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The Blue Cross (Incorporating Our Dumb Friends League) is a charity registered in England and Wales (224392) and in Scotland (SC040154).

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THE BLUE CROSS
Britain's pet charity
ANNUAL REVIEW 2010

Our mission

To provide a service meeting all the welfare needs of companion animals through treatment, advice and support, and finding them caring homes.

The Blue Cross is a charity dedicated to people and their pets.



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THE YEAR IN PICTURES 2010



JANUARY

We rescue two kittens discovered dumped in a box down a rubbish chute and find them a loving home.



FEBRUARY

Our Southampton Adoption Centre celebrates 100 years of helping animals in need.



MARCH

We open two new charity shops, in Worcester and Hungerford. We went on to open 10 more shops in 2010.



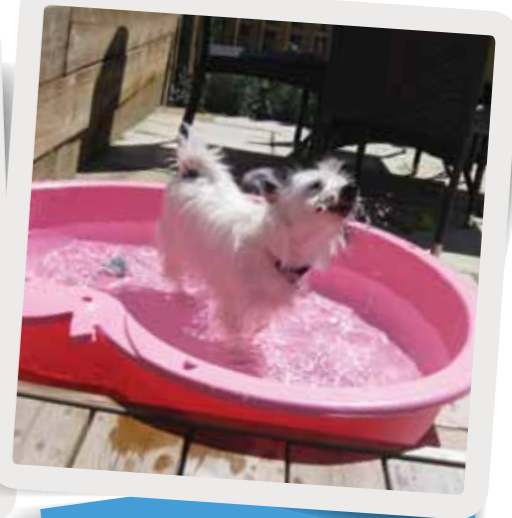
APRIL

We rescue a group of 19 guinea pigs, all named after England football players because of their quirky hairstyles.



MAY

Our Burford Adoption Centre holds a general election of its own between dogs, cats and small furies. The dogs emerge victorious.



JUNE

We issue summer advice to pet owners and urge them not to leave animals in the car after treating a dog that overheated.



JULY

We welcome our new Chairman, Zair Berry.



AUGUST

A group of rescue ponies from The Blue Cross take part in a fun mounted games competition at The Pony Club championships.



SEPTEMBER

Our Lewknor Adoption Centre celebrates its fifth birthday with the help of special guest BBC Oxford radio presenter Bill Heine.



OCTOBER

Two rescue dogs from The Blue Cross appear in a Marks & Spencer TV advertising campaign.



NOVEMBER

We have a stand at the Discover Dogs event in London to give people free advice about animal care and owning a pet.



DECEMBER

Long-lost brothers Storm and Ice are reunited in time for Christmas.



Chairman and Chief Executive's welcome

THE BLUE CROSS FIRST TOUCHED MY LIFE IN 1973

when I took articles and started on the road to becoming a Chartered Accountant. I never imagined that, 37 years later, I would be asked by the Board of Trustees to become their Chairman. This is an honour indeed, but also an important responsibility. The Board is ultimately accountable to those that support the charity: its members, donors, clients, staff and suppliers. I intend to provide the leadership and guidance to the best of my abilities over the next few years.

Diane Sinclair, my predecessor who held the reins for nine years, did a magnificent job. I'd like to express my admiration and thanks to her for the guidance and support she has given to the Board and indeed, the wider Blue Cross family. Di is a hard act to follow.

The Blue Cross strategy recognises that the time is right to substantially raise our profile more widely and to provide caring services for companion animals to a greater number of needy owners. Our supporter base also needs to be expanded and comes at a time when we are hearing about the need for "The Big Society". The Blue Cross has shown a passion for animal welfare over more than 100 years and is a fine example of what society can do to provide services to the public without the intervention of any government.

The challenges are considerable, but I am inspired by our loyal supporters, staff and volunteers and I look forward to an exciting future.



Zair Berry
Chairman



Kim Hamilton
Chief Executive

WELCOME TO THE BLUE CROSS ANNUAL REVIEW 2010.

The recession may be officially over, but many people are still feeling the pinch and we're continuing to see an increase in demand for our services. The equine community was particularly hard hit last year and nearly 20 per cent of the horses we took in came to us because of financial problems. We also helped some smaller equine charities that had been forced to close by taking in horses and providing transport.

Even during this difficult time our supporters have remained so steadfastly loyal and generous that we've been able to continue to meet the needs of people and their pets while thinking about how we can help even more animals in the future. This led to a new strategic plan and the beginning of a change and evolution in the charity. We're starting to plan and deliver some exciting initiatives, which include reaching new areas of the country where there's a need for animal welfare services and generating income through innovative commercial and fundraising activities to ensure our future is sustainable. You can find out more about our plans in the looking forward section on page 33.

The Blue Cross has been helping needy animals since 1897 and it has a strong history and heritage to be proud of. But times have changed, animal welfare needs are evolving and our work needs to reflect this. We are moving into a new chapter in our history and I'm extremely pleased and proud to be a part of it. Thank you for your support.



Of all the horses taken in by The Blue Cross last year, almost a fifth were due to their owners' financial problems



REHOMING | ADOPTION CENTRES

The right pet for everyone

“I FELT THERE WAS SOMETHING missing in my life for a very long time. That void has now been filled.”

Those are the words of Stevie Fleming, who finally found the companion he'd searched 10 years for. Stevie has cerebral palsy, so he needed an extra-special dog. We found him a perfect match – 10-year-old Labrador Riley.

We believe there's a right pet for everyone and we're trying to be more flexible so we can give homeless animals a greater opportunity of finding a new family. Our Head of Rehoming Services, Mandy Jones, says: "There's a perception that a lot of charities are extremely selective in their rehoming policy. We've had that reputation ourselves in the past and we want to get rid of it. If someone can care for

a pet, then they should be able to have one and, if they're prepared to offer their home to a rescue animal, we want to help them to find the right one."

We're also working to identify dogs that are more suited to working environments, such as the police or armed forces, and we've had some great successes.

In 2010, our 11 adoption centres found homes for 6,178 dogs, cats and small animals. We took in 6,349 pets, and, while we saw a drop in traditionally popular dog breeds, like golden retrievers, we took in 50 per cent more huskies and 300 per cent more Alaskan malamutes than the previous year.

Mandy says: "Huskies and their lookalikes have become fashionable, but they're not really family pets. They

need a lot of exercise and can be difficult to read at times, so they are not a breed for a novice owner."

We continued to see large numbers of Staffordshire bull terriers and their crosses, which can prove difficult to rehome, even though they can make such wonderful family pets.

We also piloted a new scheme in Tiverton called The Blue Cross Home Direct. This gives people who need to give up their dog the opportunity to keep them at home until we find them a new home. This saves the dog the stress of staying in kennels and frees up more spaces for us to take in dogs that have no other choice. The feedback has been excellent and 16 animals were rehomed. We're now hoping to roll the scheme out nationally throughout 2011.

“If they're prepared to offer their home to a rescue animal, we want to help them to find the right one”

Real lives Sally Speroni, Ash and Hazel

Ash and Hazel had only just been born when their mum left them to fend for themselves.

When the tiny, helpless kittens came to our Hertfordshire Adoption Centre, they were dirty, cold and hungry. We hand-reared them, bottle-feeding the kittens every two hours for two weeks.

Ash and Hazel started to grow in strength and it wasn't long before they were old enough to be adopted and we were delighted to wave them off to a new home together. Their new owner, Sally Speroni, says: "They have settled in beautifully and they are so loving – they're with us at every opportunity. They are just adorable."



Labrador Riley is the perfect companion for Stevie Fleming, who has cerebral palsy

Finding the home they deserve

“FUDGE HAS SETTLED IN WELL

and he seems very happy in his new home. Our grandchildren are thoroughly enjoying him and he loves all the attention he gets.”

Janet Kolosowski is talking about her family’s new pony, who finally has a loving home after being placed on loan.

Fudge was one of more than 100 horses, ponies and donkeys rescued from horrific conditions at Spindle Farm in Amersham, one of the worst cases of animal neglect ever seen. He and another pony, Tabitha, came to our Burford Adoption Centre to be retrained and eventually rehomed.

When they were rescued by the RSPCA, they were thin, dehydrated and hungry. They were later handed over to us and, with lots of hard work and

TLC, they have blossomed into healthy, happy, riding ponies.

Fudge is now a much-loved addition to the Kolosowski family and last summer, Tabitha was part of The Blue Cross team that beat The Pony Club in a fun mounted games competition.

Sadly, more and more people have been contacting us because they have to give up their horse or pony. Last year, we took in 83 new horses and ponies, an increase of 51 per cent on 2009. The most common reason was financial problems, which accounted for nearly 20 per cent of total admissions. We also took in 28 horses as a result of welfare cases, which was nearly three times higher than the previous year.

Burford Equine Manager Vicki Alford says: “2010 was such a busy year for

us. We were constantly full and I know other organisations were in a similar position. Some of the people who came to us really were in dire straits. The winter was tough with hay prices more than doubling and grazing affected by snow and ice.

“We spend over £2,000 a month on hay alone during the winter months, and with the recession still rolling on, many private owners just can’t cope.”

A few smaller charities were also forced to close and we worked with the National Equine Welfare Council to help in these situations, including offering transport and taking in homeless horses and ponies.

We found new homes for 138 horses and ponies through our loan scheme – 32 per cent more than last year.

“Some of the people who came to us really were in dire straits. The winter was tough with hay prices more than doubling and grazing affected by snow and ice”

Real lives Bertie, Boris and Benji

Ponies Bertie, Boris and Benji were terribly neglected before they were rescued by the RSPCA and brought to our Rolleston Equine Centre to be rehabilitated. With intensive handling and training programmes, they started to gain confidence. Once the ponies were ready, we waved them each off to loving

homes, but were delighted to see them reunited at our open day in July. Nine-year-old Mya Hamilton Petijean, who has Benji on loan, told us: “I visited Benji several times to make sure we were right for each other. When he finally arrived at my grandparents’ farm where we keep him, it was a dream come true.”



Tabitha has blossomed into a happy riding pony



REHOMING | PET FOSTERING

A sense of satisfaction

“THE BEST BIT ABOUT PET

fostrering is seeing the cats go off to their new homes – there’s a real sense of satisfaction.”

Anne Bradshaw was one of our dedicated pet fosterers in 2010 – she looked after cats and kittens in the three purpose-built chalets in her back garden. These volunteer roles are enabling us to help more animals in areas across the UK where we don’t have an adoption centre.

In 2010, we found loving homes for 379 animals through the rehoming pet fostering scheme – 65 more than 2009. Since we began the scheme, we’ve rehomed 833 animals and we’re looking forward to seeing

our 1,000th pet find a new home in 2011.

We took in 426 animals last year and demand continues to be high. Regional Manager for the North, Denise Young, says: “We experienced similar trends to our small animal adoption centres with increased waiting lists and similar reasons for intake, such as financial problems, relationship breakdowns and moving into rented accommodation.

“The scheme continues to go well and we are planning to recruit additional head office resources in the near future to develop the foster programme according to the needs of each specific region.”

Denise adds: “I’d like to thank all the volunteers for their ongoing hard work in support of The Blue Cross and the animals in their community.”

Welfare Associates

We have worked with a number of charitable organisations with the same aims and values as us – to promote animal welfare and responsible pet ownership. We’d like to thank them for all their hard work in 2010 and wish them ongoing success.

From 2011, we are focusing our resources on two Welfare Associates – Mountains Animal Sanctuary in Scotland, and Mayflower Sanctuary near Doncaster, South Yorkshire.

“I’d like to thank all the volunteers for their ongoing hard work in support of The Blue Cross and the animals in their community”

Real lives Vicky Clark

The University of Lincoln is one of our newest recruits to the pet fostering service. As well as giving us the chance to help more needy animals, it means students can get hands-on experience in looking after and rehoming cats.

Animal Unit Manager at the university, Vicky Clark, says: “We

were keen to get involved both to educate the students and help out The Blue Cross. It’s great because it teaches the students what happens in a rescue environment and how to handle cats correctly and assess their behaviour.

“It’s going really well – we’ve rehomed several cats and we even hand-reared a litter of kittens.”



Anne Bradshaw was one of our invaluable pet fosterers in 2010



Saving the lives of needy pets

"IT'S SUCH A RELIEF TO HAVE

Chester home. He's recovering well after his ordeal and we're so grateful to The Blue Cross for saving his life."

Karen Trail's poor cat, Chester, was hit by a car and then dragged away by a scavenging fox. Luckily, he was discovered and rushed to our animal hospital in Grimsby.

When he arrived, he was unconscious and his head was bleeding. Our staff immediately stabilised his condition and he went on to make a full recovery. We were able to reunite Chester with Karen because he was microchipped,

otherwise we might have struggled to find his owners.

Chester was one of thousands of pets that we treated at our animal hospitals, welfare clinics and mobile clinics across the UK in 2010. In total, we carried out 97,887 consultations, operations and diagnostic procedures. These varied from routine procedures to some more unusual cases, such as hamster Speed, who survived being accidentally hoovered up by his owner, and greedy dog Peggy, who swallowed a plastic holly decoration after gobbling up a Yuletide log.

Peggy's relieved owner told us afterwards: "She is a very crafty girl and I had no idea she had eaten the cake or how she got hold of it. I'm very grateful to The Blue Cross for acting so swiftly and preventing anything worse from happening."

To mark National Veterinary Nursing Week last July, our Grimsby Animal Hospital held a special vet nurse day in a local park. Our staff were on hand to offer advice on pet problems, give out free advice factsheets and provide on-the-spot microchipping for dogs at a reduced cost.

“Donald's such a lovely little dog. Despite his health problems, he's very happy in himself. I would never have been able to pay for his veterinary fees privately. I really can't praise The Blue Cross enough”

Real lives Margaret Nally and Donald

Since Donald was diagnosed with diabetes, his owner Margaret Nally has made weekly trips to The Blue Cross Animal Hospital in Merton, south London. The dachshund's condition means that he has to be closely monitored.

She says: "The hospital staff are brilliant. They monitor him every

week and when we set off he can't wait to get there because he loves seeing them all."

Margaret adds: "Donald's such a lovely little dog. Despite his health problems, he's very happy in himself. I would never have been able to pay for his veterinary fees privately. I really can't praise The Blue Cross enough."





On their best behaviour

“I’M TOTALLY AMAZED AT HOW she’s changed as she was very much out of control when we came to see you. I’m sure this whole thing is purely down to the desire to eat sausage, but it has worked and surprisingly quickly. She has totally changed, almost overnight. Thanks for all the advice, it has worked wonders.”

Dom Iles is talking about his dog, Annie, a foxhound that enjoyed following her nose so much, she forgot to come back. Because Dom adopted Annie from The Blue Cross, he was able to contact our behaviour team, who are on hand to offer ongoing support to all our adopters. After working with our Animal Behaviourist Ryan Neile, Dom

took a different approach to Annie’s training and he hasn’t looked back since – luckily, Annie has!

In 2010, our behaviour team carried out 1,067 consultations and responded to 1,333 phone calls and emails. They also made 98 centre visits.

Three of our staff completed their foundation degree in animal management at the University of Chester, including Animal Behaviour Assistant Becky Stickland. Becky specialised in training and counselling, and she says: “It was very good – it helped me to understand more about dog behaviour and the reasons behind it. I could really apply what I learned to what I do in my job.”

Head of Behaviour Services Julie Bedford says: “The course gives students a scientific basis to the advice they give, improves their confidence and provides them with much better problem-solving skills. They are now going on to their BSc (Hons) degrees, which demonstrates their commitment to their work and the willingness of The Blue Cross to invest in them.”

Last year, Julie became a Certificated Clinical Animal Behaviourist, a sought-after title. She also gave a lecture about our work at the Association of Pet Behaviour Counsellors’ 21st birthday symposium, showcasing The Blue Cross to around 300 behaviourists, trainers and charities.

“It was very good – it helped me to understand more about dog behaviour and the reasons behind it. I could really apply what I learned to what I do in my job”

Real lives The Foleys and Jack

When Teresa and Jim Foley adopted their new dog, Jack, the introduction to their grandchildren didn’t go as well as they’d hoped – Jack continually jumped up at them, flashing his teeth.

The Foleys were concerned and, after discussions with our staff, returned him to us. Heartbroken,

they quickly regretted their decision and asked us for help.

Our Animal Behaviourist, Ryan Neile, discovered that Jack was simply overjoyed to see the children, and this had been misinterpreted as aggression. We gave them advice on how to manage Jack and they were delighted to take him home again.



Thanks to The Blue Cross, the Foleys are thrilled to have Jack around their grandchildren



Lessons for life

“THANK YOU VERY MUCH FOR taking the time to visit. When we talked about it afterwards, the children all remembered the key points about dog safety and what a dog needs.”

These pupils at Combe Bank School in Kent were just some of the 25,000 children we gave talks to in 2010. Our education volunteers visited dozens of schools, clubs and youth groups around the country, teaching young people about responsible animal care.

Now we're trying to reach even more people and our education team has been working on a number of different new projects so that we can do this. Last year, we produced an animal welfare resource for college lecturers and created worksheets on animal care for teachers to use with traveller children.

Education Development Manager Tracy Genever says: “Many traveller children have breaks in their schooling, so their literacy levels may be low. These worksheets are image-led to help them understand and enjoy learning. Some teachers have told us that the children enjoy talking about their pets, so it's a good way to get them discussing and writing about animal welfare.”

We attended 25 shows in 2010, and also piloted a unique online survey as part of a drive to monitor and improve the health of horses in the UK. The National Equine Health Survey aims to capture data about health issues such as coughs, lameness and obesity. We worked with the British Equine Veterinary Association and Josh Slater, Professor of Equine Clinical Studies

at the Royal Veterinary College, to produce the survey, which we're developing further in 2011.

The Society for Companion Animal Studies (SCAS), which works in partnership with The Blue Cross, saw an increase in demand for its training services in the human-companion animal bond. Having more staffing hours enabled SCAS to progress towards achieving its strategic goals and raising the awareness of its work and its impact.

Key achievements in 2010 included: developing a distance learning course for veterinary staff in pet-loss support; supporting dog-training programmes for young offenders; and gaining parliamentary and wider support for its Pets for Life campaign.

“ It's a good way to get them discussing and writing about animal welfare ”

Real lives Juliet Chelton

Juliet Chelton still remembers her first day as an education speaker for The Blue Cross. As a group of Cub Scouts gazed at her expectantly, she says: “I felt like an *X Factor* auditionee about to run the gauntlet of the judging panel.”

Juliet started volunteering for us more than two years ago after

watching a TV programme about the ill-treatment of puppies. Appalled, she decided she wanted to take action and promote good animal care, and she now visits after-school groups doing just that. She says: “I cannot think of a finer way to spend an evening than informing children about the joys of caring for their pets properly.”



Animal visits to schools are a good way of educating young people about pet responsibility



A journey of dedication

“I’M REALLY HAPPY TO BE GOING on this journey for all the needy animals that The Blue Cross helps.”

Intrepid volunteer Stefano Molin embarked on a 2,000-mile trip of the UK on his 30-year-old 50cc Vespa scooter to raise money for us. The charity ride, which took him from Devon to Humberside and back, made £800.

This is just one example of the overwhelming dedication of our volunteers and the lengths that they’ll go to, to help the animals in our care. In 2010, Stefano’s support didn’t end there. During the snowy weather just before Christmas, many of our staff were unable to get to work, so Stefano camped outside our Tiverton Adoption

Centre in his transit van, so he could be on hand to help look after the animals. Throughout 12 freezing days, he volunteered for 94 hours and we couldn’t have managed without him.

In total, volunteers gave us 174,837 hours of their time last year – an 18 per cent increase on the year before.

Volunteer Development Manager Karen Allsop says: “You really can’t put a price on the amazing work that our volunteers do, but if we did have to cover these hours with paid staff, it would cost us at least £1.2 million.

“This figure doesn’t express the true value of our volunteers, as they bring much more to the charity than just saving us money, but it does go some

way towards reminding us how very valuable and dedicated they are.”

We now have around 2,000 volunteers, 500 more than 2009, and they help us out in different ways – from animal care to administrative work.

Karen says: “We’re spending more time getting to know our volunteers and what they want to get out of their time with The Blue Cross. We want to invest in them to make their experience as worthwhile as we can.”

In Tiverton, we have been piloting a new scheme where volunteers walk dogs for local owners who are no longer able to exercise their pets themselves. We’re hoping to roll this scheme out more widely in 2011.

“We’re spending more time getting to know our volunteers and what they want to get out of their time with The Blue Cross. We want to make their experience as worthwhile as we can”

Real lives Gene Preece

Artist Gene Preece didn’t even let a quadruple heart bypass stand in the way of helping The Blue Cross. While preparing for the operation, he put his talents to good use by holding a raffle at two of our charity shops and painting a portrait of the winner’s pet. Gene, who volunteers at our Ledbury shop, raised £120.

He says: “I’ve supported The Blue Cross for some years, but when a shop opened nearby last year, I put my name down to volunteer. I thought the portrait would be a great opportunity to use my skills to help the charity.”

Ledbury Shop Manager Jayne Kidner says: “Gene is such a dedicated volunteer – he’s very popular.”



Stefano Molin is a dedicated Blue Cross volunteer



Going the extra mile

“I HAVE SO MANY GREAT memories of that weekend. All the people who were raising funds for The Blue Cross were a pleasure to walk 25 miles with.”

Animal lover Jenny Ross and her dog, Bailey, were part of the group that took part in our Hadrian’s Wall fundraising trek, which raised £4,168.

In 2010, fundraisers also braved the unforgiving terrain of the Andes and the blood-sucking leeches of the Borneo jungle, raising a total of £143,323 from our overseas challenges.

Others raised £38,681 from the London Marathon and £17,731 from the Royal Parks Foundation Half Marathon; and our annual Tea Party raised a further £36,000. Senior Events Officer Tracey Chittock says: “Our regular

fundraisers also raised around £20,000. Their commitment is amazing.”

Our retail team had a busy year, opening 10 new charity shops, with more openings planned throughout 2011. New business opportunities have included a joint venture with milkshake retailer Moo-Moo’s and we also trialled a new books and entertainment format in Stratford. Our three Paw Draw raffles raised more than £400,000.

Regular giving via direct debits and standing orders raised more than £4 million in 2010. We also encourage people to gift aid their donations wherever possible and last year, this was worth nearly £1 million.

We are immensely grateful to the many charitable trusts and foundations that generously supported our work

throughout 2010, totalling around £500,000. Special thanks go to The Stainer Charitable Trust, which funded a new rehoming kennel at Southampton Adoption Centre, and The Buttercross Fund, which paid for a pet isolation building at Thirsk.

One of our longest-standing partners, Hill’s Pet Nutrition, continued to provide food to our cats and dogs free of charge and another, Pfizer UK, donated horse wormers for our horses and supported our equine transport services. Pets at Home’s Support Adoption for Pets programme donated £25,000 to our new kitten unit at Kimpton and a national neutering scheme. To these companies, and all the others who have supported our work, we’d like to extend our heartfelt thanks.

“Our regular fundraisers also raised around £20,000. Their commitment is amazing”

Real lives Lisa Kellett

Lisa Kellett was looking for the ultimate challenge – and ended up doing three in a year.

Plucky Lisa braved our Peru horse trek and Borneo jungle challenge in 2010 and she’s signed up for our Zambezi canoe safari in 2011. She’s the first person to do three Blue Cross overseas challenges and she’s

raised more than £10,000. She says: “I’d never done anything like this in my life and I wanted to challenge myself and help an animal charity, so I searched the internet and found the Borneo and Peru trips. When I got back, I felt restless – I had to find something else, so I signed up for the Zambezi trip. I can’t wait for my next adventure.”



The Peru horse trek is one of several overseas active challenges organised by The Blue Cross



The gift that makes a difference

“THE HAPPIEST DAY OF MY LIFE, pet-wise, was when, many years ago, the young lady at The Blue Cross carried this dear little tabby cat into the waiting room. The cat took one look at me, ran the length of the room and promptly jumped in my lap. She was the best cat ever.”

Annette Hedges, 82, is remembering the day she adopted a pet from us. Tabitha, as the cat was later named, lived for many happy years and Mrs Hedges was heartbroken when she eventually died of old age.

Over the years, she has had other cats, but she still remembers Tabitha fondly and misses her. Mrs Hedges has generously pledged to leave us a gift in her Will so that we can help more needy animals like Tabitha in the future.

Legacies account for more than half our income every year and provide vital funds for our work. In 2010, we received more than 970 payments from estates, amounting to just over £15 million – £1.1 million more than in 2009. We now have more than 9,000 legacy pledgers on our database and to help increase this group of supporters, we produced a successful new-style mailing that reached around 95,000 people.

Development Officer Carole Bankes says: “The mailing explained the importance of legacies to our future and the feedback has been very promising. Around 830 people have already pledged to leave us a legacy as a result.”

We also carried out our first-ever telephone calling campaign and Carole says: “The people who made the calls

told us how much they enjoyed it because everyone they spoke to was so warm and friendly.”

We launched a new legacy booklet, which is available to download from our website. The booklet contains easy-to-follow information on how to leave a legacy to The Blue Cross and highlights how this gift can have a lasting impact on animal welfare.

In 2010, we added 586 names to our online Book of Thanks, which we created to show our heartfelt thanks to everyone who we have received a legacy from. We also held seven Friends Days at our centres to thank some of our supporters for their generosity. These events give people the chance to tour one of our centres and learn more about the work we do.

“ Her vision was amazing, her dedication a lifetime’s work... Not a rich lady in material terms, but rich in vision, compassion and ‘calling’ ”

Real lives Florence Waddicar

When a young Florence Waddicar moved to Africa from Lancashire with her father in 1948, she was shocked to see the widespread animal suffering. Isolated in the remote bush, she spent her days caring for these needy animals.

She dedicated her life to animals and when she passed away last year,

her children discovered she had left £50 each to a number of animal charities around the world, including The Blue Cross. Her daughter says: “Her vision was amazing, her dedication a lifetime’s work and each society has told us she was a longstanding or life member. Not a rich lady in material terms, but rich in vision, compassion and ‘calling’.”



Leaving a legacy to The Blue Cross can help thousands of homeless and unwanted animals



Someone to talk to

“I JUST DON’T KNOW HOW TO cope with this pain. I’ve lost people in my life, but nothing has felt as painful as this and it isn’t getting easier.”

This heartbroken person was struggling to cope with the loss of their much-loved pet. They’re not alone in feeling this way, but others don’t always understand that when an animal dies, it can feel just as devastating as losing a two-legged friend or family member. Fortunately, they had someone to talk to – our Pet Bereavement Support Service,

which is run jointly with the Society for Companion Animal Studies.

Our team of 77 trained volunteers are on hand to offer emotional support and information from 8.30am until 8.30pm every single day of the year.

In 2010, the number of calls we received rose by 12.5 per cent to 6,560. We also responded to 554 emails.

The service isn’t just there for people whose pet has passed away. We also received calls from people who had to give up their pet for a variety of reasons, like relationship breakdowns

or financial difficulties. Our volunteers helped people through this and talked over the possible options.

Pet Bereavement Support Service Manager Margot Clarke says: “People contact us because they are experiencing raw emotion at the loss of a pet. The increase in calls we received in 2010 reinforces that there’s obviously a clear need out there for this kind of service. Hopefully, it’s becoming more widely acknowledged that people do experience real grief when they lose a pet.”

“Each time I spoke to someone I felt a little better. The volunteers were very compassionate and understanding. They made me feel that what I was going through was perfectly normal. It really helped me through the grieving process”

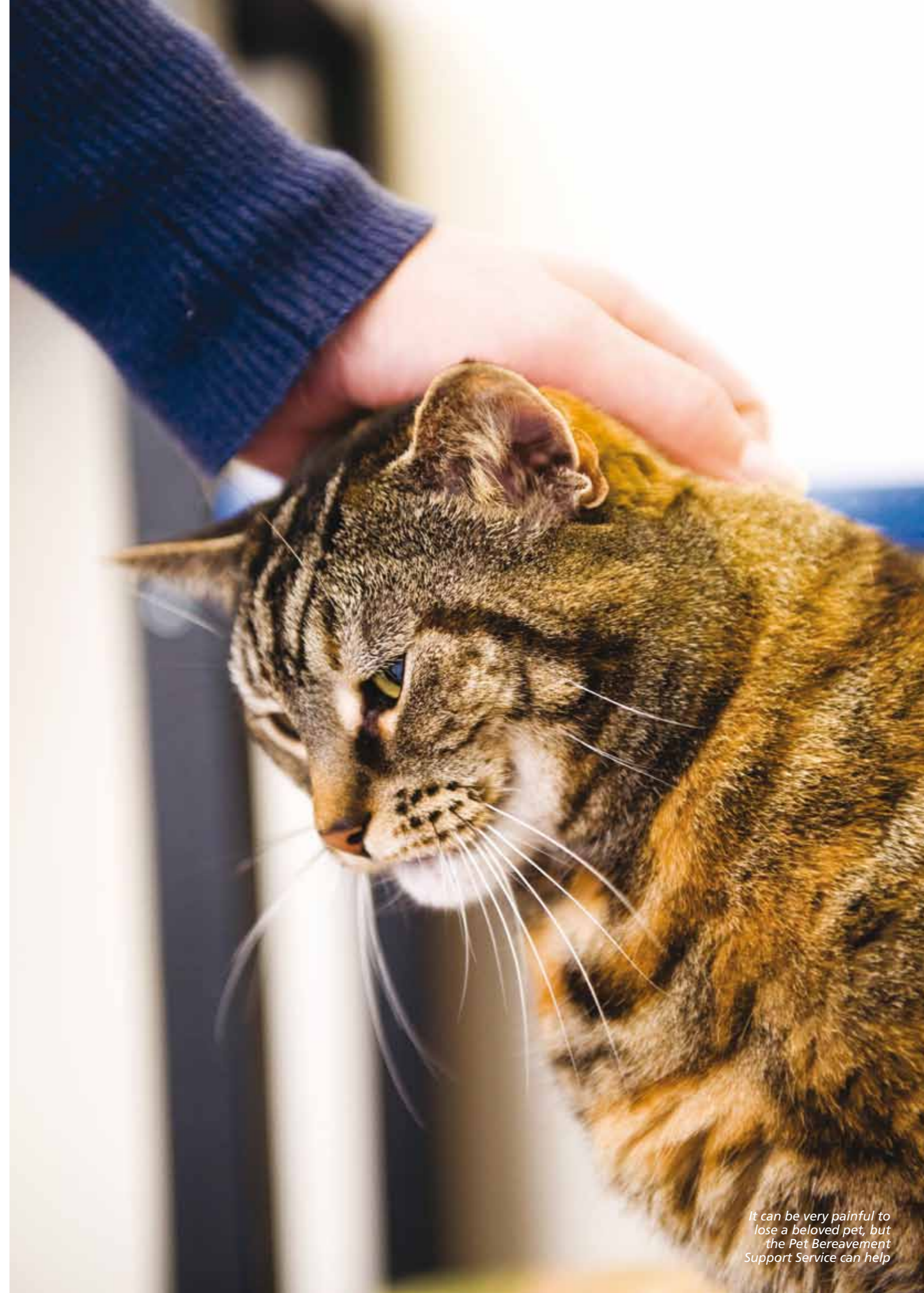
Real lives Kim Rooney and Willow

Kim Rooney and her cat Willow had always been there for each other, so when Kim had to make the painful decision to say goodbye, she was absolutely heartbroken.

She says: “I felt like I had lost a member of my family. Friends were kind, but they didn’t really understand.” That’s when Kim

decided to call the Pet Bereavement Support Service.

She says: “Each time I spoke to someone I felt a little better. The volunteers were very compassionate and understanding. They made me feel that what I was going through was perfectly normal. It really helped me through the grieving process.”



It can be very painful to lose a beloved pet, but the Pet Bereavement Support Service can help



Financial summary

2010 Income	2010 Expenditure	2009 Income	2009 expenditure
£26.9m	£25.1m	£25.5m	£25.6m

Donations and gifts £7.1m
Legacies £15.1m
Fundraising £0.7m
Income from Blue Cross shops £1.3m
Investment income £0.6m
Clinical services £1.1m
Rehoming services £0.9m
Rehabilitation £0.1m

Clinical services £8.2m
Rehoming services £6.8m
Rehabilitation £2.1m
Advice and support £0.6m
Costs of fundraising £7.4m

Donations and gifts £7.1m
Legacies £13.9m
Fundraising £0.8m
Income from Blue Cross shops £0.9m
Investment income £0.7m
Clinical services £1.1m
Rehoming services £0.9m
Rehabilitation £0.1m

Clinical services £8.4m
Rehoming services £7.7m
Rehabilitation £2m
Advice and support £0.8m
Costs of fundraising £6.7m

The 2009 comparatives have been reanalysed in order to better reflect the structure of the organisation and compliance with SORP. They exclude capital spend.

ALL OF WHICH MEANS...

- 2,400 behaviour consultations and assessments
- 79,372 dog chews munched
- 81,785 pairs of rubber gloves used by our veterinary staff
- 25,000 children reached through education talks
- 39,686 miles walked by our dog walkers
- 367,920 gallons of water drunk by our horses
- 11,000 handfuls of vegetables nibbled by our rabbits
- 6,964 animals taken in
- 97,887 veterinary consultations operations and diagnostic procedures carried out
- 6,717 animals rehomed
- 2,000 volunteers giving us 174,837 hours of their time
- 304,560 cat bowls washed up

This financial summary is taken from the audited accounts approved by the Board of Trustees, which are due to be received and approved by the Members at the Annual General Meeting later in 2011. The full accounts will be available after this date, on request from our Director of Finance and Resources at The Blue Cross head office.



CONTACT

Find us



The Blue Cross Animal Hospitals

- ✚ The Blue Cross Animal Hospital, Victoria ✚ The Blue Cross Animal Hospital, Hammersmith
- ✚ The Blue Cross Animal Hospital, Merton ✚ The Blue Cross Animal Hospital, Grimsby

The Blue Cross Adoption and Equine Centres

- 1 Bromsgrove 2 Burford 3 Cambridge 4 Felixstowe 5 Hertfordshire 6 Lewknor
- 7 Northiam Small Animal Adoption Centre and Equine Centre for Rest and Retirement
- 8 Rolleston Equine Centre 9 Southampton 10 Thirsk 11 Tiverton 12 Torbay

Pet Fostering

- 13 Cleveland 14 County Durham 15 Cumbria 16 Lincolnshire & Leicestershire 17 Staffordshire
- 18 Surrey & Kent 19 West Yorkshire 20 Wiltshire 21 Pet Fostering Service Scotland

Associates

- 1 Mayflower Sanctuary 2 Mountains Animal Sanctuary

Partner Charities

- 1 Society for Companion Animal Studies (SCAS) 2 The Irish Blue Cross

The Blue Cross Shops

Andover, Banbury, Bromsgrove, Droitwich, Dursley, Fleet, Frome, Hereford, Hungerford, Kidlington, Leamington Spa, Ledbury, Marlborough, Newbury, Pershore, Stow-on-the-Wold, Stratford, Stroud, Summertown, Tewkesbury, Wootton Bassett, Warwick, Worcester, Wells

Please visit www.bluecross.org.uk for more details



Looking forward

Some of the exciting plans in the pipeline for 2011 and beyond...

New locations

Expanding our veterinary, behavioural and rehoming services into the north-west of England, where early indications show we could have a great impact on helping animals in the region.

Commercial initiatives

Seeking another 12 locations for charity shops and new and exciting commercial opportunities.

Volunteers

Investment in coordinators so there's one at every centre to help recruit and support our volunteers.

Better facilities

Securing a new site in Suffolk to relocate our Felixstowe Adoption Centre, so we can help more animals than ever before in the region.

Legacies

Reaching more people to explain the importance of legacies in helping us secure our future and achieve our vision through campaigns, advertising and talks.

Brand

Review and refresh our brand to reflect the charity in the 21st century and increase our profile.

Campaigns:

- Continue to work with politicians, policymakers and other welfare organisations to reform dangerous dogs legislation to better protect the public and improve dog welfare.
- Work with other organisations to campaign for the permanent identification of dogs to be made compulsory.
- Support efforts to address the stray dog and cat population by promoting neutering and microchipping to policymakers.



Governance and professional advisers

Patron

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

Honorary President

RT Vyner CBE

Board of Trustees

Zair Berry FCA
(Chairman from 28 July 2010)
Diane Sinclair LLB QDR
(Chairman to 28 July 2010)
Bill King (retired 19 November 2010)
Walter Beswick MRCVS
Peter Brooks
Dr Andrew Edney MRCVS
Roger Green MRCVS
Tim Hutton MRCVS
Julie Hyde RGN MA
Andrew Prebble
Mervyn Reed FCA
The Hon Henrietta Roper-Curzon
Adrian Rowbotham
Dr David Watt PhD FRICS

Chief Executive and secretary

Kim Hamilton MSc

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
The Co-operative Bank
Langford Lane, Kidlington OX1 1LQ

Auditors

The Gallagher Partnership LLP
Chartered Accountants
London EC2A 4RR

Internal Auditors

Grant Thornton UK LLP
Enterprise House, 115 Edmund Street,
Birmingham B3 2HJ

Solicitors

Bircham Dyson Bell LLP
London SW1H 0BL
Wilson Solicitors LLP
4 Lincolns Inn Fields,
London WC2A 3AA

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).

Thank you



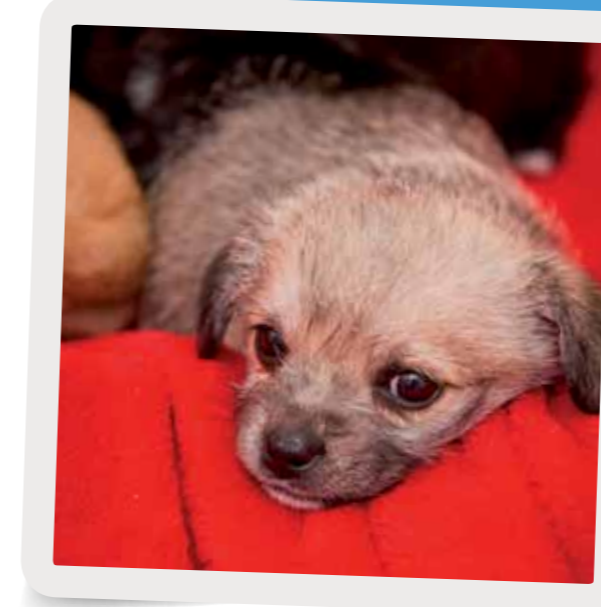
“ I have always had a real love of animals and found volunteering a great way to get involved in pet health care, help out and start a new career. The Blue Cross is such a worthwhile charity and I feel honoured to be a part of it. ”

Karen Pettet, Volunteer



“ A friend said that you need to let the cat choose you and that's what Spike did. We love him to bits and can't imagine ourselves without him. ”

Charlotte Manvill, Cat Adopter



“ Phoebe's great to ride and we've been to lots of competitions – she loves jumping. We get on so well and I'm really enjoying looking after her. She's a brilliant pony. ”

Amelia Hawkins, Equine Borrower