

**HELPING  
MORE PETS**  
NEW SUFFOLK  
CENTRE WILL  
DOUBLE  
CAPACITY

**ZERO TO HERO**  
UNWANTED RILEY QUALIFIES  
AS AN ASSISTANCE DOG

**BRITAIN'S MOST  
UNWANTED**  
CAT CASEY FINDS  
LOVE AT LAST





THE Clothes line

# GIVE IN style THIS AUTUMN

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# welcome



Welcome to the Autumn 2014 edition of *Blueprint*. With winter on its way, we've got lots of stories to warm your hearts in this edition, and we've got some big news to tell you, too. We're thrilled to announce that land has been bought, and planning permission granted, for our new rehoming centre in Suffolk! When it opens in summer 2015, we'll be able to help double the number of pets we now care for in the region. Built to the highest animal welfare standards and located in an easy-to-reach area, the new site means many more potential owners can visit us to rehome a pet. Turn to

page 13 for an exclusive, behind-the-scenes look at our new centre. As ever, Blue Cross pets have been impressing us with their incredible stories and proving they can do what some thought was impossible. This month we revisit Riley, a labrador retriever who was given up for being too energetic. We knew there was a suitable home out there for Riley and his boundless energy, and he's now putting his skills to excellent use as a qualified assistance dog. You can read Riley's story on page eight. If you're searching for gift inspiration, look no

further than our charity shops. By Christmas, we aim to have opened our 50th, and all profits go straight back to helping needy pets. If you're planning a sort-out to make way for a new winter wardrobe, why not send us items you no longer want? Read more on page 22. Don't forget you can now read *Blueprint* online or on your smartphone or tablet. Visit [www.bluecross.org.uk/blueprint](http://www.bluecross.org.uk/blueprint) to find out how you can opt in to receive the digital version in future. Happy reading, Rachael Millar **Editor**

REGULARS

- 4 NEWS**  
Read the latest news from Blue Cross.
- 12 HOMES WANTED**  
Could you give a Blue Cross pet a happy home?
- 17 HAPPY ENDING**  
Sick puppy Molly fought the odds and won.



FEATURES

- 8 OPENING DOORS**  
Riley the assistance dog proves doubters wrong.
- 10 BRITAIN'S MOST UNWANTED PET**  
Cat Casey finds the home he's been waiting for.
- 11 MY LITTLE PONY**  
From nervous and sad to a girl's best friend.
- 13 WELCOME TO SUFFOLK**  
Take a look at our new centre.
- 18 UNDER THE WEATHER**  
Petplan's advice on common cat illnesses.
- 19 SWEET SUCCESS**  
How terrified dog Toffee overcame her fear.
- 20 LEST WE FORGET**  
We remember the animals of World War One.
- 21 WHATEVER HAPPENED TO?**  
We catch up with some pets from the past.
- 22 RETAIL THERAPY**  
Raise funds by shopping. Yes, really!
- 24 UP FOR A CHALLENGE?**  
Do something different to fundraise for Blue Cross.

OVER TO YOU

- 23 PET POST**  
Your letters.
- 25 GET INVOLVED**  
Find out what's happening at Blue Cross near you.
- 26 COMPETITION**  
Win KONG toys for your cat or dog.



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**Our vision:** every pet will enjoy a healthy life in a happy home.  
**Our mission:** we find happy homes for abandoned or unwanted pets, and we keep pets healthy by promoting welfare and providing treatment.

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# your news update

Rehoming successes and fantastic fundraising activity from our centres, teams and supporters across the UK and abroad

## Schoolchildren to learn about dog safety

Every primary school pupil in Wigan will learn about dog body language and how to behave around pets in our Be Safe with Dogs talks over the next year.

Blue Cross is working with Wigan Council to give the educational talks, which were launched just over 12 months after schoolgirl Jade Lomas Anderson tragically lost her life following an attack by a pack of dogs at a friend's home in Atherton, by Jade's mum Shirley and stepfather Michael.

Michael said: "It is so important to educate young people about this subject and we really hope that schools and organisations will take part. The sessions can be delivered in just 20 minutes and will provide vital information for children and their parents. More than 200,000 people are involved in dog attacks every year and through this programme we hope to make a real difference as part of Jade's legacy."

If your school is interested in booking a free Be Safe with Dogs talk, please email [education@bluecross.org.uk](mailto:education@bluecross.org.uk) or visit [www.bluecross.org.uk/education](http://www.bluecross.org.uk/education) to find out more.



Schoolchildren learn about dog body language

## Pedigree feeds Blue Cross dogs

Blue Cross dogs are tucking in to Pedigree after the dog food company pledged to feed Blue Cross dogs for a whole year as part of its Feeding Brighter Futures programme.

We'd like to thank Pedigree for its invaluable donation of food and treats for all the dogs at our rehoming centres, as it means we can spend our funds on making sure pets are happy and healthy.

When many dogs arrive at Blue Cross they are malnourished and underfed, but giving them a stable and consistent diet is a big step towards helping them find happy homes.



## PET OWNERS CLUB TOGETHER TO RAISE VITAL FUNDS

A brand new online community for pet owners is helping to raise funds for Blue Cross.

The Pet Professionals gives reliable education for responsible pet owners who want the very best for their four-legged friends, and is donating 10 per cent of membership fees to help pets in need.

Members can access a wide range of online courses for pet owners, written and presented by subject-matter experts, as well as hints and tips on pet care, blogs and fun social networking. Discounts and offers on many pet products and services are also available.

We're thrilled to receive generous donations from The Pet Professionals and would like to thank all club members for their support.

To join the club, visit [www.thepetprofessionals.co.uk/bluecross](http://www.thepetprofessionals.co.uk/bluecross)

## Celebrations at Bromsgrove

Many more pets will have happier and healthier futures after Bromsgrove rehoming centre was given the green light for a major rebuild.

We hope to begin refurbishing our dog kennels, and building dedicated puppy and kitten units, and a pet care clinic for pets owned by people on low incomes later this year. There will be a new cattery, with the existing one becoming an admissions unit for cats.

Last year, our Bromsgrove rehoming centre helped more than 600 homeless dogs and cats, but when our refurbished centre is complete we will be able to rehome double the number of pets.

The news comes as Bromsgrove Centre Manager Neil Edwards celebrates his 40th year at Blue Cross.

Neil said: "We are delighted to hear that planning permission has been granted.

"Homeless pets staying at the centre deserve better accommodation while they are waiting for a new home. The new facilities will be purpose-built and modern, meaning we'll be able to provide the highest level of care."

The project is costing £1.9 million and we hope that pet lovers will join our campaign and help raise the much-needed funds.

If you'd like to help us, please call our **Supporter Care Team on 0300 790 9903**.



This reception building is still in use today

## Stars in their eyes

Pets that look like celebrities have found happy homes after enjoying makeovers designed to keep them healthy.

Homeless cat Whisper was nicknamed Cindy Clawford because of a marking resembling the supermodel's trademark beauty spot. Poor Whisper had to be clipped under anaesthetic because his fur was so matted that the pain of removing it while he was awake would have been unbearable.

Clare Williamson, Deputy Manager at our Felixstowe rehoming centre, said: "In total, he had 137g of fur removed. It also meant that we could get a proper look at his skin, which was a little dry and sore in places."

Six-year-old Lhasa apso Chewy shed his locks and his Wookiee looks after his Star Wars style made him a tad warm.

Laura Boyle, Rehoming Supervisor at our Southampton rehoming centre, said: "Little Chewy was such a hairball when he arrived. We got rid of so much hair, he looks almost half the size and I'm sure he's feeling a lot cooler, too!"



**Top:** Cindy Clawford had a beauty makeover upon arrival at Blue Cross  
**Left:** Chewy shed his Star Wars style to reveal a slimmed down, and much cooler, version

## RAFFLE WINNERS

Well done to all the latest winners of our Paw Draw raffles. The top winners were:

### NEW YEAR RAFFLE

Volkswagen Take up! or £7,500

**Mr P Dodd**, Birmingham  
£1,000 **Mr A Boomfield**,  
Aberdeenshire

£500 **Miss E Curedale**, Suffolk  
Super Seller £500 **Mrs L Male**,  
Worcestershire

### SPRING RAFFLE

Volkswagen Take up! or £7,500

**Mr K Reavey**, Cumbria  
£1,000 **Mrs P Goodall**, Manchester  
£500 **Miss M S Casey**, London  
Super Seller £500 **Mr P Hill**,  
Hampshire



"I have loved every minute of owning Dougal"

## Happy ending for golden oldie Dougal

A senior stray dog has made a marvellous recovery after arriving at Blue Cross in a very sorry state.

Dougal's fur was long and knotted when he arrived at our Lewknor rehoming centre. He was also severely underweight, suffering from a mouth infection, and his teeth were in such a bad way that it was very painful for him to eat.

Dougal needed urgent veterinary treatment so we took him to our animal hospital in Victoria, London, where we removed 13 of his teeth. We also gave him a good groom.

Once he was feeling better we began our search to find him the right home and he has now gone to live with a family who have another dog, 11-year-old crossbreed Poppy.

His new owner, Theresa Lovegrove, said: "I have loved every minute of owning Dougal and I am so happy that I decided to rehome him. It has been one of the most rewarding experiences to see him recover, gain weight and enjoy his new life with me, my mum and Poppy.

"Old dogs still have so much to offer and he has settled in so well."

## Very superstitious...

A bizarre belief left Romeo the rabbit needing a new home after he was banned from boarding a boat.

The owner of the six-year-old bunny moved back home to Portugal, but the French ferry company they were travelling with did not allow rabbits on its ships.

The French superstition dates back to the 17th century when, legend has it, a rabbit being carried for food gnawed through the hold of a warship that sank with the loss of a hundred lives.

Hannah Wiltshire, Animal Welfare Assistant at Blue Cross Burford, explained: "Rabbits come into our rehoming centres for a variety of reasons, but this is definitely a first. Rabbits are a sign of good luck for many, and Romeo's family did the right thing by contacting us."

Lucky Romeo has found a loving new home.



Above: New true love for Romeo after he was rehomed by Blue Cross



## YOU CAN NOW READ BLUEPRINT ONLINE

Did you know you can now read *Blueprint* online? It's full of the same news, stories, photos and competitions as the magazine, but you can enjoy interactive features such as watching videos of Blue Cross pets, too.

Visit [www.bluecross.org.uk/blueprint](http://www.bluecross.org.uk/blueprint) today to sign up to receive your digital copy in future.

If you have any queries, please contact our **Supporter Care Team on 0300 790 9903**.

### Blueprint competition winners

Congratulations to the winner of our *Blueprint* Spring 2014 competition to win a dog-friendly holiday with Steading Holidays.

**The winner is:**  
Janis Sargeson from Manchester

**Turn to page 26 for your chance to win KONG toys.**

## SERIOUS STORY BEHIND BABY JOY

Three foals were welcomed into the world in just four weeks at our Rolleston rehoming centre, keeping the team very busy.

Healthy and beautiful Schwarzer, Kalice and Terry were born to horses Harriet, Jemima and Freya, who were all pregnant when they arrived at Blue Cross in late 2013 after being abandoned.

This spring, the number of homeless and neglected ponies and horses at our Rolleston and Burford centres rose by a third,



indicating that, sadly, the horse welfare crisis shows no sign of ending.

We helped the youngsters to gain important social skills and will make sure they are never without a home.

Schwarzer and Terry and their mums have settled in nicely to their new homes, but Kalice and Jemima are still waiting for theirs.

If you could give them a home, call our **Rolleston centre on 0300 777 1520**.

**Left:** Schwarzer has a new home with mum Harriet (pictured together, right). **Top right:** Freya and foal Terry have also been rehomed. **Far right:** Jemima and Kalice are still looking for their new owners



## ACCESS ALL AREAS

As summer comes to an end, and autumn and winter bring grey skies and rain, why not head to the beach?

The chillier months are the perfect time for dogs and their owners to explore the country's coastline as restrictions banning dogs are lifted and sunbathers stay away.

We're asking pet lovers everywhere to sign our pledge to help keep open spaces such as parks and beaches places that pets and people can all enjoy.

You can view our map and find out what people have been saying about your local open space at [www.bluecross.org.uk/places](http://www.bluecross.org.uk/places) – and don't forget to share your tips with us.



## TEA PARTY HOSTS RAISE VITAL FUNDS

Blue Cross supporters proved age was no barrier to hosting a fundraising tea party this year.

Eight-year-old Harriet Kelly-Slogrove, from Dorset, and centenarian Molly Wilson, from Norfolk, both invited friends and family round for tea and refreshments in exchange for vital funds to help pets in need.

Harriet raised a fantastic £108.60 and also earned her Friend to Animals Brownie badge by hosting a Blue Cross tea party.

Harriet said: "I like animals, and my grandma volunteers at Blue Cross so I wanted to help."

Molly Wilson held her fourth tea party this year and explained: "I'm an animal fanatic and I've had dogs all my life, apart from during the war when we couldn't have one. My dog Google is 95 per cent whippet and five per cent terrier and he's the sweetest little rescue dog you've ever seen."

A huge thank you to all our tea party hosts, who raised more than £30,000 for sick, injured and homeless pets in 2014.





# OPENING DOORS

Given up as a boisterous puppy, Riley's future looked bleak. Several months on, he's proving doubters wrong and changing lives

When the smart and obedient dog dressed in an official yellow jacket accompanies his owner to her local supermarket, no one suspects that the expertly trained black labrador was once given up for being 'too bouncy'.

Riley is living proof that, with the right training and encouragement, rehomed dogs can achieve great things.

He arrived at Blue Cross as a nine-month-old pup who had boundless energy and was sadly too much of a handful for his owners to cope with.

After staying with us for a few weeks – and living up to his 'bouncy' reputation – we had a call from a member of the team at Dogs for the Disabled, who had seen his profile on our website and was interested in giving him a working home.

Dogs for the Disabled is a charity that trains and places assistance dogs with children and adults with physical disabilities, as well as with autistic children, throughout England and Wales.

Jess Hollis, an Animal Welfare Assistant at our Lewknor rehoming centre, where we cared for Riley, says: "They told us they were looking for a dog motivated by food with potential to learn – Riley in a nutshell!"

"Riley had definitely proven his intelligence and enjoyment for his training, because he had already learnt many commands."

### A NEW CAREER

After meeting him, the Dogs for the Disabled team agreed he was just what they were looking for, and Riley left Blue

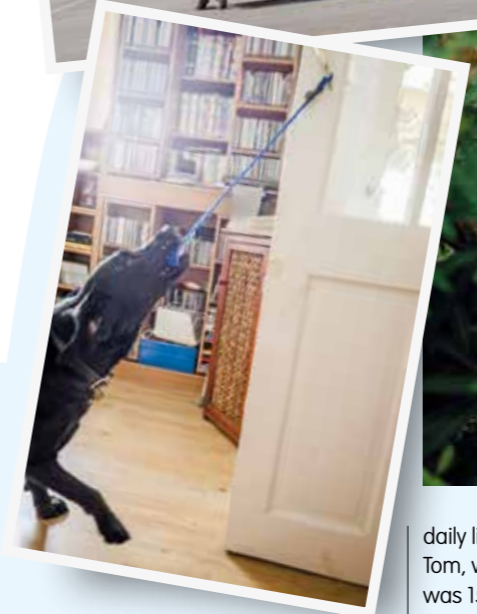
Riley is living proof that rehomed dogs can achieve great things

Cross and headed off on the path to becoming an assistance dog.

Chris Allen, Dogs for the Disabled's Dog Supply Manager, says that Riley's rehoming centre background was no hindrance to his future career. He had just the right characteristics to become an assistance dog, at the same time proving that the stereotype that dogs in rescue are inherently 'faulty' is simply untrue.

Chris explains: "We look for a nice, willing-to-please character who is outgoing, enjoys life, wants to go and investigate, and is curious about the world – and Riley had all this."

"We knew that he had some learning to do, but he also wanted to work, he wanted to please – and he loved being with people."



Riley followed a very similar training process to that of assistance dogs who are born into the role.

He was matched to a volunteer puppy socialiser and reintroduced to a home life for several months, before heading to Dogs for the Disabled's training centre in Banbury, Oxfordshire, to learn all the skills he would need to help a disabled person in the home.

At the end of this intensive learning process, Riley was matched up to Ella Wilson, and the pairing was a hit from the word go.

He is now fully qualified and working.

### CHANGING LIVES

Ella, who has a condition that led to osteoarthritis, says Riley has changed her life completely.

Osteoarthritis makes it painful and impossible for Ella to perform the everyday tasks that most of us take for granted, such as unloading the washing machine.

She applied for an assistance dog after her partner died, knowing that having a skilled dog to help her with

daily life would allow her devoted son, Tom, who had cared for her since he was 15 years old and throughout his time at university, to live his own life.

"The biggest thing that Riley helps me with physically is picking things up from the floor," Ella explains. "The condition I've got can wipe me out, so he goes along, picks things up and brings them to me."

"He'll fetch the post, he'll pull things out of the washing machine when I can't reach them, and he can open doors. When we're out of the house he presses the big disabled-access buttons to open doors, and if I drop my purse, he fetches it for me."

While Riley is a huge help with performing physical tasks, it's the independence and social interaction he brings that has freed Ella from the isolation that so often comes hand in hand with illness.

Ella says: "I talk to hundreds of people now, which I never did before because people don't know what to do with a lady in a wheelchair, but they

**ABOVE:** Having Riley as a companion has given Ella comfort and independence

**TOP LEFT:** Local trips in her wheelchair are safe now Ella has Riley to go with her

**ABOVE LEFT:** Riley can unload the washing machine and open doors – clever dog!

### RILEY'S STORY

"I was bouncy in my old home, I admit, but I just needed to put my energy to good use."

"Ella says I've changed her life, but she's changed mine, too. See the dog in the yellow jacket? That's me. Look how smart I am! We have an official ID card, too, which gives Ella and I access to all areas."

"We do everything together, and it's not just work – I get lots of time off to play, stretch my legs, sleep and be a dog. I've really landed on my feet."

**THANK YOU**  
Last year, we rehomed 8,191 homeless and unwanted pets, just like Riley. We couldn't give pets like him a happy ending if it wasn't for generous supporters like you helping to fund our work. Thank you.

know how to talk to a lady with a dog. It's marvellous.

"I wasn't allowed out in my wheelchair on my own around the village, but with Riley, I can go round the corner to post a letter when I want to, without having to ask anyone to help. We visit the café and the library, and Riley has learned to ring the doorbell when we go to the chemist. When they open the door, he goes in to fetch my prescription."

"I've been so isolated here, but now I can see friends that I haven't seen for ages," she says. "He's made a total difference to my life."

# Good things come to those who wait

From Britain's most unwanted pet to the most loved, Casey the cat has made himself at home

**W**as it his black fur or his 13 years that led to Casey being dubbed 'Britain's most unwanted pet'? We don't know why poor Casey was without a home to call his own for longer than almost all other Blue Cross pets, but it could have been thanks to the superstitions believed by some that black cats and the number 13 bring bad luck.

Casey arrived at our Thirkstall rehoming centre on 9 May 2013 when his elderly owner could no longer look after him. He was finally rehomed with a loving family from our Bromsgrove centre on 21 May 2014, but also spent time at our rehoming centres in Oxfordshire during his 378 days in Blue Cross care.

Most cats stay with us for just 38 days on average before a new home is found, so Casey had been in our care for almost 10 times longer than the average moggy.

We put out a special appeal for Casey, hoping a bit of publicity might find him the loving home he deserved.

When Beccy Bonar spotted Casey on our Facebook page and realised he had been without a home for over a year, she knew she had to give him one.

"I went to see him as soon as I could," remembers Beccy. "He was just lovely. He was sleeping when I got there and when he woke up he came straight over for a fuss."

## COMING HOME

Beccy had prepared a safe space in her bedroom for Casey when he arrived home until he was ready to be introduced to her three-year-old son, Harvey.

She needn't have.

"I was really shocked. I had thought he might want a quiet place to settle, but

he just made his way out of my room and sprawled out in the hallway," says Beccy.

"It's as if he knew he wasn't going anywhere."

No one loves Casey more than Harvey, who has quickly become a very proud pet owner.

Beccy says: "He's constantly talking about Casey and asking me questions about him. I thought the novelty might wear off after a while, but it hasn't. Harvey would like to help me to give Casey his medication – but that won't be happening just yet!"

Casey's front legs are showing the early stages of arthritis, and he has initial signs of liver disease, too, so Beccy feeds him a special diet and gives him his medicine following advice from our vet.

His health might have been another reason putting people off rehoming



**ABOVE:** Casey, who was homeless until he met Beccy and Harvey

**TOP LEFT:** Playing pat-a-fish, just one of Casey's pastimes

**BOTTOM LEFT:** Casey always enjoys a hug

Casey, but Beccy lives close to our centre and can easily bring him in for a vet check whenever he needs one.

"He's absolutely awesome," Beccy adds. "I can't fault him."

We'll never know for sure why Casey was homeless for so long, but one thing's for certain – he'll never be unwanted again.

## CASEY'S STORY

*"I was one lonely pussycat until Beccy and Harvey took me home. The folks at Blue Cross have always treated me well, it's true, but I was beginning to think I would never enjoy home comforts again.*

*"As an older gentleman, I like things to be done my way. Luckily, my family doesn't mind and when I've had enough shut-eye, all I have to do is wander over to Harvey and he gives me a big fuss right on cue. I might just spend all my nine lives here."*

# MY LITTLE PONY

From starving and nervous to the cheekiest of ponies, Prince Harry is winning hearts



**H**arry was in a terrible state when he was rescued last year. Infested with lice, suffering from an infection and extremely underweight, the five-year-old pony was also incredibly nervous of people and afraid of being handled.

Horses are given a body score to determine their condition and see if they are the correct weight. Harry was given a body score of 0.5 out of five – five times lower than an average healthy horse score of 2.5, putting him at a serious health risk.

He was hospitalised for two weeks and put on a strict feeding programme to build up his weight slowly and safely. By the time he arrived at our Blue Cross rehoming centre in Burford, Oxfordshire, he was looking and feeling better, but he still had a long road to recovery ahead.

Clare Davey, a Blue Cross Horse Care Groom, says: "Harry needed antibiotics to help clear up his infection.

"Once the vet gave us the go-ahead, he could go out and graze in the field every day with a friend."

She adds: "That helped to increase Harry's weight gradually but steadily. We also handled him daily to build his

trust and prepare him for his future. His confidence improved really quickly and it wasn't long before we could start training him to be a riding pony."

Under the care of the Blue Cross Horse Team, Harry took everything in his stride, and within just a few months he had completely transformed from the nervous, skinny pony who first arrived at the centre back in July 2013.

He has now been rehomed on loan to a family and has developed a particularly strong bond with their young daughter, Isobel, aged nine.

Isobel, who enjoys riding lessons with Harry each week, says: "He likes eating and is really cheeky."

Isobel's mum, Danielle Baron, agrees: "He's quite a cheeky chap. He's got a really nice character, though.

"Because he was castrated late, I think he's a little cheekier than another pony might be, but his cheekiness makes him who he is."

When Danielle's horse sadly passed away last summer, she decided to take on a Blue Cross pony after hearing how many were in need of good homes.

It was a big decision to make as

**ABOVE:** Once sick and nervous, Harry is now a healthy – and cheeky – pony



**ABOVE:** Harry and Isobel, who are now the best of friends

Isobel needed a gentle pony who was able to help her learn to ride, and Harry had suffered a difficult past, but Danielle knows she made the right choice.

"Isobel and Harry are learning together," she says. "Harry's quite happy to do all sorts, from riding lessons to hacking, and he's been as good as gold in all situations."

Even Isobel's little brother, William, who was once fearful of horses, has taken to Harry and enjoys riding him occasionally.

Harry is well and truly part of the family.

## HARRY'S STORY

*"Trusting people wasn't easy for me, but during the past year I've realised that most humans are OK, and especially Isobel. When she comes to see me after school, I rush over to the side of the field to meet her.*

*"We're learning to ride together, and we've just started to canter. I think I'm going to like it here."*

# take me home

Can you offer any of these Blue Cross animals the companionship and attention they deserve?



**STANLEY**

Thirsk rehoming centre  
**0300 777 1540**

Aye up, I'm Stanley, and everyone says I'm a sweetie. I love cuddles and walkies, and, if I'm with you, I'll be one happy pup. Well, actually, I'm 11 years old, but you won't be able to tell!



**ESME**

Cumbria rehoming service  
**0300 777 1920**

I'm a mature lady of 13 years who enjoys exploring the garden. Although I can be shy at first, once I get to know you my confidence grows. I'd love a quiet home where I can relax.



**CALLIE**

Burford rehoming centre  
**0300 777 1570**

My name is Callie, and I'm ready for my new home. I wasn't treated well when I was younger and found it hard to trust people, but I've come on a lot. I'd like to be a non-ridden companion.



**MOLLY**

Lewknor rehoming centre  
**0300 777 1500**

Hello, I'm Molly. I love to chat and will always greet you with a "miaow". I'd like to spend my days with you being groomed. I'm 17, but don't let that put you off – I have a lot of love to give.



**BETTY**

Burford rehoming centre  
**0300 777 1570**

I'm Betty, a Russian hamster looking for a new home. You'll have hours of fun watching me running around on my wheel. I can be shy, but we'll get to know each other if you play with me.



**TIA**

Northiam rehoming centre  
**0300 777 1510**

Hi, my name's Tia, and I'm a labrador cross. I'm an active eight-year-old and, if you take me home, we could play ball! We could go for long walks, too, and I'll nap by your feet all evening.

**OUR ANIMALS ONLINE**

To learn about all our pets available for rehoming, visit [www.bluecross.org.uk](http://www.bluecross.org.uk)



Centre manager  
Andrew Gillon and  
dog Stella



# WELCOME TO SUFFOLK

We've got the green light for a brand new £3 million rehoming centre – and we need your help

**W**e're thrilled to announce that we've been given the go-ahead to build a new rehoming centre in Suffolk.

This brilliant news means we can double the number of homeless and abandoned dogs and cats we can help in the region.

It's an ambitious project but an important one. We've been caring for pets in the area since the 1950s, but more animals than ever need us now.

Andrew Gillon, Blue Cross Felixstowe Centre Manager, says: "We are absolutely delighted.

"We've been waiting a very long time for this moment, and we are all looking forward to our future in Suffolk.

"Our new centre will be purpose-built from scratch, meaning that we'll be able to create brand new, modern facilities for the area's most needy pets."

Our new rehoming centre will boast modern, spacious kennels and a cattery,

a maternity unit for puppies and kittens, an on-site clinical suite for operations, and a dedicated exercise area for dogs.

Some of these facilities will be open to pets in Suffolk for the very first time. Our aging Felixstowe centre doesn't have suitable space to house homeless puppies, but at our new site we can give the very best care to any young dogs born at or brought to our centre, meaning we can give them a great start to life.

Each of these facilities will meet the very highest standards of animal welfare so we can keep pets healthy during their time with us and give them the best chance of a happy life with their new families.

Our Suffolk-based rehoming centre will relocate from its current site in Felixstowe, to a four-acre site in Wherstead, on the outskirts of Ipswich.

Andrew adds: "The location will make us much more accessible, meaning we'll be able

to find more loving homes for the dogs and cats that come into our care."

Last year, the Felixstowe team cared for almost 400 homeless dogs and cats, but the opening of the new centre means we will be able to care for many more and meet a growing demand from pets that need our help.

Our location means we'll be able to increase the number of pets we help through our fantastic Home Direct scheme, too.

We've just launched our Suffolk fundraising appeal to raise the money we need to build the centre. Blue Cross receives no government funding so we rely on the generosity of supporters like you to give pets in need a helping hand toward the £3 million cost. Look out for our Suffolk appeal letter, which will give even more information about our wonderful new centre.

We're hoping to open the doors as soon as summer 2015.

Turn the  
page to  
find out  
more →

# SUFFOLK: brand-new facilities

## TAKE A LOOK INSIDE

Blue Cross Suffolk has been designed specially with pets in mind.

Sick, injured and homeless pets have relied on us for more than 60 years in the Suffolk area – and they've never needed us more than today.

Demand for our rehoming and veterinary services is increasing, and we need to be able to help dogs and cats through homelessness in the best way possible.

We've designed our new facilities to the highest standards of modern animal welfare.



Pets in Felixstowe and Ipswich will continue to rely on us, but we'll be able to help pets across a much wider area of Suffolk and Essex, too.



## WOODLAND WALKS

Dogs need to stretch their legs to stay fit, healthy and happy. Happy dogs have the best chance of finding new homes.

We're planning lots of different fun and exciting walking routes around 20 acres of woodland neighbouring the centre, so our four-legged friends can enjoy a good old sniff and get the physical and mental stimulation they need.

## ADMISSIONS BLOCKS

Each dog and cat that is brought to our Suffolk centre will stay in the admissions block on arrival.

These dedicated areas will give us a good space to thoroughly assess each pet for any veterinary or behavioural issues they might have. This means we can tailor the care of each animal to make sure we meet their individual needs and find them a suitable home.



## PUPPY AND KITTEN UNITS

Brand-new specialised puppy and kitten facilities will allow nursing mothers and their litters the time and space they need to grow into happy, healthy pets.

Our puppy area will be right next door to our team room, so mums and pups will have human company and will get used to the busy sounds of home, such as a microwave and vacuum cleaner.

## CLINICAL SUITE

All Blue Cross pets are vet-checked and neutered before they go to their new homes.

Having veterinary facilities at the centre means that we can carry out routine operations, treat sick, homeless pets and let them recover without having to face the additional stress of having to be moved to vet surgeries many miles away.

**WE'LL BE ABLE TO DOUBLE THE NUMBER OF PETS WE HELP IN THE AREA**

## ISOLATION AREA

Making sure pets are healthy is top of the list for our rehoming team.

With lots of animals on site it's important to have a special area to separate sick dogs and cats so poorly pets can have a rest without the risk of passing on diseases, such as kennel cough or cat flu, to others.

## DOG AND CAT REHOMING

Pets ready for their new homes will be waiting in comfortable kennels to meet their new families.

We'll continue to work hard to find a pet that's the right match for potential pet owners and their lifestyles so that they have a happy future together.

# IT'S ALL FOR PETS

We're excited about our move and making life better for pets is the reason why. Our new centre will mean we can help double the number of pets in the Suffolk area, meaning we can find homes for many more cats and dogs, such as Penny and Charlie...

## PENNY'S TALE

*"This summer, I got into my carrier as usual, but this time I didn't come home afterwards. I was left inside my carrier in the Felixstowe rehoming centre car park, where some nice people from Blue Cross found me and took me inside. They couldn't contact my owner, so they made me comfortable and arranged for me to see the vet.*

*They called me Penny, and they were surprised to discover I was pregnant.*

*"I'm going into a foster home so I can nurse my kittens in peace, but this new centre means Blue Cross will always have emergency space for mums-to-be like me, and cats and kittens can grow up happy, healthy and friendly."*



Volunteers have already raised £125,000 for the new centre

## A WORD FROM CHARLIE

*"My owner had to give me up because she wasn't very well. She got me from a place that used me for breeding, and the stress of it all made my skin swollen and painful. My ears were inflamed, my eyes were weepy, and I kept biting myself to try and make the itch stop. Silly thing to do really, as that just made it worse.*

*"It all calmed down when I came to Blue Cross's Felixstowe centre. They fixed me up with a vet and I stopped being so itchy. I'm a lot calmer now, and I live with a lovely family who look after my skin.*

*"The new rehoming centre in Suffolk will have an on-site veterinary clinic, meaning dogs with health problems like me can be treated there and then."*



## CAN YOU HELP?

Our new centre will cost £3 million to complete, and we need your help.

Our local volunteer community fundraising group has made a fantastic start to helping us reach our goal and has already raised a huge £125,000!

The committee has seven dedicated members, with a further 50 volunteers helping to fundraise in the community and at events. They've raised the impressive figure by sharing their enthusiasm about the new centre with local people, who are only too happy to support. Some have even become volunteers, too.

Tom Crowley, who heads up the volunteer fundraising committee, says: "The dream really was for us to have a new centre, and now we are getting a bigger and better centre so we can help more pets in the surrounding area.

"It's come alive. Before it was a dream and now it's coming true."

Every penny helps, so whether your donation is large or small we'd love to hear from you. Call our Supporter Care Team on 0300 790 9903 or visit [www.bluecross.org.uk/suffolkcentre](http://www.bluecross.org.uk/suffolkcentre) to discover more and donate.

# Good Golly Miss Molly

Abandoned and alone, poorly puppy Molly battled against the odds, with help from an unlikely furry friend

One-month-old pup Hope was found dumped in a box by the side of a road by a passerby, along with two of her siblings.

The kind-hearted stranger rushed the three tiny abandoned pets to the nearby Blue Cross rehoming centre in Lewknor. All three puppies were riddled with fleas and seriously ill.

Sadly, Hope's siblings were especially poorly and did not survive.

We were very worried about Hope, too, but our team worked hard to keep the little fighter going, taking it in turns to care for her in their own homes.

Lisa Kent, a Blue Cross Animal Welfare Assistant, says: "Because of the traumatic ordeal that she had been through, Hope was understandably very worried, especially about being on her own.

"One member of the team gave her a large teddy bear as company that she could snuggle into when she went to sleep, and it really helped her – she often sat with it and got nice and cosy."

A week later, Hope was again checked by a Blue Cross vet, who was really pleased with how much her condition had improved.

Lisa says: "She went from strength to strength and became a very affectionate little character. She constantly got cuddles from all of the team and everyone found her completely irresistible!"

Once Hope was happy, healthy and old enough to be rehomed, she quickly found a family who fell in love with her, and she now lives with the Ashtons, who renamed her Molly.

Lynda Ashton had always longed for a chihuahua after a friend adopted one, but her husband wasn't keen on the idea of a small dog. Last year, following a family bereavement, the Ashtons decided the time was right to welcome one to the family.

Knowing there were many chihuahuas in rehoming centres up and down the country, Lynda contacted her local Blue Cross centre at Lewknor. A short time later, we called Lynda about a tiny puppy of unknown breed – possibly a chihuahua mix – who had recently arrived and who might be a good match.

The family, including Lynda's husband who had always favoured large breeds, visited Molly – and completely fell in love with her.

**ABOVE:** Molly loves fun – and plenty of cuddles  
**INSET TOP:** Before being rehomed  
**INSET BOTTOM:** Now Molly is twice as big as her ted



When she was ready, Molly came home and settled in immediately. Teddy, of course, came too.

Linda recalls: "She was full of energy; I'd forgotten what it was like to have a puppy! The last dog we had as a puppy died in 1980, and all our others since then have been older rescues."

At four months old, it's obvious that Molly is a crossbreed and probably doesn't have much, if any, of the Mexican breed's characteristics – but Lynda doesn't mind.

She says: "Maybe I didn't get my chihuahua, but I got something much nicer! She's lovely."

## MOLLY'S STORY

*"I'm so glad that I'm not lonely any more. I didn't like being on my own one bit, and I was pleased that teddy came with me when Blue Cross found me a lovely new home. Not that I needed him; I felt right at home straight away with Lynda.*

*"My favourite thing to do is to play with other dogs. I'd like to play with Lynda's guinea pigs, too, but I know I'm not allowed and that's okay because I get lots of cuddles. I love to run, jump, swim and dig, too. And did I mention cuddles? I'm a really happy pup."*

# ILLNESSES CAT OWNERS SHOULD WATCH OUT FOR

At Petplan, keeping pets healthy and happy is our number one priority. Many pet owners assume that injuries are the biggest risk their pet faces, but 90 per cent of the claims we receive are for illness rather than injury

We pride ourselves on our pet-health knowledge and sharing this expertise with you. With the help of Petplan vet Brian Faulkner, we've created a list of the top five illnesses that can affect cats, to help you spot the signs should your cat fall ill.

## 1. GASTROINTESTINAL DISEASE

Stomach upsets can leave your cat feeling weak and dangerously dehydrated. The most common signs of gastrointestinal disease in cats are vomiting, diarrhoea, reduced appetite, weight loss, straining to pass loose stools and constipation.

Symptoms may occur suddenly or come on over a longer period – be sure to see a vet early to decrease the risk of a more serious illness developing.

## 2. HEART DISEASE

Cats can suffer from a specific kind of heart disease in which the heart muscles become thicker, meaning it cannot perform effectively. In the early stages, the symptoms may be a heart murmur or an abnormal heart rate or rhythm that would be found at a routine check-up. Difficulty in breathing is a key symptom of advanced disease.

## 3. RESPIRATORY PROBLEMS (SUCH AS FELINE ASTHMA)

Cats of all breeds and ages can suffer from asthma. Symptoms include coughing, which may occur in fits and starts, and can be accompanied by wheezing (which may also occur with bronchitis). Other causes of respiratory problems – severe infections, poisoning, cancers and pleural space disease – will cause your cat to go off their food and become lethargic.

## 4. KIDNEY DISEASE AND CYSTITIS

Kidney disease can result from trauma, poisoning, infection or a urinary condition,



and deterioration over time. Symptoms may include increased thirst, weight loss and passing more urine than usual.

Cystitis causes the bladder to become inflamed, and symptoms include frequent, painful attempts to urinate, with blood often found in the urine. In both cases, be sure to consult your vet.

## 5. HYPERTHYROIDISM

A cat's thyroid glands are located in the neck and control their metabolism. Hyperthyroidism, where the glands become overactive, is a common hormonal problem in cats. Symptoms of the condition include

increased appetite and weight loss – and if left untreated it can lead to heart failure. Your vet can advise you further on treatment.

To find out about common illnesses in many more breeds of cats and dogs, visit the new 'Pet Advice' pages on the Petplan website.

**Petplan**<sup>®</sup>

You can also visit [www.petplan.co.uk/bluecross](http://www.petplan.co.uk/bluecross) to find out how having Petplan Covered for Life<sup>®</sup> insurance can help you cover the cost of any unexpected treatment.

# SWEET SUCCESS

She was a nervous little soul who flinched at the touch. But patience and understanding helped stray dog Toffee to heal her troubled past

Five-year-old Toffee was so frightened when she arrived at our Lewknor rehoming centre that it was difficult to reassure her that she was in safe hands.

Lisa Kent, Animal Welfare Assistant, says: "Every time she was touched, she flinched."

Poor Toffee got no enjoyment from being petted by humans so we developed a tailor-made behaviour programme for her, which began with making sure no one touched her unnecessarily so that we didn't put her under any pressure or stress.

Lisa explains: "To help with this, we got a light lead, attached it to her collar and left it on her so that we could minimise touching her while still being able to get her out."

To help her learn that being touched wasn't a negative thing, we encouraged her to voluntarily touch her handler, and every time she did she was rewarded with her favourite treat – tasty chicken.

Although Toffee was scared of humans, our team saw how happy and relaxed she was around other dogs.

## HOME COMFORTS

Animal Welfare Assistant Katrina Hyde also took Toffee home to give her a break from the kennel environment.

Once Toffee was happy in the presence of familiar people, we set about looking for the



As expected, Toffee took time to adjust, but she has come on in leaps and bounds

perfect home for her. She needed owners who would understand that she was very worried and needed to learn at her own pace.

Jean and John Ewen were searching for another dog to join their household after they sadly lost a much-loved pet. When they saw that Toffee loved other dogs, they knew that she was the one for them.

After a successful introduction with the Ewen's terrier type, Darla, Toffee began her new life with Jean and John.

As expected, Toffee took time to adjust, but she has come on in leaps and bounds in the few months since she arrived at her forever home.

"She is so relaxed now," says Jean. "When she first came home, she would never have sat with us. Now she sits on our laps."

John adds: "I think having a second dog helped because what got her to sit on my lap was having Darla on my lap. Eventually she came across as if to say, 'But what about me?'"

Patience is a virtue, and it was certainly worth the wait for Toffee.

## TOFFEE SAYS...

"I didn't trust humans when I arrived at Blue Cross. I'm only small, and I found it really scary when they reached down to stroke me, but now I know there are kind people out there and they're just being friendly.

"I'm so happy to be living with Jean and John, and I love exploring the garden and having a good sniff, but my favourite thing to do is hang out with my best friend, Darla. It looked like she was having great fun cuddling up with the humans, so I thought, 'Why not join in?'"

## ON OUR BEST BEHAVIOUR

Our dedicated team of behaviourists assess each pet's needs as they come into our care, and tailor a suitable behaviour programme for them. This means each pet has the best chance of being happily rehomed with a new family. We provide ongoing support where needed when pets go to their new homes, and are expanding our behaviour team so that every centre will have a behaviourist.

# We will remember them

As the world marks the centenary of the start of World War One, we pause to reflect on the role of Blue Cross and the brave animals of conflict

One hundred years ago, thousands of men from all walks of life left Britain and headed for war.

Alongside them on the living hell of the battlefields of Europe were thousands of horses and dogs sent to cart heavy machinery, ferry messages and pull stretchers carrying wounded soldiers.

It was a world away from the quiet and leisurely pace of English rural life that the animals were used to.

While the British Red Cross cared for human casualties, the Blue Cross Fund was there to help injured animals. Flags displaying a blue cross flew over animal hospitals across Europe, and identified animal ambulances

and veterinary medicines sent to the front line.

The Blue Cross Fund had been set up by Our Dumb Friends League, which was the original name of our charity, to help the injured horses of the 1912 Balkan War.

On the outbreak of World War One in 1914, we quickly re-established the fund and appealed for help from the British public.

When we discovered that the French army was not as well equipped to help horses as the British army, we offered to help, and opened our first of 13 animal hospitals in France and six in Italy.

Under such terrible conditions in the trenches, both men and animals suffered badly from infected wounds and sickness. Mange was common, horses had ill-fitting shoes, and a lack of clean water and dry areas to sleep amid the relentless pounding of shellfire meant that disease spread quickly.



**ABOVE:** *Goodbye Old Man*, a painting by Fortunino Matania (1881-1963)

War raged for four years, and by 1918 we had received donations totalling £170,000 – nearly £6.5 million today – for sick and injured animals from our supporters, enabling us to treat more than 50,000 horses and 18,000 dogs.

## AFTER THE WAR

Many soldiers had made canine companions during the war and turned to Blue Cross for help with bringing them home after the armistice.

We opened quarantine kennels in Shooter's Hill, London, and looked after the dogs throughout the legally required period before reuniting them with their human comrades.

We received many grateful letters of thanks, including one sent from an unknown veteran from Ledbury, on 8 October 1920. It says: "Just a line to let you know that Rags arrived safely by the six o'clock train yesterday. My friends have been telling me that she would not remember me after all these months, but when she heard my voice on the platform she went almost frantic to get out of the box."

It's estimated that the British Army alone used 1.2 million horses and mules, of which 484,000 sadly died. In honour of the animals of war and the importance of the fund in both World Wars, we changed our name to the Blue Cross in the 1950s.

Today, as then, we're devoted to helping sick, injured and abandoned pets, and it's all thanks to generous supporters like you.

**To view our historic archive of images and stories from the front line, visit [www.bluecross.org.uk/WW1](http://www.bluecross.org.uk/WW1)**



**THE DOGS OF WAR**  
KENNELS AT A BLUE CROSS DOG HOSPITAL IN FRANCE  
SET UP BY OUR DUMB FRIENDS LEAGUE, 1881-1963



**ABOVE LEFT:** *The Dogs of War* – photograph of kennels at a Blue Cross dog hospital in France  
**LEFT:** Soldiers and horses rest during World War One



# Whatever happened to..?

We catch up with some familiar faces from the past to see how they're doing now

## FLO AND IVY

Kittens Flo and Ivy were found dumped in a box in Camberwell, south London, three days before Christmas. The frightened, two-month-old moggies were picked up by a passerby and brought to our animal hospital in Victoria. We think they might have been an unwanted present.

After a vet check, a tasty meal and a sleep, the sisters went to stay in a Blue Cross foster home to help them learn cat social skills and adjust to family life.

Flo and Ivy have since been happily rehomed with the Boydell family.

Owner Natasha Boydell says: "Flo and Ivy have absolutely completed our little family and have brought us so much joy and laughter.

"They are brilliant with our baby daughter, Rose, and often follow me into her nursery to laze around on the floor and keep me company during nappy change and playtime. They really do take everything in their stride and we love them to pieces."

## FLEUR

Fleur first arrived at Blue Cross back in 2009 because her owner could no longer give her the care she needed

and, reluctantly, decided to part with her. She couldn't bear to sell her on, so she brought her to us knowing that we would make sure that Fleur always has a loving home.

The beautiful Oberlander pony quickly became a favourite among the grooms, and was initially rehomed in 2012, but was returned again shortly afterwards.

Earlier this year, Fleur was once again ready to go to a new home on loan. New owner, Annie Coldwell, is continuing to work hard with Fleur to help her overcome her issues, and she is proving great company for Annie's gelding, Roy. "Fleur has made phenomenal progress," says Annie. "It's her third home but it's also her last. She has fallen on her hooves!"

## TOMMY

Tommy was in a horrendous state when he was found. He had pressure sores and urine scald burns on his limbs and was badly emaciated. The Staffordshire bull terrier type had been so badly neglected that he was only half his recommended body weight. Tommy was initially taken in by the

**TOP LEFT:** Flo and Ivy have completed their owner's family

**TOP RIGHT:** Fleur has finally fallen on her hooves!

**RIGHT:** A healthy, happy Tommy

local council in Swindon, which asked if we could help him. We offered to take him in immediately.

Hannah Wiltshire, a Blue Cross Animal Welfare Assistant, says: "Tommy needed urgent veterinary care and a special, tailor-made plan to help him gain weight and condition slowly and safely.

"Despite everything that he had been through, he was such a sweet and lovely dog and, once he trusts you, he is so affectionate and loves cuddles."

With care and attention, Tommy's condition has improved hugely.

Tommy has just been rehomed.

Flo and Ivy, Fleur and Tommy all featured in Blue Cross mailings over the past year.

**Thank you so much** to everyone who donated – we really couldn't give so many pets like them a happy, healthy future without you.



# Setting up shop

By Christmas, we aim to have opened our 50th charity shop, and we couldn't run any of them without our wonderful volunteers



Our Blue Cross Yardley shop

From being at the ready to help customers with queries to sorting through stock and dressing windows, Blue Cross retail volunteers help raise funds every day to support sick, injured and abandoned pets.

Phil Perks, now known as 'Phil on the Till', says: "We have lots of fun with the staff and customers."

"I like being out in the shop where I can chat with the customers and help them with anything they need."

As well as being a friendly face, Phil sorts, rotates and prices stock at our Malvern shop.

He says: "Nic [Perks] does the majority of the sorting of the homeware. She sorts the items to sell and makes sure the back room is tidy."

## EXCELLENT SERVICE

Their dedication recently led to the couple winning a Volunteers of the Month award.

Phil adds: "We enjoy volunteering because it feels nice that we are making

a difference to Blue Cross. We work with a great team and we are like family.

"We will keep volunteering for as long as we can as we enjoy it, feel appreciated and feel a part of something."

We'd like to say a huge thank you to our wonderful shop teams who help us to make sure that thousands of pets have a happy, healthy future.

Mollie Prior, Malvern Shop Manager, says: "Without our shop volunteers, Blue Cross shops would not operate – it is a simple truth!

"Retail is a fast-paced environment and even though we do not work directly with pets, they are what we are doing it all for."



"It feels nice that we are making a difference to Blue Cross"

## CAN YOU HELP?

All the money raised from our shops goes towards helping needy pets.

You can help by:

- volunteering in your local Blue Cross shop
- donating your unwanted quality items, such as clothing, books, and toys
- shopping!

Visit our [www.bluecross.org.uk/shops](http://www.bluecross.org.uk/shops) to find your nearest Blue Cross charity shop.

## THE Clothes line

Please donate your high-quality, branded or vintage clothing using our new, free courier service, The Clothes Line, making it easier to help sick and homeless pets.

Visit [www.theclothesline.org.uk](http://www.theclothesline.org.uk) or call 0300 777 1970 to find out more.



## CURIOSITY SHOP

Some of the more curious items we've had donated to our shops include:

- A pick axe
- Harry Potter Russian dolls
- Traffic cones
- An inflatable clown outfit
- A garage door
- A box of onions



# have your say

We love to hear from you – please send us your news and pictures of your pets

FIND US  
ON FACEBOOK  
AND TWITTER –  
JUST SEARCH FOR  
BLUE CROSS



## A WONDERFUL LIFE

Dear Editor,

My staffie, Sasha, passed away on 16 January this year aged 14 and a half years. She was excellent with children and gave our family and friends much fun and laughter.

Sasha came to us on 12 December 1999 from your Kimpton centre with a warning from her puppy carer about the trials and tribulations about to descend on us – some of our furniture still has her teething indentations on it.

She sailed through the bronze, silver and gold standards of the Kennel Club Good Citizen Award scheme and confounded critics of the breed.

When we moved to Devon, we volunteered with the Tiverton centre as education speakers, with Sasha as the focal point. Our educational visits included school fairs, scouts, guides, schools and senior citizen homes. Sasha appeared in an article on education dogs in the Winter 2008 issue of *Blueprint*.

I recently visited Harpenden on family business and took the opportunity to visit Kimpton. What a welcome I had from very kind, enthusiastic, sympathetic and cheerful people.

**Nigel Mitchell**



## TAKE A CHANCE

**This is Morwenna (was Kahlua), adopted from Kimpton Blue Cross in November. She had missed all her important development windows, having spent her first year in a flat with 29 other cats!**

**When we first met her she was too shy to come out from behind her cat box. However, the footage of her playing with a feather on YouTube convinced us she was not a lost cause.**

**Now, four months on, she loves cuddles and sitting on my lap, and loves attention. Every day she becomes more relaxed with visitors.**

**The moral of this story – take a chance. Often the shy ones are just waiting for their chance to shine!**

Melanie Sankey



STAR  
LETTER

As writer of the star letter, Melanie has won £100 of Love2Shop vouchers for her family, provided by Petplan, the UK's No 1 pet-insurance provider. For more information on Petplan, visit [www.petplan.co.uk/bluecross](http://www.petplan.co.uk/bluecross)

## CUNNING CAT

Dear Editor,

I am sending you two photos of my cat Cassie. She came to me from your Lewknor rehoming centre in September 2011, when she was just 12 weeks old.

She is an absolute sweetie and a great companion, though she does have a streak of devilment in her! You can see that from the second picture, taken last summer, as she lies in wait for birds risking a trip to the bird table! Thankfully, my garden birds have got the measure of her.

**Liz Ashley**



## WOULD YOU LIKE TO SEE YOUR PET ON THIS PAGE?

Email a photo, along with brief details, to [editor@bluecross.org.uk](mailto:editor@bluecross.org.uk) or write to *Blueprint* editor, Blue Cross, Shilton Road, Burford, Oxon OX18 4PF. We reserve the right to edit any letters as necessary.

# THE GREAT OUTDOORS

Raise funds for Blue Cross pets by stepping out of your comfort zone and making the most of what the great British countryside has to offer



## WILDERNESS WEEKEND

A chance to experience life in the wild, combined with a passion for helping pets, led Blue Cross supporter Lauren Hazell to spend a weekend learning to survive on her own – Bear Grylls-style – earlier this year.

Lauren, who rehomed stray Jack Russell terrier Brian four years ago, says: “I wanted to do something different that would challenge me and had a realistic fundraising target to aim for.”

Lauren raised a fantastic £180 for pets in need.

If the idea of leaving the daily grind of modern life behind fills you with joy, then this could be the challenge for you, too.

Camped in a secret location in deepest, darkest Oxfordshire, the Blue Cross Wilderness Weekend teaches you all the techniques you need to survive in the wild. Be prepared for all weathers, as a little thing like rain won't prevent this challenge from going ahead.

You will live on rations and sleep under the stars, with just a sheet of tarpaulin for shelter.

For those who think they're brave enough, Lauren has a few words of advice: “It's not for the faint-hearted, and if you like your home comforts you



might struggle, but if you want to get back to basics it's definitely for you.”

## FRIGHT HIKE

Have you got what it takes to complete a Fright Hike?

These 30km ghostly treks around the UK's spookiest forests are no teddy bear's picnic, but they are suitable for anyone with a sense of adventure – from seasoned hikers to complete beginners with training – and take about six hours to complete.

Setting off at dusk and walking through the pitch black of the Halloween night, routes take place through Nottinghamshire's Sherwood Forest and Queen Elizabeth Forest Park in Stirling on Saturday 25 October, and in Epping Forest in London and Gloucestershire's Forest of Dean on Saturday 1 November.

Each spooky location is shrouded in legend, folklore and mystery and promises to provide a terror-ific challenge.

Blue Cross supporter Tracey Wood braved the Epping Forest route last year with colleagues Donna, Julie and Cath. They raised £1,400 for sick, injured and homeless pets, and had a scream.

Tracey says: “Although it

was extremely muddy, it was a fabulous experience and I would recommend this to anyone who is thinking about getting involved this year.”

Fright Hikes are open to anyone aged 14 and over, but those aged 14 to 17 must be accompanied by a parent or guardian. Marshalled checkpoints and medics en route ensure that all participants stay safe.

“Although it was extremely muddy, it was a fantastic experience”

## GET IN TOUCH

Visit [www.bluecross.org.uk/activechallenges](http://www.bluecross.org.uk/activechallenges) or fill in the tear-off form on the back flap of this magazine to find out more about the Wilderness Weekend and Fright Hikes.

# dates for your diary

From dog walks to survival challenges, there's plenty going on at Blue Cross – so get your diary out and schedule in some time to join in the fun over the next few months as we raise money for sick, injured and homeless pets

## BURFORD RAMBLE

**21 September 2014**

Join us in a unique event at our Burford rehoming centre with a 5km or 10km walk around our grounds. Dogs are welcome. Registration is at 10.30am, with the walk starting at 11.00am. Tickets are £10 including refreshments; children under 16 go free. Join us afterwards for a barbecue or bring your own picnic.

## FRIGHT HIKE

**25 October – 1 November 2014**

Brave ghosts and ghouls on one of these 30km walks. See opposite page for details.

## LONDON MARATHON

**26 April 2015**

This world-famous challenge will satisfy anyone with the ambition of completing 26.2 miles. All of our guaranteed places for this prestigious event have been filled, but if you have secured your own place and would like to run for Blue Cross, we'd love to hear from you.

## BUPA LONDON 10K

**25 May 2015**

Make it your new year's resolution to train for this fun run around London – a great way to get fit and work off those extra Christmas pounds.

## WILDERNESS WEEKEND

**June 2015**

Leave modern life at home and set up camp in the middle of the woods, with only the bare minimum of provisions to keep you company, as you put your survival skills to the test.

## NIGHTRIDER, LONDON

**6-7 June 2015**

Cycle past the historic landmarks of London, including Tower Bridge, Canary Wharf and the London Eye, on this 100km circular moonlit ride.



## BUPA GREAT NORTH RUN

**6 September 2015**

Stride over and past the sites of Newcastle, such as the iconic Tyne Bridge, as part of the world's largest half marathon.

*To find out more about any of these events, please fill in the tear-off form on the back flap of this magazine or visit [www.bluecross.org.uk/activechallenges](http://www.bluecross.org.uk/activechallenges)*

## LOCAL CENTRE EVENTS

### CAMBRIDGE

**Open day, 7 September 2014**

Call 0300 777 1470 for more information.

### FELIXSTOWE

**Seafront dog walk, 5 October 2014**

**Christmas fair, 22 November 2014**

Call 0300 777 1480 for more information.

### NORTHIAM

**Fun day and dog show, 7 September 2014**

**Christmas fair, 8 November 2013**

Call 0300 777 1510 for more information.

### TORBAY

**Halloween quiz, 30 October 2014**

Call 0300 777 1550 for more information.

## OTHER EVENTS

Visit us at any of these events to meet some of the Blue Cross team and find out more about our work:

**BVNA Congress:** 10-12 October 2014

**Your Horse Live:** 8-9 November 2014

**Discover Dogs:** 8-9 November 2014

**London Vet Show:** 20-21 November 2014



Blue Cross supporters taking part in an active challenge



# KONG® TOYS FOR YOUR PET

KONG knows pets need to play to help keep them happy and healthy

We have 10 KONG Off/On toys to give away to dog owners. The award-winning KONG Off/On is an ingenious two-in-one toy for dogs that's perfect for fun indoor and outdoor fetch games. Off/On is covered with KONG's durable and non-abrasive tennis ball material that will not wear down dogs' teeth and is gentle on their mouths and gums. As an added bonus, the squeaker can be turned off for quiet play.

For cat owners, we have eight KONG Cat Active Eight Track toys to give away. KONG Cat Active Eight Track is a great figure-of-eight shaped racetrack game. It has two rattling balls that cats love to chase and bat, a catnip tail packed with KONG premium North American catnip and a feather attachment for additional sensory stimulation.

KONG products are available from pet shops and veterinary practices. Visit [www.KONGcompany.com](http://www.KONGcompany.com) for full product details.



## HOW TO ENTER

Answer the following question for a chance to win.

On page 10 we told you about Casey, the long-stay cat – but how many days was he in Blue Cross care?

- a)  7 days
- b)  30 days
- c)  378 days

You can enter online at [www.bluecross.org.uk/blueprintcompetition](http://www.bluecross.org.uk/blueprintcompetition)

Alternatively, write your answer on this coupon, along with your name, address and telephone number, and send it to:

Blueprint Competition,  
Blue Cross, Shilton Road,  
Burford, Oxon OX18 4PF

Strictly one entry per household.  
Closing date: **30 November 2014**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Please tick one box below to indicate which prize you would like to receive:

- KONG Cat Active Eight Track
- KONG Dog Off/On (small)
- KONG Dog Off/On (medium)
- KONG Dog Off/On (large)

From time to time we may wish to communicate with you by phone or email. If you are happy for us to do this, please fill in your details below.

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

# find us

Locations of Blue Cross services

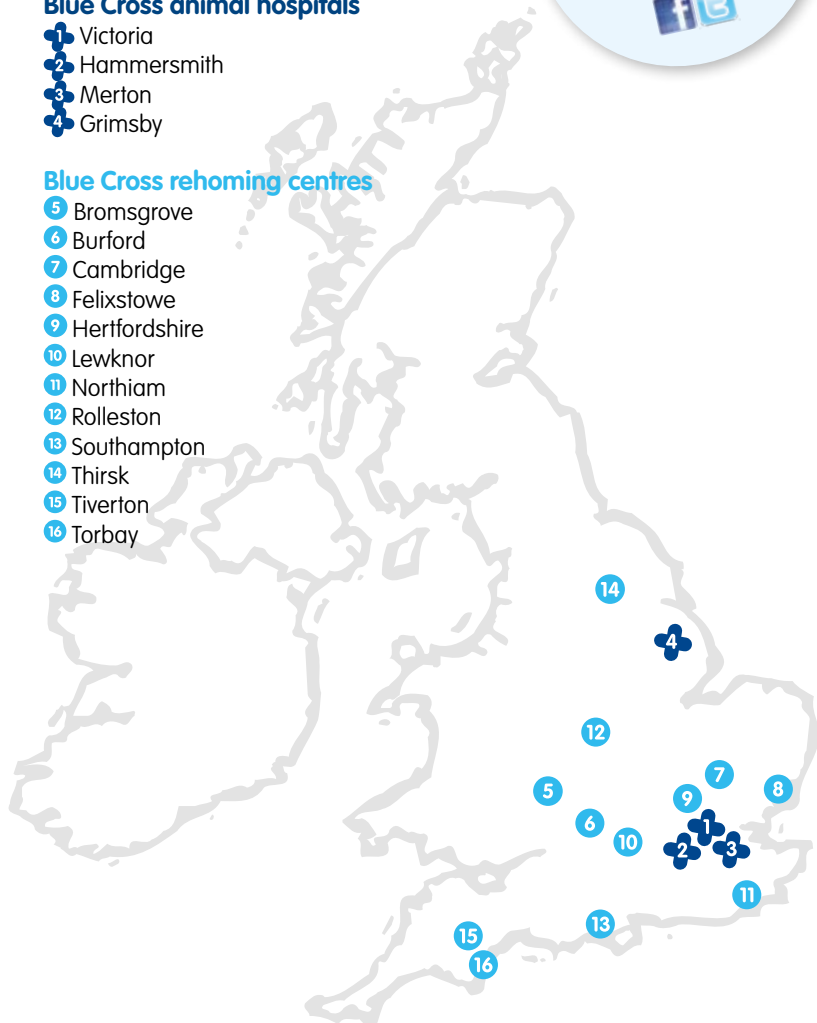


## Blue Cross animal hospitals

- 1 Victoria
- 2 Hammersmith
- 3 Merton
- 4 Grimsby

## Blue Cross rehoming centres

- 5 Bromsgrove
- 6 Burford
- 7 Cambridge
- 8 Felixstowe
- 9 Hertfordshire
- 10 Lewknor
- 11 Northiam
- 12 Rolleston
- 13 Southampton
- 14 Thirsk
- 15 Tiverton
- 16 Torbay



We have five pet care clinics and 15 pet fostering locations across the UK, as well as more than 40 charity shops selling goods to raise money for the pets in our care. Find your nearest one at [www.bluecross.org.uk](http://www.bluecross.org.uk) or call our **Supporter Care Team** on **0300 790 9903**.

## Coping with the LOSS OF A PET?

CONTACT OUR PET BEREAVEMENT SUPPORT SERVICE

**0800 096 6606**

[pbssmail@bluecross.org.uk](mailto:pbssmail@bluecross.org.uk)

The support line is open everyday **8.30am-8.30pm**

## MOVING HOUSE?

Please don't forget to let us know if you have moved home recently or are in the process of doing so. Updating us in this way is enormously important because, without your new address, we would be unable to claim Gift Aid on your donations, which is worth 25p for every pound you donate. Giving us your new address also means we avoid the unnecessary cost of contacting you at your old address and ensures you continue to receive your copy of *Blueprint*.

**To inform us of a change of address, please call our Supporter Care Team on 0300 790 9903, email [info@bluecross.org.uk](mailto:info@bluecross.org.uk) or fill in and return the coupon.**

Thank you!

*Make sure to update your pet's microchip details when you move, too.*

Please write your old address below (including postcode):

Name .....

Address .....

Postcode .....

Please write your new address below (including postcode):

Name .....

Address .....

Postcode .....

Phone number (optional) .....

Email address (optional) .....

**Please cut out this coupon and return it to the following FREEPOST address:  
Tracey Wood, Blue Cross  
FREEPOST OF224, BURFORD OX18 4BR**

Please note that since we select our mailings up to two months in advance, it is possible that you may receive one or two further mailings to your old name or address before this amendment takes effect. We sincerely apologise for any inconvenience this may cause you.

## SEND US YOUR SHARES TO HELP PETS IN NEED

Twelve million people in the UK own shares, with a combined value of £200 billion. If only a tiny fraction of these shares was donated to Blue Cross, it could make a huge difference to pets in need. Donating shares is one of the most tax-efficient ways to support us. Normally, you won't have to pay any capital gains tax on the shares you donate and you should also be able to claim income tax relief. We welcome share gifts of any size and we can turn your contributions into much-needed funds. For more information about how you can donate your shares, please complete the form overleaf, or contact Helen Cox at Blue Cross, Shilton Road, Burford, Oxon OX18 4PF, on 01993 825528 or by email at [privategiving@bluecross.org.uk](mailto:privategiving@bluecross.org.uk)



If animals  
have a place  
in your heart...

## ...find a place for them in your Will

We've been dedicated to the health and happiness of pets since 1897. Abandoned or unwanted, ill or injured – we do what's needed to give every pet a healthy life in a happy home. We're a charity, so the more help you give us, the more help we can give pets.

**A gift in your Will can help secure the future for thousands of animals.  
If you need us, we can also be there for your special companion.**

Thank you.



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

 Return the coupon or write to the address below to receive our free advice and information pack on Will writing.

Please send me your FREE advice & information pack on making or amending a Will and leaving a gift to Blue Cross.

Name (Mr/Mrs/Miss/Ms) .....

Address .....

Postcode .....

Telephone No. ....

**Send to:** Carole Bankes, Blue Cross, FREEPOST OF224, Room B214, Shilton Road, Burford, Oxon OX18 4BR  
For gifts in Wills enquiries, please call 0300 777 1757 or email [legacy@bluecross.org.uk](mailto:legacy@bluecross.org.uk) and quote B214

Registered charity no: 224392 (England and Wales), SC040154 (Scotland)



# Save even more animals by making your gift worth 25% more with Gift Aid

*giftaid it*

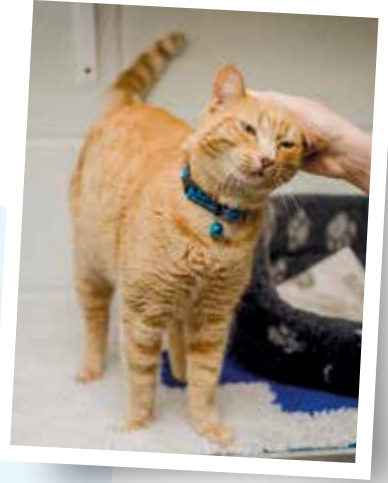
I want Blue Cross to treat all gifts of money that I have made in the past four years and all future gifts of money that I make from the date of this declaration as Gift Aid donations.

Date   /   /

You must pay an amount of UK income tax and/or capital gains tax for each year (6 April one year to 5 April the next) that is at least equal to the tax that Blue Cross and any other charities and community amateur sports clubs you support will reclaim on your donations for that tax year (council tax and VAT do not count). Blue Cross will claim back 25p for every £1 gift aided. Please tick the box.

To make a donation by phone or for supporter enquiries, please call **0300 790 9903**

You can also give online by going to [www.bluecross.org.uk](http://www.bluecross.org.uk)



## We don't just look after pets – we look after your donations too

Less than **2p** in every **£1** we receive is spent on administration, so we make sure that your donation goes exactly where you want it to go – on giving pets a happy, healthy future.

**Thanks to you**, pets can rely on us long into the future.



### In 2014...

Between January and July this year, **we took in 5,674 abandoned or unwanted pets – that's 2,691 cats, 1,422 dogs, 205 horses, 177 rabbits and 235 other small pets.** We cared for **776 homeless kittens and 168 puppies.** And, from January to June, we carried out **29,658 clinical consultations and operated on 4,042 pets.**



# We need your help

We've been dedicated to the health and happiness of pets since 1897. Abandoned or unwanted, ill or injured – we do what's needed to give every pet a healthy life in a happy home. We're a charity, so the more help you give us, the more help we can give pets.

Please use this form to donate to Blue Cross. Alternatively, you can donate online at [www.bluecross.org.uk](http://www.bluecross.org.uk)

From time to time we may wish to communicate with you by phone or email. If you would like us to do this, please fill in your phone number and email address below.

Title: ..... First name: .....

Surname: .....

Address: .....

Postcode: .....

Telephone: .....

Email: .....

Please accept my donation of:

**£10**  **£20**  **£35**  **£50**  or other  (please specify) **£** .....

I enclose a cheque / postal order made payable to Blue Cross

Please debit my Maestro / MasterCard / Visa Debit / Visa Credit / Charity Card

Card no.

(if applicable) Valid from   /   Expiry date   /   (Maestro only) Issue no.

Signature  Date   /   /

**Return to:** Blue Cross, Freepost OF224, D14BP2, Burford OX18 4PF

For more information, please call **Supporter Care** on **0300 790 9903**



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## Find out more about fundraising for Blue Cross

Please send me further information on the following:

Running events  Nightrider  Fright Hike  Wilderness Weekend

Burford Ramble  Dog show pack  Fundraising pack

For more information on these challenges, please complete the form below or email [events@bluecross.org.uk](mailto:events@bluecross.org.uk)

Title: ..... First name: .....

Surname: .....

Address: .....

Postcode: .....

Telephone: .....

Email: .....

**Return to:** Events Team, Blue Cross, Shilton Road, Burford, Oxon OX18 4PF

For more information, please call **Supporter Care** on **0300 790 9903**

