



ANNUAL REVIEW | 2018

I was incredibly privileged, honoured and humbled to be appointed as Chief Executive of the RSPCA in 2018.

As always, the year saw us challenged by the deliberate cruelty and neglect inflicted upon animals, and our hardworking inspectors, field officers, volunteers and staff worked tirelessly, around the clock, to ensure we rescued animals in need. With their love and care our dedicated staff were able to turn the lives of those animals around and allow them to trust again and enjoy a second chance in life.

2019 promises to be a year of change for the RSPCA, with proposals to evolve and modernise some of the Society's governance arrangements. Our members will be called upon to vote on these changes, to ensure the proposals are approved. The RSPCA needs to make an even bigger difference for animals and effective governance is vital for this to happen.

One of our big ambitions for the future is to mobilise the next generation of supporters and donors, volunteers and activists, campaigners and workers, around animal welfare. Young people are exposed to images of animal cruelty on a regular basis and in 2018 the RSPCA launched Generation Kind, our campaign to teach children about empathy and respect for animals. Read more about these important initiatives on pages 14–17.

From all of us at the RSPCA, including staff, volunteers and trustees across England and Wales, I hope you enjoy this *Review* and will continue to support us as we remain absolutely committed to building a world that is kinder to animals.



Chris Sherwood **RSPCA Chief Executive**

**WE REMAIN
ABSOLUTELY
COMMITTED TO
BUILDING A
WORLD THAT
IS KINDER
TO ANIMALS**





MORE THAN
102,900
ANIMALS WERE RESCUED
IN 2018

RESCUE ANIMALS

IT'S WHAT WE DO

Our team of frontline officers and volunteers work across England and Wales rescuing animals night and day, around the clock, in all weathers. We will do whatever it takes to save animals and in 2018 this included abseiling down sheer cliffs to reach stranded animals, rescuing abandoned puppies and performing CPR on wild animals.

Sheep rescue

In Caernarfon, North Wales, an RSPCA Cymru rope team abseiled 24 metres down a sheer cliff to rescue a trapped sheep which had been chased into the quarry by a dog. The rescue involved RSPCA inspectors abseiling down, capturing the sheep, securing her in a special bag and hauling her back up the quarry face. Fortunately the sheep was found to be uninjured so was released safely nearby.

Abandoned puppies

Just a day before New Year's Eve, three puppies

were rescued by RSPCA officers after being abandoned in the Forest of Dean. The 11-week-old pups, two boys and a girl, were named Packham, Harry and Twiggy after recent New Year's honours recipients. An investigation was launched and they were taken to an RSPCA animal centre to be cared for while waiting to be rehomed.

Lifesaving CPR

An RSPCA inspector called to a drowning deer in a swimming pool performed lifesaving CPR to get him breathing again. The young roe deer had fallen into the pool and was treading water and inhaling it. The inspector performed CPR



and sat the deer upright while he coughed up the water. The inspector said: "To watch the deer recover before my very eyes was so magical – this is exactly why I do this job."

rspca.org.uk/rescue



PROTECT ANIMALS

IT'S WHAT WE DO

A big part of what we do is protecting animals from harm. Wherever possible we offer owners advice and assistance to improve their animal's welfare but sadly this is not always possible or appropriate. If there has been a deliberate act of violence against an animal, owners won't accept assistance, or in extreme cases of neglect such as terriers Penny and Pip we will consider prosecuting, although this was not considered to be the correct course of action in the case of Boris the Labrador.

Severe skin conditions

A legal professional was convicted, along with her daughter, of causing unnecessary suffering to West Highland terriers Penny and Pip. The investigating inspector said: "The severity of the skin conditions and fur loss suffered by these dogs was the worst I've seen. This is despite both dogs having insurance that could have covered the treatment." Both defendants were disqualified from keeping dogs for five years, received 200 hours' of unpaid work each and £500 costs each. Penny and Pip recovered well and were rehomed together.

Reluctant goodbye

Boris, a 14-year-old Labrador, was in a poor state; his ribs and pelvic bones were clearly visible and when he tried to stand he struggled to use his back legs. A vet concluded that Boris was suffering and his welfare was being compromised. Boris's owner admitted the last time Boris had seen a vet was more than a year ago, having been taken by his wife, who had since died. It was clear the owner's failure to

act was due to a reluctance to say goodbye to a much-loved family pet – a common dilemma for many owners. Although there was evidence Boris had been suffering in his old age, it was concluded that a prosecution would be disproportionate and not in the public interest.

To find out more about our prosecution team's work, visit: rspca.org.uk/prosecution and scroll down the page to view the *RSPCA Prosecutions Annual Report 2018*



A woman with blonde hair, wearing a blue RSPCA uniform, is kneeling and petting a German Shepherd dog. The dog is wearing a blue collar and has its tongue out. In the background, a man in a dark suit is talking on a mobile phone. The scene is outdoors, with a brick building and a blue door visible.

IN 2018 WE INVESTIGATED
MORE THAN
130,700
CRUELTY COMPLAINTS
AND SECURED
1,678
CONVICTIONS

WE CARRIED OUT
211,699
MICROCHIPPINGS, NEUTERINGS
AND TREATMENTS IN 2018



REHABILITATE ANIMALS

IT'S WHAT WE DO

After being rescued from cruelty, abandonment, accidents and incidents many of the animals we take in need treatment and rehabilitation before the next part of their journey begins. At our animal centres and hospitals, animals ranging from cats and dogs to bats and hares, receive the care and treatment they require to get them back to full health.

Oiled swan

A swan who turned completely black after getting covered in oil was released back into the wild after a remarkable transformation. An RSPCA officer rushed the bird to RSPCA Stapeley Grange Wildlife Centre where the staff washed him several times with washing-up liquid to make him comfortable and, more importantly, stop him from ingesting any of the toxic material when preening. He was released back to the wild with fully waterproofed feathers after a short period of rest and recovery.

Rare bats released

In late summer 2017, RSPCA West Hatch Wildlife Centre took in a female grey long-eared bat who had been found grounded. For eight months the rare bat was cared for by Wildlife Care Assistant India Long. She said: "When Merri came to us she was really close to death. At three weeks old she weighed 2g less than she should have and had a nasty injury to her foot so she couldn't use it." Just a few weeks later a wildlife rescue group contacted India about a male grey long-eared bat and he was introduced to Merri. To prepare the two bats



for release they were moved into an outside flight cage to acclimatise to the temperature, get fit and learn how to hunt and use bat boxes. At the end of April they were taken back to the area where Merri had been found and released back into the wild, as this gave her an opportunity to find her roost again.



REHOME ANIMALS

IT'S WHAT WE DO

For many of the animals that we rescue and rehabilitate, the end of their RSPCA journey is finding their forever home.



Our cover star – Ollie

Two weeks before Christmas in 2017, RSPCA Inspector Jennie Ronksley was called out to a dog who had been abandoned next to a canal. He was collapsed and looked so close to death Jennie feared he wouldn't make it. The skeletal dog couldn't stand by himself, so the man who'd taken him in carried him to Jennie's van and she drove him straight to a vet. Ollie, as they named him, weighed just 15.6kg – half his ideal weight. Jennie launched an investigation into where he had come from and who was responsible for starving him, but Ollie's former owner was never traced.

When Ollie was well enough to leave the vet surgery, Jennie turned to a family friend to foster him to help his rehabilitation and build up his strength. But his foster mum and her two spaniels fell in love with Ollie and it was clear he wouldn't be leaving. He's been with them ever since!

"Those first few weeks were so intense, we had to feed him lots of small, regular meals and he steadily put on weight. When Ollie first arrived he didn't know how to play and it was as if he'd never run freely before, but now he loves to play, and

runs circles around me and the other dogs," his new owner said.

Hope gives hope

In August, three five-week-old blind puppies were handed in to RSPCA Derby Branch. One of the pups was adopted by a couple whose 18-year-old daughter Emma has Asperger syndrome, which means she struggles with social interaction and finds it difficult to meet new people.

Emma said: "I suffer from depression because of my condition, but she was there to bring me hope, and I was there to give her hope – so I

just thought it was a really fitting name. Hope's made my life better because I've got a reason to get up in the morning. It's a reason to achieve things in life because if she can do it, then I can do it."

All of Hope's siblings found their forever homes.

When Ollie first arrived he didn't know how to play and it was as if he'd never run freely before, but now he loves to play, and runs circles around me and the other dogs.





OUR CENTRES
AND BRANCHES GAVE
40,738^{*}
ANIMALS A SECOND
CHANCE OF A NEW
HOME IN 2018

* Happily a large number of animals we rescue, such as livestock, wildlife and animals with owners, do not need rehoming.

WORKING LOCALLY

FOR ANIMALS

RSPCA branches

A lot of our animal welfare work is carried out through our branches. These separately registered charities across England and Wales are run by volunteers who are unstinting in their work for animals.

RSPCA branches are self-funding and raise money locally to support the work they do. Branches offer a range of services including microchipping, neutering and subsidised animal treatments, in addition they support the work of the RSPCA Inspectorate by rehabilitating and rehoming or releasing more than 17,000 sick, injured, abandoned or abused animals collected by our officers. They also operate more than 300 charity shops across England and Wales.

Without our branches many thousands of animals would not get the treatment, care and new homes they deserve.

Our volunteers

More than 60 percent of our work supporting animals is carried out locally by volunteers. Together our volunteers make a huge contribution in helping prevent cruelty, promoting kindness to and alleviating suffering of animals. We rely on volunteers to help us achieve our vision and mission and recognise the enormous contribution volunteers make.

To find out how to get involved,
visit: rspca.org.uk/volunteer

RSPCA branches rehome thousands of cats like Spike every year.



IN 2018 RSPCA BRANCHES
REHOMED MORE THAN **31,000** ANIMALS



EDUCATING

FUTURE GENERATIONS

Our education team supports teachers and other practitioners working with young people to bring animal welfare to life and develop empathy, compassion and an understanding of the needs of animals. By working with young people we aim to inspire the next generation of animal lovers.

Benchmarking Kindness Report

In January, 1,500 young people were surveyed about their knowledge of, and attitudes to, animal welfare and cruelty. This was the first time this sort of research had been undertaken and the statistics and findings were used in the launch of our Generation Kind initiative.

Initial Teacher Training

We continue to influence the next generation of teachers during their training at university and through the new qualification routes into the profession. The programmes focus

on integrating animal welfare into the school curriculum and making RSPCA lesson plans and activities accessible across the key stages. More than 2,000 student teachers received workshops and lectures in England and Wales.

The Great Debate

The Great Debate, our scheme where 11 to 14 year old students debate issues of animal welfare, saw major expansion in 2018 with the Welsh competition including five heats. The final was held in Cardiff at the Welsh Assembly building and for the first time schools competed in the House of Commons

in Westminster. Schools debated the issues around animals in circuses, puppy farming, hunting, live transport, primates as pets and also attempted to answer the question "Who is responsible for animal welfare?"

Generation Kind

Generation Kind, our initiative to teach upcoming generations empathy and compassion for all animals, was launched in October. Read more about the nine projects that make up the Generation Kind portfolio over the next four pages.

GENERATION KIND

In 2018 we launched Generation Kind our strategy that teaches children and young people empathy and respect for animals. This innovative series of interconnected projects will foster a passion for animal welfare within the animal owners, politicians and decision-makers of tomorrow.

Generation Kind works with children and young people in three areas to help create a world that is kinder to animals.

We work with children in schools through our projects: **Compassionate Class; The Great Debate; Teacher Training; Volunteer Speakers.**

We work with young people who are disadvantaged through our projects: **Paws for Change; Animal Action Days for Children in Care; Wild Things; Apprenticeships.**

We work with children who have offended or are at risk of offending through our project: **Breaking the Chain.**



GENERATION KIND



COMPASSIONATE CLASS

reaches children aged seven to 11 to positively shape a new generation's treatment of animals.



THE GREAT DEBATE

involves pupils aged 11 to 14 representing their schools in debates on 'Who is responsible for animal welfare?'.



INITIAL TEACHER TRAINING

helps trainee teachers in England and Wales integrate animal welfare into their lessons for primary school children.

GENERATION KIND



VOLUNTEER SPEAKERS

give interactive and engaging talks which inspire a future generation of compassionate animal champions.



PAWS FOR CHANGE

brings disadvantaged young people and traumatised dogs together to overcome their many challenges.



ANIMAL ACTION DAYS

teaches children to learn about looking after pets, understand their needs and stay safe around dogs.

GENERATION KIND



WILD THINGS

develops the confidence and practical skills of disadvantaged young people and helps them better understand the needs of animals.



APPRENTICESHIPS

offer young people from disadvantaged backgrounds the chance to complete apprenticeships, gaining valuable qualifications at RSPCA animal centres.



BREAKING THE CHAIN

provides intervention and training to rehabilitate children and young people who have harmed or are at risk of harming animals.



CAMPAIGNING FOR ANIMALS

Since the RSPCA was formed as a campaigning organisation nearly two hundred years ago, we've instigated many major advances for animal welfare.

#DogKind report launched

We receive more phone calls about dogs than any other animals, but in many cases the neglect is unintentional with the owners not fully aware of what they need to provide to make their pets happy and healthy. To find out more about how dogs live alongside their human companions we commissioned and launched our #dogkind report:

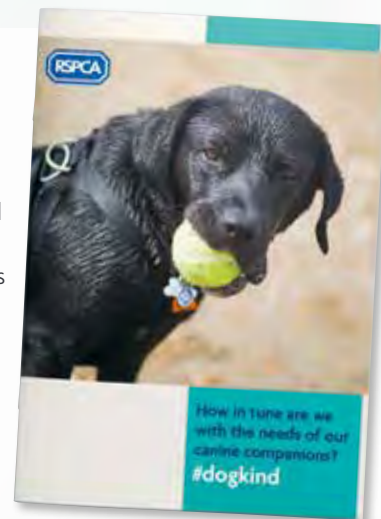
rspca.org.uk/dogkind

A decade of the Community Animal Welfare Footprint (CAWF) awards

The RSPCA CAWF awards were set up in 2008 to celebrate and reward local authorities and housing associations that exceed basic and statutory service requirements, with the aim of encouraging higher animal welfare standards. Covering four categories – stray dogs, housing, contingency planning and animal activity licensing – each category is awarded at a gold, silver and bronze level. In total 124 footprint awards have been given out to 24 different organisations.

Public actions

In 2018 we generated more than 77,000 campaign actions for animals. Most were in support of our campaigns to: end Breed Specific Legislation; ban the use of wild animals in circuses; ensure animal welfare is recognised in the Agriculture Bill; stop supermarkets selling indoor intensive chicken; and change fireworks laws.



Two Change.org petitions were also launched to ban the use of wild animals in circuses and change fireworks regulations – 524,044 signatures combined.



Dogs die in hot cars

Summer 2018 was one of the longest and hottest on record resulting in us receiving 8,200 calls about animals left in hot environments.

Our annual 'Dogs die in hot cars' campaign ensured messages on how to look after dogs appropriately in warm weather reached owners far and wide.

The Better Chicken Commitment

The majority of meat chickens are reared to standards the RSPCA believes are not good enough in terms of animal welfare.

The RSPCA is joint signatory to a pan-European initiative – the Better Chicken Commitment – which calls for food businesses to commit to

higher welfare chicken across their whole supply chain by 2026. The initiative will improve life for billions of intensively reared birds across Europe.

Our campaign is calling for UK supermarkets to sign up to the standards and, in 2018, M&S was the first to make the commitment.

Political achievements

We saw a number of animal welfare issues on the parliamentary agenda in 2018 with two new laws: in October the Animal Welfare (Licensing of Activities Involving Animals) England Regulations 2018 came into force – the biggest change in animal licensing in 66 years; in November the Mandatory Use of Closed Circuit Television in Slaughterhouses (England) Regulations 2018 came into force.

The Agriculture Bill is an opportunity in a lifetime to improve the lives of billions of animals, and the RSPCA was delighted when Defra agreed farmers could be paid to improve animal welfare after one of our most successful campaigns.





IN 2018 RSPCA BRANCHES AND
ANIMAL CENTRES CARED FOR
MORE THAN

48,790

CATS, DOGS, RABBITS AND EQUINES

Our science and policy teams are made up of animal welfare scientists organised into four departments covering companion animals, farmed animals, animals used in research and wild animals.

The teams have a wide range of specialist knowledge and experience and their role includes gathering, assessing and presenting comprehensive scientific and technical information and advice on a range of issues.

They actively engage with policy and decision-makers in government, industry and the wider community, nationally and internationally, in order to promote practical advances for animal welfare.



WORKING FOR

COMPANION ANIMALS

OUR WORK FOR COMPANION ANIMALS IN 2018 INCLUDED:

- ▶ Representing the RSPCA on a range of working groups tackling issues affecting companion animal welfare including responsible dog ownership; brachycephalic (flat-faced) dogs; cat breeding; meeting the welfare needs of pet rabbits; and the horse crisis of over-breeding, abandonment and neglect.
- ▶ Drafting key messages for Disney to use in materials associated with the film *Patrick* about a pug, to raise awareness about the issues suffered by many flat-faced dogs.
- ▶ Responding to a Defra consultation on the proposed ban of electronic training collars for cats and dogs in England.
- ▶ Attending and contributing to a focus group on racehorse welfare at the British Horseracing Authority.
- ▶ Launching the new Puppy Contract website, to tie in with the new Animal Licensing Regulations coming into force.
- ▶ Presenting to army personnel on the welfare needs of dogs, goats, sheep and equines for the first ever Regimental Mascot Training Camp.
- ▶ Launching a web page of advice for prospective adopters of cats with feline immunodeficiency virus (FIV), a viral infection that causes affected animals to have a weakened immune system.
- ▶ Giving both oral and written evidence to the Environment, Food and Rural Affairs Committee Dangerous Dogs: Breed Specific Legislation inquiry.
- ▶ Providing training to staff at the Heathrow Animal Reception Centre on minimising stress in cats and dogs.



WORKING FOR

RESEARCH ANIMALS

OUR WORK FOR ANIMALS USED IN RESEARCH IN 2018 INCLUDED:

▶ Continuing to liaise with the Home Office (which regulates animal experiments in the UK), and key scientific stakeholders, to maximise the impact of our pioneering initiative aimed at ending 'severe' suffering for animals used in research and testing. We published new guidance, and launched a refreshed website, which will help people to reduce – and preferably avoid – severe suffering. We were invited to talk about this key project at major scientific events in China, Australia, Italy, Germany and Latvia. Outreach like this enables the RSPCA's messages to be widely heard and potentially improves the lives of millions more animals.

▶ Delivering training to government officials, scientists, vets and ethics committee members in Thailand, South Korea and India on improving the regulation of animal experiments and on reducing the use and suffering of lab animals.

▶ Holding our 25th annual rodent and rabbit welfare event, which provides a forum for

scientists, vets and animal care staff to discuss practical ideas for reducing suffering and improving welfare.

▶ Publishing guidance on good practice for male mouse housing – it is difficult to house male mice without causing welfare problems due to fighting, or isolation if singly housed. We were invited to present our guidance at a major meeting for UK care staff and an international meeting for scientists.

▶ Holding two training events to support lay members of animal ethics committees in operating effectively. A major focus of our work involves ensuring that the use of animals is robustly challenged both ethically and scientifically.

▶ Engaging with the next generation of scientists by helping to ensure that ethics and animal welfare are covered by all students on relevant university courses.





WORKING FOR WILDLIFE

OUR WORK FOR WILDLIFE IN 2018 INCLUDED:

- ▶ Providing evidence to government ministers on improvements needed to the zoo regulatory system, and updates to the Secretary of State's Standards of Modern Zoo Practice (SSSMZP).
- ▶ Delivering specialised training on wildlife, exotic animals and primates as part of the training course for the new RSPCA inspectors, and training of new Performing Animal Advisers.
- ▶ Providing evidence and participating in meetings to help inform the government's strategy on bovine TB. The RSPCA continues to oppose the badger cull and is developing an innovative new campaign that will be launched in summer 2019. The main objective of this campaign is to move the focus of bovine TB control from badgers to cows.
- ▶ Continuing our international work as part of the Global Oiled Wildlife Response System project, coordinating the international response for oil spills affecting wildlife.
- ▶ Providing submissions for 20 government consultations including: invasive non-native species regulations; banning ivory sales; banning use of wild animals in circuses in Wales; and Agreement on International Humane Trapping Standards.
- ▶ Writing a regular column in *Parrots magazine* to provide welfare advice and promoting birds in RSPCA care that need new homes.



We also participated in the first Great Ape Welfare workshop hosted by the British and Irish Association of Zoos and Aquariums and the University of Nottingham, which resulted in guidance being developed on minimum standards for keeping great apes in zoos.

- ▶ Working with the RSPCA's four wildlife centres to promote our wildlife rehabilitation work as part of the TV series *Saving Britain's Wildlife*.
- ▶ Contributing to drafting of the new Licensing of Activities Involving Animals Regulations and associated guidance, which came into force in England in October 2018, specifically focussing on the welfare of exotic animals sold as pets and animals used in exhibits and performances.

WORKING FOR FARM ANIMALS

OUR WORK FOR FARM ANIMALS IN 2018 INCLUDED:

► Updating and publishing revised versions of our higher welfare standards to help improve the lives of millions of farm animals in the UK and worldwide. In 2018 we published new versions of the standards for dairy cattle, salmon, trout and pullets (young hens).

► Working with two poultry slaughter equipment manufacturers on the development of their new systems, which are being specifically developed for use by smaller scale producers. We have been advising on the design and operation of these systems so they meet our higher welfare standards and examining European pullet equipment manufacturers systems to assess the suitability of their rearing systems for use under our welfare standards.

► Calling for food businesses to commit to higher welfare chicken across their whole supply chain by 2026, as part of the Better Chicken Commitment (BCC), a pan-European initiative. The BCC sets out requirements for the production of higher welfare chicken, which reflect key requirements within our own higher welfare standards.

► Organising and delivering a workshop for Scottish salmon industry stakeholders which raised many discussions relating to the overlapping issues of fish nutrition and welfare. These will be used to inform the next version of the *RSPCA Atlantic Salmon Standards*.

► Meeting with Defra throughout the year to discuss proposals for new subsidy payments to farmers post-Brexit. We have been making the case for payments to support enhanced welfare production whereby producers receive payments for being members of higher welfare farm assurance schemes.

► Editing and publishing the AssureWel manual, which provides a guide as to how farm animal welfare can be improved through the development and use of welfare outcome assessments in farm assurance schemes.





RSPCA ASSURED



RSPCA Assured is our farm animal welfare charity and ethical food label, which was created to help improve the lives of animals farmed for food and give people a higher welfare choice when shopping. The scheme covers beef cattle, chickens reared for meat, dairy cows, egg laying hens, pigs, sheep, salmon and trout, turkeys and veal calves.

In 2018, Co-op became the first UK-wide retailer to switch to 100 percent outdoor bred pork from RSPCA Assured pig farms. Farms which are members of the RSPCA Assured scheme are dedicated to raising their pigs to higher welfare standards than those of cheaper, often imported, pork. For example, the use of farrowing crates, which severely restrict the movement of nursing sows, are strictly forbidden. Instead, pigs must be provided with plenty of clean, fresh straw and space to move around and express their natural behaviours.

As part of its mission to raise awareness of farm animal welfare, RSPCA Assured launched its 'Eat less, eat better' campaign in 2018 to encourage people to buy less low welfare animal products, and replace them in their diets with a mix of vegetarian alternatives and higher welfare meat, fish, eggs and dairy. As part of the campaign, the RSPCA and RSPCA Assured joined the Eating Better Alliance – a coalition of like-minded organisations that stand for a fairer, greener, healthier future.

Find out more at: rspcaassured.org.uk



IT'S WHAT WE DO

A few of the many animal welfare projects we worked on in 2018.



RSPCA Christmas concert

One of our aims is to give animals a voice and we did just that in December when we hosted our first Christmas concert to showcase our new prevention strategy Generation Kind (see page 14).

TV presenter Matt Johnson lead a chorus of celebrities and animal lovers at our carol concert to support animals most in need during the festive season. Celebrities including John Bishop, Peter Egan, Virginia McKenna and Jon Culshaw attended and gave readings and



narrated animal-themed poems. Guests were able to sing along with a local choir and watch films about inspiring young people who've been through our Generation Kind projects.

Matt Johnson (pictured above) said: "It's really important at this time of year to give something back. The RSPCA is a cause close to my heart because of the fantastic frontline work it does to help animals who have been victims of the very worst cruelty and it's heartbreaking to think of all the thousands of animals in rehoming centres that don't have a forever home at Christmas."

DogFest festival

Billed as being 'Glastonbury but for dogs', DogFest is a two-day summer festival that prides itself on focusing on the love between human 'guardian' and 'dog'.

In 2018 RSPCA specialists were on hand to offer free health, behaviour, welfare and training advice at our 'Meet the Expert' stand. We sponsored the Fun Dog Show, which had four simultaneous rings of action, where we demonstrated just how diverse the RSPCA is, as we had judges representing all areas of our work including inspectors, science officers, veterinary nurses, animal centre workers and more! We also had dog experts on hand to provide owners with advice on canine problems.





Homes for horses

Horses and ponies who were once neglected and abused were on show at Countryfile Live in August – with their past firmly behind them and a happy life ahead.

A team of RSPCA equine staff met visitors and talked about our work rescuing up to 1,000 equines every year.

More than 30 horses and ponies rescued by us took part in parades in the RSPCA equine arena. We rehomed some on the day while others were brought along by their adopters. Visitors heard each horse's story from rescue to rehoming and found out how life-changing and rewarding adopting a rescue horse can be.

To find out more about rehoming a horse, visit:
rspca.org.uk/homesforhorses



TV telethon helps animals

A telethon in aid of animals in need raised vital funds for the RSPCA when it aired on Channel 5 just before Christmas.

Help the Animals at Christmas was a three-hour television extravaganza with a host of celebrities, animal stories, wacky fundraising events and festive fun – all in aid of animal welfare.

The RSPCA was one of five charities to benefit from the money raised and the show featured rescue stories from across the Society to highlight the work we do day in, day out.

The emotional story of Phoenix the kitten, rescued from a fire and nursed back to health brought tears to the audience's eyes, while the life-saving work our team at RSPCA East Winch Wildlife Centre does in Norfolk highlighted the devastating effect plastics are having on marine wildlife.



TV presenter Gethin Jones with RSPCA Animal Collection Officer Jill Sanders.



The show also included a short film that saw *Neighbours* stars Stefan Dennis and Annie Jones trying their hands at being 'dog rescuers' for a day!

The amount raised on the night and after the show was £663,753, which will be split between the RSPCA, The Donkey Sanctuary, Wildlife Aid, the SSPCA and the Blue Cross.



Honours for animal champions

Kindness, courage and inspirational dedication to animals – as well as by animals – were celebrated at the RSPCA Honours Awards ceremony in July.

The heartwarming event was co-hosted by Angela Rippon and Alastair Stewart OBE, with a star-studded audience including Jo Brand, Peter Egan and Deborah Meaden.

The RSPCA Honours is an opportunity to recognise and honour all those that help to make the lives of animals better; through kindness, courage, determination and innovation. Awards are given for bravery, outstanding service and to recognise exceptional contributions to animal welfare.

Twelve awards were given out on the night to dedicated staff, young fundraisers, brave or long-serving supporters, and many more. Animal awards were presented to assistance dogs – and a cat.



Celebrity Animal Champion of the Year went to comedian John Bishop who thanked the RSPCA via a video message in which he talked about his extensive collection of rescue animals including dogs, chickens, pigs, sheep and alpacas.

The Queen Victoria Gold Award was presented to Eric and Edna Grover, who have been branch managers at RSPCA North West Kent for 95 years collectively.

Akita Flora, an assistance dog who regularly saves her owner's life, was given an Animal Award in recognition of her work. Her owner Robert has seizures and has ended up in hospital with serious injuries as a result. But Flora can detect the onset of the seizures and warns Robert, so he can prepare



himself. Robert says: "I'm so proud of Flora, she deserves this award as she has helped me in so many ways – she liberates me and enables me to feel a more active part of society, while increasing my feelings of independence and self worth."

rspca.org.uk/honours



RSPCA Young Photographer Awards 2018

In December a selection of poignant, striking and funny pictures of pets and wildlife were announced as winners of the RSPCA Young Photographer Awards 2018.

Youngsters aged up to 18 had been invited to capture the animal kingdom on camera or a mobile device for 2018's RSPCA Young Photographer Awards, with more than 4,700 entries received.

The overall winner was a powerful image of the preserved body of famous Galapagos tortoise Lonesome George. Taken by 17-year-old Lucy Hutton, 'Solitario George' tells the story of the Pinta Island tortoise whose death marked the extinction of his species. It was also the winner of The Human Impact on Animals category, which was new for 2018.

Attracting entries from under 19s across England and Wales, the awards were blind-judged by a panel of photographic experts, which included representatives from sponsors Wex Photo Video, Warners Midlands and Natures Images and led by naturalist, TV presenter and RSPCA Vice President Chris Packham.

Chris said: "This photo of Lonesome George (above) really stood out to all of us



judges as it was a very powerful image. It told the story of species extinction through the tragic tale of an iconic creature which is recognised across the world – it's a stark reminder of the impact that humans can have on the natural world."

Other winners included 'The fountain of life' (below) by 17-year-old Sophie Bramall, showing



her beloved cat Beauty enjoying a spray of water, which was runner-up in the Picture Perfect Pets category and 'Best friends', an eye-



catching photo in close-up of the eyes of pet dog Willow and her owner Millie, which was singled out for the Judges' Special Mention and also won the Under 12 Mobile Phone and Devices category.

Gideon Knight, who was 2017's overall winner, once again showed his amazing talent by bagging 2018's top prize, runner-up and commended in both the 16–18 and Portfolio categories as well as runner-up in the Human Impact on Animals category.

The 2019 competition opens on 6 May:
rspca.org.uk/ypa



Festive advert gets celebrity support

The RSPCA was billed as the winner in the battle of the 2018 Christmas adverts amid celebrity support. The short film tells the story of a young boy helping animals who grows up to become an RSPCA Animal Collection Officer.

Ricky Gervais, DJ Greg James and *Britain's Got Talent* judge Alesha Dixon were among the big names to praise the RSPCA film as it clocked up more than 600,000 views online. It also drew comments from actor Sheridan Smith, DJ Sara Cox, *Love Island* winner Jack Fincham as well as some *TOWIE* stars. It was also a winner at the Charity Film Awards in the 'Charities turnover of £50m+' category.

See the film at: youtube.com/rspcauk



Over the airwaves

In 2018 the sixth series of *The Dog Rescuers* aired on Channel 5, as well as a new series – focusing on our wildlife centres. In *Saving Britain's Wildlife*, which started in August on Quest Red, viewers

saw the heroes who go above and beyond to rescue trapped, sick and injured wild animals from difficult situations. The camera also followed the twists and turns of the animals' rehabilitation at our wildlife centres and their release back into the wild.



RSPCA International

Our international team works across the world to improve animal welfare. Here are a few of the projects they were involved in during 2018.

As Chair of the International Coalition for Animal Welfare we led the signing of a groundbreaking memorandum with the World Organisation for Animal Health (OIE), the global body responsible for animal disease control and welfare standards. The new agreement will enable closer cooperation between international NGOs and the OIE in improving animal welfare worldwide. In Serbia we supported a major OIE stray dog workshop involving 12 countries and later we provided training on the use of dog population management indicators, aimed at enabling stray dog problems to be managed more humanely.

At the second World Conference on Farm Animal Welfare we launched the Beijing Consensus – a framework declaration for cooperation between the Chinese government, livestock industry, food retailers, animal scientists and international NGOs to improve farm animal welfare.

We continued our vital work to promote laboratory animal ethics and welfare, running training courses in China, Thailand and Korea and presenting at the biennial Asian Federation for Laboratory Animal Science Associations Conference in Bangalore, India.

Building on our major wildlife crime programme in Malawi, RSPCA staff and colleagues from Malawi visited Rwanda to share experience and advise partners about establishing a National Inter-Agency Committee for Combating Wildlife Crime.

As a founding partner of the Lilongwe Society for the Protection and Care of Animals (LSPCA), we were delighted to join them in December to celebrate their tenth anniversary. Earlier in the year, RSPCA Inspector Anthony Joynes and RSPCA Vet Riaz Rhemu (pictured) visited LSPCA in Malawi and were filmed for a special episode of Channel 5's *The Dog Rescuers*, which featured puppy rescues and mobile vet clinics in remote areas. In 2018 LSPCA also launched the 'Centre for Animal Welfare', supported by the RSPCA, which will develop new projects to integrate animal welfare into programmes for public and environmental health.



THANK YOU FOR SUPPORTING

ANIMAL WELFARE

Trusts

For nearly 60 years the **Katherine Martin Charitable Trust** has supported the work of the RSPCA and without them we simply wouldn't be able to help as many animals as we do. In 2018 three major capital projects the Trust helped fund were completed – construction of a deep-water seal pool at our Mallydams and West Hatch Wildlife Centres and the development of a series of flight aviaries at our East Winch Wildlife Centre. These vital projects will help ensure our wildlife centres have facilities necessary to rescue, rehabilitate and release many seals and birds.

The generous support we received from **Support Adoption for Pets** and the **W G Harvey Discretionary Settlement** has helped us to purchase a mobile neutering van to complement the ambitious work carried out by veterinary staff at RSPCA Greater Manchester Hospital to help manage the growing local cat population.

A significant donation from the **Gerrick Rose Animal Trust** has helped ensure that a modern, fit-for-purpose kennel block has been built to replace the run down block at the RSPCA's Little Valley Animal Shelter in Exeter. Little Valley supports the work of local RSPCA inspectors by caring for and rehoming 1,000 of the neediest animals from the local area every year.

Corporate partnerships

AmazonSmile customers, who chose the RSPCA as their charity when shopping online, generated more than £50,000.

Covéa Insurance provides and underwrites RSPCA Pet Insurance. This partnership helps raise vital funds to help fight animal cruelty as well as promoting responsible pet ownership.

DogBuddy increased their support in 2018 including the return of the Dog-friendly Pub Awards. DogBuddy continues to raise awareness of dog-related issues with its customers such as supporting our Dogs Die in Hot Cars campaign.

PayPal Giving Fund and **Ebay** have raised funding through Give at Checkout slots, seller donations and support from **Humble Bundle**.

Pets at Home raised more than £50,000 in support of the RSPCA and also raised awareness of responsible pet ownership. In addition, Pets at Home VIP customers raised more than £100,000 in VIP Lifeline vouchers to help animals in our care.



Other companies, corporate partners, licensees and retailers we would like to thank for their support in 2018 include:

Assured Products
B&M
Capita
Carousel Calendars
Cottages.com
CP Designs
John Beswick
Gibsons
GiveaCar
Hallmark
Harper Collins
Huggables
Igloo Books
John Lewis
Liforme
Little Dog Laughed
Mark and Chappell
Mason Cash
MBNA

Noel Tatt
Open Philanthropy
The Recycling
Factory
Radley + Co
RBS
RSW
Scholastic
Scrap Car
Comparison
Shell
Special Editions
Worlds Apart.

Individuals

For their continued
generosity, thanks to:

Mrs Blood
Ms Brennan
Ms Cohen

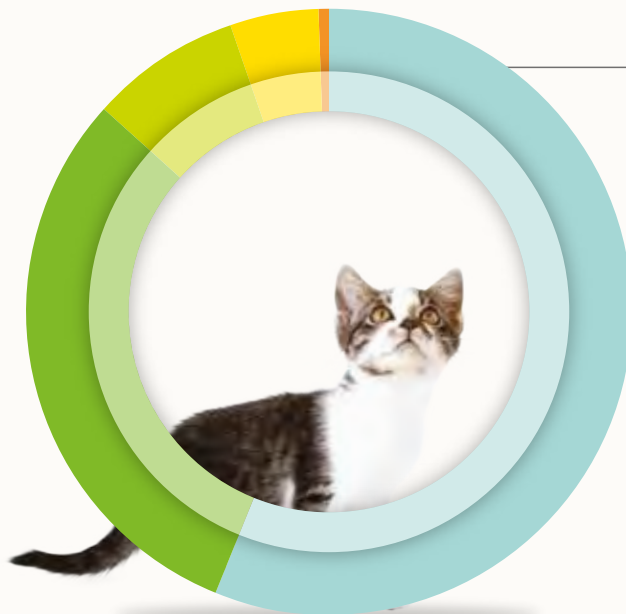
Mr Davis
The De Giorgi
Family
Ms Diederichs
Mr and Mrs
Fitzpatrick
Mr Garner
Mrs Goodwin
Dr Greenwood
Mrs Guthrie
Mr and Mrs Joseph
Ms Mills
Chris Perrin
Mrs Quint
Mrs and Mr Tollman
Mr and Mrs White.

MONEY MATTERS

The summary financial information set out on this page has been extracted from the full consolidated annual financial statements and has been prepared in accordance with RSPCA Rule XVI.

All costs include applicable support costs.

**Income from charitable activities including: rehoming, veterinary and boarding income; welfare assessment and licence fees; prosecution and other costs recovered; other fees and charges received; and goods sold.*



OUR INCOME 2018 £142.0m

Legacy income	£81.4m
Contributions and donations	£41.2m
Charitable activities*	£10.9m
Other income	£6.7m
Investment Income	£1.8m

OUR EXPENDITURE 2018 £159.8m

Field animal welfare	£96.4m	Campaigns, communication, publications	£5.7m
- hospitals and animal centres (£48.3m)		Science	£2.1m
- inspectorate (£43.3m)		Education	£1.9m
- prosecutions – animal care (£4.8m)		International	£0.9m
Cost of raising funds	£29.3m		
Support to branches	£19.1m		
Prosecutions – legal	£4.4m		



Council report on the summary financial information

This summary financial information is not the statutory financial statements, but a summary relating to the income and expenditure, prepared to give an overview of the Society's financial affairs. The full financial statements, from which the summary is derived, have been audited. The audit report was unqualified. The full financial statements, *RSPCA Trustees' report and accounts* and auditors' report may be obtained from: RSPCA, Wilberforce Way, Southwater, Horsham, West Sussex RH13 9RS or by visiting: rspca.org.uk/trusteesreport

The *Trustees' report and accounts 2018*, which was approved on 24 April 2019, has not yet been filed with the Charity Commission.

Signed on behalf of Council on 24 April 2019.

Paul Draycott **CHAIRPERSON RSPCA COUNCIL**

Christine Beaumont-Kerridge **TREASURER RSPCA**

Independent auditors' statement on the summary financial information

Independent auditors' statement to the Trustees of the Royal Society for the Prevention of Cruelty to Animals

We have examined the summarised financial information of the Royal Society for the Prevention of Cruelty to Animals for the year ended 31 December 2018, set out on the opposite page.

Respective responsibilities of trustees and auditors

The Trustees are responsible for preparing the summary financial information in accordance with RSPCA Rule XVI.

Our responsibility is to report to you our opinion on the consistency of the summary financial information within the *RSPCA Annual review* with the full annual financial statements and *RSPCA Trustees' report and accounts* and its compliance with RSPCA Rule XVI.

We also read the other information contained in the *RSPCA Annual review* and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial information.

Our report has been prepared pursuant to the requirements of the RSPCA Rule XVI and for no other purpose. No person is entitled to rely on this report unless such a person is a person entitled to rely upon this report by virtue of and for the purpose of the Charities Act 2011 or has been expressly authorised to do so by our prior

written consent. Save as above, we do not accept responsibility for this report to any other person or for any other purpose and we hereby expressly disclaim any and all such liability.

Basis of opinion

We conducted our work in accordance with withdrawn Bulletin 2008/3 'The auditors' statement on the summary financial statement in the United Kingdom', issued by the Auditing Practices Board. Our report on the Society's full annual financial statements describes the basis of our opinion on those financial statements and on the *RSPCA Trustees' report and accounts*.

Opinion

In our opinion the summary financial information is consistent with the full financial statements and Trustees' report and accounts of the Royal Society for the Prevention of Cruelty to Animals for the year ended 31 December 2018, and complies with the RSPCA Rule XVI.

BDO LLP

Chartered Accountants and Statutory Auditor
Gatwick, United Kingdom. Date: 24 April 2019.

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

To find out more download or view a copy of the
RSPCA Trustees' report and accounts 2018 at:
rspca.org.uk/trusteesreport



**Royal Society for the
Prevention of Cruelty
to Animals**

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Our cover star:
Read Ollie's story on page 10.

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