

ANNUAL SUMMARY 2019



SCOTTISH SPCA
Scotland's Animal Welfare Charity



CONTENTS

PAGE 3 - FROM OUR CHIEF EXECUTIVE AND CHAIR

PAGE 4 - OUR VISION

PAGE 5 - OUR VALUES

PAGE 6 - ADVISE, RESCUE & REHOME

PAGE 7 - REHAB, REHOME & RELEASE

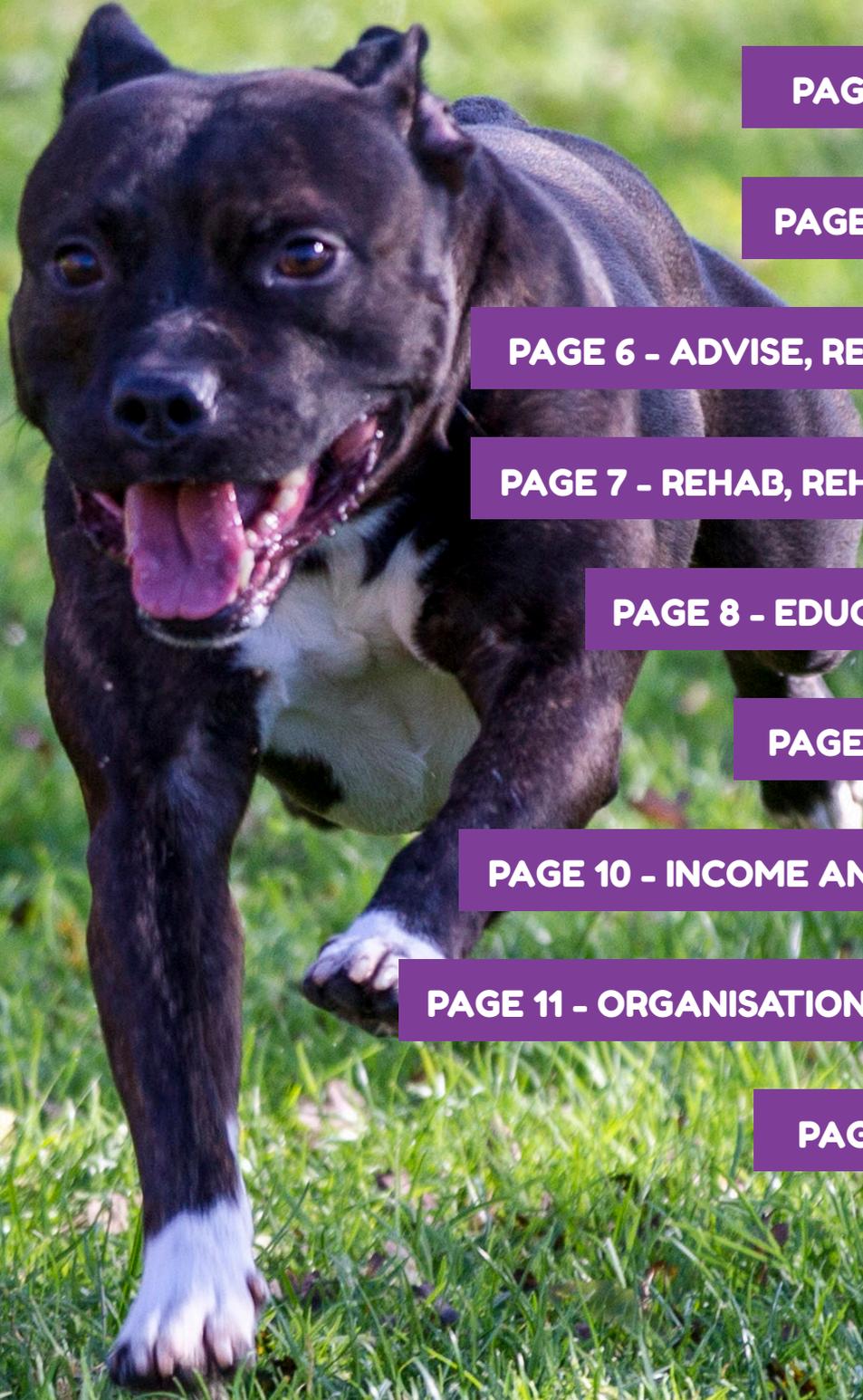
PAGE 8 - EDUCATE & PREVENT

PAGE 9 - RAISE FUNDS

PAGE 10 - INCOME AND EXPENDITURE

PAGE 11 - ORGANISATIONAL EXCELLENCE

PAGE 12 - TRUSTEES



FROM OUR CHIEF EXECUTIVE AND CHAIR

2019 marked 180 years since our Society was founded. Since 1839, the world has changed immeasurably and, though the Scottish SPCA has grown and evolved, our core reason for existing is still pure. This year, we continue to embody our main purpose – to inspire kindness and to prevent cruelty.

We continue to be inspired by the people who work for this wonderful Society. From the helpline advisers, animal rescue officers and inspectors willing to go above and beyond to help people, pets and wildlife, to the animal care teams and vets who will do all in their power to rehabilitate every single animal which comes through our doors, it is truly humbling. And from our education team, who are tireless in their efforts to promote the positive benefits of the human-animal bond by engaging with hundreds of thousands of young people and adults, to our fundraising and support services teams without whom we wouldn't be able to deliver our vital services across every community in Scotland.

This work remains key to our ultimate goal to deliver systemic change in animal welfare in Scotland. Encouraging empathy towards animals is key to reducing cruelty. The biggest step towards improving animal welfare in Scotland was the unanimous cross-party backing for the Animals and Wildlife (Scotland) Bill in the Scottish Parliament in June 2020. We are in no doubt the body of data we supplied to show the need for harsher punishments for offences and the ability to rehome seized animals more quickly helped drive this transformational legislation.

As Scotland's animal welfare charity, we are proud of the wide range of animal welfare issues on which we are leading the charge. From our position spearheading the UK-wide taskforce to tackle the rampant puppy trade, to our pioneering work to devise new methods of evidence to catch those who engage in animal fighting and wildlife crime, we are unrelenting in our efforts.

At the time of writing, our world has been turned on its head by the coronavirus pandemic. Like all charities, the pressure we have been under to continue to deliver our services has been immense. With that in mind, we would like to thank our team and volunteers who have helped us continue to deliver our services, all be it in different ways. And, of course, our partners who we are proud to stand alongside and the tens of thousands of people across Scotland who believe in a better country for animals and continue to support us to help realise that ambition. It is a transformational time for animal welfare in Scotland, and we are honoured to be at the heart of it.



Kirsteen Campbell
Chief Executive

Kirsteen Campbell



Ronnie Soutar
Chair

Ronnie Soutar

OUR VISION

We enrich the lives of animals and people

We champion animal welfare and encourage respect and kindness for animals across all our communities.

We educate people of all ages about the welfare of animals in our mission to eradicate animal cruelty and create a better future for all of us.

We promote the importance of the human/animal bond, and the myriad medical, social and psychological advantages gained from animal companionship.

We bring those who abuse animals to justice.

We care for, rescue, rehabilitate, release and rehome.



SCOTTISH SPCA
Scotland's Animal Welfare Charity

We are the Scottish SPCA.

We are Scotland's Animal Champions.

OUR VALUES

COMMITTED

To rescuing and caring for animals in need, supporting people in animal welfare matters and bringing those guilty of animal cruelty to justice. We are committed to making a difference and effecting real change for animal welfare.

COMPASSIONATE

We care deeply about animal welfare and all the animals we serve. We firmly believe people should be supported in looking after their animals and provide that service with care and compassion on a daily basis.

PROFESSIONAL

We pride ourselves in the manner in which we engage with our team, our partners and the people of Scotland. In difficult situations, we are always firm but fair.

EXPERT

We apply our knowledge and expertise in every aspect of our work. We strive to share our innovation and expertise and improve animal welfare across all parts of Scotland – and throughout the world.

COLLABORATIVE

Whether it's with our colleagues or partners, we embrace the benefits of teamwork. We work with animal owners to help them become better owners.

ADAPTABLE

The work we do is dynamic and ever-changing. We need to be adaptable and, at times, quick-thinking to find solutions.



ADVISE, RESCUE & ENFORCE

Our animal helpline operated 365 days of the year, with a network of inspectors and animal rescue officers from Shetland to the Scottish Borders on-hand to assist animals.

We had some fantastic results in the courts. The man behind Scotland's largest puppy farm, Frank James, received a nine-month prison sentence in August, after an investigation we launched in 2017. Several men who engaged in animal fighting and badger baiting also felt the full force of the law thanks to the efforts of our Special Investigations Unit.

We redoubled our efforts to get the public to #SayNoToPuppyDealers, and our petition has been signed by almost 10,000 animal lovers.

It's not all about punishing those who commit cruelty. For every person who mistreats an animal, there's thousands who just need a helping hand. Our inspectors and animal rescue officers are immersed in local communities, on-hand to work with pet owners who may be struggling to preserve the bond with their animal. We also teamed up with vet students from the University of Glasgow to trial a discounted neutering scheme for dogs and cats in the Glasgow area.

Our Farm Assurance Scheme, which is delivered in partnership with Quality Meat Scotland, celebrated its 20th anniversary. Devised in 1999, the scheme sees our inspectors visit beef, pork and lamb farms across Scotland to ensure high welfare standards are in place. We visited a record number of farms and, thanks to the scheme, we've developed a closer relationship with lots of farmers meaning more call on us when they need our assistance.



WE RECEIVED A CALL FROM SOMEONE WITH AN ANIMAL WELFARE CONCERN EVERY 72 SECONDS



THE NUMBER OF REPORTS OF ANIMALS IN NEED OUR INSPECTORS AND ANIMAL RESCUE OFFICERS RESPONDED TO EVERY SINGLE DAY



THE NUMBER OF ANIMALS WE REMOVED FROM SCOTLAND'S LARGEST PUPPY FARM

REHABILITATE, REHOME & RELEASE

Across our nine animal rescue and rehoming centres and our National Wildlife Rescue Centre, we cared for over 20,000 animals.

In our centres for domestic animals, we continued to identify ways to improve the quality of care we offer. As part of this, with the support of our partners and volunteers we built two new sensory gardens – at our centres in Aberdeenshire and Lanarkshire – for dogs. The gardens, which provide a safe space for dogs to relax and stimulate their senses, have helped dogs from horrendous backgrounds be ready to be welcomed into a new home faster.

An inside look at our wildlife centre was one of the flagship shows on the BBC Scotland channel when it launched in February 2019. 'Born to be Wild' showed how much work goes in to the rescue and rehabilitation of wild animals. It was our busiest year yet for admissions at the centre, with 11,051 arrivals and record numbers of hedgehogs, gulls and foxes.



THE NUMBER OF ANIMALS WHO FOUND THEIR FOREVER HOME



THE NUMBER OF ANIMALS WE SUCCESSFULLY REHABILITATED AND RELEASED AT OUR NATIONAL WILDLIFE RESCUE CENTRE



THE AVERAGE NUMBER OF DAYS AN ANIMAL INVOLVED IN LEGAL PROCEEDINGS SPENT IN OUR CARE



WAS SPENT PROVIDING TEMPORARY REFUGE TO THESE ANIMALS

ANIMALS REHOMED



1,248
Dogs



1,783
Cats



50
Equine



338
Rabbits



1,554
Other

(such as birds, fish and other small animals!)

EDUCATE & PREVENT

Every year we evolve our education offering and 2019 was no different. Through a partnership with Robo Wunderkind, we introduced robots and coding to our programme for primary school children. Children build and code their own animal-themed robot and gain an understanding of the empathy and sentience of real animals from the way the mechanical ones react. By making use of coding and technology, our programme continues to fit with the national STEM curriculum. Research has shown our programme, which also includes dedicated workshops for younger children and secondary school pupils, has led to a decrease in tolerance for cruelty and increase in knowledge of animal welfare among those who've taken part.

Our Animal Guardians programme supports children who have been identified as harming or being at-risk of harming animals. Kindly supported by RS MacDonald Trust the pioneering project, which involves a specially trained officer delivering a series of dedicated one-to-one sessions with children, aims to convey the impact abusive behaviour can have on animals and the empathy with which they deserve to be treated.

Cruelty towards animals in youth can be an early warning sign of violence towards humans in later life, so Animal Guardians forms a key part of our work to break the link between abusing animals and abusing humans. In September, we hosted the UK's first-ever conference on non-accidental injuries in animals and the interventions which work to tackle cruelty. Over 150 experts from around the globe attended.

Our work to push through legislative reform continued throughout 2019. We provided evidence of the need for harsher sentences for cruelty offences and the ability to rehome seized animals more quickly. At the time of writing in 2020, the Scottish Parliament has unanimously backed the Animals and Wildlife (Scotland) Bill, meaning many of the improvements we've long-campaigned for will become law.

We made major headway with our legislative campaigning, and by summer 2020 reforms to introduce harsher sentencing for cruelty offences, rehome rescue animals more quickly and other changes received unanimous support in Holyrood.



210,727

The number of children who engaged with our free programme, 'Prevention through Education'



107

The number of children referred to our world leading Animal Guardians programme



4,106

The number of adults who participated in our educational workshops



RAISE FUNDS



We are incredibly grateful to the kind hearted people who leave us a gift in their Will and the majority of our income is from legacies. We teamed up with Downton Abbey star Phyllis Logan to encourage people to leave a gift in their Will to ensure their love of animals lives on and on.

Our largest ever corporate partnership came to an end in August. After a whirlwind year, we received a donation of £225,000 from Scotmid thanks to a phenomenal effort by their staff and customers to raise money. From head-shaves to bake-sales, it was a blast to be a part of and we cant thank them enough.

To mark our 180th anniversary, we also launched our very own tartan. The striking plaid pattern was a hit with animal lovers across Scotland, with thousands of scarves sold in winter. The loyalty of our monthly supporters is second to none. Our pack of animal champions is almost 50,000 strong – their ongoing support remains critical to enabling us to rescue and rehabilitate animals.

The loyalty of our monthly supporters is second to none. Our pack of animal champions is almost 50,000 strong – their ongoing support remains critical to enabling us to rescue and rehabilitate animals and to continue inspiring people and influencing legislation, making sure life tomorrow is better than today.



INCOME & EXPENDITURE

Without selfless supporters, we would not be able to aid tens of thousands of animals. Thank you to everyone who has contributed to our cause.

For every £1 we spent:

- 82p went on animal care
- 10p on essential administration
- 8p on fundraising and marketing activity

For every £1 we spend on fundraising and marketing, we generated £X.XX.

Legacies: £7.28m

Membership: £4.05m

Other income: £1.52m

One-off donations: £881,000

Gift Aid: £865,000

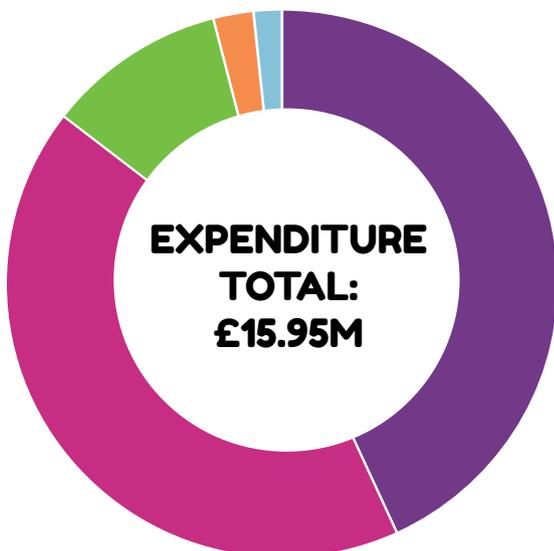
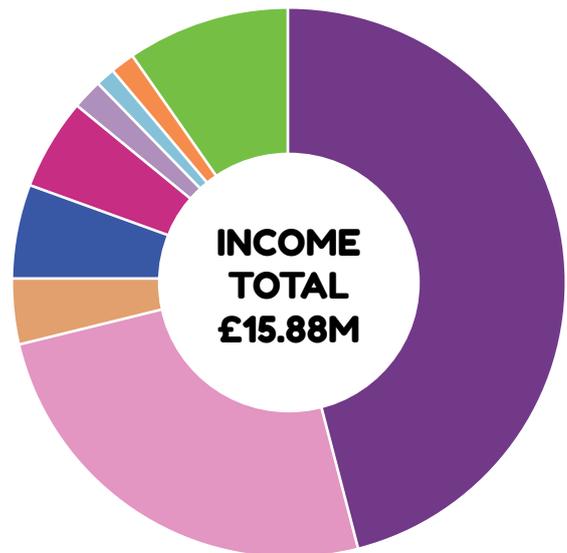
Frontline: £604,000

(Animal rescue and rehoming centres, inspectorate and vets)

Community fundraising and events: £273,000

Corporate support: £211,000

Trusts, grants and foundations: £189,000



Animal rescue and rehoming centres: £6.87m

Inspectorate: £6.78m

Fundraising and marketing: £1.65m

Education: £387,000

Other: £255,000



ORGANISATIONAL EXCELLENCE

We aspire to be an employer of choice, a charity where people love to work as much for the organisation as for the cause. In Spring, we secured accreditation from Investors in People. There's been a big focus on learning and development, improving the access to opportunity our incredible teams have to build their animal welfare knowledge as well as develop other skills. This has been supported by the introduction a new e-learning tool which ensures everyone, whether working on an island or in the central belt, has the same access to training.

We were also delighted to welcome volunteers in even greater numbers. Whether helping in centres, transporting wildlife or providing expert skills in key support services, more and more selfless individuals have been giving up their own valuable time to empower us to help animals in need. Teaching young people about animal welfare is vital - and that's why we continued to grow our work experience offering.

As the only national charity caring for all injured wildlife, we see first-hand the impact changes in our climate and environment are having on wild animals and their habitats. With that in mind, we launched a new Environmental Forum to work on ways we can be as environmentally friendly possible. From reducing waste in our centres to ensuring our fleet of vehicles for rescues is used as efficiently as possible, the Forum is working hard to ensure we protect the environment as well as the animals which live in it.

In December, we launched a new website for the Society which truly is a window in to all the work we do. Most importantly, the site has helped improve the experience people have when they are donating to us or looking for advice on a specific animal welfare issue.





TRUSTEES

RONNIE SOUTAR, CHAIR

FIONA DAVIS, HONORARY TREASURER

ALAN BIGGAR, DIRECTOR

BEVERLEY TRICKER, DIRECTOR

CAROLYN MCLEOD, DIRECTOR

IAN TURBULL, DIRECTOR

KATHY PEEBLES, DIRECTOR

MELISSA DONALD, DIRECTOR

SUSAN JOHNSTONE, DIRECTOR

VICTORIA SIMPSON, DIRECTOR



SCOTTISH SPCA

Scotland's Animal Welfare Charity

03000 999 999
www.scottishspca.org