# END OF YEAR REPORT 2011

# Dogs Trust





PART 1: WELCOME 02 03

### CHAIRMAN'S WELCOME

I'm proud to present the Dogs Trust End of Year Report, which I hope you'll find an informative and enjoyable interpretation of the charity's recent achievements. In what many were predicting would be a difficult year for the voluntary sector, I'm pleased to say that Dogs Trust has kept its head above water.

That Dogs Trust has been able to care for 16,813 stray and unwanted dogs during the harsh economic climate is testament to the devotion of our supporters. I'm also pleased to note that thanks in large part to our regional microchipping campaigns the number of stray dogs put to sleep at council stray pounds fell from 9,310 to 6,404 last year.

It's an understatement to say that we've been fortunate to have been able to continue our work; I can't thank you enough for your kindheartedness and generosity of spirit. Dogs Trust has clearly remained dedicated to its mission "The day when all dogs can lead a happy life, free from the threat of unnecessary destruction." Everybody from directors to junior staff to volunteers has rolled up their sleeves to ensure that the dogs in our centres are well cared for. We've done more than ever to promote responsible dog ownership throughout the country – which is especially important during these testing economic times.

Finally, I am delighted to award ten out of ten for effort to all staff, volunteers and members!

Plify Danky

Philip Daubeny Chairman



10/10

### CHIEF EXECUTIVE'S SUMMARY

Dogs are the very centre of our world, and those of us who love them don't need to be told how much they enrich our lives.

From the working dogs, who herd sheep, detect illegal substances, disarm attackers, guard property or help people with disabilities to lead an easier life; to the faithful pet dog who provides companionship, exercise, a sympathetic ear and a knack for squeezing the most out of life; every dog is worthy of our respect and care.

Dogs Trust is committed to protecting these wonderful creatures. In order to safeguard the future of all dogs, we are striving to achieve the day when no healthy dog is destroyed for want of a home. Every decision made at Dogs Trust is focused on reaching our mission. This year's key goals are:

1. Bring about the compulsory microchipping of all dogs. We believe that microchipping is the most powerful tool we have to solve the stray dog problem.

We began lobbying government to introduce compulsory chipping in 2009, and last year we were able to initiate the Microchipping Alliance. The Alliance brings together a large number of welfare charities, assistance dog organisations, veterinary authorities, The Kennel Club, dog wardens and microchipping pressure groups; many voices have greater impact than one alone.

2. Improve facilities for dogs in our care. Nothing compares with having a loving home of their own, but while a dog is in one of our centres we believe he should be given the very best care possible. 2011 sees us completing the rebuild of our Shrewsbury centre, while at the same time building a brand new eco-friendly rehoming centre in the East Midlands.



3. Change people's perceptions of, and curb the over-breeding of the Staffordshire Bull Terrier and Staffie crosses. The character of the Staffie has not changed over the years, but sadly, society's attitude towards him clearly has. We're seeing more than ever of this once much-loved breed ending up in rehoming centres. He is in dire need of some reputation rehabilitation, but we know that change will not happen overnight.

Running any not-for-profit organisation can feel like running a school on occasion, with the focus of responsibility for another group's welfare, the importance of cooperation between all members and the dedication of all staff on achieving a common goal.

As this is our "end of year report"
I'll leave you with a grade for Dogs
Trust: A\* – a year of steady progress
combined with innovative ideas,
despite the odds.

Clarissa Baldwin OBE Secretary and Chief Executive

Motto – "canis per vitam est"\*

\* Translation: A dog is for life



# REHOMING

| Figure 1:                        |            |        |
|----------------------------------|------------|--------|
| Rehoming                         | 2010       | 2009   |
| Dogs in kennels at start of year | 1,490      | 1,619  |
| Dogs admitted                    | 15,323     | 14,267 |
| Total number of dogs cared for   | 16,813     | 15,886 |
| Dogs rehomed                     | 14,590     | 13,909 |
| Dogs reclaimed/returned to owner | 237        | 178    |
| Dogs died or put to sleep        | <b>276</b> | 226    |
| Dogs in kennels at end of year   | 1,710      | 1,573  |
|                                  |            |        |



Figure 2:

The Origin of the Species. Where do our dogs come from?

Figure 3:

### Just the One.

Most unusual breeds at our centres last year:

From left to right: Viszla, Shiba Inu, Petit Basset Griffon Vendeen, Hovawart, Nova Scotian Duck Tolling Retriever.









| Mon  | Tues                                | Wed   | Thurs   | Fri   |
|--|-------------------------------------|---|---|---|
| Check overnight notes                            | Check overnight                     | Check overnight                             | Check overnight                                       | Check overnight                             |
| Dogs breakfasts<br>and meds                      | Dogs breakfast<br>and meds          | Dogs breakfast<br>and meds                  | Dogs breakfast and meds                               | Dogs breakfast and meds                     |
| Cleaning<br>Exercise<br>Lunch<br>Showcasing dogs | Cleaning Exercise Pre-adoption talk | Cleaning<br>Exercise<br>Vet visits<br>Lunch | Cleaning<br>Exercise<br>Pre-adoption talk<br>Lunch    | Cleaning<br>Exercise<br>Vet visits<br>Lunch |
| Home visits                                      | Lunch<br>Showcasing dogs            | Showcasing dogs<br>Exercise                 | Showcasing dogs<br>Exercise                           | Showcasing dogs<br>Exercise                 |
| Dog exercise<br>Dog dinners                      | Exercise Dog dinners anomeds        | Dogs dinners<br>and meds                    | Dogs dinners and meds                                 | Dogs dinners and meds                       |
| Bed check<br>Cleaning                            | Bed check<br>Cleaning               | Bedding check<br>Cleaning                   | Bedding check<br>Training class<br>Late night opening | Bedding check<br>Cleaning<br>Training class |



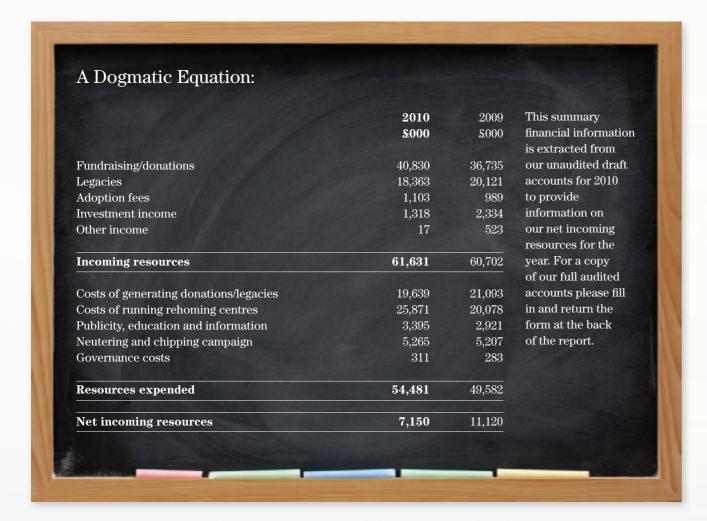
### A Note On Non-Destruction

At Dogs Trust we NEVER destroy a healthy dog. From this central belief springs many of the innovations which can be seen at the rehoming centres; our team of behaviourists, the Sponsor a Dog scheme, the Special Training and Rehoming (STAR) unit and the Sanctuary are all built on the cornerstone of the Dogs Trust nondestruction policy.

Headteacher's comments:

Keep up the good work!
The weather and the economy must pull their socks up.

### **MATHEMATICS**



Headteacher's comments:

Full marks to our loyal supporters, who have excelled themselves again this year. Continuing with charitable donations in the midst of a recession is highly commendable, so well done to all of our supporters - you really are top of the class.

The cost of caring for a dog\*:

Medical + Utilities + Food + Vehicle costs + General overheads =

\*based on an average stay of 38 days

### **POLITICS**

We work closely with other organisations to influence the government and we give advice when asked by ministers and civil servants. Last year we:

- were involved in the formation of the Advisory Council on the Welfare Issues of Dog Breeding. This new body was created following the recommendations of the Bateson Report (2009), and is responsible for investigating genetic defects in dogs - and will form a major part of improving the future for welfare in the UK.

- were part of the Dangerous Dogs Act Study Group, chaired by Dogs Trust's veterinary director, which seeks to improve existing legislation regarding dangerous dogs. This group drafted the Dog Control Bill at the tail end of last year which, if passed, will put the emphasis on owner responsibility rather than dog breed.

- provided the Chairperson and Secretariat of the Greyhound Forum, which encourages the racing industry to put the animals' welfare at the top of their agenda. 2010 saw the passing of the Welfare of Racing Greyhounds (England) Regulations which go a long way to improving the dogs' lot while they are at the track - but alas this accounts for less than 5% of their time. We're focussing this year on getting the sport's governing body to improve welfare for the remaining 95%.

The fact that the issue of "dangerous dogs" is now being seen by government as a social issue, rather than simply blaming the dog, is a real breakthrough. Fingers crossed for a good result later this year.



### PE AND GAMES

We acknowledge that for many dogs a rehoming centre is not their ideal home. However, while they're under our roof we do everything we can to ensure that their physical and mental needs are more than met.

Mental stimulation goes a long way in making a dog feel good and keeping him healthy, so all of our centres use 'environmental enrichment' – a variety of stimulating activities - in the kennels and surrounds. All centres provide exercise areas where the dog can run around off lead, agility equipment to keep both body and mind challenged, plus a range of different surfaces in the It's most encomaging to exercise runs to stimulate their senses.

Last year the team at our Glasgow centre built a special sensory garden for their dogs to enjoy, which includes a range of different highly scented plants and a water feature.

Headteacher's comments:

see that mental, as well as physical, wellbeing are at the top of the agenda.



Our West London centre followed suit when it had a large tract of land transformed into a sensory garden aka The Sniffery - with thanks to the kind team at BBC's Blue Peter who designed and helped build it. The Sniffery has proven to be a huge hit with the dogs, and a water feature is in the (hose) pipeline for 2011.



### **BIOLOGY**

### Neutering

Canine biology is an essential element in our bid to ensure no healthy dog is destroyed. Neutering is the most humane method of controlling the stray dog population, hence our efforts to neuter as many dogs as possible in the UK.

### How many dogs did Dogs Trust help be neutered in 2010?

**8,077** dogs at the rehoming centres **40,000** dogs in our targeted regions of the UK.

12,000 dogs in Ireland as part of the neutering campaign

Our subsidised neutering schemes target dogs belonging to owners living in those areas with a high stray dog population, ie the north east and north west of England, Wales and Northern Ireland. We work together with other charities, local authorities and housing associations to ensure we're reaching as many dogs as possible.

Diagram 1:

1. Safety

3. Body Care 4. Rest and Sleep 5. Motion 6. Exploration 7. Territorialism 8. Affiliations

### Microchipping

A chipped dog can help a lost dog be traced back to his owner, which is why we're committed to convincing government that the mandatory microchipping of all dogs in the UK is the way forward.

### How many dogs did Dogs Trust help to microchip in 2010?

**10,677** at the rehoming centres **35,000** microchips were given to councils and housing associations

With whom does Dogs Trust work to encourage dog microchipping and neutering?

- Housing associations
- Councils
- Other Charities
- Vets
- Stray pounds

Headteacher's comments:

Encouraging figures, but there's still so much work to be done. At this stage, government input would be highly beneficial a charity can only achieve so much without legislative backing.







### SOCIAL SCIENCES

The human/canine relationship can be one of the most rewarding in a person's lifetime. We're working to help all members of society to experience it for themselves, or at least allow others the chance to build a bond with a dog.

Headteacher's comments:

Top marks for taking an holistic approach to animal welfare. I'd be pleased to see the government making more of a contribution to the City Dogs project.

### Freedom Project

We provide temporary foster care for dogs (and cats in London) belonging to people escaping violence in the home. For many victims of violence, the fear of what might happen to their pet is the one thing stopping them from leaving the perpetrator. By taking their dog to a secret place of safety we're able to remove that final obstacle to escape. We also give regular updates on the dog's progress - something which is especially appreciated by children.

165 families helped in 2010

149 dogs fostered

cats boarded (in London only, with the help of Cats Protection)

calls for help taken

Referral organisations worked with us

volunteer foster carers registered

"I can't express in words what you have done for me and the children. Nothing seems adequate. You made what was the worst time of our lives so much more bearable. The notes and photos you sent about our dog kept me sane." - Naomi, Freedom Project client.

### City Dogs

Young, urban dog owners are often portrayed as uncaring and unthinking, when the majority are quite the opposite. 2010 saw the launch of our pilot project in Hackney, London -City Dogs – a free service aimed at helping young owners and their dogs. We work in local areas - parks, estates, hangout spots - offering advice, dog training classes, microchipping and neutering for their dogs, and help with preventative veterinary costs.

### Youth Education

Our 11 Education Officers gave 2,538 free workshops across the UK, speaking to more than 76,140 children about the fun and hard work involved in being a good dog owner. Occasionally we are contacted by teachers concerned about their pupils' fear of dogs, and we're always happy to visit classes and give workshops on what children should do when a dog approaches.

### Hope Project

Just because a dog lives with someone who has no permanent home doesn't mean he shouldn't receive veterinary attention when he needs it. Here's how we give Hope to such dogs.

In 2010 we:

#### funded...

1,666 treatments for dogs whose owners carried...

607 of our Veterinary Care **Entitlement Cards** 

#### issued via...

homelessness organisations plus...

120 veterinary practices

### based in...

towns, including...

new areas, and

### not forgetting...

care parcels given to homeless dogs across the UK at Christmas

### Lets with Pets

Gaining the support of the private lettings industry was a highpoint of last year's Lets With Pets scheme. The scheme aims to make the process of privately renting with pets easier for tenants, while highlighting the benefits of allowing pets to landlords and lettings agencies.

campaigns partners signed up to the Lets With Pets scheme

campaign partner enquiry packs were sent out

7,847 Lets With Pets advice booklets were downloaded from the website.

### Pro-Dog Support for Social Housing Providers

Brand new in 2010, we began supporting housing providers (local authorities, housing associations and other landlords) by giving them a full set of services to encourage their residents to be responsible dog owners, including:

- Microchips for dogs living on their estates (10,000 chips in London
- Microchip scanners and chip training for their staff
- Free legal advice on amending tenancy agreements









### **GEOGRAPHY**



### Field Trips

### - ICAWC - International Companion Animal Welfare Conference.

Held in Prague last autumn, our conference is now the foremost event of its type, providing learning and networking opportunities for over 250 delegates from around the world.

### - Trap Neuter Release Template

Our experiences in Oradea, Romania (started in 2003) formed the basis of the TNR programme template. In 2010 it was translated into Romanian and launched in Bucharest. We also gave the Phylis Mayer Argus Award to the former mayor of Oradea, Senator Petru Filip.

### Best Friends Programme

Last year we helped our overseas friends by:

Sending emergency veterinary supplies to help treat dogs suffering from burns caused by a toxic chemical leak in Hungary.

Helping retile the puppy house at a rescue centre in Turkey.

Providing publicity materials for a neutering programme in Peru.

Providing suture materials for veterinary students working in South Africa and Rajasthan.

Replacing flood damaged dog food supplies for a rescue centre in Romania.

Donating specialist dog handling equipment for neutering work in Lithuania.

### Foreign Exchanges

### - Dogs Trust Malta

We're two years into our five year campaign to promote responsible dog ownership in Malta. Our two pronged approach consists of neutering those dogs most likely to produce the unwanted litters that are so regularly abandoned on the streets, and educating youngsters about being animal friendly.

In 2010 we neutered 2,115 dogs belonging to those who would not normally be able to afford the operation, while nearly 12,000 children have now enjoyed responsible dog ownership workshops in their classrooms.

### - Overseas Behaviour Workshops

Brand new for 2010, our Deputy Head of Canine Behaviour, Steve Goward, ran a behavioural workshop for 15 delegates in Vienna. Feedback was very positive and another one is planned for 2011.

#### - International Training Programme

Dogs Trust staff held three different courses for a total of 44 delegates from Europe, Tanzania, Lebanon, Russia, Nepal and Argentina.

### Overseas Education Workshops

We ran three workshops in Croatia, Romania and Portugal, benefitting 63 delegates from these countries.

#### - Southern India

We provided funding to help set up the canine welfare courses of the International Training Centre in Tamil Nadu, India.

### - Sri Lanka

Two members of staff from our Glasgow and Roden centres spent two weeks in Negombo, Sri Lanka, helping to care for the many stray dogs in the area, alongside volunteers from a local charity.



### MODERN LANGUAGES

### Speaking in "Dog"

### Comprehension

Understanding what makes a dog tick is a vital element in improving canine welfare - and with around 1,700 dogs in our care on any given day we're always striving to learn to 'speak dog.'

Our language experts are the Training and Behaviour Advisors (TBAs), who assess each dog when he arrives and if appropriate devise a behavioural modification programme, or simply suggest things which will make his stay with us more enjoyable.

Even after one of our residents has gone on to new home, our TBAs are still on hand to give free advice if needed. 14 of our rehoming centres have a purpose-built "training barn", where members of the public can come along for training classes, puppy socialising sessions and agility classes with their new Dogs Trust dog.

Sharing our knowledge among current - and potential - dog owners is essential to welfare, thus last year saw us producing a series of 25 short and sweet training videos to help with common canine and puppy problems. Fronted by behaviourist Carolyn Menteith, the videos are available for free download at www.youtube.com/ dogstrusttraining.

### Language Extras

Because understanding "dog" is fundamental to our work, we have extra facilities which enable us to help those dogs who find the regular kennel environment too much to deal with, or who would benefit from more intensive behavioural work.

The Special Training and Rehoming (STAR) unit is based at our Evesham centre, and last year 24 dogs with behavioural problems graduated from the unit and have gone on to settle down in great new homes.

The Sanctuary is sited at Dogs Trust Salisbury. The Sanctuary provides a safe outdoor environment for those dogs who prefer canine over human company, and has space for 30 residents at a time.

Headteacher's comments:

"A" Keep up the excellent, innovative work!



### CRAFT, DESIGN AND TECHNOLOGY

Dogs Trust turned a deeper shade of green in 2010, with the granting of planning permission to build a new and highly eco friendly rehoming centre in the East Midlands. Dogs Trust Loughborough is being designed with a focus on energy efficiency, as well as being super dog friendly. Our newest centre is due to open for business in spring 2012.

The major rebuilding work at our Roden centre unfortunately took 30 kennels out of use for the bulk of the year, but the end result will be well worth the inconvenience. The much improved Roden, complete with Oakfield Old Dogs Home, is due to be fully operational this summer. To ensure its place on the map, we've renamed the centre "Dogs Trust Shrewsbury", and all visitors will be welcomed with open paws.

#### Elsewhere:

- Newbury's oldest kennels and vet inspection room were modernised.



### MEDIA STUDIES

'By any means necessary' was the motto of the communications dept last year. Whether via print, broadcast or digital media, if a dog expert was required then Dogs Trust made sure their expert was on the case.

### Our publicity highlights include:

- Various celebrities recording a special video for Youtube pledging their support for our "A Dog is for Life Not Just for Christmas" ethos.
- Striking up a good relationship with BBC's Blue Peter programme, resulting in lots of exposure on the programme.
- Having an excellent partnership with ITV's This Morning programme
- A highly successful Dogs Trust Honours event.

### Dogs Trust achieved publicity in:

96 TV programmes 616 radio programmes

national newspaper articles

3,432 regional newspaper articles

1,909 online items

Social networks were fully embraced too, with a high number of dogs finding new homes through our mastery of Twitter, Facebook and other social media. Our Digital Dept scooped the "Best Charity Website" prize at the Charity Times awards.

#### Headteacher's comments:

It's good to see Dogs Trust embracing new media in the name of finding more homes for dogs, and I hope to see even greater use of social retworks in the luture.



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### HEAD DOGS

### This year's Head Dogs:













Credits: Dogs Trust would like to thank our models: Millie Abrahams, Buddy Amriche, Phineas with Adam Bloom, Charlie Boylan, Peanut Brouk Lily with Caitlin and Olivia Burman, Momo Devine, Momo with Jaren and Callie Green, Chance Houssein, Daniel with Richard and Lance Selby, Helen and Lily Stanley, Dennis Wass, Jock with Georgie Wilson. With very special thanks to Highgate Primary School and William Dean. Words and concept by Deana Selby. Design by Hold www.wearehold.com. Original photography by Ross Woodhall. Front cover by Ross Woodhall. P2 – Gary Baker, Andy Catterall. P3 - Karen Robinson, P4 - Shutterstock, iStock Photo and Fotolia, P5 - Andy Catterall, iStock Photo. P6 - iStock Photo. P7 - Ross Woodhall. P8 - Martin Phelps. P10 - 11 - Ross Woodhall. P12 - 13 - Dogs Trust. P14 - Ross Woodhall, iStock Photo, Andy Catterall. P16 - Ross Woodhall. P17 - Anthony Upton / PA. P18 - Martin Phelps, Andy Catterall. Back cover by Dan Burn-Forti.

### Prize Giving Day

Clair Lynch, Training and Behaviour Advisor, Dogs Trust Ilfracombe - was awarded the City and Guilds 'Medal of Excellence' for her outstanding NVQ in Animal Care (Level 3.) Deborah Orr, Veterinary Nurse Co-ordinator, head office - gained her Internal Quality Assurer's Qualification from the City and Guilds. We have no official prizes, but very special thanks to all of our volunteers, whose combined efforts contributed to canine care, staff care or helped raise money to enable us to continue our vital work.

### **Higher Education**

Wendy Beauvais, a research assistant in Canine Epidemiology at the Royal Veterinary College, is being funded by Dogs Trust to produce a project examining all welfare aspects associated with neutering.

#### Personnel News

Philip Prain. It is with great sadness we announce the passing of Mr Philip Prain who served as Chairman of the National Canine Defence League from 1997 to 2003, and subsequently as Vice President. He is sorely missed by all who had the honour of working with him.

We very much hope you've enjoyed reading the Dogs Trust End of Year Report. If you are a member of Dogs Trust you will automatically receive a copy of our annual report next year. In order to keep our printing and postage costs down we are encouraging people to view the online version on our website. If you'd like to receive an email link to the online report INSTEAD of the hard copy please write your details here:

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|--|---|
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### TRUSTEES

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The Marchioness of Northampton

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Mr C DeVile BVetMed MRCVS# Miss R McIlrath BA MVB MRCVS#

#### Chairman

Mr PG Daubeny \*#

#### Vice Chairman

Mr J Gaye \*

### Secretary and Chief Executive

Mrs C Baldwin OBE #

#### **Council and Trustees**

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### \* Member of Finance and General Purposes Committee

# Member of Canine Welfare Grants Committee

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Barclays Bank

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BDO Stoy Hayward LLP

#### Solicitors

Druces and Attle

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### Sir Tim Rice Trinny Woodall

Kate Humble Raef Bjayou Rosie Marcel

#### Dogs Trust head office 17 Wakley Street London EC1V 7RQ

www.dogstrust.org.uk Facebook: www.facebook.com/dogstrust Youtube: www.youtube.com/dogstrust Follow us on Twitter! www.twitter.com/dogstrust

Registered charity numbers: 227523 in England and Wales SC037843 in Scotland CHY16218 for Dogs Trust Ireland

### Patrons

Loyd Grosman Sharron Davies

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### REHOMING CENTRES

To find opening times and directions for any of our Rehoming Centres please visit: www.dogstrust.org.uk/rehoming/ourcentres/ insert name of centre here

Ballymena, Co Antrim

Bridgend, South Wales

Canterbury, Kent Tel 01227 792 505

Darlington, Co Durham Tel 01325 333114

Dublin, Ireland Tel 00 353 1879 1000

Evesham, Worcs Tel 01386 830 613

Glasgow, Scotland Tel 0141 773 5130

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Snetterton, Norfolk Tel 01953 498 377

West Calder, Edinburgh Tel 01506 873 459

West London, Uxbridge Tel 0845 076 3647



O- BALLYMENA

O- DARLINGTO









# DOGS TRUST ALUMNI - CLASS OF 2010



Name: Sarkozy
House: Shoreham
Occupation: Substance search
dog, Scottish Prison Service



Name: Moomintroll
House: Leeds
Occupation: Jester



Name: Harold House: Glasgow Occupation: Family fitness coach



Name: Jerry and Elaine
House: Kenilworth
Occupation: Sympathetic ears (J),
shoulder to cry on (E)



Name: Tupac House: Evesham Occupation: Lovely old boy



Name: Billericay Dicky House: Merseyside Occupation: Pub connoisseur



Name: Chester Orion Copperpot House: Darlington Occupation: Fisherman's friend



Name: Scarlett House: Roden Occupation: Family glue



Name: Cheezeburger House: West London Occupation: Population control expert, farm rodent community



Name: Marilyn and Arthur
House: Newbury
Occupation: Soprano &
baritone



Name: Dorothy Barker
House: Ballymena
Occupation: Teenager's mate
magnet



Name: Jolene House: West Calder Occupation: Child's best pal



Name: Socrates
House: Snetterton
Occupation: Commodities trader,
tennis ball & emerging markets



Name: Cheryl House: Bridgend Occupation: Hearing Dog for Deaf People



Name: Ecclescake House: Dublin Occupation: Food disposal expert



Name: Brecon House: Canterbury Occupation: Anti-depressant tonic