



THE BLUE CROSS

*Britain's pet charity*





our mission

**Provide care, promote  
companionship,  
enhance animal and  
human lives**



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**A BLUE CROSS HORSE,  
SONNY, IN HIS NEW HOME**



**WELCOME**

# Chief Executive and Chairman's welcome

**THE BLUE CROSS EXPERIENCED ANOTHER BUSY YEAR IN 2008. AN INCREASING NUMBER OF ANIMALS ARRIVED AT OUR 11 ADOPTION CENTRES WHERE THEY WERE CARED FOR BY OUR DEDICATED AND LOYAL STAFF.**

In the past year our adoption centres cared for 6,000 dogs, cats and small animals, and our new pet fostering service found homes for 110 more. Our equine centres cared for 152 horses, whilst a further 479 horses were out on loan. Some 100,000 treatments were performed on animals in our four hospitals; 41,000 children took part in our schools education programme, and more than 5,000 people contacted the Pet Bereavement Support Service.

Many people will remember 2008 as the year in which issues relating to the breeding of pedigree dogs hit the headlines. Our concern is to improve the welfare of all companion animals, pedigree or otherwise, and so such issues are important to us. In our view, it is by a constructive approach in cooperation with the other animal welfare charities and all relevant parties that real progress will be made. We are therefore supporting

both the parliamentary review on breeding and the independent review commissioned by the Kennel Club and Dogs Trust. An even more important role for The Blue Cross is supporting pet owners who care passionately about the health of their pets. We provide them with all the necessary information they need to make responsible choices. Research recently commissioned by The Blue Cross revealed that of 1,000 pet owners surveyed in the United Kingdom, 74 per cent were concerned about inherited health defects in some breeds of dog. Significantly, 65 per cent did not know where to find reliable information. The Blue Cross can and will provide such information.

Since its foundation in 1897, The Blue Cross has made a huge contribution to animal welfare. We are justly proud of our history and owe it to our founders to ensure the charity's

continued success over the next 100 years. Towards the end of 2008, therefore, we began to define our vision for the next 10 to 15 years, considering how The Blue Cross should develop in response to new challenges in a rapidly changing society. The process is an exciting one despite being conducted in the current financial climate. We are already aware of more people having to part with their beloved cats, dogs or horses after being made redundant, or because they can no longer afford to keep them. Through our rehoming and veterinary services we have a vital role to play in helping these people and their animals.

It is only with your support that we shall be able to respond to the increasing need for these services. They make a worthwhile difference to many animal and human lives.

Thank you all.



**KIM HAMILTON  
CHIEF EXECUTIVE**



**DIANE SINCLAIR  
CHAIRMAN**



**BUBBLES, ONE OF THE  
KITTENS CARED FOR AT THE  
TORBAY ADOPTION CENTRE**



## OUR VOLUNTEERS

# The value of volunteers

WE ARE INDEBTED TO THOSE PEOPLE WHO VOLUNTEER THEIR TIME AND SKILLS TO HELP US DELIVER OUR RANGE OF ANIMAL WELFARE SERVICES.

At The Blue Cross a growing team of dedicated volunteers complements the work of our paid staff. In 2008, volunteers gave 114,046 hours of their time in roles ranging from dog walking to helping out in our charity shops or raising awareness of our work.

Volunteer Development Manager Karen Allsop explains: "Volunteers free up valuable staff time and improve the customer experience; as well as improving the lives of the animals in our care. For

example, at Merton animal hospital, volunteers clean theatre instruments and pack up equipment, giving nurses more time to spend with sick animals. During busy weekends at Burford adoption centre, volunteers greet every visitor and help with their initial queries."

This year we recruited three Regional Volunteering Managers based in Devon, Oxfordshire and London. Each has developed new ways for volunteers to get involved across their communities.

### HOME VISITOR TRIAL

Home visits are currently carried out by Blue Cross staff to assess whether a potential adopter's home is suitable for the pet they are considering. During a recent trial at our Tiverton centre in Devon, five volunteers undertook 29 home visits, saving an estimated 58 hours of staff time.

Karen says: "We hope to extend the trial to other centres in the future, helping animals into their new homes more quickly."

### VOLUNTEER FUNDRAISING GROUPS

Volunteer fundraising groups in Burford, Tiverton and Felixstowe continued to help their local Blue Cross centres engage with the local community. In 2008, two new groups were set up in Torbay and Lewknor. Karen says: "This year the Felixstowe group raised over £9,000. Just as importantly, they gave presentations to local groups about our work, in turn helping us to rehome more animals."

### REAL LIVES NICKY IRELAND, ADOPTION CENTRE VOLUNTEER

*"Lady and Chunky are two of the kittens I helped look after this year. It was wonderful to see them rehomed - it makes all the work worthwhile."*



Nicky has worked at The Blue Cross adoption centre in Torbay for 20 years – first as a Saturday girl, then as a full-time animal welfare assistant, and now as a volunteer.

Nicky says: "I love every aspect of the work – from sweeping up to grooming and spending time with the cats. It's rewarding and therapeutic. Most cats love attention and I love the hands-on nature of the work."







## VETERINARY SERVICES

# First-class veterinary care

BLUE CROSS ANIMAL HOSPITALS AND CLINICS TREAT THE PETS OF OWNERS WHO ARE UNABLE TO AFFORD PRIVATE VETS' FEES.

Helping sick and injured animals is a huge part of Blue Cross work. In 2008, we performed 69,728 consultations, 11,849 operations and 18,554 diagnostic procedures. Upgrades to equipment and facilities included a new ultrasound machine, anaesthesia monitor, orthopaedic drill, operating theatre and a larger isolation unit.

With help from volunteers, we opened a vaccination clinic in Victoria. Christian Bamber, Director of Veterinary Services, says: "Our hospitals have seen more cases of parvovirus in puppies – a potentially fatal disease, which could be prevented by vaccination."

Blue Cross vets worked closely with other organisations to tackle anti-social behaviour with dogs. A short film was produced to educate the public about issues such as irresponsible breeding and organised dog fighting.

### OUTREACH SERVICES

A fourth mobile clinic was launched in east London, and like our clinics in Bethnal Green, Hackney and Islington, it is a lifeline for many pets.

For those unable to visit our London hospitals or clinics, two community veterinary nurses care for pets in their own homes, seeing first-hand how society's vulnerable people rely on their pets for companionship.

Outside London, we opened a new veterinary clinic at our adoption centre in Tiverton, Devon. Clinics already exist at our centres in Bromsgrove and Felixstowe, with another planned for Southampton in 2009.

### HELP WITH VET BILLS

In 2008 our Veterinary Care Fund provided 2,997 grants, worth over £340,000, to people on low incomes who live outside Blue Cross catchment areas.

### REAL LIVES DARREN AND VICTOR

*Without The Blue Cross, Victor would certainly not have survived. He has now made a full recovery from his ordeal and is back with Darren.*



Darren, a homeless young man, was distraught when his loveable eight-year-old mongrel Victor was viciously attacked by another dog. The unprovoked attack almost punctured Victor's lung and left him with horrendous wounds. Darren, who relies on Victor as his only companion, could not afford the £500 needed to save his pet's life. Fortunately, Darren's support worker contacted the Blue Cross Veterinary Care Fund, and we were able to make a generous contribution towards the cost of Victor's surgery.

Without The Blue Cross, Victor would certainly not have survived. He has now made a full recovery from his ordeal and is back with Darren.



VICTOR AND DARREN



## FINDING HOMES FOR PETS

# There for pets when times are tough

DEMAND FOR BLUE CROSS REHOMING SERVICES SOARED IN 2008, WITH A STRONG LINK TO PET OWNERS' FINANCES.

Blue Cross adoption centres around the country took in 6,000 dogs, cats and other small pets in 2008. Sadly we saw a 67 per cent rise in the number of cases where owners' financial difficulty was a major factor in giving up a pet. In addition, we helped hundreds of 'last chance' dogs from council pounds in Ireland, Yorkshire and Oxfordshire.

2008 also saw a significant rise in the number of unwanted kittens and puppies. Mandy Jones, Blue Cross Head

of Companion Animal Welfare, says: "The Blue Cross has a neutering scheme to help people who cannot afford to have their pets neutered. We would encourage everyone to have their pets neutered as there are simply too many unwanted animals and too few homes available."

### BUILDING FOR THE FUTURE

Despite tough economic times, small pets at our Burford centre are enjoying improved surroundings.

Centre Manager Nikki Smith says: "New facilities mean we are able to offer dedicated space to rabbits, gerbils, hamsters and other small pets looking for a home."

Elsewhere, work is well underway on two major rebuilds transforming our centres at Southampton and Thirsk. The redevelopment of Thirsk includes a dedicated puppy and kitten facility, spacious new dog kennels, an isolation block, a covered play barn and a new admissions area.

At Southampton, as well as improving the rehoming environment, a new welfare clinic will be built on site. The project has also given The Blue Cross the opportunity to reduce the centre's 'carbon pawprint', by installing a new ground-source heat pump. Both centres should be fully operational by summer 2009.

### REAL LIVES PC GLENN BATT AND THEO

*"Theo has exceeded my expectations. I am grateful to The Blue Cross for giving Dorset Police the opportunity to realise Theo's talent."*



Theo, a two-year-old crossbreed dog, was taken in by our Southampton adoption centre after his owner could no longer look after him.

Staff were impressed with Theo's intelligence, so when Dorset Police contacted them about finding a new canine recruit, Centre Manager Kellie Brooks introduced Theo. He's now a police dog, qualified to search for drugs with partner PC Glenn Batt.

Kellie adds: "Many animals come to us looking for a second chance in life so it is wonderful when they go on to realise their full potential."



**TWO OF THE MANY KITTENS  
IN BLUE CROSS CENTRES**



## PET BEREAVEMENT SUPPORT

# Pets and people: a special bond

THE BLUE CROSS WORKS WITH THE SOCIETY FOR COMPANION ANIMAL STUDIES TO OFFER SUPPORT TO PEOPLE STRUGGLING TO COPE WITH THE LOSS OF A PET.

Losing a pet can be devastating. For a child it may be their first experience of death and for an older person it can mean the loss of companionship, routine and social contact. For some people, pet loss can have a profound effect on their physical and emotional well-being.

The Pet Bereavement Support Service (PBSS), run by The Blue Cross and the Society for Companion Animal Studies (SCAS), offers confidential support to the bereaved, and in

2008, responded to 4,723 phone calls and 596 emails.

Sixty trained volunteers offer their time on the Support Line to respond to calls and emails every day of the year. They have all experienced the trauma of pet loss and bring a wealth of skills and experience from their own lives to the Support Line.

### REMEMBERING BELOVED PETS

To help grieving pet owners cope with the loss of their beloved pets, the PBSS

encourages people to create a memorial for their pets online. In 2008, more than 1,000 memorials were created through a link on The Blue Cross website for horses, cats, dogs, hamsters, rabbits and other small furry friends. Words, poems and pictures offer a loving and lasting tribute to the lives of much-loved pets and are regularly visited by family and friends.

### PETS FOR LIFE PROJECT

A recent SCAS research study – ‘Pets and older

people in residential care’ – revealed the plight of older people forced to give up their pets when moving into sheltered housing and residential care.

In response to these findings, we launched the Pets for Life project to encourage housing providers to allow older people to benefit from the companionship of pets and the proven health benefits they bring. For more information about the Pets for Life project, visit [www.scas.org.uk/petsforlife](http://www.scas.org.uk/petsforlife).

### REAL LIVES HEATHER BARLOW, PBSS VOLUNTEER

*“My role as a volunteer is to help people see the best way forward to help themselves through their loss. Talking about sadness and pain is never easy.”*



Heather, from Cornwall, works as a vet nurse and telephone volunteer for the Pet Bereavement Support Service (PBSS). She says: “It wasn’t until I lost my dog that I could really empathise with people who had lost pets. My role as a volunteer is to help people see the best way forward to help themselves through their loss. Talking about sadness and pain is never easy, but helping someone to realise that their grief is normal can be a step towards their recovery.”



**THE PBSS HELPS THOSE GRIEVING  
THE LOSS OF A BELOVED PET**



**EQUINE**

# Helping horses in need into new homes

**FROM FOAL TO 40 YEARS, THE COMMITMENT OF THE BLUE CROSS TO ITS HORSES AND PONIES IS ONE OF LIFELONG GUARDIANSHIP.**

The Blue Cross is a leader in the field of equine rehabilitation. Many horses arrive at our centres with a variety of problems, ranging from neglect and ill treatment to behavioural difficulties. Each one is assessed by our experienced staff, who develop a programme that meets the animal's mental as well as physical welfare needs.

Once restored to health through appropriate rehabilitation, horses are rehomed on a monitored loan basis. Some are very capable, rideable horses and ponies, others are beloved companions. In 2008, we helped 152 horses and ponies in our centres and placed 127 into new homes.

## **TAKING A LEAD IN EQUINE EDUCATION**

Education is key to our work. In 2008, we directly reached 1,955 individuals through our dedicated welfare education programme and many

youngsters improved their knowledge at Blue Cross Pony Care Days, held at our centres.

## **COMMITTED TO EQUINE WELFARE**

Several serious equine welfare cases hit the headlines this year, and behind the scenes we worked closely with other organisations. Kerstin Alford, Director of Equine Welfare, says: "We saw an increase in the number of welfare cases coming into our care in 2008. The neglected state of these horses meant they required specialist treatment and care and it is a long, slow process to bring them back to health."

The Blue Cross is one of 15 organisations to sign up to the new National Equine Welfare Protocol, which was established to help key organisations work together in order to respond effectively to reports of neglect and abuse.

## **REAL LIVES LILY OLIVER AND SONNY**

*"We are thrilled that The Blue Cross was able to give us the opportunity to find our perfect horse."*



Nineteen-year-old Sonny arrived at our Rolleston centre with severe laminitis. Thankfully, he made a full recovery, and attended the Badminton Horse Trials promoting the work of The Blue Cross as Charity of the Year.

Kerstin Alford, Director of Equine Welfare, says: "We were honoured to be chosen as Charity of the Year and delighted that Sonny was there as one of our success stories, demonstrating that neglected horses can be successfully rehabilitated and live useful and active lives."

Sonny's new borrower, Carol Oliver, agrees: "Sonny is much loved. Lily, my daughter, takes him to Pony Club where they enjoy gymkhana games and jumping. Sonny's an older horse with a sensible, 'been there, done that' attitude, meaning he is safe but still lots of fun. We are thrilled that The Blue Cross was able to give us the opportunity to find our perfect horse."





LILY OLIVER AND SONNY



## SUPPORT & INCOME

# Funding the future

WE GIVE 100 PER CENT SUPPORT TO THE ANIMALS IN OUR CARE – SO WE RELY 100 PER CENT ON YOUR GENEROSITY.

Every page in this annual review is testament to our passion for helping pets and people. However, it is thanks to the generosity of our supporters that we are able to meet the demand for our animal welfare services. We would like to express our thanks and appreciation to everyone who made a donation to The Blue Cross or undertook fundraising on our behalf in 2008.

### CHARITY OF THE YEAR

Being named Charity of the Year at the Badminton

Horse Trials was one of the highlights of our 2008 fundraising calendar. A total of £19,000 was raised through initiatives including a raffle and prize draw, and six Blue Cross horses were introduced to spectators in the main arena, with two of our horses leading the Parade of Competitors.

### IN EVERY HOME AND ON THE HIGH STREET

Our Paw Draw raffles raised £348,000, while at homes across the UK, people raised a 'charitea

cuppa' for our second annual Blue Cross Tea Party, which brought in over £34,000. On the high street, we celebrated the opening of two new Blue Cross charity shops in Stroud and Bromsgrove.

### CORPORATE SUPPORTERS

In 2008, we received funding and support from several generous companies and organisations. Hill's Pet Nutrition, for example, continues to provide free pet food for our adoption

centres, and many others supported us through donations, sponsorship and promotions.

Another company that supports us is Fort Dodge Animal Health. It has provided financial support as well as vaccines and worming treatments for our equine work. Its Business Manager, Helen Barnes, says: "We are committed to animal welfare, and we are proud to have been able to provide continued support to The Blue Cross over the past ten years."

### REAL LIVES RUTH HANCOCK, BLUE CROSS FUNDRAISER

*"I fundraise for The Blue Cross because I love animals... They need a little help getting the care they deserve."*



Our active challenges always attract adventurous animal lovers, like 30-year-old Ruth Hancock, a veterinary ambulance driver from Brighton. She was one of 17 intrepid individuals who trekked through the dense jungle of Borneo to raise £48,000 for the animals in our care. She says: "I chose to fundraise for The Blue Cross because I love animals and I know sometimes they need a little help getting the care they deserve." Other fundraisers walked the Great Wall of China, ran the Royal Parks Half Marathon with our supporter, TV vet Joe Inglis, and drove a team of huskies through Lapland.



TV VET JOE INGLIS READY TO RUN IN THE ROYAL PARKS HALF MARATHON



## BEHAVIOUR

# Understanding animal behaviour

WE ARE WELL KNOWN FOR OUR SUCCESS IN HELPING 'PROBLEM PETS' IMPROVE THEIR BEHAVIOUR AND GO ON TO FIND HAPPY NEW HOMES.

"Rabbits are the UK's third most popular pet and the most misunderstood," says Blue Cross Animal Behaviourist Claire Stallard. "They can make wonderful pets, but as a prey species it's unnatural for a rabbit to be picked up. They often have fears about being handled."

Knowing how to help an unhappy rabbit become a well-adjusted pet, and offer ongoing advice to its new owner, is all part of the job for Blue Cross animal behaviourists. Claire says: "It really is important that we help owners appreciate why rabbits prefer to stay on the ground rather than be picked up and cuddled. At the adoption centres, we also help the rabbits to cope better with gentle handling by slowly creating a positive association using tasty food."

A total of 947 dog, cat and rabbit behaviour consultations and assessments were carried

out by our team in 2008. Not only do our behaviourists work directly with animals, they also offer advice and training for many adopters of Blue Cross animals across the country. In 2008, they responded to a total of 1,263 phone calls and emails.

### NEW 'PETIQUETTE' LAUNCHED

In September, around 2,000 dogs and their owners took part in our 14th annual Take Your Dog to Work Day. As part of the event, we created the Blue Cross Petiquette, a series of video clips and written guidance demonstrating basic training such as getting your dog to sit, stay and leave on command, greet strangers and come when called. These videos are still available for download on [www.takeyourdogtoworkday.org.uk](http://www.takeyourdogtoworkday.org.uk) and on Google video.

### REAL LIVES MRS MARTIN AND SCRUFFY

*"Scruffy has even plucked up the courage to go to regular training classes, which he is really enjoying."*



When Scruffy arrived at The Blue Cross he was very nervous and found it difficult to adapt to life in kennels. Staff at our Southampton adoption centre worked closely with our animal behaviourists to provide Scruffy with a tailored programme to help him cope.

Julie Bedford, Head of Behaviour Services, explains: "Nervous dogs like Scruffy need extra care when being introduced to new situations or people. It is vital that they are properly socialised and regularly exposed to situations where they will receive positive experiences."

Today, Scruffy enjoys long walks in the New Forest with his new owner Mrs Martin. She says: "He is still a little wary of strangers but is settling in well. Scruffy has even plucked up the courage to go to regular training classes, which he is really enjoying."



**ANIMAL BEHAVIOURIST RYAN NEILE  
ASSESSING A CANINE CLIENT**



## EDUCATING PET OWNERS

# Talking, sharing, learning

THROUGH EDUCATION, THE BLUE CROSS IS CREATING A POSITIVE CHANGE IN THE WAY PEOPLE THINK ABOUT AND CARE FOR THEIR PETS.

The Blue Cross education programme puts animal welfare at the top of the agenda for schools and youth groups across the country. In 2008 our team of volunteers, many accompanied by their temperament-assessed dogs, worked with teachers to deliver curriculum-linked talks on responsible animal ownership to 41,000 children.

### RESOURCES FOR TEACHERS

During the summer, we focused our efforts on helping youngsters stay safe around dogs. "Children are more likely to come into contact with dogs at this time of year and they could risk being injured if they do not understand how to behave around them," says Blue Cross Children's Education Officer Tracy Genever.

"We aim to teach children how to interact safely with dogs, for

example by looking at canine body language.

"We also developed a new resource, Animals in Society, with lesson plans for Key Stages 1-4 on topics including the needs of pets and people, animal welfare legislation, and pet death – as well as a short film about Blue Cross work."

### FREE ONLINE INFORMATION

In the online world, our new All About Pets website secured its position as one of the most popular social networks for pet owners in the UK. Online activity centres on the pet forums, with more than 65,000 visitors using the site every month to ask questions, share knowledge, and access over 80 Blue Cross pet care factsheets and articles.

See for yourself at [www.allaboutpets.org.uk](http://www.allaboutpets.org.uk).

### REAL LIVES KAREN GIRDLESTONE AND HONEY

*"For some, it may be the only opportunity they have to associate with an animal."*



Karen adopted her cocker spaniel, Honey, from the Blue Cross adoption centre in Southampton. She now works as one of our team of 129 volunteer education speakers.

Karen says: "Honey and I travel around Hampshire visiting schools and youth groups to give talks on The Blue Cross and animal welfare in general.

"Honey holds the children's attention. They know they may be asked to 'assist' me

so they really listen and are on their best behaviour. For some, it may be the only opportunity they have to associate with an animal.

"The role has given me a greater insight into the work of The Blue Cross and I feel extremely proud to be a part of it."



**WE TEACH CHILDREN HOW TO  
INTERACT WITH ANIMALS**



## PET FOSTERING

# At the heart of the community

OUR PET FOSTERING SCHEME ENABLES PEOPLE TO MAKE A REAL DIFFERENCE TO THE LIVES OF UNWANTED PETS IN THEIR LOCAL AREA.

Pet fostering is a cost-effective way for The Blue Cross to extend its rehoming work and help more animals in need. The foster scheme was launched in the north-east of England in 2007 and has since expanded to other locations including Surrey, Kent, West Yorkshire, Nottinghamshire and Leicestershire.

The service, run by trained volunteers and carers, provides short-term foster care for unwanted cats in their community until a permanent home can be found.

Denise Young, who is responsible for pet fostering at The Blue Cross, says: "Volunteers are given full training and advice in practical animal care and our rehoming procedures. They are also provided with any necessary equipment, including cat chalet accommodation for their gardens and pet food. The Blue Cross pays for all veterinary costs."

In 2008, the scheme took in 144 animals and rehomed 110.

### PFSS IN SCOTLAND

In October we were delighted to announce a new collaboration with Pet Fostering Service Scotland (PFSS). PFSS volunteers provide subsidised care for pets whose owners are temporarily unable to look after them – for example, due to ill health, temporary homelessness or domestic abuse.

In situations where pets and owners are unable to be reunited, these animals can be transferred to The Blue Cross pet fostering scheme, in order to find them new homes.

A grant from The Blue Cross has enabled PFSS to employ a full-time Development Manager who will continue to develop the foster scheme and extend the rehoming service.

### REAL LIVES RACHEL BREARLEY, PET FOSTER CARER

*"So many cats are looking for a permanent, loving home and to be the person that finds that for them is just such a lovely feeling."*



Rachel Brearley, from West Yorkshire, volunteers as a foster scheme coordinator and carer. The 38-year-old runs a livery stable and has eight Blue Cross cat chalets.

The mum of two says: "My cat chalets are a family affair: my dad keeps the chalets clean, and my mum, sons and I spend

as much time with the cats as we can. I also write profiles of the pets available for rehoming and speak with potential adopters. So many cats are looking for a permanent, loving home and to be the person that finds that for them is just such a lovely feeling.

"The cat I remember most from 2008 is Reggie – a thin, elderly cat who came to me covered in oil from living under a lorry. After several baths, plenty of food and a steroid injection, Reggie has found a loving new home."





**RACHEL BREARLEY WITH  
ONE OF HER FOSTER CATS**



## LEGACIES

# Securing The Blue Cross future

BY LEAVING A LEGACY, SUPPORTERS HELP US MAKE BRITAIN A BETTER PLACE FOR PETS.

“A heaven on Earth for animals who’ve had a poor start” is how one Blue Cross supporter recently described Rolleston equine centre during a ‘Friends’ Day’. These open days are one small way in which we show appreciation to our supporters, including those who pledge a gift in their Will to The Blue Cross. Their commitment enables us to plan ahead and look at the long-term development of our animal welfare services. We receive no government funding

and in 2008, legacies accounted for 53 per cent of our total income.

### PETS INTO CARE

Our Pets into Care scheme offers peace of mind to pet owners wishing to make provision for their pet should they outlive them. Once an application has been confirmed as successful, owners can include a simple clause in their Will confirming that ownership of their pets registered onto the scheme will transfer to The Blue

Cross in the event of their death. They then have the reassurance of knowing their pet will be cared for and found a suitable loving new home, however long it takes.

### FREE WILLS MONTH

Every year The Blue Cross is one of ten UK charities to take part in Free Wills Month. This national event offers members of the public aged 55 and over the opportunity to have their Wills written or updated by a local solicitor,

free of charge. However, those taking up the offer are under no obligation to leave a gift to a Free Wills Month charity.

### BOOK OF THANKS

Leaving a legacy to The Blue Cross is a generous act from supporters. To show our appreciation, we have created an online memorial – the Virtual Book of Thanks. The memorial has been welcomed by family members and already has more than 1,000 names listed.

### REAL LIVES MRS WEST AND TIGGY THREE

*“I think it is truly wonderful how your organisation finds loving homes for animals in need, like my rescue cat Tigggy Three.”*



Mrs West, an 85-year-old widow, wrote to The Blue Cross in 2008 explaining in a heart-felt letter how much the charity means to her. She has a rescue cat from the Felixstowe adoption centre, of which she says: “I think it is truly wonderful how your organisation finds loving homes for animals in need, like my rescue cat Tigggy Three. They make lovely companions, especially for those like me whose beloved partners are no longer around... You will receive a legacy from my estate in due course.”



**LEAVING A LEGACY HELPS  
SECURE THE FUTURE OF  
MANY BLUE CROSS ANIMALS**



## WELFARE ASSOCIATES

# Extending our influence

WE WORK CLOSELY WITH ORGANISATIONS IN THE UK AND ABROAD ON OUR CORE AIMS OF PROMOTING ANIMAL WELFARE AND RESPONSIBLE PET OWNERSHIP.

Our Welfare Associate scheme offers an annual grant and ongoing support to smaller registered charities whose aims are in line with our own. In 2008 we welcomed two new UK organisations to the scheme: Dumfries and Galloway Canine Rescue Centre in south-west Scotland and Berwick Animal Rescue Kennels in Northumberland.

Denise Young, who is responsible for Blue Cross Welfare Associates in the UK, says: "Welfare Associates help raise awareness of our work in areas we currently do not reach. This increased presence provides practical assistance to smaller organisations but most importantly, to the many animals in need of care."

The results speak for themselves. With Blue Cross support all our associates were able to help more animals in 2008, with the Assisi Animal Sanctuary in Northern Ireland recording its best rehoming figures yet.

### INTO EUROPE

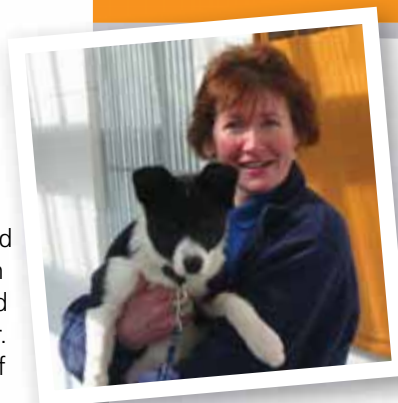
While The Blue Cross has long been a champion of animal welfare in the UK, we also have two Welfare Associates in France. In 2008, we welcomed a new overseas associate in Malta: the Society for the Protection and Care of Animals in Gozo.

Sheelagh Johnson, Manager of the Phoenix Association in the Dordogne, reported a significant increase in the number of cats and dogs rehomed this year. She says: "As a result of the credit crunch many Britons are returning to the UK, leaving their pets in France to swell the already vast numbers of unwanted animals. With the help of The Blue Cross, we are doing our best to persuade people to prepare Pet Passports and we're rehoming as many abandoned animals as we can, often with complicated paperwork problems."

### REAL LIVES

**FIONA BRIGHTLEY, DUMFRIES AND GALLOWAY CANINE RESCUE CENTRE MANAGER**

*"We were delighted to become the first Blue Cross small-animal Welfare Associate in Scotland."*



Dumfries and Galloway Canine Rescue Centre cares for and rehomes more than 300 stray, maltreated and unwanted dogs each year.

Centre Manager Fiona says: "We were delighted to become the first Blue Cross small-animal Welfare Associate in

Scotland. The grant is a huge help and in 2008 enabled us to finish work on a new block of ten kennels and an exercise area, which will allow us to accommodate up to 18 extra dogs at a time.

"Equally important, however, is the status of being associated with a major charity like The Blue Cross. As well as practical support, the relationship has increased awareness of our work – we have recently rehomed several animals from outside our typical catchment area, when local charities were unable to help."



**SUPPORTING SMALLER  
CHARITIES HELPS US REACH  
MORE ANIMALS IN NEED**



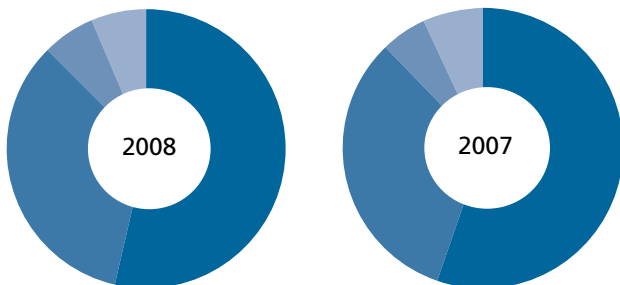
## FINANCE

# Financial summary

THE BLUE CROSS SPENT £27 MILLION IN 2008, HELPING THOUSANDS OF ANIMALS, EDUCATING AND SUPPORTING CURRENT AND FUTURE PET OWNERS, IMPROVING OUR FACILITIES AND CAMPAIGNING TO RAISE MORE FUNDS FOR THE FUTURE.

### INCOME: WHERE OUR FUNDS COME FROM

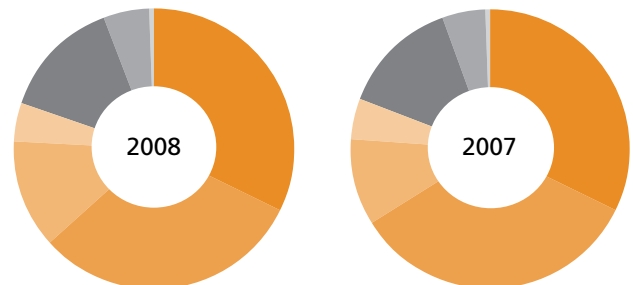
In 2008 our total income was £24.3 million and 87 per cent of this was received from voluntary donations and legacies.



	2008	2007
● Legacies	13.0m	14.1m
● Donations	8.2m	8.2m
● Investment and profit on asset sales	1.5m	1.4m
● Other fundraising	1.5m	1.6m

### EXPENDITURE: HOW YOUR MONEY WAS SPENT

In 2008 our total expenditure, including capital expenditure, was £27 million.



	2008	2007
● Animal adoption centres	8.7m	7.1m
● Animal hospitals and clinics	8.4m	7.5m
● Equine welfare	3.3m	2.2m
● Education and advice	1.2m	1.0m
<b>Total charitable expenditure</b>	<b>21.6m</b>	<b>17.8m</b>
● Costs of generating voluntary income	3.8m	3.0m
● Costs of generating fundraising income	1.4m	1.1m
● Governance costs	0.1m	0.1m

*All of this is thanks to each and every one of our supporters.*



## **ANNUAL ACCOUNTS**

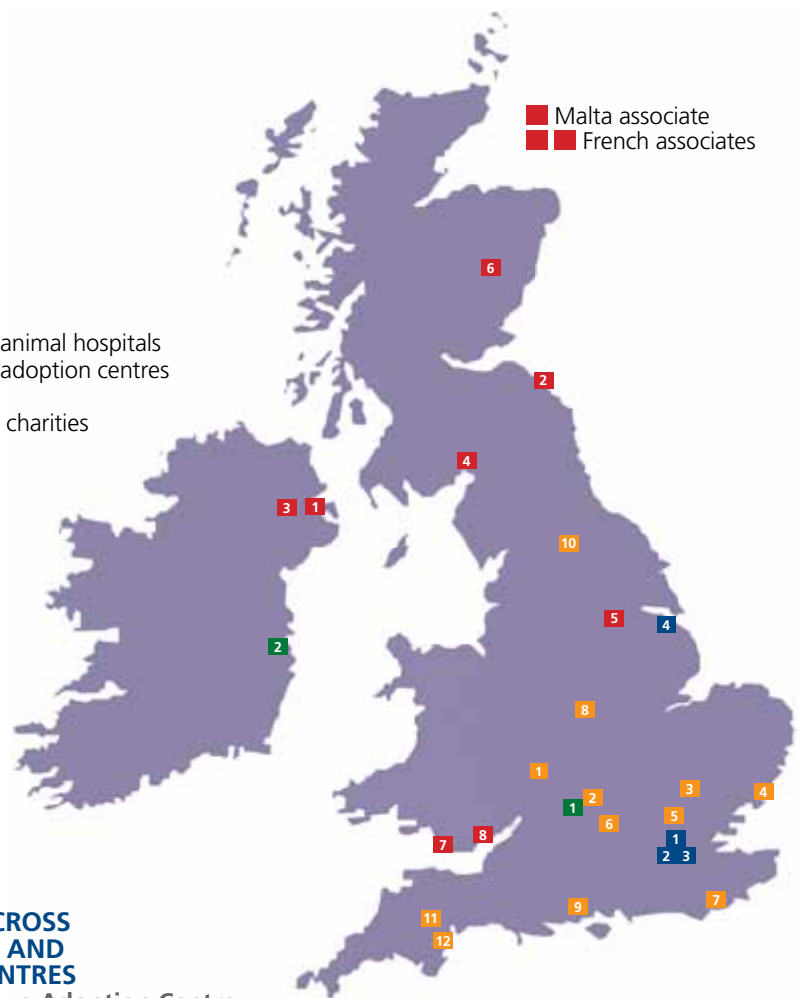
This financial summary is taken from the audited accounts, in the format required by the Charity Commission and approved by the Board of Governors, which is due to be received and approved by the Members at the Annual General Meeting on 24 June 2009. The full accounts will be available after this date, on request from our Director of Finance at The Blue Cross head office.



## CONTACTS

### KEY

- Blue Cross animal hospitals
- Blue Cross adoption centres
- Associates
- Connected charities



# Contact us

WE WORK CLOSELY WITH A NUMBER OF ORGANISATIONS IN THE UK AND ABROAD ON OUR CORE AIMS OF PROMOTING ANIMAL WELFARE AND RESPONSIBLE PET OWNERSHIP.

### THE BLUE CROSS HEAD OFFICE

Shilton Road, Burford,  
Oxon OX18 4PF  
T: 01993 822651  
F: 01993 823083  
E: [info@bluecross.org.uk](mailto:info@bluecross.org.uk)  
[www.bluecross.org.uk](http://www.bluecross.org.uk)

### THE BLUE CROSS ANIMAL HOSPITALS

**1 The Blue Cross Animal Hospital, Victoria**  
Sheppard House, 1-5 Hugh Street,  
Victoria, London SW1V 1QQ  
T: 020 7932 2370  
F: 020 7821 2371

### 2 The Blue Cross Animal Hospital, Hammersmith

Argyle Place, King Street,  
Hammersmith,  
London W6 0RQ  
T: 020 8748 5150  
F: 020 8237 1430

### 3 The Blue Cross Animal Hospital, Merton

88-92 Merton High Street,  
London SW19 1BD  
T: 020 8254 1400  
F: 020 8254 1401

### 4 The Blue Cross Animal Hospital, Grimsby

Coco Markus House,  
Nelson Street, Grimsby  
North East Lincs DN32 7SH  
T: 01472 343278  
F: 01472 269770

### THE BLUE CROSS ADOPTION AND EQUINE CENTRES

**1 Bromsgrove Adoption Centre**  
Wildmoor Lane, Catshill,  
Bromsgrove, Worcs B61 0RJ  
T: 0121 453 3130  
F: 0121 457 6859  
E: [bromsgrove@bluecross.org.uk](mailto:bromsgrove@bluecross.org.uk)

### 2 Burford Adoption and Equine Centres

Shilton Road, Burford,  
Oxon OX18 4PF  
T: 01993 822483 (Adoption Centre)  
F: 01993 822858  
E: [burford@bluecross.org.uk](mailto:burford@bluecross.org.uk)  
T: 01993 822454 (Equine Centre)  
F: 01993 825521  
E: [burfordequine@bluecross.org.uk](mailto:burfordequine@bluecross.org.uk)

### 3 Cambridge Adoption Centre

20 Garlic Row, Newmarket Road,  
Cambridge CB5 8HW  
T: 01223 350153  
F: 01223 324137  
E: [cambridge@bluecross.org.uk](mailto:cambridge@bluecross.org.uk)

### 4 Felixstowe Adoption Centre

333 High Street, Walton,  
Felixstowe, Suffolk IP11 9QL  
T: 01394 283254  
F: 01394 672271  
E: [felixstowe@bluecross.org.uk](mailto:felixstowe@bluecross.org.uk)

### 5 Hertfordshire Adoption Centre

Kimpton Bottom, Nr Hitchin,  
Herts SG4 8EU  
T: 01438 832232  
F: 01438 833645  
E: [kimpton@bluecross.org.uk](mailto:kimpton@bluecross.org.uk)

### 6 Lewknor Adoption Centre

London Road (A40), Lewknor,  
Oxon OX49 5RY  
T: 01844 355293  
F: 01844 355741  
E: [lewknor@bluecross.org.uk](mailto:lewknor@bluecross.org.uk)

### 7 Northiam Small Animal Adoption Centre and Equine Centre for Rest and Retirement

St Francis Fields, Northiam,  
East Sussex TN31 6LP  
T: 01797 252243 (Adoption Centre)  
F: 01797 252948  
E: [northiam@bluecross.org.uk](mailto:northiam@bluecross.org.uk)  
T: 01797 253908 (Equine Centre)  
E: [northiamequine@bluecross.org.uk](mailto:northiamequine@bluecross.org.uk)

### 8 Rolleston Equine Centre

Hilda Archer Sanctuary,  
Newlands Farm, Dovecliff Road,  
Rolleston-on-Dove, Staffs DE13 9AU  
T: 0845 260 5505  
E: [rolleston@bluecross.org.uk](mailto:rolleston@bluecross.org.uk)

### 9 Southampton Adoption Centre

Bubb Lane, West End,  
Southampton,  
Hants SO30 2HL  
T: 023 8069 2894  
F: 023 8069 5477  
E: [southampton@bluecross.org.uk](mailto:southampton@bluecross.org.uk)



**10 Thirsk Adoption Centre**  
Parklands, Station Road,  
Topcliffe, Thirsk, North Yorks  
YO7 3SE  
**T:** 01845 577759  
**F:** 01845 578596  
**E:** thirsk@bluecross.org.uk

**11 Tiverton Adoption Centre**  
Chilton Gate, Bickleigh, Tiverton,  
Devon EX16 8RS  
**T:** 01884 855291  
**F:** 01884 855705  
**E:** tiverton@bluecross.org.uk

**12 Torbay Adoption Centre**  
Ashley Priors Lane, Watcombe,  
Torquay, Devon TQ1 4SE  
**T:** 01803 327728  
**F:** 01803 323314  
**E:** torbay@bluecross.org.uk

## OTHER BLUE CROSS CONTACTS

**Communications  
and Fundraising Office**  
7 Hugh Street,  
London SW1V 1QG  
**T:** 020 7932 4060  
**F:** 020 7932 4061  
**E:** press@bluecross.org.uk

**Pet Bereavement Support Service**  
The Blue Cross,  
Shilton Road, Burford,  
Oxon OX18 4PF  
**T:** 01993 825539 (general enquiries)  
PBSS Support Line:  
**T:** 0800 096 6606 (UK only)  
8.30am-8.30pm  
**E:** pbssmail@bluecross.org.uk

**Rehoming Pet Fostering**  
The Blue Cross,  
Shilton Road, Burford,  
Oxon OX18 4PF  
**T:** 01993 825542  
**E:** fostering@bluecross.org.uk

## ASSOCIATES

**1 Assisi Animal Sanctuary**  
1 Old Bangor Road, Conlig,  
Newtownards BT23 7PU  
Northern Ireland  
**T:** 028 9181 2622  
[www.assisi.dnet.co.uk](http://www.assisi.dnet.co.uk)

**2 Berwick Animal Rescue  
Kennels (BARK)**  
Windmill Way East, Ramparts  
Business Park, Berwick upon Tweed,  
Northumberland TD15 1TQ  
**T:** 01289 306299  
[www.b-a-r-k.co.uk](http://www.b-a-r-k.co.uk)

**3 Crosskennan Lane  
Animal Sanctuary**  
Crosskennan Lane,  
Ballynoe, Antrim,  
County Antrim BT41 2QY  
Northern Ireland  
**T:** 028 9446 5384  
[www.crosskennanlane.org.uk](http://www.crosskennanlane.org.uk)

**4 Dumfries & Galloway  
Canine Rescue Centre**  
Dovecotewell,  
By Glencaple Dumfries,  
Scotland DG1 4RH  
**T:** 01387 770210  
[www.caninerescue.co.uk](http://www.caninerescue.co.uk)

**Gozo SPCA Rescue and  
Rehoming Centre**  
By The Playing Field,  
Main Gate Street,  
Victoria VCT 1341,  
Gozo, Malta  
**T:** +356 2155 3769  
**E:** info@spca-gozo.org

**Les Amis Des Chats**  
A La Mairie, Le Bourg,  
82150 Roquecor, France  
**T:** 00 33 5 6395 2810  
[www.les-amis-des-chats.com](http://www.les-amis-des-chats.com)

**5 Mayflower Sanctuary**  
Narrow Lane, Bawtry,  
Doncaster DN10 6QJ  
**T:** 01302 711330  
[www.mayflowersanctuary.com](http://www.mayflowersanctuary.com)

**6 Mountains Animal  
Sanctuary**  
Milton of Ogil, Glenogil,  
Forfar, Angus,  
Scotland DD8 3SQ  
**T:** 01356 650258  
[www.mountainsanimalsanctuary.org.uk](http://www.mountainsanimalsanctuary.org.uk)

**L' Association Phoenix**  
Les Fauces, 24380  
Vergt, France  
**T:** 00 33 5 5354 9481  
[www.phoenixasso.com](http://www.phoenixasso.com)

**7 Porthcawl Animal  
Welfare Society (PAWS)**  
3 Lias Road, Porthcawl,  
Mid-Glamorgan,  
Wales CF34 3AH  
**T:** 01656 773307  
[www.pawsporthcawl.com](http://www.pawsporthcawl.com)

**8 Society for the Welfare  
of Horses and Ponies**  
Coxstone, St Maughans,  
Monmouth, Wales  
NP25 3QF  
**T:** 01600 750233  
[www.swhp.co.uk](http://www.swhp.co.uk)

## CONNECTED CHARITIES

**Pet Fostering Service Scotland**  
**T:** 0131 449 4393  
**E:** info@pfss.org.uk  
[www.pfss.org.uk](http://www.pfss.org.uk)

**1 Society for Companion  
Animal Studies (SCAS)**  
The Blue Cross, Shilton Road,  
Burford, Oxon  
OX18 4PF  
**T:** 01993 825597  
[www.scas.org.uk](http://www.scas.org.uk)

**2 The Irish Blue Cross**  
Unit 15A, Goldenbridge,  
Industrial Estate,  
Tyrconnell Road, Inchicore,  
Dublin 8, Ireland  
**T:** 00 353 1 416 3030  
**F:** 00 353 1 416 3035  
[www.bluecross.ie](http://www.bluecross.ie)

**THE BLUE CROSS SHOPS**  
**Bromsgrove Blue Cross Shop**  
127 High Street, Bromsgrove,  
Worcestershire B61 8AE  
**T:** 01527 570767

**Droitwich Blue Cross Shop**  
15 St Andrews Street, Droitwich Spa,  
Worcestershire WR9 8DY  
**T:** 01905 795316

**Dursley Blue Cross Shop**  
25-27 Parsonage Street, Dursley,  
Gloucestershire GL11 4BW  
**T:** 01453 548646

**Fleet Blue Cross Shop**  
187 Fleet Road, Fleet,  
Hampshire GU51 3BL  
**T:** 01252 627133

**Hereford Blue Cross Shop**  
7 St Peter's Street,  
Hereford HR1 2LE  
**T:** 01432 278168

**Stow on the Wold  
Blue Cross Shop (opened 2009)**  
2 Church Street, Stow on the Wold,  
Gloucestershire  
GL54 1BE  
**T:** 01451 831717

**Stroud Blue Cross Shop**  
62 High Street, Stroud,  
Gloucestershire GL5 1AS  
**T:** 01453 757713

**Summertown  
Blue Cross Shop**  
276 Banbury Road,  
Summertown  
Oxford, Oxon OX2 7ED  
**T:** 01865 516402

**Tewkesbury  
Blue Cross Shop**  
150 High Street, Tewkesbury,  
Gloucestershire GL20 5JP  
**T:** 01684 850549

**Wootton Bassett  
Blue Cross Shop**  
Unit 17, The Borough Fields Shopping  
Centre, Wootton Bassett,  
Wiltshire SN4 7AX  
**T:** 01793 854013



THANK YOU

# Thanks to all our supporters

WE ARE EXTREMELY GRATEFUL TO ALL THE INDIVIDUALS, TRUSTS, COMPANIES AND OTHERS WHO CONTINUED TO SUPPORT OUR WORK IN 2008.

- **15,000 new donors** decided to support our work for the first time
- **7,000 supporters** have pledged to leave The Blue Cross a legacy in their Will
- **52 per cent** of our supporters have ticked the gift aid box on their donations – giving us an extra £1m in income

## **Nicola Berry, equine borrower**

"We passed some other riders while out recently and they said what a lovely pony Mallow is and how well behaved. Thank you Blue Cross for giving us the opportunity to look after such a special pony."

## **Twigs Way, Blue Cross fundraiser**

"This half marathon was not easy for me as I am not a natural runner, but I know that even a few pounds can help The Blue Cross treat an abandoned or abused animal."

## **Pam Guy, Blue Cross adopter**

"I owe so much to The Blue Cross. Sherpa came to me at a point in my life that was sad and empty. This little dog has brought new purpose and joy to me every day."

## **Marion Palmer, Blue Cross volunteer**

"It's a joy to see sad and confused pets develop into happy, well-adjusted companions. This is all due to the care and commitment of Blue Cross centre staff, who give the animals love and respect, and work to make sure they are rehomed to the right family. It's great to feel part of this caring team."

## **Paula, Blue Cross veterinary client**

"I began to reflect on the wonderful skill of the vets and their assistants, knowing I would not have seen Daisy recover but for their care. It was then I made up my mind to give a legacy, to help other pets in distress."





## GOVERNANCE

# Governance and professional advisers

### PATRON

His Grace the Duke of Westminster  
KG CB OBE TD CD DL

### PRESIDENT

RT Vyner CBE

### BOARD OF GOVERNORS

DA Sinclair LLB QDR (Chairman)  
WH King (Vice Chairman)  
ZD Berry FCA  
W Beswick MRCVS  
PF Brooks  
Dr ATB Edney MRCVS  
R Green MRCVS  
TC Hutton MRCVS  
Mrs J Hyde RGN  
AJ Prebble  
JMI Reed FCA  
The Hon H Roper-Curzon  
AV Rowbotham  
Dr D Watt FRICS

### CHIEF EXECUTIVE AND SECRETARY

K Hamilton (from September 2008)  
JS Sewell-Rutter (retired August 2008)

### VICE PRESIDENTS

The Rt Hon Earl Cadogan DL  
The Lord Kirkham CVO  
A Langton  
Dr ARW Porter CBE  
Lord Sheppard of Didgemere KCVO Kt  
WJB Sneath  
J Spurling OBE

### BANKERS

National Westminster Bank plc  
London SW1W 9QP

### AUDITORS

The Gallagher Partnership LLP  
Chartered Accountants  
London EC2A 4RR

### SOLICITORS

Bircham Dyson Bell LLP, London SW1H 0BL

### INVESTMENT MANAGERS

Rathbone Investment Management Ltd  
London W1S 2UD

### REGISTERED OFFICE

The Blue Cross (incorporating  
Our Dumb Friends League)  
Shilton Road  
Burford  
Oxfordshire  
OX18 4PF

**THE BLUE CROSS** (incorporating Our Dumb Friends League) is a company limited by guarantee (registered in England No. 363197) which has its registered office at Shilton Road, Burford, Oxfordshire OX18 4PF. Registered as a charity in England and Wales (224392) and in Scotland (SC040154).



Shilton Road, Burford  
Oxon OX18 4PF  
Tel: 01993 822651  
Fax: 01993 823083  
Email: [info@bluecross.org.uk](mailto:info@bluecross.org.uk)  
[www.bluecross.org.uk](http://www.bluecross.org.uk)

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