SCOTTISH SPCA

SERVING SCOTLAND’S ANIMALS AND PEOPLE IN 2020

SCOTTISH SPCA
Scotland’s Animal Welfare Charity
MESSAGE FROM OUR CHIEF EXECUTIVE & CHAIR

2020 was supposed to be a year of celebration for the Scottish SPCA as we celebrated our 180th birthday.

Founded in December 1839, we had grand plans to recognise almost two centuries of dedicated service to animal welfare. Instead, it turned out to be an unprecedented year as the coronavirus pandemic took hold. It forced us to dramatically change the way we operate.

But in a year which will be memorable for all the wrong reasons for many, we take great heart from what we achieved under such trying circumstances. The compassion and commitment of our teams – in particular those directly rescuing and caring for pets, wildlife and farm animals in need – did not waver for a single second. Thousands of people and animals have benefitted from this.

It would have been easy for us to reduce our services. But we didn’t, we looked at how we could keep going. As Scotland’s animal welfare charity, we knew it was vital we were able to operate our animal helpline remotely and continue to respond to emergencies.

We have a unique position in the UK as an animal charity with powers to seize animals and investigate cruelty, but also as one which supports people living challenging lives. We truly believe we are part of the fabric of every community in Scotland. That connection has never been stronger due to the way we responded to the pandemic. People and animals have needed us more than ever. We improved our already stellar partnership working. We invested in the technology needed to allow our critical support services to help colleagues on the frontline and welcomed volunteers in greater numbers.

We even saw our campaign to reform animal welfare legislation in Scotland come to pass. In this document, we detail how we adapted all of our services to deliver them safely and how we delivered real, lasting change which will help to prevent animal cruelty in future.

As well as colleagues and volunteers, who have shown incredible adaptability and resilience, we must also thank our dedicated members, supporters. Every animal rescued is only possible because of the public donations on which we are entirely reliant.

Despite what has been an immensely challenging year for us all, we have been humbled by the manner in which people and partners have stuck with us.

We enter our 181st year with the potential to be in a stronger position than ever before, though the impact of the pandemic will be felt for some time to come.

So we’ll keep working together and with our partners, innovating, changing the future for the better. We’ll continue to be in every community across Scotland helping those that need us most. We’ll keep building a better world for animals, making our voice heard in the UK and Scottish Parliaments, because we are Scotland’s animal champions.

Kirsteen Campbell
Chief Executive

Ronnie Soutar
Chair
SCOTLAND’S ANIMAL CHAMPIONS

OUR HIGHLIGHTS OF 2020
**HIGHLIGHTS OF 2020**

**JANUARY**
A bald hedgehog who arrived in to our care with severe ringworm was released after two months of care and rehabilitation. Ratty the hog had to regrow almost all of his spines and triple his body weight before he was fit enough to release. It took two months to get Ratty in a position to safely release. Our expert wildlife care team successfully treated and released thousands of wild animals, including orphans.

**FEBRUARY**
We revealed a family of badgers targeted by sadistic baiters had since had cubs. Despite the traumatic incident and being involved in a brutal scrap with dogs, the mum survived and amazingly gave birth. The owner of the dogs was successfully prosecuted. This was one of several successes we had in 2020 in tackling wildlife crime and animal fighting. The Scottish Government committed to forming a taskforce to review wildlife powers.

**MARCH**
We committed to delivering key services as normal despite the pandemic - continuing to operate a remote Animal Helpline and responding to urgent reports of animals in need. Our Helpline helps people with concerns over Covid-19 and their pets. Over 260 animals which were ready to be rehomed and found loving foster homes.

**APRIL**
We launched Don’t Forget the Animals, a fundraising campaign to highlight the need for people to remember we were still working hard to rescue and rehabilitate animals in need throughout the pandemic. Demand for our services remained high and we were still responding to an average of 170 reports of animals in need every single day throughout Spring.

**MAY**
Our first ever online rehoming service launched – initially rehoming animals at a rate which is 15% faster than in 2019. After two months where we had been unable to rehome due to lockdown, our animal care teams did not miss a beat as they helped to find forever homes for hundreds of animals for the rest of the year. We also introduced virtual home-checks.

**JUNE**
The Animals and Wildlife (Scotland) Act 2020 was passed unanimously by the Scottish Parliament following our campaign. In recent years we supplied mountains of evidence of the need for harsher sentences, the ability to rehome animals involved in court cases more easily, licensing of animal sanctuaries and more. This played a key part in securing cross-party support for the law.
HIGHLIGHTS OF 2020

JULY
We published harrowing new research highlighting the scale of the challenge we face in halting the low-welfare puppy trade. Whilst 84% of Scots said they did not think it was safe to buy a puppy online, 20% said they thought it was important they got a puppy right away when buying online. This came against a backdrop of eye-watering increases in the costs of pups as demand ran away from supply in Scotland.

AUGUST
We adapted Pound for Paws, our annual event encouraging animal lovers to walk, hop or run 30km throughout the month to raise much-needed funds to help the animals we rescue and care for. Despite the challenges of the pandemic, it was our most successful Pound for Paws event ever, with generous animal champions raising over £40,000. This was our first major fundraising event where we had evolved the way we deliver it, making use of an online platform, delivering the entire event digitally.

SEPTEMBER
Heihei: we assisted a lost cockatiel named HeiHei, who landed on a boat ten miles off the coast! Tired wee Heihei stunned fishermen when he flew onto the boat, in the sea off Troon in Ayrshire. We never traced his owner, but we did find Heihei a happy forever home on dry land. Heihei was just one of over 3,700 birds rescued by our team in 2020.

OCTOBER
We took part in Scotland’s first ever cross-agency campaign on fireworks in schools. We told the story of Ben, a youngster who had been badly injured by fireworks. As always at that time of year, we fielded hundreds of calls from people concerned about the impact of fireworks on their pets and responded to dozens of reports of animals injured by them.

NOVEMBER
We teamed up with the Scottish Government to revive the Buy a Puppy Safely campaign and urge the public to ‘Look Beyond Cute’ when buying a pup. We raised awareness of the signs someone selling may be a puppy dealer, and secured more support for our Say No To Puppy Dealers pledge, which now stands at over 11,000.

DECEMBER
Our Board approved a recommendation that we become a Living Wage employer. The work our teams do is inspirational and essential and this investment was a recognition of that work. We were accredited by the Living Wage Foundation in 2021.
Our animal helpline and inspectorate were quieter than normal during the first national lockdown. However, reports of animals in need picked up from May 2020 onwards and by summer we were busier than in 2019.

We dealt with hundreds of queries from people with concerns about Covid-19 and their pets, launching an information hub on our website to help. We wanted to improve animal welfare through providing advice to the public who we knew would be more engaged with wildlife while out and about during lockdown. Producing free materials for horse owners to put up around their fields to stop people feeding equines and issued advice to dog owners to protect wildlife and farm animals from harm in the face of rising reports of wild animal attacks and livestock worrying.

Seizing animals and prosecution is a last resort for us, but sometimes it is unavoidable. We executed dozens of successful warrants to rescue animals from abuse, working with Police Scotland and other partner agencies to progress prosecutions.

In particular, this involved our Special Investigations Unit disrupting the illicit puppy trade. The unit rescued 150 dogs from the trade and we reiterated our commitment to leading a Puppy Trade taskforce, a 40-strong group of charities, public sector bodies and private businesses from across the UK committed to tackling the trade. We were active in taking on criminals involved in animal fighting, badger baiting, ear cropping and illegal breeding across Scotland.

Behind many animals in need, there’s a person who needs help too. For every case of deliberate neglect or cruelty we dealt with, we worked with thousands of pet owners who simply needed some support. Whether issues were financial, social, or a lack of knowledge of the animal a family had at home, our inspectors assisted thousands of people to help them look after their pet.

In 2020 we continued to highlight the need to improve the laws protecting animals in Scotland. After years of campaigning by us, the Scottish Parliament unanimously backed game-changing reforms of animal welfare legislation. Before the year was out, harsher sentences were introduced for cruelty offences as part of the Animals and Wildlife (Scotland) Act 2020. In 2021, we expect to see licensing of animal sanctuaries, restrictions on the sale of puppies and kittens and the ability for us to rehome animals involved in court cases introduced.
At the time of the first national lockdown, we had lots of animals ready to rehome. To get them into a home environment and free up much needed space as we continued to rescue animals in need, we launched an emergency fostering scheme. Over 260 animals were welcomed into loving foster families.

We made up for lost time when lockdown ended in May, launching our first ever online rehoming service and rehoming at a faster rate than we had prior to the pandemic.

We continued to improve the quality of care animals in our care receive, and opened our fourth sensory garden for dogs at our rescue centre in Dunbartonshire.

The average days in care for animals involved in legal proceedings increased in 2020. The pandemic’s impact on the judicial system meant it took longer for cases to be heard. Our animal care teams provided first-class care and enrichment to hundreds of animals involved in court cases.

Partnership working became even more important and, alongside many great relationships, we were delighted to work with the Dogs Trust who took dogs into their care to free up space in our centres for animals in need of a safe haven. As the only charity in the UK with powers to seize animals under animal welfare law, we were unusual in that we had animals coming into our centres throughout the pandemic and were often at capacity.

Whilst we did rescue animals from situations where they had mistreated, we also took in pets whose owner had passed away or whose owners could no longer afford to care for them. And supported rising calls from those in need of help with their pets.

Our fantastic in-house veterinary team provided life-saving treatment to thousands of the animals in our care. They neutered over 1400 animals throughout the year, as part of our drive to reduce unwanted litters and situations where owners can’t cope in future.

Our world-leading National Wildlife Rescue team hand-reared dozens of orphaned wildlife, including fox cubs, baby badgers and baby birds. This involved thousands of hours of care. Our efforts to educate the public through our Wildlife Wise campaign led to a reduction in calls about wildlife in need and animals in our care.

It is vital we focus our resources on wildlife which genuinely needs our help – and that’s why we were encouraging people to follow our advice and only disturb or move wild animals if it was evident they were at risk.

### THE NUMBERS

- 3,758 animals rehomed
- 3,375 wild animals rehabilitated and released
- 1,200 strays reunited with their owners
EDUCATE & PREVENT

Championing the human-animal bond, we worked hard in 2020 to highlight the value of kindness over cruelty.

Before the pandemic took hold we were on-track for a record-breaking year of visits to schools to deliver our free education programme. We quickly mobilised to prepare free online resources to take animal welfare education from the classroom to the living room. Our packs have been downloaded by hundreds of parents, teachers and guardians across Scotland.

In partnership with Barnardo’s and others, we produced education packs for children with no internet access, doing our bit to ensure no child was left behind. In Autumn, we launched AnimalWISE, our new education programme. We also launched Magic of Nature, supporting high school age children to develop new skills, improve mental health and wellbeing and address issues such as anxiety.

Our Education work remained at the heart of our efforts to deliver systemic change for animal welfare in Scotland. As well as teaching animal welfare education, we continued to pioneer new research in the sector.

In June, we published a research paper in conjunction with the University of Edinburgh on children’s accounts of animal cruelty. This paper was a much-needed contribution to an under researched area of animal welfare.

The research was based on the experiences of children on our Animal Guardians programme, which worked with dozens of young people who have either been cruel to or displayed behaviour which suggests they could be cruel to animals. The ground-breaking programme is now available to children across most of Scotland.

Following a reported increase in domestic violence during the pandemic, we revived our First Strike campaign to highlight the link between cruelty towards animals and violence towards humans. We supported individuals who were scared to flee a home where they were being abused in case their pet was harmed, offering a safe haven for people and pets in crisis.

THE NUMBERS

6,800 free education packs downloaded from our website

1,000 education packs given to families with no internet access

49 referrals to our Animal Guardians programme
RAISING FUNDS & AWARENESS

To support our frontline teams as they continued to help people, pets, wildlife and farm animals in need, we launched two major fundraising campaigns. Save Bo told the story of Bo, a dog being mistreated by her owner whilst Don't Forget the Animals highlighted our ongoing work and need for public support during the pandemic. Both campaigns helped us improve our membership retention rate and recruit new supporters.

We completely revised our approach to community fundraising, embracing technology to allow people to fundraise safely through virtual methods. Our annual challenge event, Pound for Paws, ran in August and was our most successful one yet. Fun events such as Badly Drawn Pets, which saw people pay to have a hilariously bad drawing of their pet gifted, also proved popular.

We continued to be generously supported by kind-hearted individuals leaving a gift in their Will, ensuring their love for animals lives on and on. Diversifying our income was a key part of our strategy for the year, and we managed to grow our income from Trusts and grant-giving bodies.

The way people maintained their support touched us deeply. The team took the time to speak with isolated and lonely supporters, calling hundreds of people who had been unable to socialise much due to the coronavirus restrictions. Often we were the only person that kind hearted supporter had spoken to in weeks.

Raising awareness is critical to raising funds, and as Scotland’s animal champions we remained the voice of authority on animal welfare in the country. We told stories of orphaned puppies and badgers being hand-reared, of the harrowing cases we dealt with and the unusual rescues we were involved in. We also raised awareness of the most pressing issues affecting animals due to the impact of Covid-19, human activity and more.

THE NUMBERS

£6.7m selflessly left as gifts in Wills by animal lovers in Scotland

3,427 new members recruited

In 2020 we reduced attrition by 13% compared to 2019.
Being more efficient in the way we operate was constantly driving our actions. From adversity comes opportunity and the pandemic gave us an opportunity to embrace technology and accelerate our commitment to continuous improvement. We strive to be an employer of choice and the health, safety and wellbeing of all of our teams was at the forefront of our thinking throughout 2020.

A raft of new policies and protocols were introduced from March onwards to ensure everyone could continue to carry out their role safely as the pandemic evolved. In early March we established a Business Resilience Group to steer us through it. We used the Job Retention Scheme sparingly, mainly furloughing roles when individuals had to shield. Instead, colleagues who could not carry out their roles were largely redeployed and supported into animal welfare posts as we adopted an agile approach to delivering our services.

This Group oversaw the introduction of these new protocols and identified and secured the necessary investment in technology needed to allow us to continue to operate as close to normally as possible. It also developed a ‘roadmap’ out of Covid-19 which was linked to the restrictions put in place by the Scottish Government.

We invested in learning and development for our people in early 2020, introducing a new platform, MyAko, to facilitate this. This has led to a dramatic increase in learning and development opportunities available to everyone. And when we were more physically distant, we embraced new ways of communicating to ensure we were more connected than ever.

We significantly grew the number of volunteers assisting us throughout the year from 250 to 700 and launched a new portal, GoAssemble, to aid engagement. We were delighted to welcome e-volunteers raising awareness, volunteers in centres assisting in animal care and even on our animal helpline to field calls.

Such is our commitment to our team, in December our Board approved a budget which meant we would become a Living Wage employer and we have since been accredited by the Living Wage Foundation. Every individual working for us now earns a real Living Wage.

THE NUMBERS

- 20,865 the number of hours’ volunteers contributed
- £181,942.80 the value of the time given by those volunteers
- 54% of our staff benefited from our Living wage accreditation
As we move forward the animal welfare sector will face a new set of challenges brought by Brexit and coronavirus as well as changes in consumer behaviour and societal norms. Whether it’s an increase in the number of people having a pet and corresponding welfare issues, a rise in animals caught up in the low welfare puppy trade, demand for low cost veterinary care and more.

In many ways we have advanced more than we could have imagined at the start of 2020. To be able to achieve all this has taken great teamwork across our Society, the animal welfare sector and Scotland. And to succeed in the years ahead we will have to be more united than ever before.

Here’s some of the big things we have planned:

**Campaigning**

The Animals and Wildlife (Scotland) Act 2020 is evidence of the power we have to change Scotland for the better for animals. We will continue to campaign for improvements where needed to benefit pets, wildlife, exotic and farm animals.

We will work with the Scottish Parliament, as we have done successfully in recent years, to deliver these improvements and ensure all aspects of the 2020 Act come into force.

**Enforcing**

We showed how important our role in Scotland was in 2020 by enforcing the law and bringing those who mistreat or neglect animals to justice. We will continue to investigate cruelty and ensure high standards of welfare. We intend to put a renewed focus on the low-welfare puppy trade, leading partners across the UK to take coordinated action against those involved and promoting a common message to the public.

**Fostering**

Our emergency foster scheme in 2020 highlighted how animals can thrive in a home environment. We will launch a new fostering service for dogs and cats to ensure every canine and feline we care for has the best possible experience.

**Educating**

We diversified our offering in 2020 and revamped the programme AnimalWise. We aim to launch Adventure Clubs for the first time, giving children the chance to learn and have fun outside of our main education programme. We will run outdoor workshops where possible, and continue to develop e-learning available to children and adults to give as many people as possible access to animal welfare education. Highlighting the importance of connecting with nature and recognising the sentience of animals will be at the heart of this.

**Volunteering**

Volunteers were invaluable to the Society in 2020. We will expand our volunteering intake, increasing the number of people supporting our frontline teams. As well as supporting colleagues in centres, this includes recruiting volunteer wildlife drivers, which we successfully trialled in 2019.

**One Welfare**

The pandemic highlighted the inextricable link between people, planet, economy, animals, food and health. Recognising the relationship between animal health, human health and the environment we will place renewed focus on tackling the link between animal and human abuse, highlighting the need to protect not only animals but their habitats, and bolstering our own environmental credentials as an organisation.
OUR FINANCES

INCOME

- LEGACIES - £6.7M
- MEMBERSHIP - £4M
- DONATIONS - £854K
- TRUSTS - £281K
- CHARITABLE INCOME - £433K
- CORPORATE - 37K
- LEGACIES - £6.7M
- MEMBERSHIP - £4M
- COMMUNITY FUNDRAISING & EVENTS - £203K
- GIFT AID - £909K
- OTHER INCOME - £1.99M
- TOTAL £15.4 MILLION

EXPENDITURE

- ANIMAL RESCUE AND REHOMING CENTRES - £6.7M
- INSPECTORATE - £6.4M
- FUNDRAISING - £1.2M
- EDUCATION - £394K
- OTHER - £459K
- OTHER - £459K
- BRANDS - £281K
- COMMUNITY FUNDRAISING & EVENTS - £203K
- OTHER - £459K
- TOTAL £15.2 MILLION
OUR SENIOR LEADERSHIP TEAM

Kirsteen Campbell
Chief Executive

Anna Devine
Director of Fundraising & Marketing

Ian Futter
Chief Veterinary Officer

Mike Flynn
Chief Superintendent

Tom Gatherer
Deputy Chief Superintendent

Gilly Mendes Ferreira
Head of Education, Policy & Research

Mike Ruiter
Head of Field Operations

Michael Scobbie
Head of Communications & Engagement

Tina Vandermotten
Director of People & Culture

David Webster
Director of Finance & Corporate Services

OUR TRUSTEES

Ronnie Soutar
Board Chair

Fiona Davis
Treasurer (until May 2021)

Alan Biggar

Melissa Donald

Susan Johnstone

Carolyn Mcleod

Kathy Peebles

Victoria Simpson

Beverley Tricker
(until May 2021)

Ian Turnbull
(until May 2021)

Susan Dunsmuir
(appointed May 2021)

Lisa Davidson
(appointed May 2021)

Warwick Beresford-Jones
(appointed May 2021)
THANK YOU

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