

Annual Review

2006



Vaccination

Why do it?

Vaccinations protect your pet against a range of diseases that can be difficult and expensive to cure or can threaten your pet's life. Vaccinating your pet also prevents a disease from being passed onto other animals or, in some cases, humans.

Puppies and kittens should not be allowed outside or to mix with other animals until they are protected by their vaccinations - you will not be liable when these restrictions can be lifted.

Vaccination prevents illness and death. Your pet will not contract the disease and you will not have to pay the cost of treatment. The vaccination works by stimulating the animal's immune system. This means that the animal's body will be able to fight off the disease if it ever comes in contact with it again.

What are the risks?

Vaccinations are very safe. The risks are very small. Some animals may have a mild allergic reaction to the vaccine. This is usually a skin rash or a fever. In very rare cases, a severe allergic reaction can occur. This is usually a swelling of the face or throat. If you notice any of these signs, contact your vet immediately.

When should I vaccinate?

Puppies and kittens should have their first vaccination at 6-8 weeks of age. They should have a second vaccination at 12 weeks. Adult dogs and cats should have a booster vaccination every 1-3 years, depending on the vaccine.

What are the benefits?

Vaccinations protect your pet against a range of diseases that can be difficult and expensive to cure or can threaten your pet's life. Vaccinating your pet also prevents a disease from being passed onto other animals or, in some cases, humans.

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Miles McGillivary with pet patient Leon

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“ Our Mission

To care for the pets of needy people by providing free veterinary services to their sick and injured animals and promoting responsible pet ownership. ”





© John Hipkiss

Marilyn with Charity, the PDSA Pet Protectors kitten

A message from the Director General

I am delighted to report that 2006 was another highly successful year for PDSA, the UK's leading veterinary charity. We made huge strides forward on a number of significant fronts.

- We provided 1.8 million free treatments at our PetAid hospitals, an increase of 35 per cent on last year and primarily the result of an 11 per cent rise in the number of sick and injured animals seen.
- We began the roll-out of our new preventive services to all PetAid hospitals and branches, and provided over 201,000 preventive treatments by the year-end.
- We launched direct PetAid services in Northern Ireland with the opening of the Belfast PDSA PetAid hospital. This was followed by new contracts with private practices, extending access to PDSA PetAid services to over 81 per cent of the eligible population of Northern Ireland within the year.

With such success, it is easy to lose sight of all the hard work and determined effort that daily goes into preventing the suffering of pets whose owners simply have nowhere else to turn for help. Every day our dedicated vets and nurses help dogs, cats, rabbits and many other companion animals on their journey back to good health. The range of conditions, diseases and injuries they treat is immense and the demand for our services shows every sign of continuing to grow.

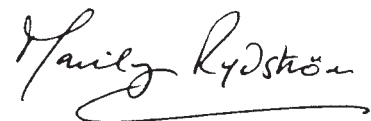
To deliver more free veterinary care, to more sick and injured pets, in more locations, we need to continually manage our costs and find ever more

effective ways of raising funds. To this end, PDSA staff and volunteers work extremely hard to raise funds whilst keeping costs to a minimum.

In 2006, legacy income reached the highest – ever annual total of £36.9 million; a new door-to-door fundraising campaign added 3,000 new donors to the list of regular givers, which overall rose by over 11,000 names to 91,500 people, edging ever closer to our goal of 100,000 regular supporters; the retail shops' operating profit topped £2.3 million, with a rise in costs, year-on-year, of less than 1 per cent.

Many thousands of people – donors, volunteers, supporters, customers, young Pet Protectors and staff – contributed to PDSA's success over the year. Each and every one truly made a difference to the lives of over 300,000 pet patients. My fellow Trustees on Council and I are sincerely grateful for the generosity and compassion shown by so many, which made all this possible.

On behalf of our pet patients and our clients, I thank you.



Marilyn Rydström
Director General

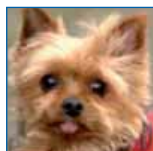
PDSA, the veterinary charity

- 300,000 pet patients
- 6,880 free treatments daily
- 775 preventive treatments daily
- 43 PetAid hospitals
- 4 PetAid branches
- 344 PetAid practices
- 230 Veterinary Surgeons
- 257 Veterinary Nurses

Supported by

- 13,550 legacy pledgers
- 4,837 volunteers
- 77,112 Best Friends
- 181 PDSA shops
- 1,856 Pet Protectors

CASE STUDY



Lottie from Croydon

Vets at Croydon PDSA PetAid hospital saved the sight of Yorkshire Terrier, Lottie, when she was found to be suffering from a rare disease.



Veterinary Surgeon
pdsa

Senior Veterinary Surgeon, Steve Howard, with pet patient, Spot

Free PetAid services

PDSA aimed to ...

- › provide 1.3 million free treatments
- › treat 252,000 animals
- › open one replacement PDSA PetAid hospital in Aston, Birmingham.

PDSA achieved ...

- › provided 1.8 million free treatments including nearly 70,000 surgical procedures
- › treated 266,500 animals at PetAid hospitals and branches UK-wide
- › opened a replacement PDSA PetAid hospital in Aston, Birmingham, which in its first six months cared for more than 6,700 animals
- › purchased land in Kirkdale, Liverpool on which to build a replacement PDSA PetAid hospital
- › registered more than 37,800 clients to receive PDSA-funded veterinary care at contracted PDSA PetAid practices
- › awarded financial help of more than £400,000 to fund treatment for sick and injured pets at private practices.

During 2006 our caring and professional veterinary staff provided an amazing 1.8 million free treatments to sick and injured pets. These included nearly 70,000 surgical procedures; everything from major orthopaedic operations, to the removal of tumours and the more mundane, but no less painful, dental procedures. We took more than 88,200 x-rays. We cared for more than 1,550 pets with diabetes. We prescribed nearly 1.2 million tablets for pets with heart or chest conditions. We treated nearly 100 cats with a ruptured diaphragm, a life-threatening condition often resulting from road accidents.

Jan McLoughlin, Director of Veterinary Services, explains; "Perhaps our most pleasing statistic from 2006 is the 11 per cent increase in the number of sick and injured pets treated. Quite simply, this means we are reaching more of the pets that so urgently need our help and treatment."

Maintaining the high quality of PDSA PetAid services is essential. We are committed to making sure our clients are happy with the services we provide to their sick and injured pets. They were particularly so when the 30-year-old PDSA PetAid hospital on Grosvenor Road in Aston, Birmingham, was replaced with a new purpose-built PetAid hospital nearby on Dulverton Road. Clients and staff were thrilled with the new state-of-the-art facilities and delighted when the new building was opened by local ITV broadcaster, Joanne Malin, and PDSA Deputy Chairman, Michael Bolton.

Plans were also progressed to replace the existing Everton PDSA PetAid hospital, which sadly is now too small to meet the ongoing demand for its veterinary services. Staff there provided over 58,000 treatments in 2006, one of the highest totals UK-wide. Land was

purchased close by in Kirkdale, Liverpool, on which to build a replacement PetAid hospital that will open in 2008.

Two other busy PDSA PetAid hospitals were Sheffield PetAid hospital and Bradford PetAid hospital, The Jeanne Marchig Centre, which in 2006 treated 9,711 and 9,221 sick and injured pets respectively.

The Northampton PDSA PetAid hospital continues in partnership with the Best Friends Group, trading as VetSavers.™ Service levels to eligible PDSA clients were maintained and cost savings now total around £300,000 per annum.

Outside normal working hours the care of pet patients at many PDSA PetAid hospitals is outsourced to emergency care providers, Vets Now Ltd. During 2006 the contract for this work was renegotiated on a fixed-fee basis. This remains a viable alternative to covering our emergency out-of-hours work ourselves. Pet patients are treated by specialist vets with knowledge and experience of emergency veterinary care and the cost to PDSA is reduced by the PetAid hospital rental income received from Vets Now.

Eligible pet owners and their sick and injured pets living outside direct PDSA PetAid service areas were not forgotten. PDSA's PetAid special request service provides financial help towards the cost of veterinary treatment to eligible owners who cannot access PDSA care. In 2006, this totalled more than £400,000.

CASE STUDY



Solomon from Newcastle

Solomon needed to be sedated at Newcastle PDSA PetAid hospital, The Ann Coleman Centre, while motor oil was removed from his fur with detergent.



Vaccination

Revised
2006

Identification

Revised
2006



Microchipping
now
available

© Alan Richardson

Pet patient, Tigger, at Dundee PDSA PetAid hospital after being microchipped

Improving pet health

PDSA aimed to ...

- › roll out preventive services to 28 PetAid hospitals
- › work with other charities to reduce the number of unwanted and stray pets
- › vaccinate pets against preventable diseases.

PDSA achieved ...

- › rolled out preventive services at 27 PetAid hospitals and branches and provided over 201,000 preventive treatments
- › worked with Cats Protection and Dogs Trust to neuter more than 2,900 dogs and 5,400 cats, so reducing the number of unwanted and stray pets
- › vaccinated almost 21,000 pets against preventable illnesses
- › increased the chances of lost pets being reunited with their owner by microchipping almost 5,800 animals
- › dispensed over 65,000 flea treatments and nearly 32,000 worming products.

The decision to launch affordable preventive services for the pets of eligible clients, and to offer these alongside our existing free PetAid services, was one of the most momentous ever taken by PDSA. Following a successful trial at six PetAid hospitals in 2005, the roll-out of the new preventive services involved nearly every department within PDSA; from the vets and nurses themselves, to the Publications team that designed and printed the supporting literature, and the IT team that installed cash drawers and thermal receipt printers.

The new paid-for preventive services – including neutering, vaccinations, microchipping, worm and flea treatments and prescription diets – proved very popular with clients and staff. Both appreciate the opportunity not only to protect pets, but also to improve their overall health and wellbeing.

During the year 27 further PDSA PetAid hospitals and branches launched the new preventive services bringing the total offering preventive services to 33 PetAid hospitals and branches by the year end.

The project team, led by Leicester PDSA Senior Veterinary Surgeon, Richard Ewers, received a tremendous boost when they were Highly Commended in the prestigious 2006 Charity Awards supported by Charity Finance magazine. Richard comments; "The successful introduction of these new services is testament to the hard work of PDSA staff. Thanks to them and to the enthusiasm of our clients, PDSA PetAid hospitals are now true 'one-stop shops' for veterinary treatment."

Throughout the year PDSA was grateful for financial support from Cats Protection and Dogs Trust, as the three animal charities joined forces in a neutering initiative to reduce the number of unwanted cats and dogs in the UK and

to improve feline and canine health. Thanks to this support, the cost of dog and cat neutering was substantially reduced for PDSA clients and PDSA vets neutered 2,983 dogs and 5,447 cats during the year. With the relationship still going strong, PDSA expects to complete more than 20,000 cat and dog neutering operations during 2007.

As the individual PetAid hospitals launched the new preventive services, their vets urged local pet owners to have their pets vaccinated. PDSA Senior Veterinary Surgeon, Stuart McMorro, explains: "Many adored family pets are at risk from life-threatening diseases simply because they haven't been vaccinated or had their annual boosters. The death of a pet from a preventable disease is heart-breaking for the owner, who in many cases simply isn't aware of the dangers facing their unvaccinated pet." Happily over the year PDSA vaccinated almost 21,000 pets against preventable disease.

One sad statistic, which PDSA is committed to improving, is that fewer than half of all lost dogs are re-united with their owners. Many dogs do not wear the legally required identification disc and are not microchipped. All PDSA PetAid hospitals are equipped with scanners to check a pet's identification and we are delighted to report that in 2006 we microchipped some 5,800 pets, ensuring that they will be reunited with their owners should they become lost.

PDSA clients also took advantage of being able to buy prescription diets, flea products and worm treatments from PetAid hospitals. Sales of these treatments, combined with prescription diets, amounted to £375,000 last year, representing more than 152,000 dispensed products.

CASE STUDY



Minty from Nottingham

Vets at Nottingham PDSA PetAid hospital cared for Minty when she suffered a seizure and nearly died, after her owner accidentally treated her with a flea treatment for dogs.



pdsa
PetAid
hospital
for pets in need of vets
Registered Charity No: 208217

© Arthur Allison — Pacemaker Press International Ltd.

Senior Veterinary Surgeon, Valerie Maguire, with pet patient, Sonny, and his owner John Reddick

PetAid service expansion

PDSA aimed to ...

- › open a new PDSA PetAid hospital in Northern Ireland
- › launch 12 new PetAid practice locations
- › achieve 77 per cent coverage of eligible households across the UK.

PDSA achieved ...

- › opened a new PDSA PetAid hospital in Belfast, which in its first eleven months of operation provided over 22,450 free treatments
- › launched 14 PetAid practices in 7 new locations, including Corby, Enniskillen and Milton Keynes
- › extended coverage of PDSA PetAid services to some 4.1 million eligible households, 77.1% of all eligible UK households
- › increased the number of pet patients registered with PDSA to more than 300,000.

Our goal of providing a UK-wide free veterinary service for the sick and injured pets of people in need came a step closer in January when Northern Ireland's first PDSA PetAid hospital opened in Belfast. On a cold, clear day in January, Gerry Armstrong, Assistant Manager of the Northern Ireland football team, accompanied by his wife, Debby, and their Yorkshire Terrier, Sasha, cut the ribbon to declare the new PetAid hospital open to pet patients.

Located at 490 Antrim Road, Belfast, the new PDSA PetAid hospital includes consulting rooms, a state-of-the-art operating theatre, an X-ray room, canine and feline recovery wards and an isolation room. It serves over 73,000 eligible households, home to an estimated 47,500 pets. The premises cost more than £750,000 to purchase, convert and equip. Director General, Marilyn Rydström, acknowledges; "PDSA is immensely grateful to the Belfast Regeneration Office, the Marchig Animal Welfare Trust, the Kennel Club Charitable Trust and many individual supporters who donated substantial funds towards the new Belfast PDSA PetAid hospital. Without their help and financial support this tremendous step forward for pet health in Northern Ireland would not have been possible."

Senior Veterinary Surgeon, Valerie Maguire, and Head Nurse, Caroline Elliot, lead the new Belfast veterinary team and are delighted with the warm welcome they received from clients and supporters alike. Over the year the new veterinary team provided more than 22,450 free veterinary treatments to sick and injured Belfast pets.

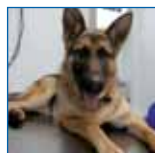
Provision of free PDSA-funded veterinary care in Northern Ireland was further extended later in the year with the launch of PetAid practices in Londonderry, Enniskillen and Coleraine. From a zero

baseline at the beginning of 2006, direct PDSA PetAid services are now available to over 81.5 per cent of the eligible population of Northern Ireland.

Northern Ireland wasn't the only area to benefit from new PetAid practices in 2006. We also launched new PetAid practices in Corby, Newport Pagnell, High Wycombe and Milton Keynes bringing the total number of PetAid practices UK-wide to 343. Over the year, more than 37,812 clients registered their pet to receive PDSA-funded veterinary care at these contracted PDSA PetAid practices.

Plans were also progressed for a further new PDSA PetAid hospital in Northwest England. Based on existing service coverage and the varying densities of eligible households in the region, research suggests the optimum location for PDSA's 44th PetAid hospital is in south Blackburn. So the search is now on for suitable land on which to build!

CASE STUDY



Lady from Belfast

Lady was unable to walk when she came to Belfast PDSA PetAid hospital. She was diagnosed and treated for a brittle bone condition, and is now back on all fours.

sa Pet



PDSA Pet Fit Club winner
Pongo, before his new diet
and fitness regime

Promoting responsible pet care

PDSA aimed to ...

- › distribute a monthly pet health message
- › reach national media with pet health advice from PDSA vets
- › expand PDSA Pet Fit Club
- › increase free PetChecks completed by 7.5%.

PDSA achieved ...

- › revised and updated 13 responsible pet care information leaflets, which were distributed through more than 2,000 different outlets and made available on the website
- › achieved 71 mentions of pet health advice from PDSA vets in the national and consumer press
- › selected ten overweight and unfit pets to take part in PDSA Pet Fit Club; the winning dog, Pongo, lost 8.9kg, 22% of his original bodyweight
- › PetChecks provided increased by 6.1% and general advice to pet owners increased by 23%.

Many thousands of pet owners look to PDSA for trustworthy, impartial advice on the health and wellbeing of their pets. We aim to take the lead in promoting responsible pet ownership by ensuring that this professional guidance is available to as many eligible pet owners as possible UK-wide.

Each month, our vets select a key responsible pet care message, for example the importance of neutering, advice on first aid for pets and how to improve pet safety indoors. Information surrounding the topic is researched and written into a leaflet, which is then distributed to pet owners through more than 2,000 different outlets, including PDSA PetAid hospitals, private veterinary practices, libraries and community centres. The information is also used to generate broadcast and print media coverage, giving pet owners the opportunity to hear the latest pet health developments and general pet care advice. Such is the interest in the subject that pet health advice from PDSA vets appears almost daily in the media.

PDSA's website www.pdsa.org.uk is another vital source of pet health advice. From May, all monthly PDSA responsible pet care leaflets were available online and nearly 18,000 leaflets were downloaded from the site during the year. The 'You and Your Pet' section includes additional clear, informative advice from PDSA vets about the most common pets, including dogs, cats, rabbits, hamsters, guinea pigs and budgerigars. The website also offers the opportunity for pet owners to contact a PDSA vet online with their pet health questions. During 2006 the online vet received more than 5,300 enquiries and the website as a whole saw visitor numbers rise by 13 per cent to more than 777,000.

Ten overweight and unfit pets were selected for 2006 PDSA Pet Fit Club, a 100-day diet and fitness regime supervised by PDSA vets at their local PetAid hospital. A Dalmatian called Pongo, from Rochester, was declared the overall winner after losing 8.9kg, an amazing 22 per cent of his original bodyweight, and an impressive 7 inches off his 'waistline'. PDSA Chief Veterinary Surgeon, Richard Hooker, explains; "PDSA Pet Fit Club has huge benefits for the pets that take part. They are all more energetic, healthier and happier when they have lost weight. We need to get this message across to more pet owners - a proper diet and regular exercise are essential to maintain the health and wellbeing of our pets."

The PDSA PetCheck programme went from strength to strength. PDSA nurses carried out more than 4,000 free PetChecks during the year, including in June the 10,000th PDSA PetCheck since the programme began. Happily Babs, a 15-year-old crossbreed dog from Walsall, received a clean bill of health. We remain most grateful to Julie and Robert Breckman for their generous sponsorship of the PDSA PetCheck vehicle.

Encouraging young people to learn about pet health was also a priority during 2006. Initiatives included the redesign of the Pet Protectors club for young animal enthusiasts, the introduction of PDSA PetCheck visits to schools and research into a new curriculum-based website for schools www.schoolspdsa.org.uk

CASE STUDY



Harvey from Blackpool

Vets at Blackpool PDSA PetAid hospital removed an air gun pellet from Persian cat, Harvey, after he was shot in a ruthless attack.



PDSA Pet Protector and Young Fundraiser of the Year, Lucy Gilkes

© John Hipkiss

Giving something back

PDSA aimed to ...

- › increase the number of regular donors
- › recognise and recruit dedicated volunteers
- › acknowledge young supporters
- › thank long-serving staff.

PDSA achieved ...

- › increased the number of regular donors to 91,500, including 3,000 new donors recruited through a door-to-door campaign
- › recruited and trained 45 Community Talks Presenters, a new volunteering role to raise awareness of PDSA and our work
- › introduced two new specialist retail roles for volunteers and further improved training for Key Volunteers in our shops
- › maintained the number of active volunteers at over 4,800
- › encouraged 1,856 children to become PDSA Pet Protectors and 76 young people to undertake PDSA PetAid challenges
- › recognised four members of staff for 25 years' dedicated service to PDSA

The continued success of PDSA depends on the commitment and enthusiasm of many thousands of people – supporters, volunteers, trustees and, of course, staff, to name but a few. In their own way, each person makes a unique contribution to saving the life of a sick or injured pet.

Each and every month more than 91,500 people make a donation towards PDSA PetAid services for pets in need of vets. Their financial support pays for the medicines we need, the equipment we use and the facilities and staff we need to put pets on the road to recovery. A new door-to-door fundraising campaign added 3,000 new donors to the list of regular givers, which overall rose by over 11,000 names, edging ever closer to our goal of 100,000 regular supporters.

The vast majority of PDSA's 4,800 active volunteers work in PDSA shops. Others give their time in local fundraising groups, manage donations through collecting boxes and some directly help in PDSA PetAid hospitals. PDSA Volunteer of the Year was Phyllis Seymour, Chairperson of the Croydon PDSA Fundraising Guild, who has volunteered for PDSA for more than 40 years. Phyllis succinctly sums up why she volunteers for PDSA; "I give my time to ensure that pets owned by people who can't afford veterinary fees can be treated. If no-one volunteers, then animals suffer."

In 2006, a new volunteering role – Community Talks Presenter – was created to help raise awareness of PDSA and our work. Some 45 presenters were trained and many more await induction. Two other new volunteer roles – Stock Procurement Consultant and Visual Merchandising Specialist – were developed to assist our retail team.

Retail also benefited from the redesign of training for Key Volunteers in PDSA shops. At the year end there were 80 fully trained Key Volunteers in place, with a further 131 in training.

Lucy Gilkes from Leicestershire, was both PDSA Young Fundraiser of the Year, and PDSA Pet Protector of the Year in 2006. Lucy raised more than £340 for PDSA and amassed an amazing 23,000 Pet Protectors' points. Her prizes included being guest editor of the Pet Protectors' magazine, Animal Antics, and a visit to PDSA's stand at Crufts, where she was presented with her trophies.

June 2006 saw the retirement from Council of two long-serving Trustees, Roy Trustram Eve, who also served as Chairman between 1998 and 2004, and Denis Inchbald. Over the years PDSA has benefited tremendously from their contribution and expertise and they will be sadly missed. Two new Trustees were recruited to Council, Richard Clowes and Mike Dernie and we look forward to their contribution.

In September, Principal Veterinary Surgeon, Dr Roderick Duff, received the prestigious Edward Bridges Webb Memorial Award for his outstanding contribution to PDSA. Over many years Rod played a key role in growing the PDSA PetAid practice service. More recently he facilitated the introduction of PDSA PetAid services in Northern Ireland. In the same month, four outstanding members of staff received their 25 years' service awards; Heather Barlow – Plymouth Veterinary Nurse, Wendy Waites – Nottingham Veterinary Nurse, Lesley Walker – Aberdeen Head Nurse and Susan Ralph – Bow Receptionist.

CASE STUDY



Disa from Sheffield

Thanks to vets at Sheffield PDSA PetAid hospital, Staffordshire Bull Terrier puppy, Disa, survived swallowing a ten-and-a-half-inch tent peg.



PDSA Pet Pawtraits Calendar photographer, Penny Lancaster

Raising awareness

PDSA aimed to ...

- › celebrate the bravery and devotion to duty of animals
- › promote PDSA to a wider audience
- › increased the opportunities for celebrity support
- › expand coverage of the PDSA Pet Pawtraits Calendar.

PDSA achieved ...

- › recognised 6 dogs for their gallantry and devotion to duty with the award of the PDSA Gold Medal
- › increased national newspaper coverage of PDSA stories by 56% and magazine coverage of PDSA stories by 16%
- › celebrity support for a variety of PDSA initiatives, appearing at Crufts, participating in PDSA Big Book Fetch, supporting PDSA in National Giving Week
- › published our most successful PDSA Pet Pawtraits Calendar ever, with photography by Penny Lancaster of Sir Elton John, Simon Cowell, Lulu and Rod Stewart.

As the UK's leading veterinary charity, PDSA constantly aims to raise awareness of its vital work for sick and injured pets. Quite simply, greater awareness means increased income, which means more pets treated.

Building on the work of our founder, Maria Dickin CBE, we also aim to raise the status of animals in society. In 2006 PDSA recognised the gallantry and devotion to duty of six canine heroes with the award of the PDSA Gold Medal, now widely recognised as the 'animals' George Cross'. The Medal is the highest honour any animal can receive for gallantry in civilian life.

Courageous police dogs Blue and Zoltan received their PDSA Gold Medals at a prestigious ceremony at the Police Dog Training Headquarters in Wakefield, West Yorkshire. Both dogs had received terrible injuries helping officers arrest violent suspects; despite serious stab wounds, they continued with their duties and protected the public until the armed assailants were arrested. At the same ceremony, Canine Partner, Orca, received the PDSA Gold Medal for saving the life of his owner – wheelchair-bound Cheryl Smith – after she fell into a rain-filled ditch and nearly drowned.

Northern Ireland search and rescue dogs Dylan and Cracker received their PDSA Gold Medals at a special ceremony in Belfast for their outstanding service, including exceptionally courageous work in Turkey following an earthquake in 1999. Finally, some 62 years after his death, Norwegian Navy mascot, Bamse, a huge St Bernard, posthumously received his PDSA Gold Medal for saving the lives of two of his shipmates on the Norwegian minesweeper, Thorodd, while based in Scotland during World War II.

High-profile model and photographer, Penny Lancaster, was engaged to photograph the 2007 PDSA Pet Pawtraits Calendar. Stars featured included Penny's now husband, Rod Stewart, veteran rockers Lulu and Sir Elton John, media mogul Simon Cowell and TV stars Bradley Walsh, Holly Willoughby and Trisha Goddard. The calendar was launched at a star-studded reception at Mall Galleries, London, attended by supporters, volunteers, trustees, staff and representatives of generous sponsors Newton Investment Management Ltd, Livesey Ltd, and Centaur Services Ltd.

Penny and the calendar featured on a variety of television shows, including This Morning and The Sharon Osbourne Show and in most national newspapers. PDSA Head of Communications, Clare Evans, confirms; "Media interest in the calendar was so great that for the first time we sold out and needed to organise a reprint in time for Christmas to prevent disappointment."

Other initiatives that generated celebrity interest during the year were Crufts, where a record eight celebrities lent their support, including Coronation Street stars Sam Aston, Susie Blake, Ian Redford and Emma Stansfield, EastEnders' actress Pam St Clement, Emmerdale's Hannah Midgley and Hollyoaks' Carley Stenson and Ciara Janson. Channel 4 TV's Richard and Judy donated a complete set of their 'Great Summer Read' books to PDSA Big Book Fetch in October, while TV vet Steve Leonard supported National Giving Week.

CASE STUDY



JJ from Glasgow

Three-year-old Collie cross, JJ was treated at Glasgow (Shamrock Street) PDSA PetAid hospital after sustaining life-threatening injuries in a road traffic accident.



© Daren Casey

Mammoth Motorcycle Club donate pet food to Hull PDSA PetAid hospital

Raising vital funds

PDSA aimed to ...

- › secure new legacy pledgers
- › recruit new lottery players
- › increase income and operating margins at PDSA shops
- › expand product licensing.

PDSA achieved ...

- › recruited 1,500 new legacy pledgers; legacy income reached the highest ever annual total of £36.9 million
- › recruited 70,000 new lottery players through cold direct mail and reactivated 67,000 lapsed players
- › increased retail and trading income by 2.5% in a difficult trading year and introduced one-off and underlying cost savings
- › raised over £30,000 through licensing agreements,
- › trialled new methods of boosting client contributions to the cost of service provision with contributions rising by more than 50% at some trial sites.

Every year, thanks to veterinary inflation, PDSA must raise more funds simply to treat the same number of pets; but we are not satisfied with standing still, and each year we expand our veterinary services to reach yet more sick and injured pets. This means we must raise yet more income. We are totally dependent on public support and receive no funding from HM Government or the National Lottery for our PetAid services.

All curative services for sick and injured pets are entirely free. However, PDSA clients are always asked to contribute whatever they can to the cost of their pet's treatment. A trial to increase the levels of client contributions at a small number of PetAid hospitals proved very successful, with increases of more than 50 per cent at some sites as a result of combining a request from staff with contribution encouragement messages on posters throughout the PetAid hospitals.

Legacies (gifts in wills) remain our single most important source of income. In 2006 legacy income reached the highest ever annual total, £36.9 million. The year also saw a variety of initiatives to raise awareness of how important gifts in wills are to PDSA and, pleasingly, over the year some 1,500 new legacy pledges were received.

PDSA Director of Marketing, Jon Bodenham, explains; "We are heavily dependent on gifts in wills to secure the future of our vital services for sick and injured pets. It makes sense therefore to continually strive to find other more effective ways of raising funds." One example of this was the introduction of PDSA cashcascade, a gaming product that attracted 1,500 new supporters by the year end.

The PDSA lottery had a good year with 70,000 new players recruited through direct mail and 67,000 players reactivated from our lapsed lottery players' file.

During 2006 the focus for PDSA's 181 shops was to control costs and increase income in order to achieve the largest possible profit in what was another tough trading year on the high street. Like most charity shops, PDSA shops depend on the quality and volume of the donated goods they receive, but with many potential donors using online auctions to try to sell their own goods, there is intense competition for stock.

With the support of retail volunteers we extended Sunday trading to a further 63 PDSA shops during December, which generated thousands of pounds in extra sales. Our hugely popular Christmas Catalogue also gave shoppers a chance to support PDSA, this time without having to face the high street crush. PDSA-branded pet accessories proved very popular for loved ones, both human and animal.

For the second year running, we participated in the Brand Licensing Show at Earl's Court, London. We generated 20 enquiries from companies that expressed an interest in working with us. Although we experienced some delays with product launches over the year, we raised £30,000 through our first licensing agreements and look to triple this income in 2007.

CASE STUDY



Rooney from Manchester

Like his namesake, Rooney injured his foot playing football. Vets at Manchester PDSA PetAid hospital soon had him on the way to recovery.

PDSA PetAid service locations

▲ PDSA PetAid hospitals

East Midlands and North London

Basildon
Bow
Coventry
Derby
Hendon
Leicester
Nottingham
Romford

North Central

Blackpool
Bradford
Hull
Leeds
Liverpool (Everton)
Liverpool (Huyton)
Manchester
Sheffield

South London and South Coast

Bournemouth
Brighton
Cowplain
Croydon
Gillingham
New Cross
Southampton
Thamesmead

Scotland and North East

Aberdeen
Belfast
Dundee
Edinburgh
Gateshead
Glasgow (East)
Glasgow (Shamrock St.)
Middlesbrough
Newcastle
Sunderland

West Midlands, Wales and South West

Birmingham (Aston)
Birmingham (Quinton)
Bristol
Cardiff
Plymouth
Stoke-on-Trent
Swansea
Wolverhampton

▲▲ PDSA PetAid branches

Ilford
Southend

Huddersfield

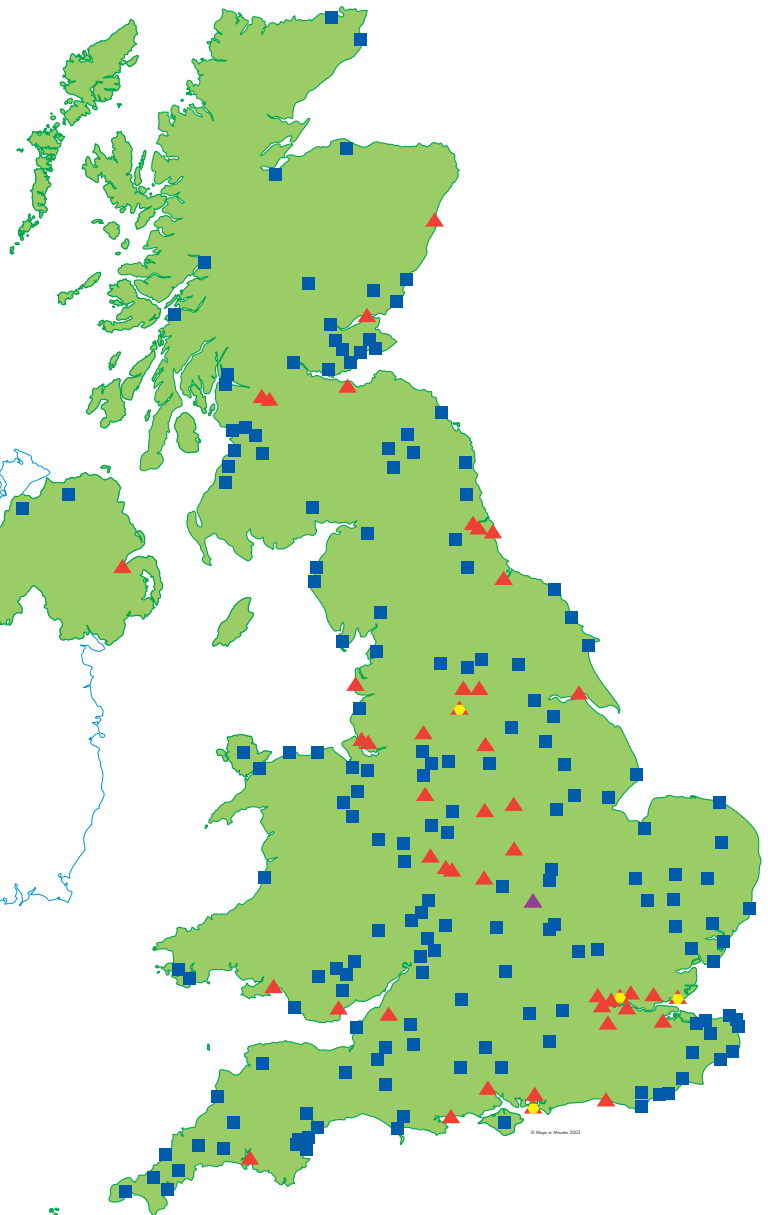
Southsea

▲▲ PDSA PetAid partnership hospital (licensed to Best Friends Group)

Northampton

■ PDSA PetAid practice locations

Aberdare & district	Cromer & Sheringham	Kelso & district	St Austell
Aberdour	Cumnock	Kendal	Salisbury
& Burntisland	& district	Kilmarnock	Scarborough
Abergavenny	Deeside	King's Lynn	Scunthorpe
Aberystwyth	Diss	Kinross & district	Shrewsbury
Aldeburgh	Doncaster	Kirkcaldy	Skegness
& Saxmundham	Dorchester	& Levenmouth	Skipton
Aldershot	Dover	Lancaster	Sleaford
& Farnham	Droitwich	Launceston	Southport
Alnwick	Dumfries	Lincoln	Stafford
& Wooler	Dunfermline	Liskeard	Stevenson
Andover	Duns & district	Llandudno	Stirling
Anglesey	Eastbourne	Llangollen	Street
Arbroath	Ebbw Vale	& district	& Glastonbury
Ashford	& district	Londonderry	Stroud
Ayr & Troon	Elgin	& district	Sudbury
Banbury	Ely	Luton	Swindon
Bangor	Enniskillen	Macclesfield	Taunton
Caernarfon	Evesham	Malvern	Teignmouth
& district	& Pershore	Margate	Telford
Barnstaple	Exeter	Maybole	Tewkesbury
Barrow-in-Furness	Exmouth	& district	Theftord
Bath	Falmouth	Midsomer Norton	Thurso
Berwick-upon-Tweed	& Helston	& Frome	Tiverton
Bexhill-on-Sea	Folkestone	Milford Haven	Torquay
Bishop Auckland	Forfar	Milton Keynes	Truro
Blackwood	Fort William	Montrose	Uttoxeter
& district	& district	Morpeth & district	Wells & district
Bodmin	Gainsborough	Newmarket	Weston-Super-Mare
Boston	& Retford	Newport Pagnell	Weymouth
Bridgnorth	Galashiels	Newquay	Whitby
Bridlington	& district	Newton Abbot	Whitehaven
Broadstairs	Galston	Norwich	& district
Bude	& Newmilns	Oban & district	Whitstable
Holesworthy & district	Glenrothes	Oswestry	Wick
Bury St Edmunds	Gloucester	Otley	Wilmslow
Buxton	Goole	Oxford	Winchester
Canterbury	Grantham	Pembroke	Windsor
Carlisle	Greenock	Penzance	Worcester
Cheltenham	Hailsham	& St Ives	Workington
Chester	Harrogate	Perth	Wrexham
Chesterfield	Harwich	Pitlochry	Yeovil
Clacton-on-Sea	Hastings	Pontypool	York
Colchester	& St Leonards	Porthcawl	
Coleraine	Hawick	& Bridgend	
& district	Helensburgh	Ramsgate	
Congleton	Hereford	Reading	
Consett	Herne Bay	Redruth	
Corby	High Wycombe	& Camborne	
Cowdenbeath	Inverness	Rhyl & Prestatyn	
& Lochgelly	Ipswich	Rugby	
	Irvine & Saltcoats	Rugeley	
	Isle of Wight	Rye & Tenterden	



PDSA fundraising group and shop locations

● PDSA shops

Scotland North

Aberdeen x 2
Arbroath
Broughty Ferry
Callander
Elgin
Fort William
Inverness
Inverurie
Lochee
Montrose
Perth
Pitlochry

Scotland South

Ayr
Edinburgh x 2
Galashiels
Glasgow x 3
Glenrothes
Greenock
Helensburgh
Kilmarnock
Musselburgh
Paisley
Rutherglen
Stirling
Wishaw

Northwest/South Yorkshire

Barnsley
Blackpool
Bolton
Broomhill
Bury
Cheadle
Chorlton
Doncaster
Huyton
Leigh
Mexborough
Old Swan
Oldham
Prescot
Preston
Sale
Sheffield
Wythenshawe

North Yorkshire/Tyne Tees

Bramley
Brighouse
Byker
Chester-le-Street
Headingley
Hull x 2
Leeds x 2
Newcastle-upon-Tyne
Otley
Peterlee
Scarborough
ShIPLEY
Sunderland
Whitby
Whitley Bay
York

Midlands

Beeston
Bilston
Burton-on-Trent
Derby
Dudley
Erdington
Grantham
Hanley
Kingstanding
Leicester
Long Eaton
Newcastle-under-Lyme
Oswestry
Stafford
Stourbridge
Sutton-in-Ashfield
Uttoxeter
Wellington
Wolverhampton

London & South Midlands

Banbury
Cheylesmore
Coventry, Walsgrave
Harborne
Harrow
Hendon
Kentish Town
Kilburn
King's Heath
Northfield
Nuneaton
Oxford
Pinner
Radford
Rugby
Shirley
Solihull
Watford
Weoley Castle
West Ealing

Wales & Bristol

Bath
Bristol x 6
Caerphilly
Cardiff x 2
Cheltenham
Gloucester
Merthyr Tydfil
Morriston
Neath
Newport
Penarth
Port Talbot
Swansea

Southwest

Andover
Boscombe
Christchurch
Exeter x 2
Mutley Plain
Newton Abbot
Plymouth
Poole
Portishead
St Austell
Street
Taunton
Teignmouth
Torquay
Weston-Super-Mare
Winton
Yeovil

London East & Anglia

Barking
Barkingside
Barnet
Basildon
Chatham
Clacton-on-Sea
Colchester
Diss
East Ham
Harold Hill
Ilford
Ipswich
Leigh-on-Sea
Leyton
Loughton
Norwich
Orpington
Stevenage
Sudbury
Waltham Cross

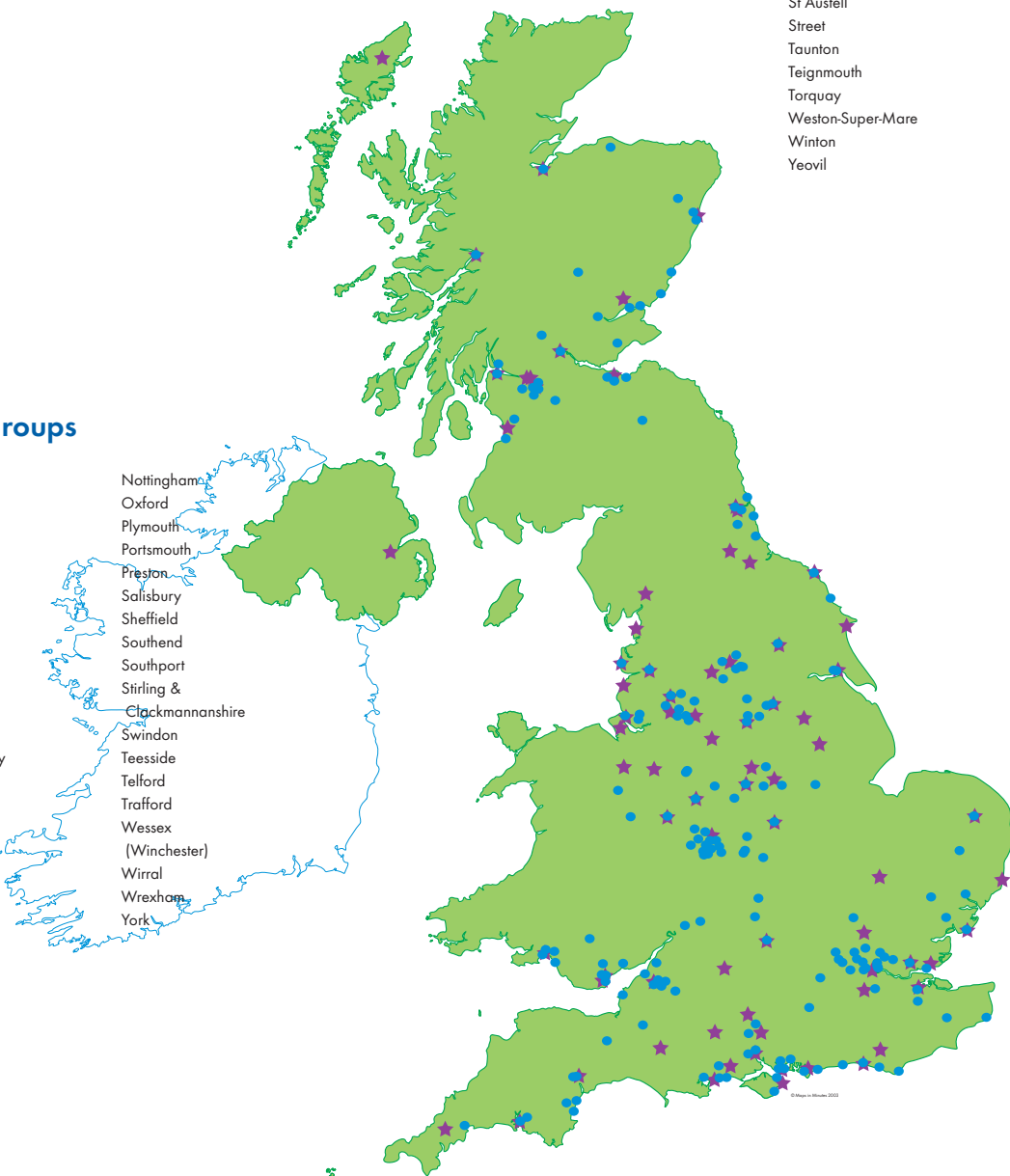
South Coast

Aldershot
Ashford
Bognor Regis
Brighton
Dover
Eastbourne
Gosport
Havant
Maidstone
Newhaven
North End
Portsmouth
Ryde
Shanklin
Shirley
Southsea
St Leonards
Windsor
Worthing

★ PDSA fundraising groups

Aberdeen
Aldeburgh
Ayrshire
Barcombe (East Sussex)
Basildon
Bearsden/Milngavie
Belfast
Bembridge (Isle of Wight)
Birmingham (Aston)
Bishop Auckland
Blackpool
Bolton
Bournemouth
Bradford
Bridlington
Brighton
Bristol
Cardiff
Chichester
Croydon
Derby
Doncaster
Drumchapel (Glasgow)
Edinburgh
Gainsborough
Gateshead
Gillingham
Glasgow
Greenock
Hertfordshire
High Peak
Hull
Inverness
Isle of Sheppey
Kingston
Leicester
Lincoln
Liverpool Bay
Llandudno
Lochaber
Morecambe & Lancaster
Newcastle
New Forest
North Staffs & Congleton

Nottingham
Oxford
Plymouth
Portsmouth
Preston
Salisbury
Sheffield
Southend
Southport
Stirling & Clackmannanshire
Swindon
Teesside
Telford
Trafford
Wessex (Winchester)
Wirral
Wrexham
York



Income and expenditure

Total incoming resources £85.131m

Voluntary Income

£36.851m

Legacies
receivable

£16.959m

Donations
& gifts

£21.756m

Merchandising
income & charity
shop income

Activities for generating funds

£4.421m

Lottery
ticket sales

£3.142m

Investment
income

£0.943

Gain on disposal
of fixed assets

£1.059m

Preventive
services



Total resources expended £77.189m



[§]Costs of goods sold and other costs.

The information on this page is a summary of the statutory accounts of PDSA for 2006.

A copy of the full audited accounts can be obtained from Communications, PDSA, Whitechapel Way, Priorslee Telford, Shropshire TF2 9PQ.



Simon Cowell with Cairn Terrier Buster

To find out if you qualify for free PDSA veterinary care,
freephone **0800 731 2502**

For more information on the charity and its work,
email: info@pdsa.org.uk
freephone: **0800 917 2509**
visit: www.pdsa.org.uk

PDSA Head Office
Whitechapel Way
Priorslee, Telford
Shropshire TF2 9PQ

pdsa

for pets in need of vets

Registered charity nos.
208217 & SC037585

