



HERE FOR EVERY DOG AND CAT

ANNUAL REPORT 2020



BATTERSEA



1: WHO WE ARE4

WELCOME TO BATTERSEA	6
OUR PROMISE	8
WHAT WE DO	12
OUR YEAR IN NUMBERS	14
COPING WITH A CRISIS	16

2: OUR WORK18

DIRECTLY HELPING MORE DOGS AND CATS	20
REFRAMING RESCUE	24
OUR VOICE	28
INCREASING OUR IMPACT	32
OUR ENABLERS	36

3: OUR FINANCES40

INCOME AND EXPENDITURE	42
------------------------	----

4: LOOKING FORWARD46

THE YEAR AHEAD	48
OPEN TO ALL	52

5: OUR SUPPORTERS54

THANK YOU	56
OUR PARTNERS	57
WHO'S WHO	58

Left: Our dedicated teams of clinic, kennel and cattery staff work tirelessly to give our animals every ounce of care they need during their time with us.



1

WHO WE ARE

WELCOME TO BATTERSEA



Above: Paul Baldwin with Battersea dog, Daisy, at our London centre.

For 160 years, Battersea has been here for dogs and cats. We've built a reputation for being a leader in our field, a driver for change and a voice for vulnerable animals. Despite significant disruption and ongoing uncertainty, 2020 was a year in which Battersea truly led the way for the rescue sector.

From helping new pet owners through a turbulent landscape to speaking out for the sector and establishing an emergency support fund to help other organisations, we ensured that we continued to care for every dog and cat that still needed us and many thousands of animals across the world.

Our passionate and committed staff acted with tremendous speed and agility to manage the unfolding situation as the country entered a national lockdown. We were there to help when animals were abandoned with nowhere else to go. We worked harder than ever before to champion responsible pet buying and ownership, collaborating with the Government and other charities to further improve animal welfare. We were there to take in animals from other organisations and, most of all, we were there to keep on reminding the public why Rescue is Best.

On a personal note, it was a very pertinent time to join this incredible charity as Chairman. In the first few weeks alone, I witnessed first-hand the outstanding efforts being put in across the organisation, and it fills me with increasing pride to see how we're using our knowledge to help other rescue organisations.

I was also moved to see just how unflinching the support of Battersea's regular donors, individual givers, legacy pledgers and corporate partners remained during such challenging times. Their loyalty has allowed us to stay resilient throughout the pandemic, helping not only the animals that arrive

at our centres, but many thousands more beyond our gates.

I would like to thank my fellow Trustees for their support, our incoming Chief Executive, Peter Laurie, our Directors and our Battersea Ambassadors Sarah Fisher, David Gandy, Tom Hardy, Anthony Head, Amanda Holden, Paul O'Grady MBE and Dame Jacqueline Wilson DBE. Battersea is also ever grateful to HRH The Duchess of Cornwall, our Patron, and our President, HRH Prince Michael of Kent, who both remain an enduring support for everything we do.

My sincere gratitude goes to my predecessor, Amanda Burton, who chaired our Board of Trustees and steered Battersea through a remarkable period of growth. I would also like to pay special thanks to Claire Horton CBE, who stepped down as Chief Executive in January after 11 incredible years in which she led the transformation of Battersea. Her passion, energy and drive truly inspired our staff and volunteers, and she leaves a strong and lasting legacy.

We currently stand at the midpoint of our 2019–2023 strategy. As the page closes on our landmark 160th anniversary year and we move into 2021, we are looking forward to continuing to help the most unfortunate and unwanted dogs and cats in society.

Especially in these still somewhat uncertain times we all currently face; Battersea will strive harder than ever before to continue honouring our promise to be here for every dog and cat.

Paul Baldwin
Chairman



Above: Peter Laurie with his own Battersea dog, Wilson, at our Old Windsor centre.

2020 was due to be a celebratory year in which we marked our 160th anniversary with a series of events to bring together friends and supporters. Instead, it was a year that united the Battersea family in a very different way.

The Covid-19 pandemic forced us to close our centres to public visitors for the first time in our history. While we remained open for emergencies and those that needed us most, a rapid crisis response was implemented across the organisation. It is the impressive speed and great consideration with which this was carried out, for both our people and animals, that makes me honoured to be a member of the Battersea team.

Colleagues across our charity rose to the challenge, without any hesitation. I would like to put on record my sincere thanks to all of Battersea's staff and volunteers. Their hard work and commitment showed great resilience. I would also like to welcome our new Chairman, Paul Baldwin, whose extensive experience in leading animal welfare organisations on a global scale will be invaluable in helping our charity achieve its strategic goals.

While it would be impossible to look back on 2020 without the pandemic taking precedence, it is also important to acknowledge the steps we made towards a brighter future for rescue animals everywhere. The growing positive reaction to our Rescue Is Our Favourite Breed campaign reflects our determination to deliver long-term change in attitudes towards rescue animals. This proved particularly relevant in 2020, as we witnessed growing demand for 'pandemic puppies', and overwhelming numbers seeking pets as lockdown companions.

While the number of animals we both took in and rehomed last year fell due to Covid-19, we are prepared for whatever demands on our services may

materialise in 2021 and we continue to look beyond our gates to help animals outside our traditional heartland. In 2020 our Academy, Grant Giving and Animal Partnerships programmes delivered considerable impact for dogs and cats in the UK and beyond, and we will continue and expand this going forward.

Battersea is just one in a network of hundreds of rescue organisations, large and small, across the country. In many respects this crisis has galvanised the rescue sector, driven new collaborations and, in some ways, brought about positive change to how organisations support each other and, ultimately, help more animals.

I am proud of Battersea's work to be there for our sector colleagues, both through our own direct endeavours and via the Association of Dogs and Cats Homes. Animal intake continues to be a challenge for all rescue and rehoming organisations, and the resulting animal welfare implications of the pandemic could yet be profound. But both as an individual organisation and as part of a strongly united sector, we will continue to be here for every dog and cat.

This report acts not only as a record of our achievements in the face of adversity, but as documentation of how our care for dogs and cats remains unconditional. We move forward into 2021 with hope for a better year ahead and the reassurance that, whatever the future may have in store, Battersea will be ready to do its very best.

Thank you for your continued support and your interest in our work.

Peter Laurie
Chief Executive

OUR PROMISE

OUR VISION

Battersea is here for every dog and cat, and we believe they should have the chance to live where they are treated with compassion, care and respect.

OUR MISSION

We aim never to turn away a dog or cat in need of our help, ensuring they receive the best care possible no matter how long it takes to find them a place to live. We are experts in championing and supporting vulnerable dogs and cats, creating lasting change for animals and those who care for them, wherever they are.

Right: At Battersea we do everything we can to ensure animals brought into our centres go on to find a new home where they are no less loved.





OUR VALUES

Everything we do as individuals and teams, as vets and volunteers, nurses, animal care and rehoming staff, fundraisers and foster carers is underpinned by Battersea's Values.



CARE

We are passionate about the welfare of dogs and cats, and all our work is inspired by the needs of, and our love for, animals.



EXCELLENCE

We have been working tirelessly to provide shelter for animals for 160 years. We are one of the oldest animal charities in the world and the knowledge and experience we have gained has made us credible leaders in our field.



DETERMINATION

We deal with some of the most challenging situations that impact the lives of dogs and cats. We seek to tackle problems at source by working actively with communities and wider society, challenging misconceptions and encouraging owners to take responsibility for their pets and treat animals humanely. We will not shy away from difficult issues.



RESPECT

We treat all animals and people with respect and dignity.



INTEGRITY

We are trustworthy. We are indebted to our supporters and greatly value all the donations given to us, ensuring that they are carefully spent on providing the best possible future for animals.



COMMITMENT

We strive to find every dog and cat a loving home. We put no limit on the time an animal stays with us, and we will never put an animal to sleep unless significant medical, safety or legal reasons compel us to do so. Our staff and volunteers are hugely committed.

Left: Battersea's staff and volunteers are united by a passion for dogs and cats.



WHAT WE DO

At Battersea, we aim never to turn away a dog or cat in need of our help. As well as caring for thousands of unwanted or abandoned animals every year, Battersea’s influence now stretches far beyond our gates.

We are striving to build a better world for dogs and cats through our 2019–2023 organisational strategy, which is structured around the following five strategic aims:



DIRECTLY HELPING MORE DOGS AND CATS IN NEED

Expanding and innovating our service delivery, leveraging the opportunities provided by digital and other technologies to improve the support, training and advice we offer to new and existing pet owners.



REFRAMING RESCUE

Positioning rescue as the most compelling, responsible and relevant place for those seeking a dog or cat, either now or in the future. Raising visibility of rescue as a cause worth supporting, benefitting both the wider sector and Battersea.



OUR VOICE

Using our respected, authoritative and influential position as a leader in the sector to tackle existing and emerging animal welfare issues and to remove barriers to greater pet ownership.



INCREASING OUR IMPACT

Extending our impact beyond our physical centres to help more animals by working in partnership with other dog and cat welfare organisations in the UK and around the world.



OUR ENABLERS

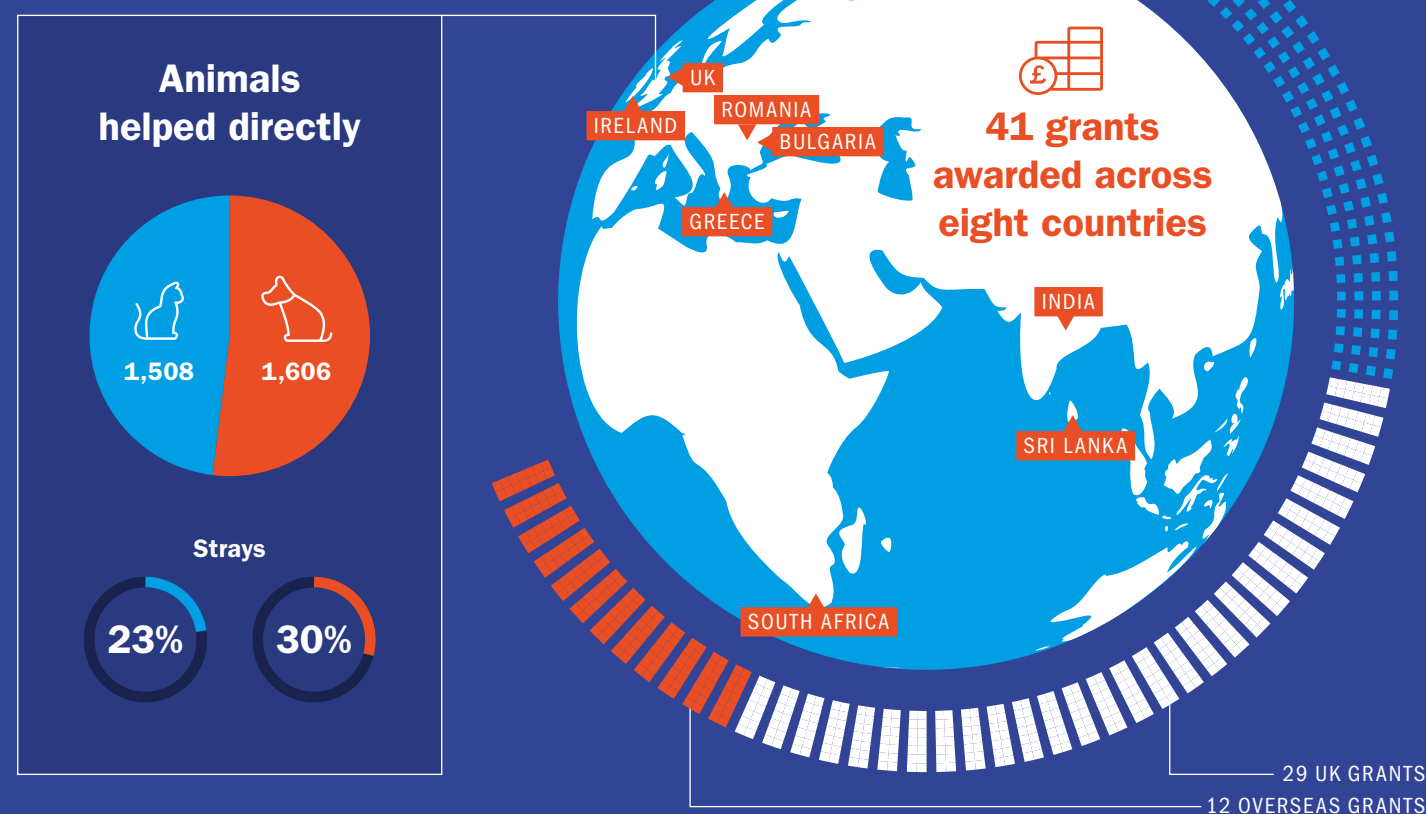
Ensuring our people, income, technology and systems support the effective delivery of our strategy.

Above: Initiatives such as the Battersea Communities programme are enabling us to help even more animals beyond our gates.

OUR YEAR IN NUMBERS

Over 3,000 animals directly helped at our three centres

THROUGH REUNITING THEM WITH OWNERS, CARING FOR THEM AT OUR CENTRES AND IN FOSTER HOMES, OR BY REHOMING THEM

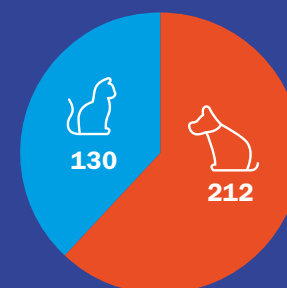


43,100 animals indirectly helped beyond our gates

SINCE OUR ACADEMY AND GRANTS PROGRAMMES STARTED, WITH £450,000 AWARDED IN GRANTS IN 2020

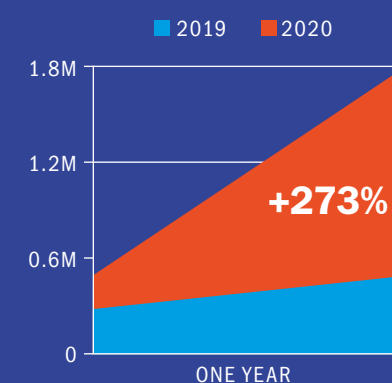
78,400 hours donated by 947 dedicated volunteers

THAT'S AN AVERAGE OF 83 HOURS PER VOLUNTEER, WITH SOME HOLDING MORE THAN ONE VOLUNTARY ROLE AT BATTERSEA



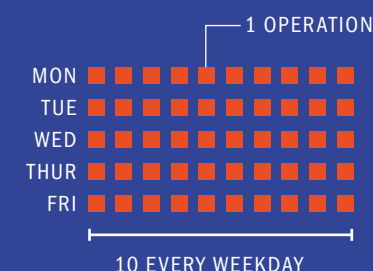
342 animals from other rescues

WERE TAKEN IN ACROSS OUR THREE CENTRES, EQUIVALENT TO 11% OF TOTAL INTAKE



1.85 million unique visits

TO THE EXPERT PET ADVICE PAGES ON THE BATTERSEA WEBSITE, AN INCREASE OF 273% FROM 2019



2,538 operations

WERE PERFORMED BY OUR VETERINARY TEAMS, AN AVERAGE OF 10 PER WEEKDAY



7 in 10 people

TOOK POSITIVE STEPS* TOWARDS RESCUE FOLLOWING OUR RESCUE IS OUR FAVOURITE BREED CAMPAIGN



1,020 calls to our helpline

OFFERING FREE ADVICE FROM OUR CANINE BEHAVIOURAL EXPERTS TO PET OWNERS



Over 95% of customers

THAT USED OUR REHOMING SERVICES RATED THE PROCESS EITHER 'GOOD' OR 'EXCELLENT'

COPING WITH A CRISIS

As the world changed in 2020, Battersea remained here to ensure that no animal was left behind.

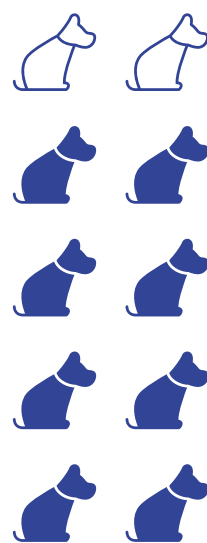
THE CHALLENGES OF COVID-19

In 1860, Battersea's founder, Mary Tealby, made a promise to never turn away an animal in need. Now, 160 years later, generations of dedicated Battersea staff and volunteers have kept that promise for every dog and cat that has come through our gates.

Since we were founded, our charity has helped over 3.1 million dogs and cats and, to this day, we continue to help the most unfortunate and unwanted dogs and cats in society. We have overcome so many different challenges throughout our 160-year journey, and it is Battersea's determination and resilience that has helped us continue through two world wars and now, a global pandemic, to be here for the dogs and cats that need us most.

The sudden and unprecedented nature of the Covid-19 pandemic forced Battersea to do something we had never expected to happen, and close our centres to the public for the first time in our history. This allowed us to prioritise the welfare of our staff and animals, and remain open for emergency cases and those animals and owners that needed us the most. Challenging and uncertain times lay ahead, but we remained united in our determination that the care of our animals would not be compromised by this worldwide crisis.

Right: Our dedicated teams ensured that our response to the Covid-19 pandemic was quick, agile, and with animal care at its heart.



8 in 10 of our animals were fostered

IN A RAPID RESPONSE TO FOLLOW COVID-SAFE GUIDANCE



HOW WE RESPONDED

A rapid and agile crisis response was implemented at the first signs of the pandemic reaching UK shores. This included reducing the number of animals at our centres from a typical 350–400 animals to just 85 by the start of the first lockdown, thanks to an increased rehoming drive and the unwavering help of our network of foster carers. Over 160 of our animals went out on temporary foster with our staff and volunteer foster carers, who rallied to open their homes to animals that would benefit from being in a more familiar environment.

Our staff rose to the challenge of adapting to new ways of working almost overnight. Support teams that were required to switch to home working remained fiercely dedicated to the cause, and the reduced-capacity operations teams that remained

at our centres demonstrated great resilience by coming onto site every day to ensure our animals continued to get the treatment, care, love, play and interaction they needed.

Our passionate and committed clinic staff continued to provide emergency care and support for animals in urgent need. After switching to emergency-only surgeries throughout the initial weeks of the pandemic, standard surgical operations resumed at our London and Old Windsor clinics in May 2020, the earliest of any team in the charity sector.

Battersea also took the lead in the development of sector-wide, Government-backed operational guidance, providing a framework for animal rescue and rehoming organisations to continue operating legally and safely during the pandemic.

As the world responded to the Covid-19 pandemic, our supporters came through in their droves to help raise vital funds, pet owners looked to us for advice, and we used our voice to speak out for the sector, sharing our funds and expertise to help other rescue organisations across the UK and overseas.

During a time when public demand for pets was rising exponentially, Battersea worked hard to champion responsible pet buying and ownership to prevent animals being poorly bred, cruelly treated, given up, or abandoned. We supported pet owners, continued to change perceptions around rescue, and collaborated with the Government and other charities to further animal welfare, recognising the greater outcomes we could achieve for animals beyond our gates.



2

OUR WORK

DIRECTLY HELPING MORE DOGS AND CATS

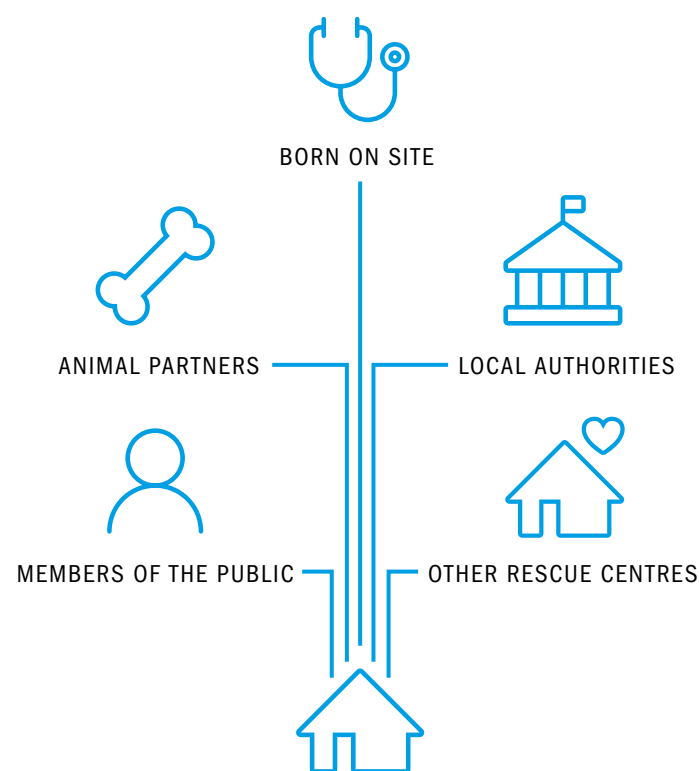
Through innovation, service expansion and continuous improvement.

A PLACE THAT NEVER STOPS

Throughout the year Battersea's centres continued to be here for dogs and cats in need. Our three centres received 1,606 dogs and 1,508 cats in 2020. Covid-19 restrictions led to a reduction in the animals we were able to take in, but we also received fewer enquiries from owners seeking to give up their dogs and cats. A comprehensive survey of animal partners and Local Authority dog wardens confirmed that this was a nationwide issue, with a marked reduction in animals being relinquished by their owners.

With fewer animals arriving at our centres, we sought out opportunities to increase Battersea's direct care for animals by giving support to other charities. We are now supporting the RSPCA with veterinary care for cats and dogs rescued by their inspectorate in London. We also helped Blue Cross following a large backlog of surgical cases post-lockdown at all of their London hospitals. Battersea's clinic team was in a position to make use of theatre capacity to treat Blue Cross surgical cases on an outpatient basis, and the charity brought 19 dogs to our London centre for veterinary treatment in the two weeks before London went into Tier 4 lockdown.

Battersea also continued its important work in partnership with StreetVet, a charity that delivers vital veterinary care to animals belonging to homeless people. In 2020, we provided temporary boarding at our London centre for 12 dogs being helped by StreetVet when their owners sadly faced difficulties looking after them.



Our animals come from many places

AND WE'RE PROUD OF OUR NON-SELECTIVE INTAKE POLICY TO TAKE IN ANY BREED OF DOG OR CAT, AT ANY AGE, THAT NEEDS OUR HELP

IN FOCUS

Making a splash

When 18-month-old Border Collie, Charley, came into Battersea, our clinic team discovered that he had a dislocated left hip. It was a longstanding injury, making it impossible to simply replace the joint, so our expert vets removed the ball part of the 'ball and socket' hip joint so that it no longer rubbed on the side of his pelvis, the weight then being taken by the muscles surrounding the hip.

It was important to return Charley to his feet as soon as possible after the surgery and to carry out gentle physio in order to maintain as full a range of joint movement as possible, and to build up muscles that had wasted due to the length of time he had carried his injury. Luckily for Charley, during his stay at Battersea our brand-new Hydrotherapy centre was completed and our team of hydrotherapists were able to start treating dogs that would benefit from the facility.

With a 6x3m pool and underwater treadmill, the state-of-the-art facility — made possible thanks to the support of our donors — is a welcome addition to our London centre. Designed to help provide our dogs with additional exercise opportunities to meet their medical, emotional and physical needs, the Hydrotherapy centre is not only ideal for dogs such as Charley, who require post-operative care and physiotherapy, but for dogs who may simply benefit from the exercise and enrichment opportunities it provides. When restrictions allow, we will fulfil our promise to be here for every dog by opening the facility up to members of the public whose dogs would benefit from hydrotherapy.

BUILDING FOR THE FUTURE

We completed a series of facility development projects, ensuring that Battersea is fit for the future and can provide the best care for dogs and cats with more complex medical or behavioural needs.

At our London centre, major development works were completed in 2020, including the opening of a new reception entrance area and state-of-the-art Hydrotherapy suite. At our Old Windsor centre, construction of The Duchess of Cornwall Kennels was completed and officially opened by our Royal Patron, HRH The Duchess of Cornwall in December. The facility includes a dedicated maternity area and puppy paddock; just one way in which we are 'future-proofing' for any uptake in numbers of expectant mothers of puppies being abandoned post-pandemic. At our Brands Hatch centre, we made improvements to our kennels and cattery, as well as creating new grooming and working dog training spaces, ensuring we can provide the very best care for animals that need to be relinquished by their owners.

Above: Charley the Border Collie found his water legs in our brand new Hydrotherapy facility.

FINDING NEW FAMILIES

We quickly adapted our rehoming approach to help us respond to a surge in demand while still safely adhering to Government guidelines. This helped us to rehome 2,538 animals last year, (1,121 dogs and 1,417 cats), across all three Battersea centres.

Our Communities programme, where volunteers take animals into their homes and seek to rehome them through participation in community events and localised marketing activity, was impacted by Covid-19, with many key activities cancelled, and fewer animals coming into our care. Thirty-one animals — 26 dogs and five cats — were rehomed through our Guildford community in Surrey, and a new community set up in Ashford, Kent. A series of partnerships with

local organisations (such as Age UK and Anchor Hanover in Guildford) were established, and a full programme of community activity and promotion is ready to launch once restrictions are eased.

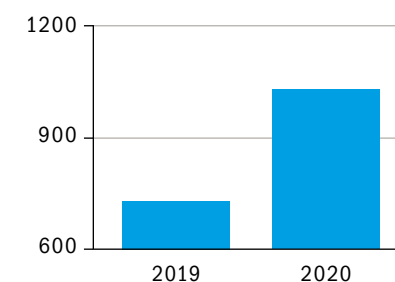
Unlike other rescue organisations, Battersea will never turn away a dog or cat based on breed, age, condition, or any other factor. Despite the dedication and care provided to every animal that comes into our care, some are either medically too unwell, too dangerous to be rehomed, or there are legal reasons which result in us having to put the animal to sleep. We never take this decision lightly and instead work continually to keep these numbers to an absolute minimum. In 2020, we successfully reunited or rehomed 80% of dogs and 93% of cats.

IN FOCUS

A match made online

In response to unprecedented rehoming demand, our online rehoming application system was rapidly scaled-up and we introduced virtual rehoming when we could no longer welcome customers on site, using video calls and footage to introduce animals to potential owners remotely. We also began rehoming by delivery, with staff using our Battersea vehicles to take dogs and cats to customer's homes, and in the case of our dogs, carrying out rehoming introductions in secure gardens and outdoor spaces.

Shadow, a six-year-old Siberian Husky, became one of the first Battersea dogs to be rehomed through virtual rehoming. After registering their interest in adopting a dog via our website, John and Lois Waters from Leicester had a series of calls, including video calls where they 'met' Shadow online. John says, "This was new for everyone, so we went in open-minded. We had never rehomed a rescue dog before and this was our first time going through the process. The application went through quickly and was followed up with several discussions on Zoom. We saw Shadow and knew immediately that we wanted to rehome her. Battersea made it possible due to the virtual option — it was the flexibility and innovative approach that allowed for this to happen."



40% increase in pet owners

SEEKING ADVICE AND SUPPORT FROM OUR CANINE BEHAVIOUR TEAM THROUGHOUT THE YEAR



81% of cases positively resolved

FOLLOWING INITIAL OWNER CONCERNS ABOUT THEIR DOG'S BEHAVIOUR

Left: Shadow found her new family thanks to the rapid introduction of a virtual rehoming process at Battersea.

Right: Digby and his new owners, Shane and Amy, made the most of our online puppy training courses during lockdown.

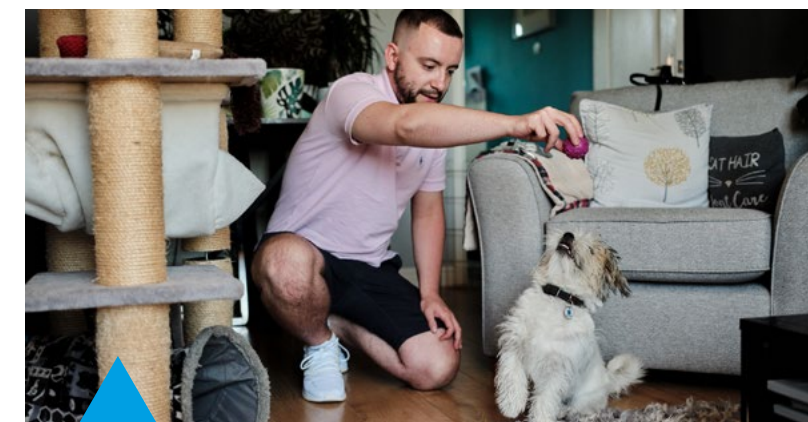
SUPPORTING PET OWNERS

Our charity is not just committed to helping dogs and cats, but also supporting pet owners through any means.

In a rapid response to the challenges of the pandemic, Battersea's website, content, email, and social media strategy were quickly adapted to elevate advice content. This allowed us to continue supporting many thousands of new, less experienced pet owners through a potentially difficult time.

A new website section, 'Make yourself at home' was created featuring advice for pet owners needing to self-isolate, training tips, recipes and crafts. This received more visitors and engagement than any other Battersea website section and a new pet advice email series, 'The Battersea Way', gained 18,000 subscribers.

With restrictions on the numbers of animals we could take into our centres, we also set up a dedicated dog and cat behaviour advice line to help owners respond to any problem behaviours they encountered at home. Our free helpline received 1,020 enquiries from dog owners and 81% of these cases were positively resolved. The Canine Behaviour team provided behavioural advice and support to an average of 85 members of the public each month, a 40% increase on 2019.



IN FOCUS

Training the Battersea way

At the end of 2020 we launched online training courses to support a new generation of puppy owners, many of whom were missing out on the normal opportunities to socialise their new pet with other humans and dogs as a consequence of lockdown. Fifty-seven dogs were indirectly helped through Battersea's virtual puppy training classes after they launched in September, and in our survey of attendees, 86% (19) of respondents felt the classes were easy or very easy to participate in online.

One such participant was Shane Hollyhead from Kent, who attended one of our online training courses with wife Amy and their puppy, Digby. Shane says, "We thought long and hard about rehoming a puppy during lockdown, taking into account what life was like at that point and how Government guidelines would impact our ability to properly socialise a new dog. The content and advice provided by the Battersea training course helped massively with Digby's general obedience and has boosted our confidence in being able to raise a well-rounded dog going forward."

REFRAMING RESCUE

Changing the way society thinks about rescue animals.



RESCUE IS OUR FAVOURITE BREED

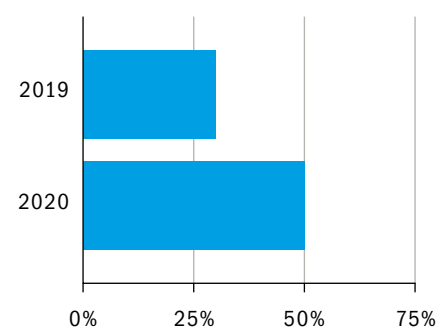
Battersea has a vital role to play in growing the rescue sector and delivering better outcomes for more dogs and cats. With increasing numbers of people buying and selling pets online during 2020, our Rescue Is Our Favourite Breed campaign seeks to ensure pets are not seen as commodities. We want people to be inspired to think 'rescue first' not only when it comes to rehoming, but also if they're faced with circumstances that mean they must relinquish their pet.

During the year, we ran four bursts of campaign activity to further spread awareness of how wonderful rescue pets are, utilising wide-reaching mediums such as television, online platforms, and celebrity supporters with large social media followings. This included a new 'Rescues to the Rescue' TV advertising concept in June 2020, designed to align with the mood of

the nation and ensure Battersea's cause remained visible.

Research carried out in November 2020 showed that 37% of the UK population had heard of the campaign. Of those, 73% claimed that it started to make them 'think more openly about age or breed' when it came to pet ownership, and 72% stated that it made them want to find out more about rescue animals, indicating the campaign is starting to shift perceptions of rescue.

We have seen significant increases in Battersea's brand health as a result of this activity, and we were very pleased to be ranked the third 'most improved' charity brand on YouGov's 2020 charity index. In research carried out in November 2020, 50% of those questioned stated that Battersea is a charity that they would 'talk to their friends and family about', up from 30% in September 2019.



50% of people

QUESTIONED SAID BATTERSEA IS A CHARITY THEY WOULD TALK TO THEIR FRIENDS AND FAMILY ABOUT

BATTERSEA ON SCREEN

Battersea's long-running ITV series, *Paul O'Grady: For the Love of Dogs*, continued to raise the profile of rescue animals, showing just how wonderful they are to a global audience throughout the year.

Despite the challenges of the pandemic, our teams worked within Covid-secure filming guidelines to deliver an hour-long *POGDOGS: Back in Business* special, focusing on our response to lockdown, which reached 3.3 million viewers.

Alongside this, a new series titled *POGDOGS: What Happened Next* caught up with rescue dogs from the previous eight series, showing the joy and solace they have brought their owners since being rehomed. Each episode gained 3.4 million viewers and repeat episodes of the popular show continue to be shown across the world, spreading the message that rescue is best to all corners of the globe.

Above: Our campaign to change public perception of rescue animals continued throughout 2020.

Right: While the nation stayed home, we looked to provide content to inform, educate, and entertain.



IN FOCUS

Lifting spirits in lockdown

We focused on creating original, high-quality content to keep our audiences engaged with our cause during a time when they could not physically visit our centres. This included a '24 hours in Battersea' film showing life at Battersea during lockdown, the third installment of our 'What They Did Next' series that follows Battersea dogs and cats in their new homes, and a brand new baking series to create dog and cat-friendly treats.

While plans for a wide-scale celebration of our 160th year had to be scaled back, we marked the anniversary in the media and through our digital channels. Our 160th film, featuring archive footage and messages from our Ambassadors and high-profile friends, achieved over 3,000 YouTube views and 103,000 Facebook reach.

THE POWER OF RESCUE PETS

The pandemic saw pets becoming a major talking point, with more focus on how people were coping with lockdown thanks to the companionship of their dog or cat. In tune with the external situation, Battersea began to explore the mental and physical benefits of pet ownership, focusing on rescue animals.

We conducted research in May 2020, which showed that 75% of Brits agreed their rescue pet was helping them cope during the nationwide quarantine — whether that was by providing temporary relief from the news cycle, making an unscheduled cameo in their tenth video conference call of the day, or just being there for cuddles on the sofa when things got a bit too much.

This research led to the launch of a new TV and media campaign to highlight stories of 'Rescues to the Rescue'. More than 1,000 people submitted video clips and pictures of their rescue dogs and cats brightening up their lockdown lives. Our TV advert featuring this user-generated content reached 33.5 million viewers nationally, while research and case studies exploring the positive benefits of pet ownership during lockdown gained national press coverage.



IN FOCUS

Rescues to the rescue

Naomi Hannah, of south-west London, adopted mongrel Potato from Battersea in 2017, and was just one of the voices in our 'Rescues to the Rescue' activity. Naomi said, "Now we're in lockdown, Potato is loving having us all around. He's a great distraction from the news cycle and it's amazing for the kids. My stepson has special needs and Potato is like his therapy dog. It's been hard for him to adjust to what's been going on, but Potato has provided some consistency for him."

"For anyone who is struggling with things in life, pets can provide such valuable support. The children are so proud to say Potato is a rescue dog. We were there for him and that's an incredibly valuable lesson for children, to teach them about their responsibility to animals and their place in the world."



130,000+
followers

WERE ADDED ACROSS OUR SOCIAL
MEDIA CHANNELS DURING THE YEAR



33.5m
national viewers

SAW OUR 'RESCUES TO THE
RESCUE' TV ADVERT



75% of people

SAID THEIR RESCUE PET
HELPED THEM COPE WITH THE
NATIONWIDE LOCKDOWN

Left: Naomi and her family are proud to say their beloved dog, Potato, is a rescue.

Right: Actor Tom Holland met some of our very special rescue dogs at Battersea.

IN FOCUS

Spreading the word

A high-profile supporter of Battersea with his own Staffie named Tessa, Hollywood actor Tom Holland continues to be a fantastic advocate for our cause, helping us to reach a more diverse audience and reinforce the message that rescue is best to younger fans. Tom visited our London centre in January to take part in an original video, where he was 'interviewed' by a selection of Battersea rescue dogs carrying questions on pieces of paper attached to their collars.

The video received 276,000 YouTube views alongside national press coverage, and Tom expertly delivered his own thoughts and opinions on why rescue is best — a vital contribution to our goal of creating a generational shift in how young people view rescue animals. In the film, Tom said, "I'd say to anyone looking to rehome a dog, don't base your decision on looks. Look at your lifestyle — where you live, how active you are — and decide what kind of dog you'd like based on this rather than whether it's got pretty blue eyes or something. All dogs are cute in their own way."

"I'm a huge dog lover and I just think that every dog deserves a second chance regardless of where they've come from or what they've been through. I love coming here [to Battersea] and seeing the happy dogs and the amazing things that everyone here does."



FUTURE GENERATIONS

Engaging with younger animal lovers is crucial to drive generational change in the way rescue is perceived and supported. We are working hard to widen our audience base, creating new content and opportunities to reach, inform, and inspire engagement through a growing range of channels and partnerships.

To help reach younger audiences, we created our own filter on Instagram for #RescuesMyFavouriteBreed, encouraging user-generated content, which was viewed over 40,000 times with 4,600 uses. We added over 130,000 social media followers in 2020 across Facebook, Twitter, Instagram, YouTube, Pinterest and LinkedIn.

Adapting to the changing world around us, we partnered with our high-profile supporters and Ambassadors in new and uplifting ways in an effort to boost the nation's spirits during strange times, alongside creating original content featuring Battersea animals and staff.

Celebrity and influencer content continued to reinforce our message that rescue is best. Our #MakeFetchHappen video challenge was taken on by high-profile followers such as Amanda Holden, Alesha Dixon, Laura Whitmore and David Gandy, while famous friends including Greg James, Kirsty Gallacher, Ricky Wilson, Dougie Poynter, James McVey, and Sara Cox shared our 'Rescues to the Rescue' TV ad on social media to a combined following of over 8 million people.

OUR VOICE

Tackling animal welfare issues and removing barriers to greater pet ownership.

COLLABORATION IS KEY

Battersea has worked, and will continue to work, collaboratively to ensure high standards of animal care. Against the difficult and ever-changing landscape of 2020, we worked with the Canine & Feline Sector Group (CFSG), Animal Welfare Network Wales (AWNW) and Companion Animal Welfare Group Wales (CAWGW) to provide guidance to pet owners, businesses, and professionals on what could be done legally and safely during lockdown. This included a suite of infographics, which we distributed across our social media channels to reach a large audience of owners and professionals.

Battersea also co-ran the All-Party Parliamentary Group on Cats (APGOCATS) with Cats Protection and Blue Cross, to deliver a joint report on the link between cats and tackling loneliness. The report was well received by politicians, media, and other stakeholders.

We provided support to the Department for Environment, Food & Rural Affairs (Defra) for their 'Petfished' campaign against unscrupulous breeders

selling puppies or kittens online and duping well-meaning buyers into believing the animal had a happy, healthy start in life. We contributed to several national press articles on the surge in puppies being bought during lockdown, discussing the risks of buying pets online and encouraging people to think rescue first. Interviews with our spokespeople included *The Guardian*, BBC Radio 5 Live, BBC Radio 4 You and Yours, and Times Radio.

Battersea continued to lead the sector membership body the Association of Dogs and Cats Homes (ADCH), of which our Chief Executive served as Chair during the year, providing essential support at a critical time for the sector. As well as leading the establishment of an emergency fund, we carried out two major surveys to understand how ADCH's members were coping with and responding to the pandemic. We also provided support and planning for a nationwide food drive to secure and distribute free pet food to rescues across the country.



3 in 10 new pet owners

WHO ACQUIRED THEIR DOG OR CAT IN LOCKDOWN HAD NOT PREVIOUSLY BEEN CONSIDERING BECOMING A PET OWNER

Right: Little Alani was rushed into Battersea's care only two days after her new owners bought her.

IN FOCUS

Sold too soon

One of the biggest impacts the pandemic has had on animal welfare has been the increased sale of puppies and kittens. With so many people suddenly spending a lot more time at home, it's only natural that lots of people started thinking about getting a new companion. However, the sale of puppies and kittens online is a trade that we see the sad consequences of all too often here at Battersea.

Last year, a sickly kitten called Alani was rushed straight to our clinic when her owners found a lump only two days after they bought her. Local vets had diagnosed her with an umbilical hernia, something that would require expensive treatment her new owners simply could not afford. On arrival, Alani was rushed to our London centre's operating theatre where Battersea's expert vets were able to treat the hernia. Alani was then cared for by a foster carer until she was ready to go to a new, loving home.

Shaun Opperman, Battersea's Veterinary Director, says, "Alani was able to get the treatment she so badly needed. Her previous owners made the right decision by handing her into Battersea as they were unable to afford the veterinary procedure. They'd only had her for two days and hadn't realised how young she was — far too young to be parted from her mother.

"Sadly, this isn't the first time we have seen animals like Alani being brought into Battersea needing urgent medical care. Animal lovers across the country have been duped into handing over cash to unscrupulous sellers who sell pets without any thought for their welfare."

Battersea shared Alani's story with the media to highlight the risks of buying pets online, and our Ambassadors David Gandy, Amanda Holden and Paul O'Grady added their signatures to an open letter backing the Government's Petfished campaign. We also shared advice on our website and social media channels for those who were thinking of buying a puppy or kitten.



CAMPAIGNING FOR CHANGE

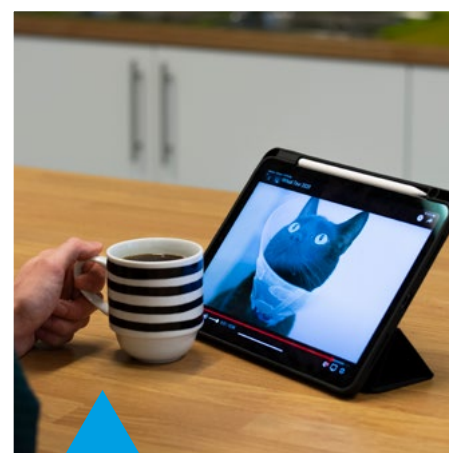
Battersea has a respected, authoritative, and influential voice with a proven record in bringing about policy and legislative change to benefit animal welfare. Despite significant challenges, 2020 was no exception.

In January, we were pleased to see the Animal Welfare (Sentencing) Bill introduced by Chris Loder MP as a Private Member's Bill, backed by the Government. This called for an increase in maximum sentences for animal cruelty, from six months to five years.

Demonstrating our ability to successfully build political relationships, we organised a Battersea reception in Parliament in partnership with Sir Oliver Heald MP. This was attended by over 100 Parliamentarians including Animal Welfare Minister Lord Goldsmith and Bill sponsor Chris Loder MP, setting us up well for the Bill successfully progressing through Parliament and gaining Royal Assent in 2021.

In Scotland, Members of Scottish Parliament (MSP) passed into law the Animals and Wildlife (Penalties, Protections and Powers) (Scotland) Act 2020 in June, which makes provision to introduce five-year sentences for animal cruelty in Scotland. This followed three years of proactive engagement by Battersea with MSPs and officials.

We also continued to highlight issues around pet-friendly properties and fair pet ownership for renters, in particular supporting MP Andrew Rosindell's 'Jasmine's Law' campaign, to eradicate 'no pet' clauses in tenancy agreements. The Bill echoed many of the calls made in our own Pet Friendly Properties campaign, and we provided a briefing from which several parts were used in Mr Rosindell's speech in the Chamber.



IN FOCUS

Going virtual for our Party Conference

The Covid-19 outbreak caused huge disruption to political engagement, and planned events and MP visits to our centres had to be cancelled or postponed indefinitely. Adapting to this, we hosted a virtual event attended by 17 Parliamentarians including MPs from both sides of the House, Peers, Members of the Scottish Parliament, Northern Ireland Assembly, London Assembly Members and councillors. This event, which received positive feedback from attendees, was the first to feature a specially created 360-degree virtual behind the scenes tour of Battersea's London centre alongside a Q&A on the operational and organisational impact of Covid-19 at Battersea and in the wider sector.



250 mentions

IN THE UK MEDIA ABOUT
OUR COVID REPORT



1,574,380 searches

TO BUY A DOG ONLINE IN APRIL 2020,
UP 217% FROM FEBRUARY 2020



£1,900 average price

OF A DOG FOR SALE ON PETS4HOMES'
WEBSITE, UP FROM £800 IN 2019

Top left: Our Chief Executive, Peter Laurie, speaking to the media for our campaign to increase sentences for animal cruelty.

Bottom left: Battersea's virtual Party Conference included a specially created video tour of our London centre.

Right: Hope Rescue is now converting its boarding kennel into a respite facility, taking in the pets of people fleeing domestic violence or facing homelessness.

SUPPORT FOR THE RESCUE SECTOR

We are one in a network of hundreds of dog and cat rescue organisations, large and small, across the UK, and in 2020 we continued to support our sector colleagues.

Across the year we worked with national media outlets to talk about the impact of Covid-19 on the rescue sector, at a time when few others were doing so. Media coverage included a Reuters package used across Mail Online, Telegraph Online, Yahoo and the *Daily Telegraph*, and a feature on the BBC News website.

In July, we took the proactive decision to draft a joint briefing for the EFRA Committee on the impact of Covid-19. All major sector organisations added their names to strengthen our position. We pitched the idea of the Committee holding a short inquiry, which was supported.

We set out to better understand the impact of the pandemic on the sector so we could draft guidance to MPs and set out the case for support. In December we published a new Battersea report to provide evidence of the impact of the pandemic on companion animals. The report makes a strong case for the Government to consider urgent financial support ahead of a potentially challenging period for smaller rescues. The report achieved 250 media mentions across national, broadcast, online and print media, with a total reach of 21 million.



IN FOCUS

Covid crisis hits rescues everywhere

In an average year, Hope Rescue in South Wales would take in 900 or more dogs. In 2020, this reduced to 600. The rescue centre was already struggling after Storm Dennis left it needing major repair works, but once lockdown was announced, Hope Rescue lost major sources of income overnight, such as boarding kennel fees. The charity was able to apply for emergency funding from the Welsh Government, without which it says it would have potentially faced closure within the first three months of lockdown.

A recent survey by ADCH found that 36% of rescue organisations reported a drop in income of over 50%, compared to 47% in May 2020, with 13% reporting no impact on income. This suggests rescues are adapting either through fundraising in different ways or taking advantage of the ADCH and other grants.

INCREASING OUR IMPACT

Helping more animals by working in partnership with other dog and cat welfare organisations in the UK and around the world.

THE BATTERSEA ACADEMY

Battersea has a strategic long-term commitment to increase our impact for animals, helping as many dogs and cats as we can, and much of our work now stretches far beyond our physical centres. In a year when many rescues across the world were hit hard, this work remained vital as we strive to make a real, practical difference to the lives of even more dogs and cats.

One of the ways we do this is by supporting many smaller rescues, shelters, and charities to continue helping animals in need in local communities both in the UK and beyond. By providing training and financial support to these organisations, we enable them to work effectively, efficiently, sustainably, and to the highest possible welfare standards. This helps ensure that Battersea has a positive, lasting impact on even more dogs and cats, year after year.

In 2020, the Battersea Academy's e-learning capabilities were accelerated in response to the pandemic and considerable content was redesigned for online

delivery. Thanks to this rapid response, the Academy was able to deliver 27 programmes and webinars, which were attended by 467 delegates from 146 UK and international organisations, and 11 dog wardens from five local authorities.

Delegates of Academy intensive programmes reported in 2020 that 6,419 animals had benefitted from changes they had made to their practice or facilities, inspired by learnings taken from the various Academy courses they had attended since its conception in 2018.

Both our Dog/Cat Intensive programmes and our one-day Introductory programmes received City & Guilds Assured status in 2020, and we launched a new 'Check-in & Chat' session to provide UK and international rescues with the opportunity to raise topics with a Battersea expert, as well as share best practice in an informal setting.

Right: DogTown is just one of many rescues that has benefitted from our Academy and Grants programmes.



27 Academy programmes

WERE HOSTED ONLINE FOLLOWING AN ACCELERATED RESPONSE TO COVID-19



467 global delegates

ATTENDED FROM 146 UK AND INTERNATIONAL ORGANISATIONS



6,419 animals since 2018

HAVE BENEFITTED FROM CHANGES INSPIRED BY ACADEMY LEARNINGS

IN FOCUS

Global impact

One international rescue organisation that our Academy programme has been able to help is DogTown South Africa. Still a relatively young charity having been established in 2019, and with few other shelters in the country sharing the same mindset, DogTown looked overseas to charities that it had seen making a difference to the lives of dogs coming into their care. This was where the Battersea Academy came to light.

Tracy McQuarrie, Founder of DogTown, says, "I cannot explain how thrilled we were to attend the week-long intensive dog rescue and rehoming workshop. We came

away with the knowledge we were searching for and, when we returned to South Africa, we set about putting it into place with added help from a Battersea grant, which allowed us to update our facilities.

"I totally underestimated the impact Battersea's support would have on us. We run our centre completely differently now — we save more lives; we have less animals within the centre, but adoptions are higher; and we have procedures in place for every activity within the centre. We are determined to continue to grow and help more dogs and more rescue workers out there

and are on a mission to change animal rescue in our country to be more like the Battersea way."

Tracy adds, "Since the intensive rehoming workshop, we have attended many more of Battersea's online workshops on varied topics, from basic animal behaviour to writing a successful grant application and digital marketing. Every single workshop we've attended has put us on the right track to save even more animal lives in South Africa. Even during the difficult times of the pandemic, we have been guided and given extra tools to not just survive but thrive."



Invaluable impact

For WADARS Animal Rescue in Sussex, funding courtesy of a Battersea grant enabled the organisation to fit out its brand-new cattery and, in 2020, purchase a new animal ambulance and other vital equipment. Tracy Cadman, Operations Manager, says, “When I went on the Academy five-day intensive course, we were just about to start building our cattery. Seeing the Battersea cattery was really useful, even down to simple things such as how the pens are set up. Following the Academy programme, we applied for a Battersea grant, which enabled us to kit out our new cattery. Because we were starting from scratch, everything had to be bought; litter trays, water and food bowls, beds, scratch posts, even the kitchen equipment to store and prep food. The impact of having our own cattery has been massive, and the support we’ve had from Battersea — grants, partnership working, advice — has been invaluable to us as a small charity.”

The pandemic hit rescues across the world. For many, funds began to dry up and — across the UK and internationally — smaller rescue organisations faced a worrying and uncertain future.

At Battersea, we could not stand by and watch so, as part of the Academy work last year, we committed to providing funding to other organisations and 41 grants were awarded across eight countries, totalling £450,000 — 29 in the UK and 12 to overseas organisations. Since Battersea started our Grants programme in 2018, we have indirectly helped more than 43,100 animals worldwide.

Having recognised the detrimental effects of the pandemic on the wider rescue sector, Battersea also led the establishment of the ADCH Coronavirus Emergency Fund and its subsequent management. This secured additional funding from organisations including the PetPlan Charitable Trust, Mars Petcare and Dogs Trust. From more than 150 applications received, 54 grants were awarded, and initial reports indicate that more than 3,000 animals benefitted.

A first external evaluation of the Academy and Grants programmes was commissioned, in which researchers conducted interviews with a sample of organisations that received grant support, attended the intensive Academy course, or both. The evaluation confirmed the positive impacts already apparent and recommended additional support Battersea can provide to help organisations.

The researchers stated: “Over just a couple of years, Battersea has undoubtedly developed an effective, influential strategy with positive change outcomes that directly affect the animals the centres support. The use of its Grants and training programmes are key, successful methods which have influenced and changed behaviour and practice positively as they relate to animal welfare.”

12 INTERNATIONAL GRANTS

29 UK GRANTS

274 DOGS RECEIVED FROM LOCAL
AUTHORITY DOG WARDENS

212 DOGS AND 130 CATS RECEIVED FROM
OTHER RESCUE ORGANISATIONS

Supporting other rescue centres

Last autumn, the RSPCA's Sussex, Chichester and District branch reached out to Battersea for help with one of their long-term feline residents, Cliff. The ten-year-old Domestic Shorthair was FIV-positive and stressed by the cattery environment, so in October he was brought to our London centre where he could be placed in a more secluded pen. Staff worked tirelessly to keep Cliff as comfortable and stress-free as possible while he underwent veterinary treatment at our clinic, and, in time, he began to show a more sweet and affectionate side. Although he became a calmer cat during his time with us, Cliff still wasn't entirely happy with cattery life so our Communities team arranged for him to stay with a Community Rehoming Volunteer where he could enjoy some home comforts. After seven weeks in Battersea's care, Cliff was rehomed to a wonderful couple who wanted to offer a cat a relaxing home in which to spend their days in comfort, peace and quiet.

Our Animal Partnerships team works with many different dog and cat charities and rescues all over the country to provide the best outcome for animals in need of homes. In total, 274 dogs were received last year from Local Authority dog wardens, and 342 dogs and cats were received from other rescue organisations.

Throughout 2020, we were able to place 50 cats in rural outlets such as farms and stable yards. We also worked collaboratively with Cats Protection to trap, neuter, and release 66 feral cats in rural Sussex. Five dogs were placed in working outlets, while 33 dogs requiring specialist homes were placed with breed rescues.

Far left: Sussex-based rescue, WADARS, made use of both Academy training and grant support to build its new cattery.

Left: After coming to us from the RSPCA, Cliff went to stay with one of our Community Rehoming Volunteers before being rehomed.

OUR ENABLERS

Ensuring our people, income, technology and systems support the effective delivery of this strategy, recognising their vital impact and contribution.



55,000
new regular
supporters



78,461 hours
donated by
volunteers



2,100 My
Muddy Dog
participants

FUNDING OUR WORK

Our charity is reliant on the outstanding generosity of the public to continue to fund our vital services helping dogs and cats and the people who care for them, and we value every single donation — no matter how big or small.

Like all charities, Battersea had to cancel much of our planned fundraising activity in 2020 due to the Covid-19 pandemic. We lost opportunities to meet and recruit new supporters face to face through events and in the community, and from our supporters taking part in challenge events to raise funds for our charity.

Fortunately, we have always had many generous supporters who choose to recognise us in their Will. Legacy donations have steadily risen over the past few years, and in 2020 we received record legacy income in excess of £20 million. This generous support helped us offset the financial hit of cancelling multiple challenge events due to Covid-19 restrictions and enabled us to support smaller animal rescue centres who were struggling financially.

In 2020 we recruited 55,000 new regular supporters. Our cash and raffle appeals exceeded all expectations with supporters giving more generously than ever before. We

invested in our supporter communications to better connect with our donors, including providing pet advice, uplifting digital content, and updates on how we were responding to the pandemic. Our Trust donors generously gave Battersea more than £50,000 in funding specifically in response to the Covid-19 pandemic. Meanwhile, active engagement with our Muddy Dog Challenge participants meant we retained 4,800 participants to take on the challenge in 2021.

We also adapted our fundraising activity, looking for different opportunities to engage supporters. This included the launch of My Muddy Dog Challenge, which encouraged animal lovers to complete 5km their own way to raise money for Battersea. It received 2,100 sign-ups and raised over £100,000 in income. We rounded off the year with another Battersea first, a virtual carol concert in December, live-streamed on Facebook from our London centre. Hosted by our good friend and TV personality, Sue Perkins, the concert featured a live choir, appearances by Battersea animals, staff and volunteers, and video messages from our Ambassadors Paul O'Grady MBE and Dame Jacqueline Wilson DBE, and BBC Radio 1's Greg James — all Battersea animal owners.



IN FOCUS

Challenge accepted

With the vast majority of large-scale events cancelled due to Covid-19, a new type of challenge saw Battersea supporters rally to support our work and help raise vital funds.

After postponing our popular Muddy Dog Challenge events in line with Government safety guidelines, our teams quickly got to work creating the My Muddy Dog Challenge, a 2.5km or 5km walk or run that the public could complete with their dog from home. We were amazed by the incredible commitment and determination of the 2,100 participants and their four-legged companions who, come rain or shine up and down the country, completed their challenges to help our dogs and cats.

Throughout the year, a wave of 'at home heroes' also came up with a variety of other ways to raise money for Battersea, including many arranged as part of the 2.6 Challenge on what would have been the day of the London Marathon — the world's biggest one-day annual fundraising event.

Above: Battersea supporters of all ages rose to the My Muddy Dog Challenge to help raise vital funds for our animals.

Our thanks go once again to players of People's Postcode Lottery. Their support led to £700,000 of funding in 2021, bringing the total raised for Battersea to an incredible £4.35 million since 2014. We were also grateful to be a chosen charity for the annual ICAP Charity Trading Day, securing a donation of £75,000 for our Grants programme. Held virtually for the first time, the fundraiser involved our Ambassador Amanda Holden and high-profile friends Tom Holland, Sara Cox and James McVey.

We partnered with Mars Petcare on a 'Buy 1, Feed 1' campaign on their Pedigree brand across all Asda stores from October to November 2020 and secured over £125,000 in income. Five new partnerships were also secured in 2020 including King.com, who supported Battersea through its incredibly popular app-based game 'Pet Rescue Saga'. As well as raising £50,000, this partnership provided a great opportunity for us to engage a new and younger audience.

Our Christmas catalogue sales were up 73% year on year, and 23 licensed Battersea products could be found across 441 UK stores as a result of exciting new product ranges being launched with Sainsbury's, Tesco, and M&S.



SUPPORTING OUR PEOPLE

Battersea placed a particular focus on supporting staff throughout the pandemic. Like many other charities, we took advantage of the Government's Job Retention Scheme to enable us to retain our valued workforce during challenging times. Our charity is reliant on public donations to fund our work and we have a responsibility to spend every penny carefully. In receiving this financial assistance from the Government, we could support our staff that were unable to carry out their normal work, while continuing to use public donations to fund our charitable activities to help dogs and cats at our centres and beyond our gates. A total of 237 staff (45% of Battersea's employees) were furloughed during 2020.

The change in working circumstances in 2020 for staff both on site and working from home, meant that support for emotional resilience,

mental health, and wellbeing, was critical. Mental Health for Managers training was delivered to all managers, and 24 Mental Health First Aiders were trained. Battersea also provided Emotional Resilience workshops and shared mental health and wellbeing resources to all staff.

To enable staff to work from home, the capacity of Battersea's remote working system was rapidly expanded in just two weeks, with IT equipment provided where needed. A swiftly developed programme of online training meant 88% of staff were able to develop their skills and knowledge through formal learning or training. Battersea's own online Learning Management System was launched in October 2020, enabling staff to access learning content at any time and on any device. Since launching, 346 Battersea staff have accessed 45 pieces of content over 1,000 times.

Above: A large number of our support staff moved to home-working during the pandemic.

VOLUNTEERING, FOSTERING AND COMMUNITIES

Battersea could not deliver our work and impact without the help of our volunteers, foster carers and Community Rehoming Volunteers. It was thanks to our incredible network of foster carers that we were able to continue to help many animals during lockdown. Over the initial weeks of the pandemic, we were astounded by the loving care and commitment of both new and experienced foster carers who played a vital role in Battersea's response to the pandemic. An emergency fostering effort in March saw more than 160 dogs and cats placed in temporary foster homes in just a couple of weeks, enabling us to scale down to operating at minimum capacity. In total, 699 animals were fostered across the year, each benefitting from a home environment.

At the end of the year, Battersea had 947 volunteers, an increase from 902 in 2019, following the recruitment of Community Rehoming Volunteers in Guildford and Ashford, and additional foster carers. Between them during 2020, our volunteers, foster carers and Community Rehoming Volunteers contributed 78,461 hours to our charity.

With Covid-19 restrictions preventing many volunteers from coming onto our sites, the Volunteering team worked hard to keep volunteers engaged and updated throughout the year. This scope of work incorporated the launch of a Facebook group and delivery of over 70 webinars, including the replacement of our annual Volunteering Conference with two specific webinars led by Battersea's CEO, Deputy CEO, and Head of Volunteering, Fostering and Communities.

We were also delighted that our Volunteering, Fostering and Communities programme was awarded the prestigious Investing in Volunteers (IiV) Award for the second time. Re-accreditation for this began in the latter half of 2020, in which 72 volunteers, foster carers and Community Rehoming Volunteers were interviewed and surveyed, as well as 13 members of staff.

Below: Lola gave birth to a healthy litter of kittens thanks to the quick thinking of her Battersea foster carers, Nikki and Peter.



IN FOCUS

A home from home

The country may have been in lockdown for most of 2020, but the unconditional care of Battersea's temporary foster carers remained unfaltering. Having looked after more than 300 cats and kittens for Battersea over the years, husband and wife team, Nikki Danford and Peter Browne, were happy to provide a temporary home for Lola, who arrived at our Old Windsor cattery heavily pregnant in March, after being found living as a stray. But the veteran foster carers were in for an experience they won't forget in a hurry when it was time for Lola to give birth to her kittens.

When the third kitten of the litter arrived, Nikki and Peter could immediately tell something was wrong. Try as she might, the birthing sac containing kitten number three was proving impenetrable for Lola to lick off, as would be the normal procedure for a cat giving birth.

Nikki says, "The kitten was lying there in the sac, lifeless, while Lola tried frantically to open it, but we knew she had to concentrate on the impending arrival of kitten number four. Peter realised what was happening and stepped in to help by gently removing the sac from around the kitten and rubbing him until he came to life and, thankfully, started to breathe on his own.

Named Daffodil, the little kitten made a full recovery. Along with his three sisters, Daffodil went on to provide lots of love and laughter for Nikki and Peter during the first few weeks of lockdown, growing into playful, confident kittens before they eventually went to their new homes.



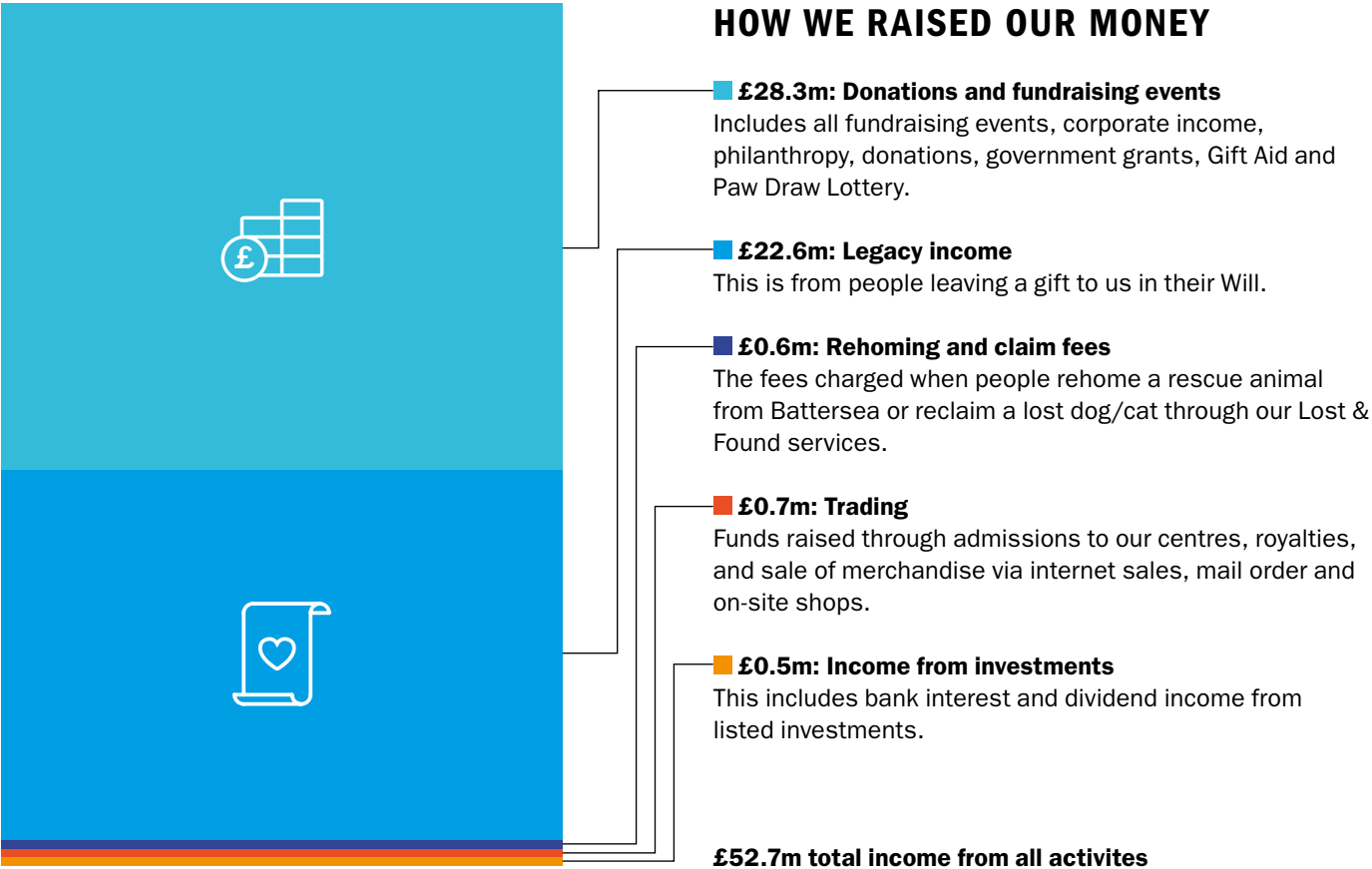
3

OUR FINANCES

INCOME AND EXPENDITURE

At Battersea, we make sure every penny raised goes towards creating a better future for dogs and cats.

Right: Jenny Rodley (pictured with her mum in the 1940s) had a lifelong love for dogs and cats.



IN FOCUS

A legacy of love for dogs and cats

A gift of any size to Battersea makes a big difference, but in November 2020 we were notified of an incredible legacy left by one very special supporter.

The daughter of a much-decorated World War Two RAF pilot, Wing Commander Rodley, Jenny Rodley had a love of dogs from a young age, thanks to her family owning Scottish Terriers and Schnauzers. Donating to Battersea throughout her lifetime, Jenny not only had a longstanding passion for animals but a great love of the arts — from Shakespeare to Bruce Springsteen.

During his career as a commercial airline pilot in the 1960s, Jenny's father amassed some very special souvenirs including a flight menu signed by The Beatles. Along with his impressive decoration of war medals, Wing Commander Rodley auctioned off his collection in later life and subsequently passed his estate onto Jenny, who had settled in Guildford.

Sadly, Jenny passed away in 2020, and we were blown away to find out she had left an extraordinary gift of almost £2.8 million to the dogs and cats at Battersea. We're always inspired by our kind supporters who leave a gift to Battersea in their Will, no matter how big or small it may be, as their commitment and generosity helps ensure we can continue to be here for animals that need us for many more years to come.

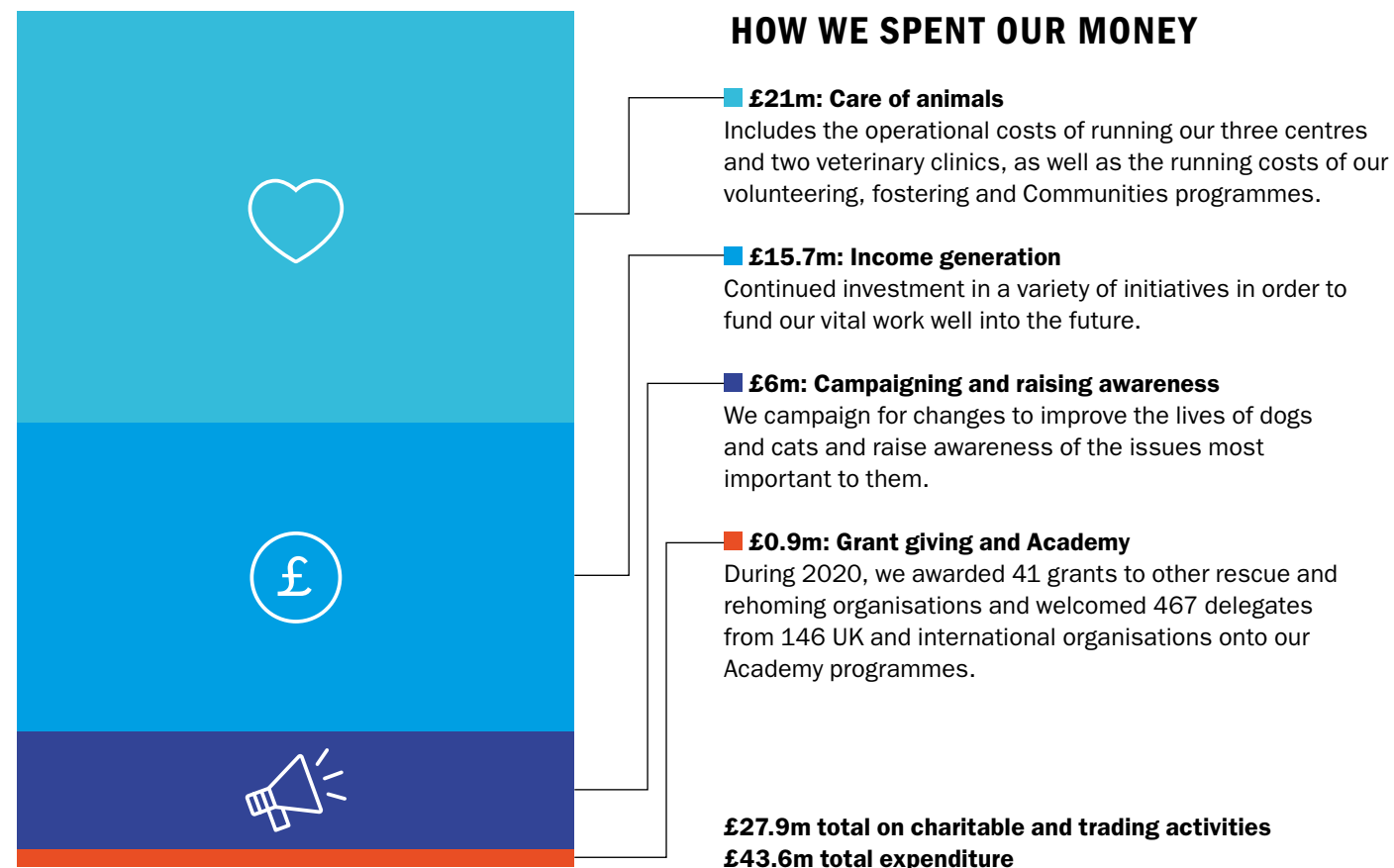
Our wonderful supporters raised over £52 million for us in 2020.

For every pound we spent on fundraising last year, we turned it into £3.17 to ensure we can continue to be here for every dog and cat, and we're constantly striving to increase that figure.

Right: Every penny raised for Battersea goes a long way towards helping our dogs and cats, and many thousands more beyond our gates.



HOW WE SPENT OUR MONEY





4

LOOKING FORWARD

THE YEAR AHEAD

Whatever 2021 has in store, we are making plans to ensure Battersea can continue to help more animals than ever before.

FUTURE-PROOF

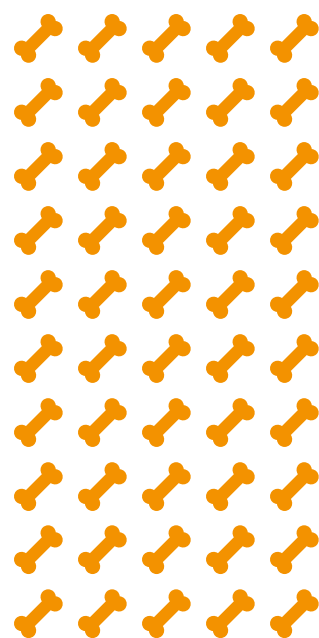
With the coronavirus pandemic continuing into 2021, there are two overarching priorities for our charity. Firstly, we will maintain a safe operational response to Covid-19, adapting activity in response to Government requirements and risk levels. We will also prepare for a range of post-Covid scenarios, and will involve new and expanded programmes to deliver increasing impact for dogs and cats in need. In 2021, subject to Covid-19 restrictions, we will also continue to implement our five-year strategic plan where possible, building on the successes of 2020.

DIRECTLY HELPING MORE DOGS AND CATS

We will look to establish new veterinary-led partnerships with other organisations and continue to identify new strategic partnerships with other rescue organisations. We will continue to improve our digital rehoming and intake initiatives, exploring how digital technology can provide longer-term and even sector-wide solutions.

The establishment of our Battersea Communities programme will continue, to deliver the cost-effective expansion of rehoming and supporter engagement opportunities in new geographical areas. In 2021 we will be looking to grow the existing Guildford and Ashford Communities through a programme of events, as well as agree the location for a third Battersea Community.

After a successful soft launch in 2020, we will be looking to fully operationalise our new hydrotherapy facilities, expected to benefit up to 50 dogs from across all three Battersea centres per week. We will also be looking to complete the refurbishment of the Prince Michael of Kent kennel building, the commencement of which had been postponed to September 2020 due to the impact of Covid-19.



**50 dogs each
week will benefit
from hydrotherapy**

ONCE OUR NEW FACILITY FULLY
OPENS TO THE PUBLIC

REFRAMING RESCUE

Battersea will continue to 'reframe rescue' and seek to help more dogs and cats live in a world where they are treated with compassion, care and respect. We will do this by continuing to deliver our Reframing Rescue campaign, working at a national and local level, and encompassing two new and exciting campaigns for 2021.

In addition to our Reframing Rescue campaign, we will be focussing on building Battersea's brand visibility, awareness, reputation and health with an emphasis on growing new audiences. To extend our reach we will be introducing a variety of new content, including a YouTube series, and delivering series nine and ten of ITV's *Paul O'Grady: For the Love of Dogs*.

Below: The care of dogs and cats, both within and beyond our centres, remains at the very heart of our plans for the year ahead.

OUR VOICE

We will continue to use our respected, authoritative, and influential position as a leader in the sector to tackle existing and emerging animal welfare issues and to remove barriers to greater pet ownership. This includes securing five-year sentences for animal cruelty in England and Wales, and working with the Government to ensure we create a world-leading environment for companion animals in the UK.

Battersea will carry on supporting the regulation of rescues across the UK, ensuring that the ADCH Minimum Standards form the bedrock of the licensing standard. We will also develop the next phase of our Pet Friendly Properties campaign. Our continued partnership with StreetVet will see us work with hostels and encourage them to accept more homeless people with dogs, and we will undertake a research report which analyses the private rental market in key locations.



In 2021 we will be awarding Battersea grants totalling just under £1 million, distributed across six funding streams and benefitting more than 60 rescues across the UK and around the world.

The Battersea Grants programme will look to identify opportunities to build capacity in selected countries, through developing targeted partnerships.

We also plan to expand our grants offering to include the launch of a new Research Grants programme.



INCREASING OUR IMPACT

We will significantly grow our work and impact via the Battersea Academy, developing our Academy e-learning capabilities further by launching new content, training, and continuing to deliver a programme of webinars.

The Academy and Grants programme will continue to grow as a world-class centre of knowledge, expertise and funding. Supported by an Advancement Board, this will enable Battersea to increase our impact by reaching an increasing number of vulnerable dogs and cats.

Following the success of our online dog training courses in 2020, we will expand the programme of courses that we can offer to the public, as well as further evolving our pet advice offering to reach an even wider audience of pet lovers, working towards our long-term goal of creating a nation of responsible pet owners.

Above: Our programme of online dog training courses will expand over the coming year to help even more pet owners.

OUR ENABLERS

Over the year ahead, we will continue to attract, develop, and retain talented people, and will pilot a hybrid return to office working when restrictions allow. We are also looking forward to welcoming volunteers back to our centres once it is safe to do so, and creating new volunteer roles.

A Digital Learning Strategy for our staff is being developed, and the launch of a new Intranet will ensure staff remain connected to the organisation, whatever their working circumstances. To make sure we remain flexible to the post-Covid working world, our IT team will continue the migration of all services to cloud-based providers and leverage the benefits of Office 365.

Our fundraising focus for 2021 will be on driving value from our regular giving and Lottery products, alongside fewer, bigger and more profitable events.

OPEN TO ALL

We're working hard to improve equality, diversity and inclusion at Battersea, to ensure that we are not only here for every dog and cat, but for every person.

ONE BATTERSEA

Battersea is proud to be welcoming, open and inclusive for our people and those that require our services. We value the skills, experience, passion, and engagement our staff and volunteers bring and together we are One Battersea, sharing common goals, working alongside one another, all with a part to play to help the dogs and cats in our care.

Our aim is to make sure that everyone who comes into contact with us receives equal respect and equal opportunity. We know that we need to do more to make our workforce — and our sector — even more inclusive, and to challenge ourselves to do all we can to ensure diversity and inclusion are embedded in our culture and ways of working, processes and messages.

In 2020, Battersea appointed a leading consultancy in the field of equality, diversity and inclusion, EW Group, to help us shape our strategy. Our staff, people managers, Directors and Trustees all attended a workshop facilitated by EW Group. Throughout

the year, our Internal Communications and HR teams led work to talk more about diversity at Battersea and encourage inclusivity. This included sharing the Pride campaign 'You! Me! Us! We!', using all-staff webinars to talk about what Battersea is doing to promote diversity and signpost helpful resources. We also made progress in key areas necessary to underpin our work on diversity, such as refreshing our diversity monitoring data and standardising its collection across our staff, volunteers and applicants. A new recruitment platform was introduced, that enables us to have a better understanding of the profile of our applicants, and to use 'name-blind' anonymised shortlisting.

At Battersea, we recognise that there is still much work left for us to do in order to increase the pace of change. As such, we worked with EW Group on research to understand the actions and priorities to ensure a truly inclusive working environment for people of all backgrounds. From this work, we have

produced an action plan for 2021 and beyond. We endeavour to be at the forefront of ensuring equality, diversity and inclusion in our sector, and believe this plan will help us achieve this.

Creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to help more dogs and cats everywhere, including new populations of animals in new places beyond our centres. Harnessing the skills, experience and creative thinking of a diverse workforce will enable us to help even greater numbers of animals and deliver the impact we aspire to. An inclusive environment, where we welcome different perspectives and where staff and volunteers are empowered to be themselves, will ensure we continue to thrive.

Right: Battersea is proud to be welcoming, open, and inclusive for all of our people and everyone that requires our services.





5

OUR SUPPORTERS

Throughout 2020, Battersea continued to receive incredible support from our corporate and charitable trust partners.

We are also enormously grateful to every single one of our donors and supporters, who continued to give their time and money so generously during such uncertain times.

The individual donations and legacies we receive from the public, along with the generous contributions of our partners, makes everything Battersea stands for possible.

Together we can continue to improve the lives of dogs and cats, all across the world, that urgently need our help.

From all of us to all of you, thank you.

OUR PARTNERS



PEOPLE'S POSTCODE LOTTERY

Players of People's Postcode Lottery have supported Battersea across many areas of our work. A minimum of 33% from each subscription goes to good causes and charities like Battersea and, through the Postcode Animal Trust, Battersea has received £4.35 million since 2014. In 2020, players supported the vital work of our volunteering, fostering and Battersea Communities teams to help vulnerable dogs and cats during the challenges of the Covid-19 pandemic.



MARS PETCARE UK

2020 marked the 12th year of our partnership with Mars Petcare UK, over which time they have helped us to feed the dogs and cats in our care by providing Pedigree and Whiskas for all of our sites; saving us an estimated £35,000 on food in this year. This year they also ran promotion in Asda on Pedigree which saw them raise £75,000 and donate one meal to a dog at Battersea for every product purchased between 1 October to 12 November, securing food donations and financial support for 2021.



SERESTO FLEA AND TICK CONTROL COLLAR

In 2020, Seresto extended their sponsorship of the Muddy Dog Challenge for a second year. Despite having to cancel all physical events because of Covid-19, they generously agreed to support My Muddy Dog Challenge, the virtual alternative, by sponsoring the event and making a donation for every photo participants posted on social media of them completing the challenge, helping us raise over £100,000.



PETPLAN®

We have worked closely with Petplan® since 2012 and, in that time, they have given over £2.2 million through commission to support our work. In addition to providing all dogs and cats rehomed by Battersea four weeks' free insurance cover by Petplan®, for every adopter who continues to take out a full Petplan® policy, Battersea receives 10% of the premium in commission and a further 10% each year the policy is renewed*.



BGC PARTNERS

In 2020 Battersea benefitted from its involvement in the 2019 Charity Trading Day, where BGC remembers friends and colleagues lost on 9/11. The BGC Group donates 100% of its global revenues on 11 September, with each charity in attendance receiving a donation. It was the sixth year Battersea has been invited to take part in the special day.

OTHER PARTNERS

Weird Fish

Since 2017, Weird Fish has raised money for Battersea through the sales of dog-inspired T-shirts, raising over £31,000 in 2020.

Regatta Great Outdoors

Regatta has kindly supported us with £30,000 through sales of clothing and dog accessories, plus the donation of 1,200 coats for our dogs.

Vitabiotics

Since 2015, Vitabiotics has supported Battersea through money from every pack of SuperDog supplements sold, as well as providing products for every dog Battersea rehomes.

*Only applicable when there is no break in cover. Petplan® is a trading name of Pet Plan Limited and Allianz Insurance plc.

WHO’S WHO

Our people in 2020.

PATRON

HRH The Duchess of Cornwall, GCVO

PRESIDENT

HRH Prince Michael of Kent, GCVO

VICE-PRESIDENTS

The Earl of Buchan
Lt Col Duncan Green CBE
John Hoerner
Heather Love
Claire Horton CBE, from January 2021

COUNCIL OF TRUSTEES

Chair
Amanda Burton, resigned October 2020
Paul Baldwin, appointed October 2020
Vice Chair
Anne Montgomery
Honorary Treasurer
Patrick Aylmer
Trustees
Sophie Andrews, resigned July 2020
Sir Alan Collins, appointed May 2021
Brian Dunk
Richard Hammond, appointed December 2020
Alan Martin
Cassie Newman
Susan Paterson, appointed December 2020
Matthew Pead, resigned December 2020
Patricia Stafford
David Turner
Bradley Viner
Deri Watkins
David Watson, appointed March 2020, resigned May 2021
The Worshipful Mayor of Wandsworth, Ex Officio

DIRECTORS

Chief Executive
Claire Horton CBE, until January 2021
Peter Laurie, from April 2021 (*Interim Chief Executive from January – April 2021*)
Director of Operations & Deputy Chief Executive
Peter Laurie, until January 2021
Director of Finance & Corporate Services
George Ruiz, until October 2020
Kelly Brown, from October 2020
Director of Fundraising
Catherine Miles, until March 2020
Julian Holmes-Taylor, interim from March 2020
Director of Human Resources
Bryony Glenn
Director of Marketing & Communications
Sarah Matthews
Director of Veterinary Services
Shaun Opperman

AMBASSADORS

Sarah Fisher
David Gandy
Tom Hardy
Anthony Head
Amanda Holden
Paul O’Grady MBE
Dame Jacqueline Wilson DBE

OUR FOUNDER

This Annual Report is dedicated to the honoured memory of the late Mrs Mary Tealby, the founder and unwearied benefactor of this institution.

Right: The new Claire Horton Dog Play Park at our London centre has been named after our former Chief Executive to honour the valuable part she played in Battersea’s growth and development.





Celebrating 160 years of caring for dogs and cats

BATTERSEA DOGS & CATS HOME

4 BATTERSEA PARK ROAD
LONDON SW8 4AA

BATTERSEA OLD WINDSOR

PRIEST HILL, OLD WINDSOR
BERKSHIRE SL4 2JN

BATTERSEA BRANDS HATCH

CROWHURST LANE, ASH
KENT TN15 7HH

Patron HRH The Duchess of Cornwall, GCV
President HRH Prince Michael of Kent, GCV

Battersea Dogs & Cats Home is a registered
charity no. 206394



**WORLD
LAND
TRUST™**

www.carbonbalancedprinter.com
Reg. 2108



MIX
Paper from
responsible sources
FSC® C006671