



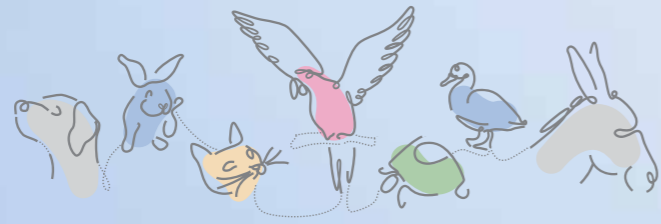
RAYSTED E
GIVING ANIMALS A BETTER LIFE

WORKING TOGETHER

WITH YOU TO GIVE
ANIMALS A BETTER LIFE



IMPACT REPORT
2017/18
2018/19



RAYSTEDE
GIVING ANIMALS A BETTER LIFE

It has been an exceptionally busy two years and we would like to demonstrate the impact we have made from 2017 to 2019. We always endeavour to uphold and progress the best animal welfare practices. This edition of the Raystede Impact report will give you a detailed insight into how our charity operates and how we use donations to not only improve the lives of the animals in our care but to uphold our mission and vision to rescue, rehabilitate, provide sanctuary and educate the wider public.



OUR VISION

A future where people and animals enhance each other's lives through care, compassion and respect.

RAYSTEDE MISSION STATEMENT

To give animals a better life through rehoming, rehabilitation and sanctuary and give people the support and knowledge they need to treat animals with care and respect.



RAYSTEDE OBJECTIVES

- Rescuing & rehoming animals
- Providing sanctuary and a lifetime home for animals in need
- Delivering educational activities to promote animal welfare to a wider audience



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RESCUING & REHOMING ANIMALS



IMPROVING ANIMAL WELFARE AND OUR FACILITIES



Over the last two years, rehoming has been changing and this is primarily due to the positive effect of microchipping. With more animals now being microchipped and identifiable it means there is a lower number of strays found homeless. In 2017- 2018 the numbers of animals surrendered to us were higher and this was the result of targeted marketing campaigns which we carried out across local press and media. One of these campaigns was highlighting the dangers of selling pets online. This had a positive impact and meant that more animals were entrusted to us at Raystede.

We are proud to have the facilities to be able to rehome a large number of battery hens from our centre. This means the number of hens we have rescued and found homes for has remained stable. The increase in fowl rehomed in 2017/18 may look like a substantial increase but this was due to us not being able to rehome hens for a period of time in 2016/17 because DEFRA released a bird flu warning meaning we had to bring 200 hens into a temporary indoor enclosure and they could not be rehomed until the risk of infection had passed.

We are pleased to report a significant increase in the amount of small animals that we have rehomed. Rabbits are one of the most neglected pets in the UK but we also receive a lot of degus, chinchillas and gerbils. We will continue to ensure this group of unwanted pets continue to find loving homes.

We have developed some new features across our 43 acre site and also improved some of the existing enclosures so that our animals can benefit from a better quality of life.

GUINEA PIG HOUSE

This was a brand new build and enables us to care for up to 30 guinea pigs. The structure is heated and allows the guinea pigs access to a secured outside area.

DOG FIELD

We currently have 8 outdoor dog runs but in order to help dogs that need a lot of exercise and also support those with more complex behavioural issues, we built a new enclosure situated in one of our existing fields. This fenced off area gives our rescue dogs space to run free, do agility and use up excess energy so they are calmer in their kennels.

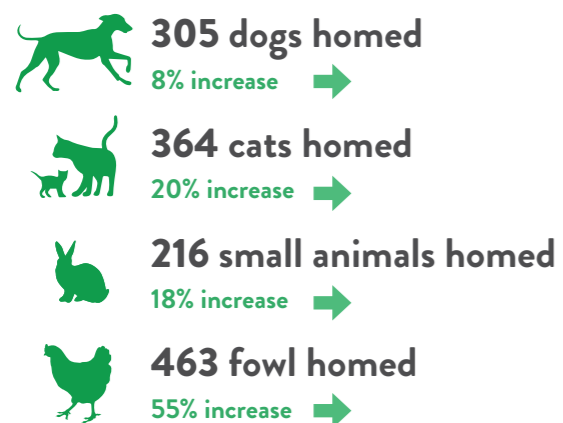
CAT ENRICHMENT ROOM

This is also brand new. It's a log cabin which is decorated to feel more like a home environment. It has lots of places where cats can hide and climb and also access to a secure outdoor area where cats can sunbathe and enjoy fresh herbs which are potted for them. Some cats find the cattery overwhelming meaning we do not always see their true personality. By placing them in a home setting we can help them feel at ease and prevent any extra stress.

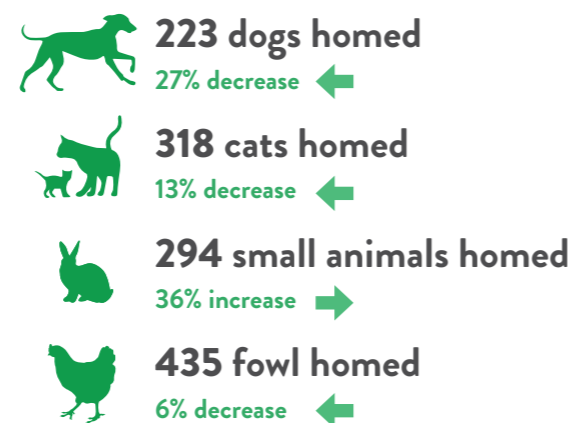
SANCTUARY REVAMP

The area where we keep our domestic fowl underwent a big refurb. This included new fencing, hen huts, permanent fixtures to enhance enrichment and also various fruit trees and willows that were kindly donated to us by supporters.

2017 - 2018



2018 - 2019



PROVIDING SANCTUARY & LIFETIME HOMES FOR ANIMALS IN NEED



PROVIDING EDUCATION ACTIVITIES TO PROMOTE ANIMAL WELFARE



Some animals live with us in sanctuary which means they will live out their natural lives at Raystede. The option of permanent residence is particularly offered to horses, donkeys, goats, sheep, alpaca, tortoise, terrapins and exotic birds. Our ability to care for these animals for a long period of time improves the learning experience for visitors whilst at the same time teaching respect for animals and ensuring best welfare practices.

We do care for some wildlife, although only a small number. These tend to be hedgehogs, fledglings and ducklings. We also care for different types of wildfowl that live on our lake and require veterinary treatment.

Animals that live with us in Sanctuary 2017 - 2018

-  157 aviary birds
-  22 tortoises
-  29 terrapins
-  5 horses
-  8 ponies
-  10 donkeys
-  4 alpaca
-  5 goats
-  14 sheep

Animals that live with us in Sanctuary 2018 - 2019

-  160 aviary birds
-  23 tortoises
-  24 terrapins
-  5 horses
-  8 ponies
-  9 donkeys
-  4 alpaca
-  6 goats
-  13 sheep

TILLY THE PONY

Many of the larger animals in our care suffer from ongoing and costly health issues. Horses, ponies, donkeys and alpaca need a lot of space and their basic care is costly even without the added expense of medication. This is often why larger animals end up with us. Tilly had been kept in unsuitable housing on her own. She was lonely had also been fed an inadequate diet meaning she was in bad condition and overweight. She suffers from an condition called EMS which is similar to Type II diabetes in humans. We monitor this daily and ensure she gets lots of exercise to keep her weight down and control the sugar levels in her blood.

Animal engagement activities have been developed to provide potential future pet owners with an understanding of animal care needs as well as responsible pet ownership. Trails have also been established to engage families in entertaining and educational activity whilst visiting Raystede. A series of short engagement sessions with different animals and birds have been put in place and are delivered each weekend by knowledgeable animal care staff with support from our Education Team.

Our education initiative has been in place for ten years and has made great progress in providing unique facilities for children and schools both in Sussex and beyond. Weekend and school holiday activities have also been very successful with the 'Raystede Rangers' children's club being very popular. Visits have been made to schools to add further value to the work undertaken at Raystede.

2017 - 2018

14,524 young people gained the knowledge they need to treat animals with care and respect through Raystede's Education programme.

2018 - 2019

190 Young people with behavioural, social or emotional difficulties learned how to care for pets responsibly and 30 certificates in animal care were awarded.

1,302 local teenagers received the knowledge they need to become caring and compassionate pet owners of the future.

9,825 people enjoyed a fun, free, family based learning session during a visit to Raystede.

In total, 13,014 young people were given the knowledge they need to treat animals with care and respect through Raystede's Education programme.



HELPING US ACHIEVE OUR AIMS



LAYING A BELOVED PET TO REST

To my
BELOVED PETS
Miss you all,
never forget you all

Growing and managing our income

The objectives of Raystede Animal Services Limited are to operate commercial trading activities to enhance the core business of the charity.

The key areas where we generate commercial income are as follows:

- Cafe Raystede
- Raystede Charity Shop
- Peaceways Pet Crematorium
- Public events that take place at our centre

The cafe and shop facilities have significantly enhanced the visitor experience and contribute to income generation for the charity. An events calendar also enables us to maximise our ability to both engage with the community and raise funds. Our café has been extended to accommodate additional visitors and our onsite charity shop has also been extended to provide more selling space with a more efficient sorting area.

The annual Summer Fair was proactive in raising Raystede's profile and creating a substantial net profit for the charity. Further events were held with a Winter Fair and several car boot sales that were also successful both commercially and in engaging with people who had not visited Raystede before.

Peaceways our pet crematorium facility was greatly improved by purchasing new equipment. Following this investment there has been a strong increase in use and revenue following a strategy to promote this service through local veterinary practices.

2018 - 2019

We have seen a **23%** increase in the income generated from Peaceways Pet Crematorium.



FUNDRAISING & RESPONSIBILITY



Our fundraising activities are first and foremost focused on engaging the community with our charitable aims.

Fundraising has become an ever more competitive environment and we have been fortunate to retain the loyalty and generosity of our supporters. We continue to encourage regular monthly gifts through our Friends of Raystede scheme. We work hard to maintain and develop our supporter base and at the same time explore new opportunities for fundraising to support our work.

Legacy income has traditionally been our main source of income and in 2017-18 this remained true while in 2018-19 we saw a downturn in legacy notifications. A marketing programme is in place to address this in future years.

Fundraising responsibly

There is a great need to maintain ethical standards in our fundraising practices and we have developed a code of conduct for all areas of engagement with supporters and donors ensuring that we are both transparent and aligned to current best practice within the regulatory framework.

Raystede's published donor charter is as follows:

- We promise never to give, swap, rent or otherwise pass on your details to other third-party organisations;
- We always welcome communication with you and promise to respond to all queries in a timely manner;
- We always act with integrity;
- We guarantee that all donations we receive will be spent in a manner that is deemed to be for the maximum benefit of the animals in our care;
- We will always endeavour to act in a transparent and open fashion with our donors;
- We constantly work to ensure our administration is as efficient and cost effective as possible.
- We will always act in accordance with our mission to give animals a better life through rehoming, rehabilitation and sanctuary and give people the support and knowledge they need to treat animals with care and respect.

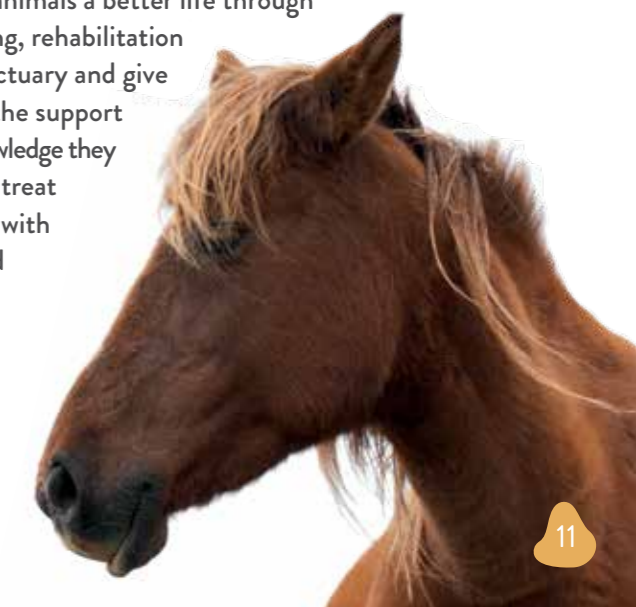
RIDE 4 RAYSTEDE

Ride 4 Raystede pictured above is one of the many 'Challenge Events' that we do to raise money for our animals. Throughout the year we hold a range of different events similar to this, ranging from pub quizzes to marathons.

We receive donations via appeals that are mailed out to our supporters. Additionally, people kindly donate when they visit our centre once they have seen the work we do first hand.

Bucket collections are often held in local pet shops and supermarkets. Not only does this raise vital funds but also generates awareness about us to the public.

We also actively encourage people to donate on a monthly basis by becoming a 'Friend of Raystede'. This is primarily achieved by having Face-to-Face fundraisers situated at our centre who are able to speak to visitors and explain why supporting us in this way is so important.





RAYSTED E PEOPLE

Staff

The need to keep up to date on current animal behavioural research and applied behavioural techniques has become very important. Raystede has a comprehensive training regime in place to ensure standards are both maintained and improved.

2018-2019

107 staff members

This included our animal care teams and those in our offices, shop and cafe.

147 volunteers

Our volunteers gave **14,439** hours of their time to help Raystede.



2017 - 2018

Four foreign students from Bergen in Norway were on work placements at Raystede.

Health MOTs were introduced to improve the health and wellbeing for Raystede staff.

2018 - 2019

Four Plumpton students doing animal care placements finished after twenty-five weeks at Raystede. We also had four apprentices, three helping in animal care and one on a management course.



THE HELPING HANDS SCHEME

Companies visit us for team building days. This scheme is known as Helping Hands. It allows a group from the same company to volunteer with us for a day. The projects they help us complete are varied and can range from painting animal housing to erecting fencing or even building a grotto for our Winter fair.



RAISING AND MAINTAINING AWARENESS



We estimate that most people who come to Raystede to rehome animals have visited our website prior to their visit. Social media including Facebook, Twitter and Instagram are playing a key role in raising and maintaining awareness.

We also have a Google Ads grant which aids us in reaching a bigger audience online. The most popular advert by far is for Dog Rehoming, currently receiving the biggest click through rate.

OTHER WAYS WE RAISE AWARENESS

In the last two years we have also featured in the first Animal Rescue Live which was aired on Channel 4 for a week. We had numerous animals featured which needed rehoming but our key area of expertise given the most air time was about rabbits. Our main rehoming story was for Button & Bramble who were two disabled rabbits that had been at Raystede for over a year.

We also featured on a fleet of 52 Brighton & Hove buses for three months. This was a great opportunity to give our brand high visibility and promote rehoming. We also joined forces with other charities and animal welfare advocates to get Lucy's Law passed. This will see an end to cruel puppy farms and third party sales of puppies & kittens. As a result of our involvement we were invited to the announcement made by Michael Gove at Number 10 Downing Street.



We featured in Dog's Today magazine and received a lot of social media praise for supporting the campaign to get this law passed.

We released a short film titled *Heartbreak To Happiness*. This was a 10 minute video focused on giving up a pet. Our aim was to highlight that Raystede is a wonderful, safe place to relinquish a pet and break down taboos that rescue centres are depressing and old fashioned. It also highlights that giving up a pet is not something to be ashamed of and we are a far safer and better option than rehoming a pet online. The video was shown in independent cinemas across Sussex in place of adverts throughout the school holidays before the feature films Paddington Bear 2 and also Peter Rabbit.

Opportunities to engage with visitors through volunteers and staff have been embraced and combined with ongoing site interpretation work, has resulted in approximately 200,000 visitors to our site, many of whom are repeat visitors & supporters. The site is busy all year but as primarily an outdoor centre, the majority of visitors are received during the warmer months of the year and particularly during school holidays.



FINANCIALS AT A GLANCE



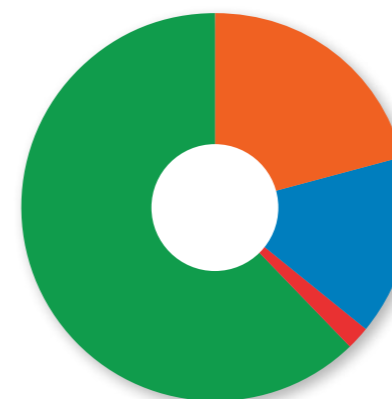
Our key areas of income are through fundraising, legacies, investments and our commercial ventures which are Café Raystede, Raystede charity shop, sales of pet goods and Peaceways Pet Crematorium.

2017 - 2018

Total income	£2,752,552
Total expenditure	£3,064,027

HOW EVERY £1 WE RECEIVE IS SPENT

Fundraising and promotion costs	21%
Trading activities	15%
Investment fees	2%
Charitable activities including rehoming, sanctuary and education	62%



2018 - 2019

Total income	£2,437,389
Total expenditure	£3,194,703

HOW EVERY £1 WE RECEIVE IS SPENT

Fundraising and promotion costs	20%
Trading activities	15%
Investment fees	2%
Charitable activities including rehoming, sanctuary and education	63%





Morgan Williams - Raystede President

**We pride ourselves on our low animal returns rate.
This is a direct result of us matching animals very closely
with potential owners, making rehoming very successful.**

**We would like to thank everyone who has supported us over the past two years.
We couldn't help so many animals without you!**



RAYSTEDE
GIVING ANIMALS A BETTER LIFE

**Raystede Centre for Animal Welfare
The Broyle, Ringmer, East Sussex, BN8 5AJ**

Registered charity number 237696