

RSPCA
200
1824-2024



Annual review **2024**



We marked two centuries of the RSPCA in 2024, giving millions of animals better lives – all thanks to dedicated supporters like you.

In our milestone 200th anniversary year we transformed the RSPCA into a modern, welcoming organisation and encouraged everyone to play their part by joining our millions-strong movement for animals.

Focusing firmly on the future we inspired people to create a better world for every animal. Our new online triage tool guides people to take the right steps for animals in need. It means our rescuers can attend more complex incidents, and animals quickly get the help they need.

We achieved important legislative wins in 2024. The export of live animals abroad for fattening or slaughter ended. Pet theft became a crime. Online content encouraging animal cruelty was prohibited. And the Government committed to phasing out animal use in research and testing.

Pets often bore the brunt of the cost-of-living crisis, with more abandonments. I'm proud of our branches and other partners for rallying to get pets the food and treatments they needed to stay safe and well in loving homes.

I'd like to thank my predecessor Chris Sherwood, and all our staff and volunteers, but most of all I want to thank you for making us into the modern, forward-thinking organisation we are. Read these pages with pride, because everything we've achieved, we've done together, creating a better world for every animal.

Shân Nicholas

RSPCA Interim Chief Executive

Our 200th year at a glance

This was a transformational year for us. As we celebrated an incredible 200 years of saving and improving animals' lives, our focus remained on what comes next. There are huge challenges for animals ahead – and we're ready for them.



CHANGING LIVES

- **26,000+** pets rescued from harm, rehabilitated and rehomed
- Better lives for **12%** of farmed animals where farms used our welfare standards
- **527** animal abusers convicted

CHANGING LAWS

- **Six** more laws in progress
- **Five** new animal welfare laws introduced
- **Live animal export** ended



CHANGING INDUSTRIES

- **69%** of shoppers chose higher-welfare animal products
- **60,000** people challenged live animal use on ITV's *I'm a celeb...*
- Animal experiments to end in the UK

CHANGING MINDS

- We welcomed **4,644** new volunteers
- **339,000** supporters shared our campaign messages
- **200,000+** people helped animals in need themselves with our advice

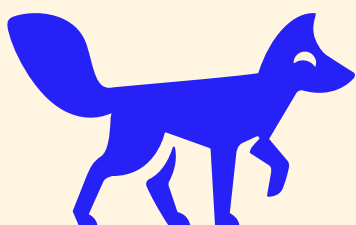




For every kind

We rescue thousands of animals from harm every year, dealing with 61,000 allegations of cruelty and neglect in 2024. Working with our supporters, we give them all the treatment and recovery time they need before finding them a new home or releasing them back into the wild.

WE CARED
FOR
13,637
WILD ANIMALS
IN 2024



Greener and cleaner

Energy audits across our animal centres and hospitals are showing us how to reduce our energy consumption

Team effort saves swans

We worked with Swan Support and the Maritime Volunteer Service to rescue eight oiled swans. After vet checks and cleaning at our West Hatch Wildlife Centre, we released the clean and healthy swans a week later.



Partnership working saves Dolly

Dolly's a healthy, adored little dog now, but her owner first saw her in very different circumstances. Dolly came to us after a PDSA vet suspected she'd been deliberately harmed. She was bruised, had trouble walking and cowered from her owner. We rescued her and took her to a vet. X-rays showed she had a fractured skull, dislocated tail and broken foot. She'd been beaten multiple times.

After months of treatment and loving care at RSPCA York, Harrogate and District Branch, Dolly's new owner fostered and eventually adopted her. "I couldn't imagine a sweeter, more affectionate dog and I'm so glad she's safe with me now."

“...she’s safe
with me now.”





ADVOCACY

Speaking up for animals

We stand up and speak out for laws to protect animals. We change how people think about and treat them. With our supporters and partners, we are building a better world for every animal.

Finally, the end of live exports

After more than 100 years of campaigning, the Government finally took action ending the live transport of animals abroad for further fattening or slaughter. No longer will tens of thousands of calves and sheep endure long, gruelling journeys from Britain in cramped, unsanitary conditions – some lasting up to 100 hours. It's a great victory – and we won it by working together with many dedicated supporters and partner organisations over the years.

**TOGETHER WE MADE
HISTORY FOR
FARMED ANIMALS**

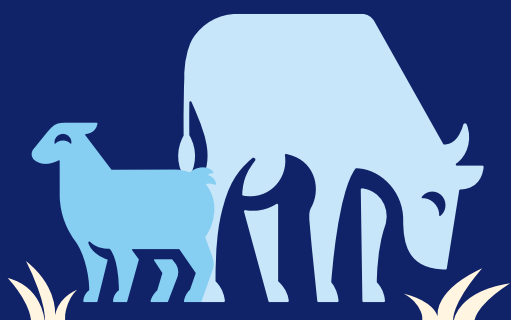
RSPCA.

COMPASSION
in world farming 

KAALE
KENT ACTION AGAINST LIVE EXPORTS

“ In our 200th year, 339,000+ supporters helped drive our campaigns to end cruelty to animals. ”

WINS FOR ANIMALS IN 2024



Governments agreed five new animal welfare laws:

- 1** A ban on live exports from England, Wales and Scotland
- 2** CCTV introduced in slaughterhouses in Wales (bringing it into line with England)
- 3** The Pet Abduction Act, making pet theft illegal in England
- 4** A law requiring all cat owners in England to microchip their cats
- 5** A primates licensing scheme for England, which will be in place by 2026

The UK Government announced a landmark commitment to work towards phasing out animal experiments.

It also introduced the Online Safety Act, forcing social media moderators to remove content encouraging animal cruelty.

If in doubt, don't go out, says Julie

RSPCA volunteer Julie (right) spent a day on the beach on a warm day in Scarborough to educate the dog-loving public about the dangers of walking dogs in hot weather.

“We had such a great day down on the beach, meeting lots of dogs and their very responsible owners,” says Julie. “We gave advice and handed out information to help people protect their beloved pets, whatever the weather.”



Greener and cleaner

We're working with the WWF to make sure UK trade policy protects animal welfare and environmental standards



Inspiring kindness

We're inspiring young people to understand and respond to animals' needs, by showing them the difference even small acts of kindness can make.

Preventing cruelty

The unique wildlife-friendly garden at our Stapeley Grange Animal Centre hosts classes for young visitors to learn about animals, their needs and how their own actions can improve animals' lives.

The Stapeley team also reaches out to young people who may be at risk of harming animals. In one such project, Outreach Officer Holly Cushen works with Greater Manchester Police and HMP Manchester on their Actions have consequences programme. "The workshops educate young people about the impact and consequences of crime," says Holly. "Our rescuers frequently deal with animal cruelty cases in this area, so I give the young people targeted support with vital messages about animal sentience and welfare."

Holly aims to create Stapeley's own programme for young people like this in the future.



Greener and cleaner

Our *WildThings* course features a week on biodiversity, encouraging young people to enrich habitats and care for nature and wildlife



26,294
LOVING HOMES
FOUND FOR
RESCUED PETS



Protecting horses at Appleby

Our inspectors and specialist equine officers worked in collaboration with owners, World Horse Welfare, Blue Cross, Redwings and The Donkey Sanctuary at the annual Appleby Horse Fair to oversee horses' welfare.

Celebrating you

Working with us – in millions of different ways – are people like you. You give us your time, money and voices because you care deeply about animals. Every act of kindness, large or small, makes a huge difference to animals' lives.



BRUCE ON TOUR

Here's Bruce with new owner Mark enjoying life in his forever home. Mark's off-road wheelchair means he and his grandchildren can enjoy the countryside with Bruce.

Linda's nurturing knits

Bird-lover and keen knitter Linda Jacobs is helping us nurture baby birds brought into our centres. Her daughter Emma, who is one of our photography team, spotted a need her mum could potentially fill – could she knit tiny nests to keep these birds safe and warm? "I jumped at the chance," says Linda. "It's so important to preserve our wild birds and I was thrilled to know I could actually do something to help." Linda has knitted and purled her way through many woollen cosies, which Emma distributes to grateful centres on her travels. Now, when kind-hearted members of the public bring in injured or orphaned baby birds, they have somewhere safe to settle until they get their feathers.



Volunteers like Linda take many thousands of actions like this every single year. They are all part of our amazing millions-strong movement, changing the lives of animals of every kind.



Greener and cleaner

Our Wildlife Friends litter-picked, planted wild flowers and supported No-Mow May

“...I was thrilled to know I could actually do something to help. ”

4,644
NEW RSPCA
VOLUNTEERS



A modern organisation

Over our 200-year history, we've always changed with the times in order to carry on our vital work for animals. Our third century will be no exception – we'll keep on growing to be a diverse, efficient, modern organisation that reaches out to every kind of person, for every kind of animal.

Making connections in communities

A new and fruitful partnership is helping us achieve one of our strategic aims to build stronger connections with all our diverse communities. We're working with the 10,000 Black Intern Foundation, providing short-term placements in HR, finance, public campaigns, IT and our Special Operations Unit.

"We want to attract the best people to the RSPCA, and giving under-represented talent experience and employment is one way to do that," says scheme leader Lee Harrison. "We must inspire everyone to create a better world for animals." At the end of 2024, three interns took full-time roles with us.



Caring for the environment

Our focus is on animals and our impact on their lives. To build a better world in which both animals and humans thrive, we must manage our own environmental impact.

Lee takes the EV lead

RSPCA Animal Rescue Officer Lee Ricketts travels miles a day, collecting and delivering animals in the east London area.

"A couple of years ago, I suggested to my chief inspector that we should move to using electric vehicles (EVs)," says Lee. "My colleagues and I must be having an impact on the environment just by doing our jobs."

Lee and others are now trialling second-hand EVs and everything's going well.

“...we impact the environment just by doing our jobs...”



Greener and cleaner

We developed a dashboard that will help our teams manage their energy, water and waste performance and costs

Informed by science

We know what we're talking about when it comes to animal welfare. All our work is informed by the latest and best scientific research, knowledge, expertise and experience. Our experts work with a wide range of stakeholders – including legislators and other organisations – to change laws, practices and behaviours that affect animals in our homes and workplaces, in science, on farms and in the wild.



Some 2024 wins for animals



In a real breakthrough for laboratory animals, the Government pledged to 'partner with scientists, industry and civil society...towards the phasing out of animal testing'.



Our work with The Humane League UK led to a Court of Appeal clarification that 95 percent of the billions of fast-growing meat chickens farmed in the UK are bred to suffer unlawfully. We're now pressing the Government to protect them.



Our report *Taking the lead* calls on the Government to adopt holistic approaches to safety around dogs, including responsible dog ownership and community engagement, rather than ineffective breed bans.



We achieved an important change in legislation for primates sold or kept as pets. In future, owners will have to license these wild animals and provide suitable, zoo-level conditions.

Protecting farmed animals

We celebrated 30 years of RSPCA Assured in 2024. This unique scheme, focused solely on farmed animal welfare, is our not-for-profit farmed animal welfare assurance scheme and ethical food label.

To display the RSPCA Assured label on products, farms and other businesses in the supply chain must meet the RSPCA's strict welfare standards, which cover every aspect of animals' lives. We want millions more farmed animals to have better lives – at least 36 percent by 2030 – so we're working with farmers, supermarkets, restaurants and food service companies to encourage people to choose RSPCA Assured-labelled food.

An independent review in 2024 confirmed that RSPCA Assured is ensuring animals' welfare on its members' farms. It also made recommendations on how to achieve even more, including additional CCTV, body-worn cameras and more announced and unannounced site visits. RSPCA Assured is committed to implementing these recommendations: many were already underway.

If you eat meat, fish, eggs or dairy, look for our RSPCA Assured label. It means farms – and every stage of the animals' lives – have been assessed to the RSPCA's strict farmed animal welfare standards.



OUR 2024 SUCCESSES

- 4,000+ members of the scheme
- 400+ new applications – nearly 10 percent up on 2023
- 1,800+ RSPCA Assured products in shops and restaurants



Caring close to home

RSPCA branches protect animals in need in our communities. They take animals in, rehabilitate them and find them loving homes or release them. They help local people keep their pets safe and well, and encourage everyone to help make animals' lives better. They are on the front line, tackling animal welfare crises head on.



Keeping pets safe in loving homes

With the cost-of-living crisis continuing to bite, we're working with our partners to keep pets safe in loving homes. Our Community Paws events in community settings give struggling owners vital early support to keep their animals safe and well.

Thanks to a Pets Foundation Grant award of £137,000, we ran 19 of these events in 2024, giving free pet food, advice, pet health checks and basic treatments, vet vouchers and a range of essential items.

Want to help?

Our branches often need kind people like you to help out. Whether you've got a little time, or a lot, check out the volunteering opportunities near you at: rspca.org.uk/volunteer

Donations of items for shops or summer raffles and tombolas are always welcome. Ask your nearest branch what they need: rspca.org.uk/yourlocal



Greener and cleaner

We developed a dashboard that will help our teams manage their energy, water and waste performance and costs

And there's more...

From puffins to horses, here's a round-up of some more RSPCA happenings in 2024.

Picture-perfect puffin

As ever, pictures showing immense talent and delight in animals poured in for the RSPCA Young Photographer Awards 2024.

Anwen Whitehead (15) was overall winner of our competition for animal photographers aged 18 and under, with her perfect picture of a puffin with chamomiles.

Young photographers can enter 2025's competition from 6 May, at: young.rspca.org.uk



AMAZING GRACE: Grace enjoys a peaceful life now in her loving, forever home.

Peace at last for Grace

We rescued Grace in 2021, when our covert task force uncovered a barbaric dog fighting gang. A two-and-a-half-year investigation revealed a wide network of criminals, who forced dogs to fight to the death.

After the ringleaders were arrested, we cared for Grace at an RSPCA centre. Unusually for a former fighting dog, volunteer Debbie was able to foster her and then eventually to adopt her – after very thorough safety and behaviour assessments with a clinical animal behaviourist and muzzle training.

Now Grace's days involve quiet walks, naps and river paddles, away from busy places.

Five people were convicted and sentenced, with one receiving the maximum sentence of five years in prison and one getting four years. All are disqualified from keeping dogs.



To focus on what animals will face in the future, we've supercharged the way people think about them. To get things started, we launched an interactive game *Animal Futures*. Our immersive game imagines five alternative realities for animals in 2050.

The game prompts players to consider the impact of our attitudes and behaviours on animals, humans and the world we all share – now and in the future.

We also started *Animal Futures: The Big Conversation* at the start of 2025. This asks everyone across England and Wales to

speak up for animals on our online platform, with four broad topics: how we use animals; animals and technology; farmed animals and food; and animals in the wild.

And our brilliant *Animal Futures* podcast, hosted by Kate Qilton, takes a deep dive into some of the big questions about the future of animal welfare.

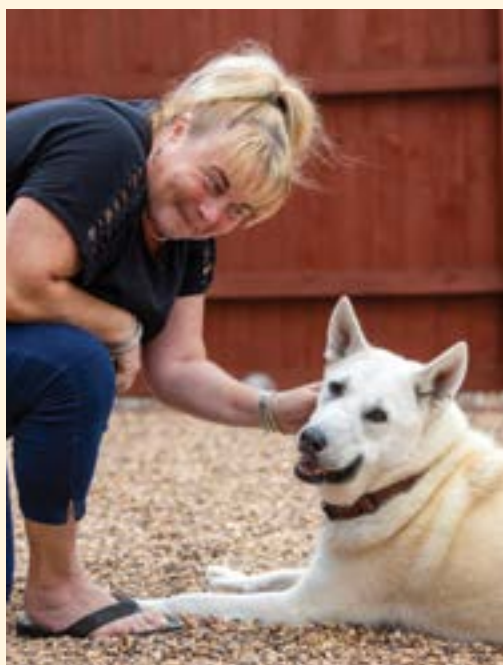
Find the podcast here: rspca.org.uk/afpodcast



▶ In a new initiative, RSPCA Vet Nina Babchuk runs a hands-on summer school at our Birmingham Animal Hospital for A-level students keen to train as vets.

▼ This plaque marks the site where our founders formed the Society for the Prevention of Cruelty to Animals 200 years ago.





◀ Bella enjoys life in her new forever home. We rescued her and four other dogs, who were kept in a cage in a hallway, when their owner ignored our welfare advice.



▶ Bertie in his happy new forever home. When we rescued him, he was underweight and had such severe cat flu that he had to have an eye removed.

▶ These horses found themselves trapped in floodwater after Storm Bert. Here, RSPCA Inspector Sue Haywood checks on them and feeds them.



Showing compassion for animals worldwide

We keep animal welfare on worldwide agendas by engaging with the United Nations (UN) and World Organisation for Animal Health (WOAH), and playing a leading role in coalitions like the World Federation for Animals, Eurogroup for Animals and Asia for Animals. We share our expertise and knowledge with partners globally including governments, academic institutions, companies, NGOs and others.

OUR INTERNATIONAL WORK IN 2024

- To **protect farmed animals and free-roaming dogs**, we helped shape and deliver the WOAH animal welfare action plan for 50+ European countries.
- To **manage dog populations humanely**, with our regional partners we gave welfare advice and training to responsible authorities in 10 Balkan countries.
- To **improve farmed animal welfare** standards and food labelling, we co-hosted three conferences in China for scientists and producers.
- To **promote compassion for animals in children and young people**, we held training courses for around 400 early years teachers and other educators in China and Japan.



Millions-strong movement

In 2024, more than 500,000 generous people made cash donations to our appeals, bought our raffle tickets, played our lottery, sponsored our cat pods and dog kennels, gave monthly gifts, paid to be a member, gave through their payroll, subscribed to our magazine or donated via their mobile bills.

Our corporate partners, foundations, individuals, licensees, retailers and trusts all give us generous support in many different ways.

The Katherine Martin Charitable Trust

As well as continuing to support our education programmes in Birmingham, the Trust made two other vital projects possible. The first will have a huge impact on the lives of horses, ponies and donkeys who come into our care, while the second supports research to create positive change for chicken welfare.

McAdams Pet Foods

To ensure more farmed animals live better lives, McAdams offers the only ultra-premium dry dog and cat food made using ethically sourced free-range meat and fish from farms with RSPCA Assured status. Such farms must follow strict RSPCA welfare guidelines to carry the RSPCA Assured label. We are in the third year of our partnership, which has raised a total of £300,000.

The National Lottery Community Fund

By continuing to support our Wild Things programme at our RSPCA Birmingham Education Centre, the Fund is having a really positive impact on young children and their families in local communities.

Nestlé Purina

In 2024, Purina Petcare helped keep pets and loving owners together by funding vital pet care and veterinary vouchers for our rescuers to give to those in need. Purina also donated surplus stock to our food bank project.

Network Rail

To prevent harm to animals on or near railways, we are working with mobile operations managers at Network Rail. We have delivered 16 workshops, training 137 managers to safely remove animals from tracks, handle them correctly and operate within the Animal Welfare Act.

PayPal

Individuals and businesses can donate easily and securely through PayPal and other partner platforms – including

GoFundMe, Humble Bundle, Thrift Plus and Twitch – with the PayPal Giving Fund. The fund has raised significant amounts for animal welfare.

People's Postcode Lottery

The players of People's Postcode Lottery raised vital funds to support our work in rescuing the animals that need us most.



Pets UK

We were able to continue to promote responsible pet ownership and better pet care in 2024 by working with Pets UK, supported by a generous Pets Foundation Grant of £137,000. We ran 19 Community Paws events, providing free pet food, advice, pet health checks, basic treatments, vet vouchers and other essential items to 1,116 pets and owners affected by the cost-of-living crisis. Pets Foundation has pledged a further £187,000 for this lifesaving scheme in 2025. Pets UK's customers and colleagues directly support us in our vital work to look after animals through its Community Partnership

programme and Pets Club Lifelines scheme.

Pinnacle Pet Insurance

To ensure our pet-owning supporters have peace of mind, we're working with Pinnacle Pet Group, which provides and underwrites RSPCA Pet Insurance. As well as offering excellent pet insurance products, Pinnacle Pet Insurance helps raise funds to support our work.

Smart Energy GB

Our new partnership with Smart Energy GB helps pet owners ensure a comfortable environment for their pets by taking control of their energy bills. Smart Energy GB further supported families and pets in need by generously donating

£300,00 to our Pet Food Bank Partnership – the equivalent of 450,000 pet meals.

W G Harvey's Discretionary Settlement

This very generous donation will allow us to safely treat and care for birds in our care during outbreaks of avian influenza.

OTHER SUPPORTERS IN 2024 INCLUDED:

Amazon

Assured Products Ltd

Carousel Calendars

CP Designs

eBay UK Ltd

Hallmark Cards plc

HarperCollins

HFC Bank

MBNA

Monzo

NatWest

Noel Tatt

Omaze

Revolut

Scholastic Publications

Sparks Card

Special Editions

The Art File Ltd

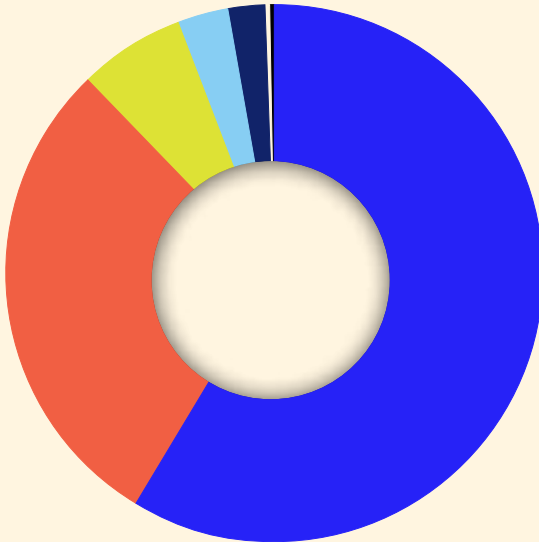
Transworld

UK Greetings

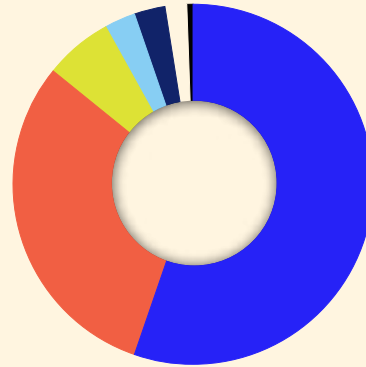


Summary financial statement

Income 2024 **152.5m**

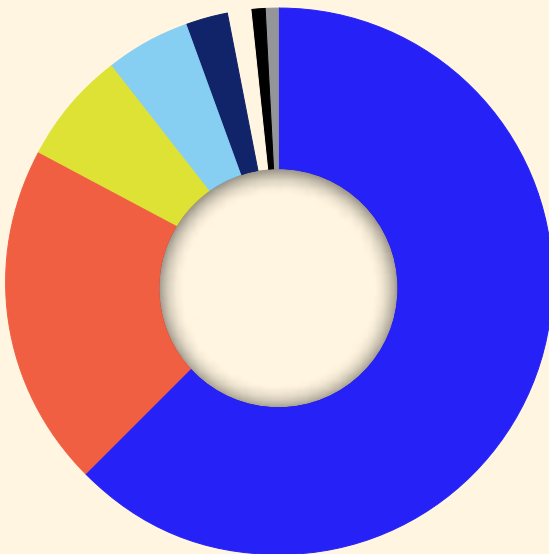


Income 2023 **151.6m**

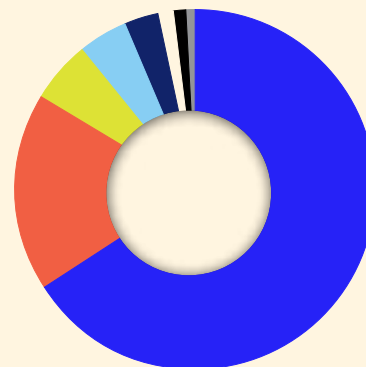


	2024	2023
Legacy income	89.7	83.9
Contributions and donations	44.2	46.3
Charitable activities	10.1	9.3
Other income	4.6	4.5
Investment income	3.4	3.9
Gain on disposal of fixed assets	0.4	3.2
Fees	0.1	0.5

Expenditure 2024 **174.4m**



Expenditure 2023 **149.5m**



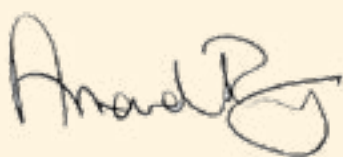
	2024	2023
Field animal welfare	109.2	98.7
Cost of raising funds	35.2	26.7
Support to branches	11.7	8.0
Campaigns, communications, publications	8.9	6.7
Prosecutions/legal	4.4	4.8
Education	2.1	1.7
Science	1.9	1.9
International	1.0	1.0

Board 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 RSPCA'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 by visiting: rspca.org.uk/trusteesreport

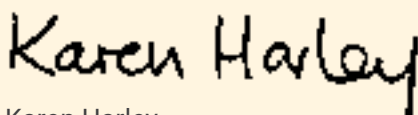
The *RSPCA Trustees' report and accounts 2024*, which was approved on 26 June 2025, has not yet been filed with the Charity Commission.

Signed on behalf of the RSPCA Board on 26 June 2025.



Amanda Bringans OBE

CHAIRPERSON RSPCA BOARD OF TRUSTEES



Karen Harley

TREASURER RSPCA

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

We have examined the summarised financial statements of the Royal Society for the Prevention of Cruelty to Animals for the year ended 31 December 2024 set out on page 22.

Respective responsibilities of the trustees and the auditor

The trustees are responsible for preparing the summarised financial statements.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full annual financial statements and the RSPCA trustees' annual report.

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

We conducted our work in accordance with our engagement letter dated 26 July 2023.

Opinion

In our opinion the summarised financial statements are consistent with the full annual financial statements and the trustees' annual report of the Royal Society for the Prevention of Cruelty to Animals for the year ended 31 December 2024.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (26 June 2025) and the date of this statement.



RSM UK AUDIT LLP

Statutory Auditor
25 Farringdon Street
London EC4A 4AB

14 July 2025

To find out more download or view a copy of the *RSPCA Trustees' report and accounts 2024* at: rspca.org.uk/trusteesreport

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Patron: HM King Charles III ■ We exist to inspire everyone to create a better world for every animal.

The RSPCA helps animals in England and Wales. Registered charity no. 219099.

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Through the World Land Trust, the RSPCA has carbon-balanced the carbon impacts of the paper used for this review. That's the equivalent of <XXXX>kg of carbon dioxide that will enable the World Land Trust to protect <XXXX>m² of critically threatened tropical forest.

You can do your bit for the planet by recycling this review once you've finished reading it.

