons for PDSA during 2004, raising more than £2,600.

### Hard working groups

PDSA's 82 volunteer fundraising groups organised everything from coffee mornings to full-scale dog shows to raise money for PDSA in 2004, raising a total of £380,489.







# Precious and loyal

Three special 'PDSA people' received honours in 2004. Retired Director of Veterinary Services, Gairn Ross, received an OBE and long-serving Trustee, John Butterfill MP, was knighted in the New Year's Honours List. Retired Chairman, Roy Trustram Eve DL, received an OBE in HM the Queen's Birthday Honours list and after 25 years on PDSA Council, including six years as Chairman, he was succeeded as PDSA Chairman in June by fellow Trustee, Freddie Bircher.

## Edward Bridges Webb Award

In November 87-year-old PDSA volunteer, Gwen Berry, from Sheffield, received the prestigious Edward Bridges Webb Memorial Award in recognition of her exceptional service to PDSA. Gwen, a retired nurse, has been a member of the Sheffield PDSA Fundraising Group since 1994. One of Gwen's most popular events is an annual PDSA garden party at her home, which is always attended by the Lord Mayor of Sheffield. This year the party raised £400.

## Volunteers

Gwen was also named 2004 PDSA Volunteer of the Year. Head of Volunteering, Janet Compton, said: "Gwen's amazing dedication, hard work and cheerfulness really impressed the judges, as did the way she motivates her team of helpers." Plymouth PDSA PetAid hospital volunteer, Jim Dudley, was highly commended, as was sixteen-year-old Helen Rowland, who works full time at the Cheltenham PDSA shop during the school holidays.

The 2004 PDSA Volunteer Team of the Year Award went to Exeter PDSA shop. Assistant PDSA Shop Manager, Caren Hermann, who nominated the team, said: "I'm thrilled they won. They are such a fantastic team and helped me out so much. I always knew they were winners."

Highly commended awards were given to the Peterlee PDSA shop team and the hardworking New Forest PDSA Fundraising Group.

In June PDSA Directors and local MPs joined the fun during National Volunteers' Week. All PDSA volunteers received special thank you cards and certificates and 242 celebrations

took place, including day trips to the seaside, evenings out, barbecues and presentations.

In October PDSA staff and volunteers also took part in Make a Difference Day (MD Day). Members of the public were invited to take part in a special '4 hours 4 pets' challenge and donate four hours of their time to a PDSA shop. 31 new volunteers were recruited during the day.

At the end of 2004, PDSA had 4,615 active volunteers; an increase of 7 per cent on the previous year and the most ever since records began.

## Young PDSA

Young people were enthusiastic participants in a number of PDSA events during 2004. Emily Wolstenholme won the PDSA PetAid Challenger of the Year title after completing four different challenges including filling eight sacks with donated goods for her local PDSA shop and raising funds at home and school, where she held a toy sale. Class Middle 6 from Nether Hall Special School became the group winner after running a tuck shop to raise funds for PDSA.

Members of PDSA Pet Protectors, the charity's club for young people, also hit the headlines in 2004. The title of Pet Protector of the Year went to ten-year-old Gemma Codell and eleven-year-old Shaun French was named Young Fundraiser of the Year by organising a sponsored word search that raised £150.

## Nell from Manchester



**Three-year-old Cavalier King Charles Spaniel, Nell, had to have a staggering 60cm of her intestine removed due to a life-threatening case of gastroenteritis. Amazingly, Nell survived the very delicate and risky operation needed to save her life.**

# PDSA PetAid services locations

## ▲ PDSA PetAid hospital locations

### Scotland and North West

Aberdeen  
Blackpool  
Dundee  
Edinburgh  
Glasgow (East)  
Glasgow (Shamrock St.)  
Liverpool (Everton)  
Liverpool (Huyton)  
Manchester

### Northern region

Bradford  
Gateshead  
Huddersfield  
Hull  
Leeds  
Middlesbrough  
Newcastle  
Sheffield  
Sunderland

### Midlands and Wales

Birmingham (Aston)  
Birmingham (Quinton)  
Bristol  
Cardiff  
Coventry  
Derby  
Leicester  
Nottingham  
Stoke-on-Trent  
Swansea  
Wolverhampton

### London and South

Basildon  
Bow  
Brighton  
Cowplain  
Croydon  
Gillingham  
Hendon  
Ilford  
New Cross  
Plymouth  
Romford  
Southend  
Southsea  
Thamesmead

### Northern Ireland

Belfast<sup>†</sup>  
<sup>†</sup> due to open in 2005

## ■ PDSA PetAid practice locations

Aberdare & district  
Aberystwyth  
Aldeburgh  
& Saxmundham  
Aldershot & Farnham  
Alnwick & Wooler  
Andover  
Anglesey  
Arbroath  
Ashford  
Ayr & Troon  
Banbury  
Bangor, Caernarfon  
& district  
Barnstaple  
Barrow-in-Furness  
Bath  
Berwick-upon-Tweed  
Bexhill-on-Sea  
Bishop Auckland  
Blackwood & district  
Bodmin  
Boston  
Bridgnorth  
Bridlington  
Bude, Holsworthy  
& district  
Bury St Edmunds  
Buxton  
Canterbury  
Carlisle  
Cheltenham  
Chester  
Chesterfield  
Clacton-on-Sea  
Colchester  
Congleton  
Consett  
Cromer & Sheringham  
Cumnock & district  
Deeside  
Diss  
Doncaster  
Dorchester  
Dover  
Droitwich  
Dumfries  
Dunfermline  
Duns & district  
Eastbourne  
Ebbw Vale & district  
Elgin  
Ely  
Evesham & Pershore

Exeter  
Exmouth  
Falmouth & Helston  
Folkestone  
Forfar  
Fort William & district  
Gainsborough  
& Retford  
Galashiels & district  
Galston & Newmilns  
Glenrothes  
Gloucester  
Goole  
Grantham  
Greenock  
Hailsham  
Harrogate  
Harwich  
Hastings  
& St. Leonards  
Helensburgh  
Hereford  
Inverness  
Ipswich  
Irvine & Saltcoats  
Isle of Wight  
Kelso & district  
Kendal  
Kettering  
Kilmarnock  
King's Lynn  
Kirkcaldy  
& Levenmouth  
Lancaster  
Launceston  
Lincoln  
Liskeard  
Llandudno  
Llangollen & district  
Luton  
Macclesfield  
Malvern  
Maybole & district  
Midsomer Norton  
& Frome  
Montrrose  
Morpeth & district  
Newmarket  
Newquay  
Newton Abbot  
Norwich  
Oban & district  
Oswestry  
Otley

Oxford  
Pembroke  
Penzance & St Ives  
Perth  
Pitlochry  
Porthcawl & Bridgend  
Reading  
Redruth & Camborne  
Rhyl & Prestatyn  
Rugby  
Rugeley  
Rye & Tenterden  
St Austell  
Salisbury  
Scarborough  
Scunthorpe  
Shrewsbury  
Skegness  
Skipton  
Sleaford  
Southport  
Stafford  
Stevenage  
Stirling  
Street & Glastonbury  
Stroud  
Sudbury  
Swindon  
Taunton  
Teignmouth  
Telford  
Tewkesbury  
Theford  
Thurso  
Tiverton  
Torquay  
Truro  
Uttoxeter  
Wells & district  
Weston-Super-Mare  
Whitby  
Whitehaven & district  
Whitstable  
Wick  
Wilmslow  
Winchester  
Windsor  
Worcester  
Workington  
Wrexham  
Yeovil  
York

## ● PetAid partnership hospitals

(licensed to VetSavers®)

Bournemouth\*  
Northampton  
Southampton\*

\* to return to PDSA management in 2005



© MAPS IN MINUTES 2005



# PDSA fundraising groups and shop locations

## ● PDSA shop locations

### West Scotland & Tyne Tees

- Ayr
- Byker
- Callander
- Chester-le-Street
- Co Durham
- Fort William
- Glasgow x 3
- Greenock
- Helensburgh
- Kilmarnock
- Newcastle-upon-Tyne
- Paisley
- Peterlee
- Rutherglen
- Stirling
- Sunderland
- Whitley Bay
- Wishaw

### Northwest

- Blackpool
- Bolton
- Burton-on-Trent
- Bury
- Cheadle
- Chorlton
- Derby
- Grantham
- Hanley
- Huyton
- Leigh
- Long Eaton
- Liverpool – Old Swan
- Oldham – Beeston
- Prescot
- Preston
- Sale
- Sutton-in-Ashfield

### Midlands

- Dudley
- Erdington
- Harborne
- King's Heath
- Kingstanding
- Leicester
- Newcastle-under-Lyme
- Northfield
- Oswestry
- Rubery
- Shirley
- Solihull
- Stafford
- Stourbridge
- Uttoxeter
- Wellington
- Weoley Castle
- Wolverhampton

### South Coast

- Ashford
- Bognor Regis
- Brighton
- Chatham
- Dover
- Eastbourne
- Gosport
- Havant
- Maidstone
- Newhaven
- Northend
- Orpington
- Portsmouth
- Ryde
- Shanklin
- Shirley
- Southsea
- St Leonards
- Worthing

### London & South

- Aldershot
- Banbury
- Barnet
- Cheylesmore
- Coventry
- Harrow
- Hendon
- Kentish Town
- Kilburn
- Nuneaton
- Oxford
- Pinner
- Purley
- Radford
- Rugby
- Stevenage
- Watford
- West Ealing
- Windsor

### London East & Anglia

- Barking
- Barkingside
- Basildon
- Clacton-on-Sea
- Colchester
- Diss
- East Ham
- Harold Hill
- Ilford
- Ipswich
- Leigh-on-Sea
- Leyton
- Loughton
- Norwich
- Sudbury
- Waltham Cross

### Wales & Bristol

- Bath
- Bedminster
- Caerphilly
- Cardiff x 2
- Clifton
- Gloucester
- Knowle
- Merthyr Tydfil
- Morrison
- Neath
- Newport
- Penarth
- Port Talbot
- Portishead
- Staple Hill
- Swansea
- Thornbury
- Westbury

### Southwest

- Boscombe
- Christchurch
- Exeter x 2
- Mutley Plain
- Newton Abbot
- Plymouth
- St Austell
- Street
- Taunton
- Teignmouth
- Torquay
- Weston-Super-Mare
- Winton
- Yeovil

### Scotland East

- Aberdeen x 3
- Arbroath
- Broughty Ferry
- Dundee
- Edinburgh x 2
- Elgin
- Galashiels
- Glenrothes
- Inverness
- Inverurie
- Lochee
- Montrose
- Musselburgh
- Perth
- Pitlochry

### Northeast

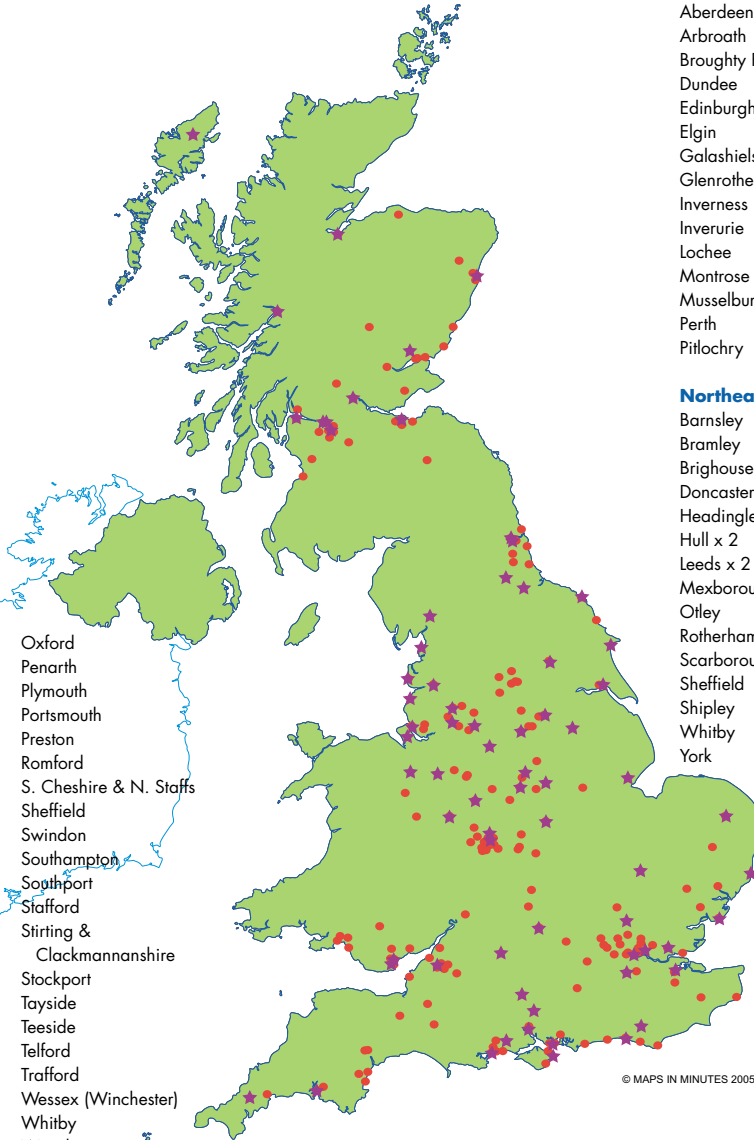
- Barnsley
- Bramley
- Brighouse
- Doncaster
- Headingley
- Hull x 2
- Leeds x 2
- Mexborough
- Otley
- Rotherham
- Scarborough
- Sheffield
- Shipley
- Whitby
- York

## ★ PDSA fundraising groups

- Aberdeen
- Aldeburgh
- Andover
- Barcombe (East Sussex)
- Basildon
- Bearsden/Milngavie
- Bembridge (Isle of Wight)
- Birmingham
- Birmingham Aston
- Bishop Auckland
- Blackpool
- Bolton
- Boston
- Bournemouth
- Bow
- Bridlington
- Brighton
- Bristol
- Buxton
- Cambridgeshire
- Cardiff
- Clacton-on-Sea
- Cornwall

- Croydon
- Denby (Derby)
- Derby
- Doncaster
- Drumchapel (Glasgow)
- Edinburgh
- Gainsborough
- Gateshead
- Gillingham
- Glasgow
- Greenock
- Hertfordshire
- Hull
- Inverness
- Isle of Lewis
- Kendal
- Leicester
- Liverpool Bay
- Lochaber
- Morecambe
- Newcastle
- New Forest
- Norwich
- Nottingham

- Oxford
- Penarth
- Plymouth
- Portsmouth
- Preston
- Romford
- S. Cheshire & N. Staffs
- Sheffield
- Swindon
- Southampton
- Southport
- Stafford
- Stirling & Clackmannanshire
- Stockport
- Tayside
- Teeside
- Telford
- Trafford
- Wessex (Winchester)
- Whitby
- Wirral
- Wrexham
- York



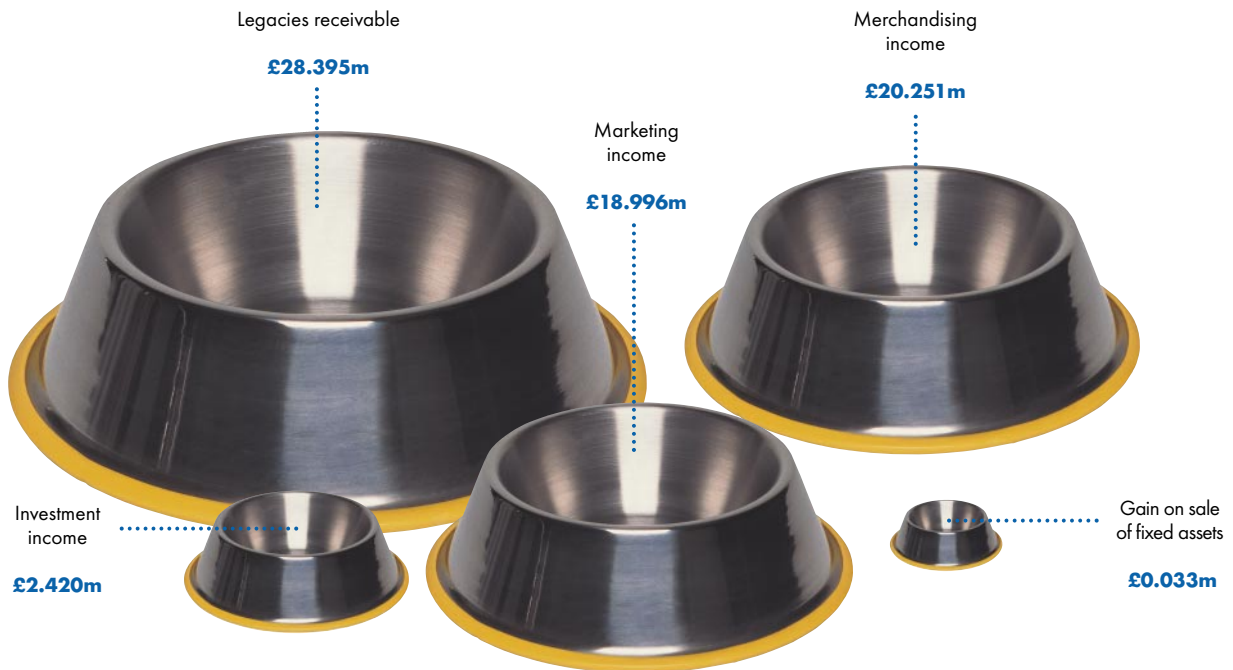
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# Income and expenditure

Total incoming resources **£70.095m**



Total outgoings **£66.284m**



The information on this page is a summary of the statutory accounts of PDSA for 2004.

A copy of the full audited accounts can be obtained from Communications, PDSA, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ.

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

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

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

**pdsa**

**for pets in need of vets**

Registered charity no. 208217

