Welcome to your Annual review of the RSPCA’s work in 2019. It was a year that saw our members vote in wide-ranging and historic changes to our governance, designed to modernise us as a charity.

Our previously large Board of Trustees was substantially reduced from 28 seats to nine national members and three co-opted members. My sincere thanks to those members of the council who retired in summer 2019 for their tireless work and dedication – and welcome to all those newly elected in October.

Any trustee who has served for nine continuous years will now step down for a minimum of three years. Having a smaller, more agile, board in line with other major charities will ensure our board membership is refreshed regularly, bringing in different ideas and skills.

As we approach our 200th anniversary in 2024, such modernisation is essential to help us remain relevant in a fast-changing world. As I write, we are living through an unprecedented time in the midst of the coronavirus pandemic and, sadly, the impact of this will be felt for many years to come. Thankfully we are now in a stronger position to cope.

Over the coming pages you can read about some of the incredible work our staff and volunteers carried out in 2019. Our expert teams rescue, rehabilitate and rehome – or release wild animals back to their natural habitats. Our education programmes promote empathy and compassion in future generations. We protect animals from harm by offering welfare advice and, where necessary, prosecuting cruelty. And we couldn’t do any of it without our loyal supporters, so thank you.

Chris Sherwood

Chris Sherwood RSPCA Chief Executive
OVER THE COMING PAGES YOU CAN READ ABOUT SOME OF THE INCREDIBLE WORK OUR STAFF AND VOLUNTEERS CARRIED OUT IN 2019
Our teams of dedicated animal rescuers work across England and Wales, saving animals from cruelty, neglect and abandonment. Our staff are often called upon to go into dangerous situations and rescue animals at risk – and will do everything they can to help. This may involve collaborating with emergency services and other animal welfare organisations and, of course, the general public who we rely on to alert us to animals in need. From the dramatic and daring to the plain quirky, here are some of the animals we’ve rescued in 2019.
Animal heroes save Frosty the pony’s life
We feared the worst when called out to rescue a collapsed pony who’d slipped down a muddy riverbank. The young pony had been trying to get to his feet and was exhausted – it was clear he was in a perilous situation.

Working with London Fire Brigade – and an equine vet needed to sedate the terrified pony – we were able to get straps under him and winch him up the bank. It was dark, raining and cold so we had to work quickly without hurting the pony or causing further discomfort.

Our rescuers stayed by his side, keeping him warm as he started to come round. Amazingly, he was able to get to his feet and was taken for veterinary treatment. When no one came forward to claim the pony, who staff named Frosty, he was moved to RSPCA Leybourne Animal Centre for rehabilitation. He’s made a full recovery and has been rehomed with a loving new owner.

Resourceful rescuer uses oil to free sheep
An RSPCA animal rescuer was called out to help a sheep who was well and truly stuck on a bridge in Merthyr Tydfil. A dog walker had spotted the ewe, understandably distressed, with two of her legs stuck in holes in the metal grid of the bridge.

Our rescuers could not dislodge the ewe’s legs with strength alone so, with quick thinking, asked the caller to run home and fetch some cooking oil. After coating the ewe’s legs with sunflower oil she was able to free her safely within minutes. The sheep had only superficial wounds and could walk easily. Luckily she had an ear tag so we were able to reunite her with her owner.

Daring mission to find ducklings
Trained RSPCA officers from our water rescue team rushed to the aid of four ducklings. They’d been spotted falling into a drainage hatch in the middle of a pond in wetlands near London’s Queen Elizabeth Olympic Park. As one of our inspectors held a safety rope, the other waded chest deep into the water towards the hatch and located the ducklings, which were too small to climb out themselves and, with no food or water, wouldn’t have survived for long. All four were none the worse for wear but, with no sign of mum, were taken to a wildlife hospital until old enough to fend for themselves back in the wild. We helped the park’s management cover the hatch to prevent further accidents.

Cliff alert for stranded seal
A dog walker was surprised to discover a young seal pup at the top of a 50m high sea cliff in Pembrokeshire. Our RSPCA rescuer had quite a steep walk to get there so the poor pup, thought to have been just one month old, must have been exhausted, disorientated and distressed. She was underweight with puncture wounds on her body, so we quickly transferred her to RSPCA Stapeley Grange Wildlife Centre in Nantwich. There she was given all the necessary rehabilitation to become fit and well for release.

rspca.org.uk/rescue
Cat and kittens revived after kitchen fire

We rushed to an incident in Birmingham where West Midlands Fire Service was tackling a house fire. When our animal rescuer arrived on the scene, firefighters had pulled a cat and three kittens from the blaze. All were unresponsive so they attached them to special RSPCA-supported Smokey Paws pet masks to deliver oxygen, to help them breathe. After 30 minutes their condition improved dramatically, so our rescuer took them to RSPCA Birmingham Animal Hospital to assess the damage from the smoke inhalation. Thanks to the life-saving actions of all concerned, mum and kittens all made a full recovery and were returned to their grateful owner.

Help for devastated Australia

The impact of the bushfires that swept Australia in the winter of 2018–19 was felt across the world. It’s estimated that more than a billion animals, including koalas and kangaroos, were killed. Animal welfare organisations, including RSPCA Australia’s staff in several states, worked around the clock to rescue and treat as many creatures as they could. We sent a donation of £20,000 to help fund the relief efforts, and our hospitals collected vital veterinary supplies and medicines to send. Some of our branches also donated to the appeal. RSPCA Australia is a separate charity to the RSPCA.

Animals saved from November floods

Our water rescue teams were on high alert when widespread flooding swept England and Wales towards the end of 2019. After receiving a number of phone calls to our emergency hotline, our 60 specially trained water-rescue staff mobilised, working tirelessly to save as many stranded animals as possible.

They included:

- Saving 10 pigeons, a chicken, a cockerel, two rabbits, and two adult and five baby guinea pigs, from a property in South Yorkshire.
- Braving rapidly rising water levels to go in and retrieve 70 hedgehogs from a sanctuary in Nottinghamshire.
- Capturing 60 swans covered in oil from flood water contaminated by trapped cars – then taking them to our wildlife centres for cleaning.
In 2019 61,700 animals were taken in by the RSPCA.
It’s our job to protect animals from harm, so we will step in wherever cruelty or neglect is suspected. Where appropriate, we aim to offer owners the advice and support they need to better understand and improve their animal’s welfare.

We may prosecute if there has been deliberate violence shown to an animal, owners won’t accept help or there’s evidence of extreme neglect, as with the exotic animals described below. In other cases, such as the two Labradors described on the facing page, this was not the right course of action. It’s a good example of the difference the RSPCA can make to people’s lives, as well as those of their animals.

Exotic animals found in squalid conditions

Dozens of exotic animals have been rescued by the RSPCA after being neglected by their owner. The animals, including iguanas, mara, agouti, porcupines, pelicans and parrots, were living in filthy conditions, most in unsuitable housing without food or water. Some of them were suffering from untreated injuries. Temperatures on site were close to freezing with snow and driving rain.

The owner pleaded guilty to 15 offences under the Animal Welfare Act and signed all the animals over to our care. He was sentenced to 20 weeks in prison suspended for 12 months, ordered to undertake 25 rehabilitation days, 120 hours community service and pay £500 costs and a £115 victim surcharge. He was disqualified from keeping all animals for five years with no appeal for two years. We rehomed the animals to specialist keepers who understand the environmental, dietary and behavioural needs of these exotic species.

IN 2019 WE INVESTIGATED MORE THAN **93,362** CRUELTY COMPLAINTS AND SECURED **1,425** CONVICTIONS
A role for empathy and compassion

Police contacted the RSPCA for help after discovering a retired and recently bereaved woman living in terrible conditions. Her living room floor was completely covered in a foot of rubbish. There was no heating, hot water or electricity, the property smelled of urine and faeces and among the debris were two Labradors.

The woman had clearly struggled with mental health issues in recent years and had no visitors, family or support. But it was immediately apparent to our inspector that she loved her dogs dearly. She embraced the RSPCA’s offer of help, saying she felt a weight had been lifted from her shoulders and she could start to get better again.

She agreed we could take her dogs to a place of safety and, over the coming months, completely changed her life, cleared and refitted her home, keen to have her animals back. Although conditions for the dogs had been extremely poor, it was clear a prosecution would not be appropriate or that anything could be gained from taking one.

We’ve maintained regular visits to check on the wellbeing of the woman and her dogs – whom she now takes out to the beach every day.

To find out more about the work of our prosecutions team and view the Prosecutions annual report 2019, visit:

rspca.org.uk/prosecution
A large proportion of the animals we take in need treatment and rehabilitation before they can be released or rehomed. Thanks to the expert veterinary staff, carers and volunteers at our animal hospitals and centres, they all receive the very highest level of care.

In 2019 the RSPCA veterinary department introduced a Clinical Behaviour team. It’s headed up by Lorella Notari, who is a veterinary behaviourist and has already made a positive impact on some challenging behaviour cases. Our three regional Clinical Animal Behaviourists have been in post since autumn 2019 and are providing much more support for the animals in our care with behavioural issues.
Oil-stricken falcon saved
In August, a peregrine falcon covered in thick, sticky oil was discovered on Caldey Island near Tenby and collected by RSPCA Cymru. He was very skinny, suggesting he may have been contaminated and suffering for some time. We quickly transferred him to our West Hatch Wildlife Centre in Somerset for urgent treatment. As he was in such a poor state he required a lengthy period of rehabilitation with our wildlife experts, after which he was released back to the wild.

Duncan recovers from horrific injury
In July, black cat Duncan was found wandering the streets in pain with severe shoulder wounds after his front leg had got stuck in his elastic collar. Veterinary staff at RSPCA Radcliffe Animal Centre in Nottingham bathed the wound daily to keep it sterile and clean but it didn’t heal. It took two operations to successfully close the wound but staff were determined not to take the easier option of amputating his leg.

Brave boy Duncan took his pain relief well and had a good appetite. With plenty of TLC from everyone at the branch animal centre, he was soon on the road to a full recovery. After 10 weeks rehabilitation and care he found his perfect home.

Duncan’s injuries were caused by an elastic collar – always use a quick-release collar on your cat.

A buzzard that had a broken shoulder is released after being cared for at RSPCA Mallydams Wildlife Centre.

WE CARRIED OUT 218,939 MICROCHIPPINGS, NEUTERINGS AND TREATMENTS IN 2019
Happily, most of the pets and farm animals we rescue are able to stay with their owners. But for those who do need rehoming, our centres and branches are there to help prepare them – and find their perfect match.

New home for lonely lurcher

Three-year-old lurcher Gary was one of our longest-stay animals. He’d spent 578 days in one of our animal centres and seen 194 dogs rehomed ahead of him – yet for some reason this loveable boy was continually overlooked. So staff at the centre launched a campaign in the press and on social media to finally get Gary the owners he deserved.

A family living more than 200 miles away in West Yorkshire saw the appeal and made the journey down to visit. They knew straight away he was the dog for them and, after a few adjustments to get their home and garden ready, came back to collect him. Gary now lives happily with his new family and their rescue greyhound.

“He is such a lovely friendly animal, a real character,” says his owner Joanne. “It’s like he’s always been here.”

Home sweet home for brave Bonnie

When nine-month-old Bonnie the Dalmatian came into RSPCA Millbrook Animal Centre in Surrey, she was gravely ill with parvovirus. She hadn’t received the necessary vaccinations or socialisation as a puppy and was very nervous. Thanks to treatment she pulled through, but her tough start in life meant she required intensive work with our behaviour and welfare specialists.

They worked closely with Bonnie to build her confidence to a level where she could be rehomed. After six months our team felt she was ready, so set about the task of matching Bonnie with the right owner. She now lives with experienced dog owner Trudy (pictured right) and a rescue greyhound called Penny. “The staff at Millbrook did a fantastic job,” says Trudy. “I’m really glad Bonnie got her second chance at happiness.”

OUR CENTRES AND BRANCHES GAVE 39,178 ANIMALS A SECOND CHANCE OF A NEW HOME IN 2019
Safe haven for Jack

Jack is a veteran, 15-hands-high, chestnut gelding who is proving a perfect companion to animals and humans alike at his new premises. Jack was abandoned at stables in South Wales in 2018 and our inspectors arrived to find him emaciated and in urgent need of help.

He underwent many months of rehabilitation and care and eventually found a new owner in Tina, from North Shropshire, in summer 2019. She had recently lost two of her three horses in close succession and hoped Jack would help the remaining stressed and lonely horse.

“After what they’ve so often been through, rescue animals deserve happiness, security and comfort,” she says.

“Adopting Jack was one of the best decisions we have made. From the start he was an amazing companion. His wonderful condition, his beautiful shiny coat and personality are a testament to his carers.”
YOUR LOCAL RSPCA

So much of our vital animal welfare work happens across our 152 branches – separately registered charities across England and Wales. They’re self-funding, raising money in the local area to fund their work, all of which is carried out by dedicated volunteers.

RSPCA branches support our work by rehabilitating and rehoming or releasing sick, injured, abandoned or abused animals brought in by our rescue teams. They offer services including microchipping, neutering and subsidised treatments, as well as running more than 300 charity shops.

There’s no doubt thousands of animals would miss out on the treatment, kindness and new homes they deserve, if it weren’t for our brilliant branches.

New cat adoption lounge for Chesterfield
In April 2019, RSPCA Chesterfield & North Derbyshire Branch teamed up with Pets At Home in Chesterfield to open a ‘cat adoption lounge’ and reach a wider community of potential new owners. This in-store initiative means customers who may be considering adopting can meet cats available for rehoming, while they’re out shopping. And it works! Within the first two months of opening, the cat adoption lounge had matched 12 cats to loving new homes.

IN 2019
RSPCA BRANCHES
REHOMED OR
RELEASED MORE
THAN 30,676
ANIMALS
Preventing cruelty is in our name, so our education team plays a key role in teaching future generations about the importance of kindness to all animals. Our team supports teachers and other practitioners working with young people via the Generation Kind initiative. Made up of nine projects designed to inspire empathy and compassion in children of all ages, it celebrated its first anniversary in October 2019, reaching 100,000 people. Some of the standout successes so far have included:

- Delivering our teacher training programmes to more than 600 trainee and new teachers, helping them integrate animal welfare into the school curriculum at all stages.
- Helping over 350 foster carers and 60 children improve their relationships with pets, via our Breaking the Chain online programme and Animal Action Days for young people in care.
- Holding The Great Debate 2019 finals in Westminster and Cardiff, for children aged 11 to 14. Teachers reported improved confidence, better study skills and greater curiosity and support for animal welfare campaigns.
- Smashing our Compassionate Class targets, by delivering this programme to more than 70,000 key stage two children, via their teachers. Over 1,000 schools participated and more than 2,800 teachers signed up to our web resources. Over 75 percent of teachers reported an increase in students’ understanding of sentience and responsibilities towards animals.
- Providing our Wild Things nature, sustainability and animal-care programmes to more than 4,500 young people, families and disadvantaged pupils. These currently take place at RSPCA Mallydams Wood and RSPCA Newbrook Farm. Wild Things programmes are expanding to our West Hatch Centre in the south and Stapeley Grange in the north.
The RSPCA has been campaigning for nearly 200 years and in that time we’ve taken huge strides towards a world that’s kinder to animals. But there’s always work to do and 2019 kept us as busy as ever.

**CAMPAIGNS**

**A ban on wild animals in circuses**
After a century of campaigning, we were delighted to finally welcome government Bills in both England and Wales, banning the use of wild animals in travelling circuses. The Act in England came into force in January 2020 and the Bill in Wales is expected to come into force in December 2020, so animals like zebras, camels, elephants and tigers will no longer be subject to these cruel conditions and treatment.

**The Better Chicken Commitment**
Our high-profile campaign against fast-growing breeds of meat chicken continued.

In 2019 Waitrose, KFC UK and Ireland, and Wagamama, alongside 19 other UK-operating food businesses, all signed the commitment to use higher-welfare breeds.

This will improve the lives of more than 50 million chickens a year.
Action on puppy trade
The government in England agreed to tighten up on controls on the sale of puppies by making the sale of a puppy or kitten under six months illegal by anyone other than the breeder. Dubbed Lucy’s Law, this was adopted in 2019 and the ban on third-party sales came into effect in April 2020. In Wales the government has consulted and reaffirmed its commitment to a similar ban which is expected to take effect before May 2021.

Progress on fireworks
The Petitions Committee in the Houses of Parliament looked at the issue of animal welfare when considering the sale of fireworks and made a number of recommendations to protect people and animals. We produced a new report and launched our Bang Out Of Order campaign. More than 25,000 of our supporters emailed their local councils asking for tighter restrictions on fireworks and 11 councils are considering action.

Catsmart success
Our Catsmart project in England tackled cat overpopulation through neutering and was delivered in an area where our inspectors see high numbers of abandoned and neglected cats.

In Wales, 6,615 cats were neutered through the neutering and microchipping scheme run in partnership with Cats Protection.

DURING 2019 OUR SUPPORTERS TOOK MORE THAN 155,000 ACTIONS FOR ANIMALS, SUPPORTING OUR CAMPAIGNS INCLUDING: RECOGNITION OF ANIMAL SENTIENCE; TOUGHER SENTENCING FOR CRUELTY; HIGHER WELFARE CHICKEN AT TESCO; AND SUPPORTING ANIMAL WELFARE IN EDUCATION
One of the RSPCA’s key strengths is that all our policies, activities and approaches to promoting animal welfare are informed by sound scientific and other robust evidence, gathered and analysed by our in-house experts.

We’re really proud of our science and policy team, made up of expert animal welfare scientists and organised into four departments: companion animals; farmed animals; animals used in research; and wildlife.

Each department has the extensive knowledge and experience needed to gather, assess and apply comprehensive scientific and technical information and advice on a range of issues.

They engage with and influence policy and decision-makers in government, industry, media and the wider community, locally, nationally and globally. Together they form a centre of expertise that enables the RSPCA to achieve practical advances in welfare for all animals.
OUR WORK FOR PETS

Our work for pets, working and sporting animals during 2019 included:

- Playing a key role at the Conservation Working Dog conference in Nairobi, Kenya. Across Africa, dogs are increasingly being used to disrupt the illegal wildlife trade, for example, tracking elephant and rhino poachers or detecting ivory and animal skins. As a result, there are now many dog units across Africa but they often work in isolation, with little opportunity to share information, expertise or best practice. The RSPCA ran a series of workshops on the links between good welfare and good performance, indicators of canine welfare and environmental enrichment for working dogs. Feedback received was very positive and we hope it helps safeguard the welfare of many dogs.

- Launching the Kitten Checklist in collaboration with other members of welfare collective The Cat Group. The checklist was designed to help people buying kittens to identify a happy, healthy cat and spot warning signs of unscrupulous breeders.

- Collaborating with other animal welfare organisations on Rabbit Awareness Week. The focus for 2019 was on increasing owner awareness of RHD2, an often-deadly virus, and encouraging vaccination. Over 100 RSPCA establishments helped promote the week and we achieved excellent press and social media coverage. The result was a 56 percent increase in vaccinations sold compared with 2018.

- Attending Appleby Horse Fair as part of the multi-charity equine welfare initiative, helping owners and breeders understand more about the health and behaviour of their horses.
Our work for research animals used in research and testing in 2019 included:

- Building on and promoting our pioneering Focus on Severe Suffering initiative, aimed at ending severe suffering in lab animals. We shared information at scientific events in China, Canada and Finland, organised our own national and international events and published new guidance on avoiding mortality in research and testing. We were also invited to a major international scientific conference (attended by more than 2,000 people from 57 countries) to run a day of presentations on avoiding and reducing suffering. Outreach like this potentially improves the lives of millions of animals. Since launching our initiative, there has been a 48 percent decrease in the number of experiments on animals involving severe suffering in the UK.

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

- Holding our 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.

- Holding two training events to support lay and other 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.

Since launching our initiative, there has been a 48 percent decrease in animal experiments involving severe suffering.
Our work for wild animals during 2019 included:

- Providing submissions for government consultations, advocating for better protection of wild animals and the adoption of measures to improve their welfare, including: general licences for wild bird control; management measures for animals classed as ‘invasive alien species’; and a proposed licensing scheme for mobile animal exhibits (Wales).

- Welcoming the Wild Animals in Circuses Act 2019, which banned their use in England from January 2020, and the introduction of the Wild Animals and Circuses (Wales) Bill. The RSPCA provided written and oral evidence for this Bill to both governments, and commented on guidance drafted by Defra.

- Leading on the RSPCA's campaign promoting awareness of exotic animal welfare. This included: updating our advice for owners of reptiles kept as pets; participating in Pet Advertising Advisory Group work to promote responsible sale and ownership of exotic animals; and taking part in numerous TV and radio interviews to discuss the campaign.

- Launching the report Bovine TB: Not Everything is Black and White, to accompany an RSPCA consultation for farmers on management of bovine tuberculosis. Our objective is to move the focus of bovine TB control from badgers to cows and replace badger culling with more humane, evidence-based and sustainable solutions to this devastating disease.

- Participating in a new training course for government-appointed zoo inspectors.

- Giving talks at the iCARE conference in London to vets on the health and care of parrots, and to bird keepers at the Think Parrots show in Middlesex on parrot enrichment and their cognitive abilities.

- Releasing new statistics on litter incidents for wildlife and beginning joint work with the Angling Trust to address problems caused by discarded fishing litter.

- Attending the National Wildlife Rehabilitators Association (NWRA) conference in the US, to discuss international wildlife rehabilitation.
Our work for farm animals in 2019 included:

- Publishing extensively updated versions of our higher welfare standards for both beef cattle and trout. These cover key aspects of the animals’ lives, from on-farm practice to transport and humane slaughter. In 2019 our standards improved the lives of nearly 25 million terrestrial farm animals and 112 million salmon and trout.

- Continuing to encourage food businesses across Europe to sign the Better Chicken Commitment and pledge to improve their chicken welfare standards across their supply chain by 2026. We also shared findings from research we commissioned to assess the production and welfare characteristics of the three meat-chicken breeds used most extensively worldwide. The genetics of these breeds mean a high proportion suffer developmental issues and can’t be considered to have a life worth living.

- Providing food retailers, industry groups and restaurant chains with technical information, advice and recommendations for improving their policies and activities.

- Helping inform and shape Defra’s thinking on how post-Brexit subsidy payments could be used to incentivise livestock farmers to adopt higher welfare standards. A higher welfare focused subsidy scheme has the potential to significantly improve the lives of millions of farm animals annually.

- Encouraging other businesses and organisations worldwide to adopt our higher welfare standards. For example, our Atlantic salmon standards were used to develop online fish welfare training courses for salmon producers in Scotland and in other countries. A farm in India, the third largest producer of eggs in the world, implemented our standards for laying hens.
RSPCA Assured

RSPCA Assured is our farm assurance scheme and ethical food label, which was created to help improve the lives of animals farmed for food and give shoppers a higher welfare choice. The scheme currently covers beef cattle, chickens reared for meat, dairy cattle, egg-laying hens, pigs, sheep, salmon, trout, and turkeys.

- Not only was 2019 RSPCA Assured’s 25th birthday, it also marked nearly 25 million animals (plus many millions of salmon and trout) being farmed to higher welfare standards on RSPCA Assured farms. That’s about 11 percent of the UK farming market and we’re also proud to have the majority of Scottish salmon farms under the scheme.

- We ran a campaign with social media influencers around The Great British Bake Off, to encourage consumers to use higher-welfare eggs in their baking.

- The RSPCA Assured logo is now recognised by 60 percent of young professionals and families. Our general consumer-awareness level has more than doubled from 19 percent to 56 percent in just four years, since our re-brand from Freedom Food.

- In celebration of our anniversary, we published a free online recipe book containing 25 of our favourite dishes. It includes a mix of higher welfare, vegetarian and vegan recipes, from fresh and healthy salads to delicious cakes. You can read it here:

  rspcaassured.org.uk/get-involved/25-years-helping-farm-animals

2019 MARKED NEARLY 25 MILLION ANIMALS BEING FARMED TO HIGHER WELFARE STANDARDS ON RSPCA ASSURED FARMS
Here are some more highlights from a busy year in animal welfare

**Big Walkies Live**

Around 400 humans and almost as many dogs donned blue RSPCA bandanas and took part in Big Walkies Live, in Cardiff in May 2019. The event was a celebration of dogs of all shapes and sizes, as canines and their owners enjoyed two scenic walk routes through Bute Park in central Cardiff.

RSPCA Cymru’s campaigns team was on hand to chat to owners about their calls for an annual dog registration scheme. Dogs were photographed in a giant mock-up driving licence as owners registered their support.

Attendees also enjoyed the Big Walkies Live event village, including refreshments, stalls and entertainment from Radio Cardiff 98.7FM DJs Wyburn and Wayne.

It was fantastic to see the dog-walking community of South Wales out en masse — and a great advert for responsible dog ownership.

[rspca.org.uk/bigwalkieslive](http://rspca.org.uk/bigwalkieslive)
**One Fun Day**

Our first-ever One Fun Day in June proved a huge hit, with well over 4,000 people visiting events across 18 RSPCA sites. Each unique event was hosted by an RSPCA branch or centre and designed to let the public know more about the work we do for animals all year round.

Events included dog shows, face painting, food and drink and the chance to meet RSPCA inspectors and, of course, lots of our animal friends. A highlight at 12 of our sites was the hotly contested Ponycycle Championship – a race on people-powered ride-on ‘horses’.

The 2019 One Fun Day raised more than £30,000 to help animals in need. We’re planning to expand this brilliant fundraising and awareness-raising opportunity to all of our sites by 2022.

[rspca.org.uk/onefunday](https://rspca.org.uk/onefunday)

**Sentience conference**

We joined with 35 other animal protection charities to call for new UK law to refer specifically to animal sentience and the need to protect the welfare of sentient animals post Brexit. EU law recognises that many animals are sentient beings with the capacity to feel joy and pleasure, pain and suffering. There is, however, a danger that this vital legal acknowledgement may now be lost. Following lobbying from the RSPCA and others, an Animal Sentience Bill is now in draft form.

In May, we held a conference along with Oxford University to explore the latest scientific knowledge on animal sentience and its implications. Almost every area of human life has an impact, direct or indirect, on animals. Everyone should consider how to reduce or avoid any negative – and enhance their positive – impact on the welfare of sentient animals.

[science.rspca.org.uk/sciencegroup/sentience](https://science.rspca.org.uk/sciencegroup/sentience)
RSPCA Honours Awards

Dedication, compassion and kindness were celebrated at the 2019 RSPCA Honours Awards ceremony in June.

The event, kindly sponsored by Capita, was hosted by animal-loving comedian John Bishop, with a star-studded audience including Patrick Ayre, Eyal Booker, Peter Egan, Kate Lawler and Deborah Meaden.

The awards is a chance to recognise and honour those who support the RSPCA’s vision to create a world that’s kinder to animals. Fourteen awards were given for bravery, outstanding service and to recognise exceptional contributions to animal welfare. And some remarkable animals received awards, too.

Police sergeant Kevin Kelly received our Outstanding Contribution Award, for his tireless work and innovation in tackling serious wildlife crime, such as cock fighting, badger baiting and the illegal pursuit of hares.

Joint winners of our Young Person Award were Sophie Smith and Kyra Barboutis, aged, 13, who turned their town ‘hedgehog friendly’. With help from a local vet, these animal champions have treated and cared for some 400 prickly patients at their hedgehog hospital.

Among the animals honoured were assistance dog Ethan. This loving Labrador helps owner Sally with everything from showering to paying for her shopping. He received our Amazing Animal Award. ‘Pets as Therapy’ dog Romeo was presented with our Service Animal Award for his work on hospital wards and in dementia homes.

“The ceremony was inspiring and very moving,” says RSPCA Chief Executive Chris Sherwood. “It was wonderful to be able to celebrate the incredible animals and people who work to improve animal welfare.”

[rspca.org.uk/honours]
A big year for our star volunteers
One of our wonderful volunteers celebrated a big milestone in 2019. Sally Field, pictured left, who has been volunteering at RSPCA Millbrook Animal Centre in Surrey for the past 44 years, turned 100. Despite being a centenarian, she still visits twice a week to walk dogs and help in the kitchen. Thank you Sally for all you do!

The RSPCA was founded by volunteers and still today around 60 percent of our work is carried out by more than 9,000 generous people who give their time for animals. From helping at our centres, branches and shops to fostering animals, teaching school children about animal welfare needs and assisting at events, volunteers are the beating heart of the charity.

In 2019, we launched the microvolunteering scheme, to support the work of the RSPCA through actions supporters can do from home. Microvolunteers help out on social media, sign petitions, write letters to local government and conduct research – small tasks that make a big difference to our work.

rspca.org.uk/volunteer

THE RSPCA WAS FOUNDED BY VOLUNTEERS AND MORE THAN 9,000 GENEROUS PEOPLE STILL GIVE THEIR TIME FOR ANIMALS

Celebrating 150 years of animal welfare news
From the first issue of The Animal World in 1869 to your latest copy of animal life, we’ve been ‘delivering animal welfare to your door’ through the pages of our magazines for 150 years! Your autumn 2019 issue of animal life had a commemorative cover and we took a look back at some of the campaign successes and topics covered over those years.
Adoptober

October 2019 saw our successful campaign to help find new homes for some of the thousands of animals in our care. It focused on a different animal each week, from dogs and cats to horses and small furries. Our Press team sent out stories to the media on animals needing homes from RSPCA centres and branches across England and Wales. As well as raising awareness about the ‘adopt don’t shop’ message, Adoptober provided a great opportunity to talk about welfare issues, such as the importance of microchipping and neutering.

[link to RSPCA website]

We saw an upsurge of interest in adoption as our ‘Find a Pet’ web page received 143,000 extra hits.
RSPCA Young Photographer Awards 2019

In December the finalists in our annual RSPCA Young Photographer Awards gathered at the Tower of London to find out who would win this prestigious title.

The 2019 competition saw more than 6,500 images entered. The standard as ever was incredibly high, making for some tricky decisions for our judges, including conservationist and RSPCA Vice President Chris Packham and wildlife filmmaker and TV presenter Patrick Aryee.

Young people up to the age of 18 were encouraged to capture images of the animal kingdom on traditional cameras, mobile phones or devices. Two new categories were introduced for 2019, the Generation Kind award and Instagram.

Our overall winner was Grace Jones (pictured right), aged 16, with a beautifully detailed portrait of her cat watching birds from her bedroom window, called ‘Tinker’s gaze’. Winning the competition inspired Grace to go on and study A level photography at college.

Other winners included Katie Sales, 15, with a striking photograph of her elderly horse ‘Albie’, which won the Mobile Phones and Devices category. Oliver Butcher, 11, captured the amazing moment a red kite swooped in to catch a fish dropped by an osprey – ‘Fish thief’. And Daniel Zhang (left in the photo), 15, won the 12–15 category for his photo of a hamerkop bird and its toad prey.

The Awards were kindly sponsored by Warners Midlands, Natures Images, Camtraptions and WildlifePhoto.com.

See the finalists’ work and look out for the winners of our 2020 competition (announced in December) at: rspca.org.uk/ypa

Umbrella Network

In 2019 the RSPCA took the first step to establishing an employee network with the aim of growing a community for LGBTQIA staff and allies. Following a staff survey to establish employees’ wants and needs, and shape the network’s objectives and key activities, Umbrella was launched during LGBT History Month in February 2020.

The RSPCA Umbrella Network will promote and encourage inclusivity within the RSPCA by championing safe spaces, resources and support, while focusing on the experiences of LGBTQIA staff.
Help the Animals Christmas TV telethon

After the success of the 2018 event, we were thrilled to once again be a beneficiary of Channel 5’s Help the Animals at Christmas TV fundraiser. This year, the three-hour extravaganza was upgraded to a week of animal-related programming, benefitting the RSPCA and four other welfare charities.

The telethon took place from 2 to 6 December and we featured on Wednesday alongside a special festive episode of The Yorkshire Vet. Our heartwarming appeal told the tale of a horse named Adie, who we rescued from starvation and nursed back to health. The amount raised, to be divided between us, the Scottish SPCA, The Donkey Sanctuary, Wildlife Aid Foundation and the Blue Cross, was an incredible £515,819. Thank you to all who donated!

Santa’s Littlest Helper

Our 2019 Christmas film, Santa’s Littlest Helper tugged on viewers’ heartstrings when it aired in December. It tells the story of Tink the rescue pony with big dreams. She’s always wanted to find her forever home in Santa’s herd and help other vulnerable animals.

The festive film was made by our small in-house team, on an even smaller budget, to highlight our Stock the Sleigh fundraising campaign. It starred RSPCA staff and rescue animals – we’re pleased to report all the animals have been rehomed.

Visit: bit.ly/santaslittlesthelper

RSPCA staff and rescue animals – we’re pleased to report all the animals have been rehomed.

RSPCA staff and their families also featured in the film.
Our international team works to safeguard and improve animal welfare across the world. Here's an insight into some of their projects for 2019.

We joined fellow members of the International Companion Animal Management (ICAM) coalition in Mombasa, Kenya, to host its third International Dog Population Management Conference. The conference brought together the public sector, NGOs and specialists in animal welfare, animal health, public health and education, ecologists, economists and social scientists. We are able to directly apply our learning to our work supporting the OIE (World Organisation for Animal Health) training programme on humane stray dog management in the Balkans and Central Asia.

In China, we continued to work on a major project promoting higher welfare standards for farm animals, funded by a grant from Open Philanthropy. We also celebrated over a decade of our animal welfare education project, partnered with the Ecological Experience Education programme. Together we have delivered more than 25 three-day training courses to around 2,000 teachers.

In Malawi, the government launched its National Animal Welfare Guidelines, developed with the RSPCA, at an event broadcast on national TV and radio. And we partnered with Edinburgh’s Royal (Dick) School of Veterinary Studies, IVC Group, Inglis Vets and Lilongwe SPCA (UK) to bring Malawi’s first ever cohort of locally trained vet graduates to visit Scotland for two weeks’ sponsored work experience. With very few vets in Malawi, these graduates will play an invaluable role in improving animal welfare across the country.
CORPORATE PARTNERS

AmazonSmile
We were thrilled to be chosen as one of AmazonSmile’s first charity partners in 2017 and are delighted with the continued success into 2019 and beyond. The money raised will help us to continue our vital work preventing cruelty and rescuing, rehabilitating and rehoming thousands of animals. smile.amazon.co.uk

Covéa – RSPCA Pet Insurance
The Covéa Insurance pet policy for the RSPCA has been designed for a variety of needs and budgets. It is supported by a UK-based claims service with many of the staff being ex-veterinary, and includes benefits such as waiving remaining owed premiums if a beloved pet passes away, and cover for cremations and burials.

Supporting the RSPCA’s values, the Covéa Insurance product uniquely includes a benefit for sick and neglected animals with no insurance; for every policy sold, 15 percent will go directly towards caring for these less fortunate animals.

Moose Toys UK
We have been delighted by the success of our partnership with Moose Toys UK and their Scruff-a-Luvs plush toy range which promotes the key messages of rescue, rehabilitation and rehoming. For each Scruff-a-Luv purchased, Moose Toys UK donates part of the proceeds to the RSPCA.

Natwest
The RSPCA is delighted to be benefiting from a substantial Apprenticeship Levy Transfer from Natwest. This support will enable us to invest in the professional
development of our talented workforce and also recruit new apprentices across the Society.

**PayPal Giving Fund**
The PayPal Giving Fund raises money for UK charities by helping people support their favourite charities online. It helps charities raise funds through PayPal and other technology platforms including Humble Bundle, GoFundMe and eBay. We are delighted to continue receiving PayPal Giving Fund’s support in 2019 and beyond.

**Pets at Home**
The RSPCA continues to benefit from Pets at Home’s generous support. Vital funds and awareness were raised through our store-wide fundraising weekend in February. Thousands of animals in our care are benefiting from the enrichment products bought with shoppers’ VIP Lifelines, and cats in the Chesterfield, Newport, Stockport and Friern Barnet Pets at Homes stores are finding their forever homes thanks to our state-of-the-art rehoming pods.

**Rover**
Rover continues to choose the RSPCA as its primary UK charity partner and their support raises valuable funds for the work we do. Rover also supports us in promoting our campaigns, spreading awareness and contributing to a world that’s kinder to animals.

**Other supporters in 2019 include:**
Assured Products Ltd
Carousel Calendars
CP Designs Ltd
Exotics Direct
ForViva Group Ltd
Hallmark Ltd
Huggables Ltd
John Lewis PLC
Liforme
LLoyds Banking Group PLC
Mark and Chappell Ltd
Mason Cash

**We would like to thank the following individuals for their significant support and loyalty:**
Mrs B Blood
Mr P Davis
Ms S Diederichs
The De Giorgi Family

**GRANTS AND TRUSTS**
In 2019 the RSPCA secured a transformation multi-year grant from **Heritage Lottery**. Our project will focus on utilising the RSPCA’s extensive archive, to share the history of animal welfare and tell the story of the relationship between animals and people.

At the beginning of 2019, the RSPCA received a significant gift from **Support Adoption for Pets** towards the Greater Manchester Animal Hospital Mobile Neutering Clinic which will have a significant impact on our ability to tackle the UK cat overpopulation crisis.

The annual donation we receive from the **Katherine Martin Charitable Trust** will allow us to enhance and improve facilities at our Felledge and Gonsal equine centres. The trustees also agreed to make a donation towards our work in East Anglia, which will help animals in the local community.

In 2019, support from our vice-presidents Brian Blessed, Peter Egan, Baroness Fookes, Satish Kumar, Dr Brian May, Bill Oddie, Chris Packham, Julian Richer and Peter Singer has been unwavering. Meanwhile our ambassadors Patrick Aryee, Eyal Booker, Matt Johnson, Kate Lawler, Victoria Stilwell and Pete Wicks have highlighted all aspects of the RSPCA’s important work.

Our RSPCA Young Ambassadors Kyra Babouris, Lucy Gavaghan, Bella Lack, Dara McAnulty and Sophie Smith have taken our messages and cause to a younger generation.

As we get closer to our 200th anniversary our thanks and gratitude go to our Patron, Her Majesty The Queen.
MONEY MATTERS

OUR EXPENDITURE 2019  £146m

- Field animal welfare  £98.8m
  - hospitals and animal centres (£43.0m)
  - inspectorate (£50.8m)
  - prosecutions – animal care (£5.0m)
- Cost of raising funds  £23.8m
- Support to branches  £8.4m
- Campaigns, communication, publications  £5.0m
- Prosecutions – legal  £4.5m
- Science  £2.4m
- Education  £2.3m
- International  £0.8m

OUR INCOME 2019  £130.7m

- Legacy income  £69.0m
- Contributions and donations  £39.6m
- Charitable activities  £11.2m
- Other income  £9.2m
- Investment Income  £1.7m
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 2019, set out on the opposite page.

Respective responsibilities of trustees and auditors

The Trustees are responsible for preparing the RSPCA Annual review “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. We also read the other information contained in the summary financial information 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 perform work that we consider to be sufficient so as to state whether, in our opinion, the summary financial statement is consistent with the full annual financial statements and with the other information contained within the RSPCA Trustees’ report and accounts. We believe we have performed work sufficient to be able to reach this opinion. We do not, and are not required to, form an opinion on whether the summary financial statement gives a true and fair view. 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, RSPCA Trustees’ report and accounts of the Royal Society for the Prevention of Cruelty to Animals for the year ended 31 December 2019.

BDO LLP
Chartered Accountants London, United Kingdom.
Date: 15 October 2020.

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 2019 at: rspca.org.uk/trusteesreport

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 2019, which was approved on 14 October 2020, has not yet been filed with the Charity Commission.

Signed on behalf of Council on 14 October 2020.

René Olivieri  CHAIRPERSON RSPCA COUNCIL

Barbara Gardner  TREASURER RSPCA
Join the RSPCA rescue

Every year thousands of animals suffer from neglect, cruelty and abuse; with your support we can help them. Here are a few of the ways you can support us and help animals across England and Wales – every action you take makes a huge difference to animals' lives.

▶ Volunteer: Volunteers make a huge contribution to the work we do. With such a wide range of volunteering roles available across our network of branches and animal and wildlife centres, there will be an opportunity near you.

[link](volunteer.rspca.org.uk)

▶ Donate: Your donations help us investigate complaints of cruelty, rescue animals from suffering and neglect, care for them and find them loving new homes. Just £10 could help to provide a day’s board for a horse who has suffered cruel treatment; £25 could help provide a full health check for a dog rescued from neglect; and £50 could help equip an inspector’s van with vital rescue equipment.

[link](rspca.org.uk/donate)

▶ Campaign: We are campaigning to prompt political and behavioural change on a range of animal welfare-related issues, but we need your help. Add your voice to our campaigns for better animal welfare.

[link](rspca.org.uk/campaigns)

▶ Shop: Our online shop offers amazing animal charity gifts, and it’s a great place to buy presents and to stock up with pet products.

[link](shop.rspca.org.uk)

▶ Play the RSPCA Raffle and Lottery:

[link](rspca.org.uk/win)

▶ Fundraise for animals:

Enter one of our events, choose your own challenge or get creative and host your own event.

[link](rspca.org.uk/fundraise)

▶ Sponsor an RSPCA dog kennel or cat pod:

[link](rspca.org.uk/sponsorship)

▶ Become a member:

Join today and help us fight for improved animal welfare.

[link](rspca.org.uk/membership)

We can’t do it without you: [link](rspca.org.uk/getinvolved)