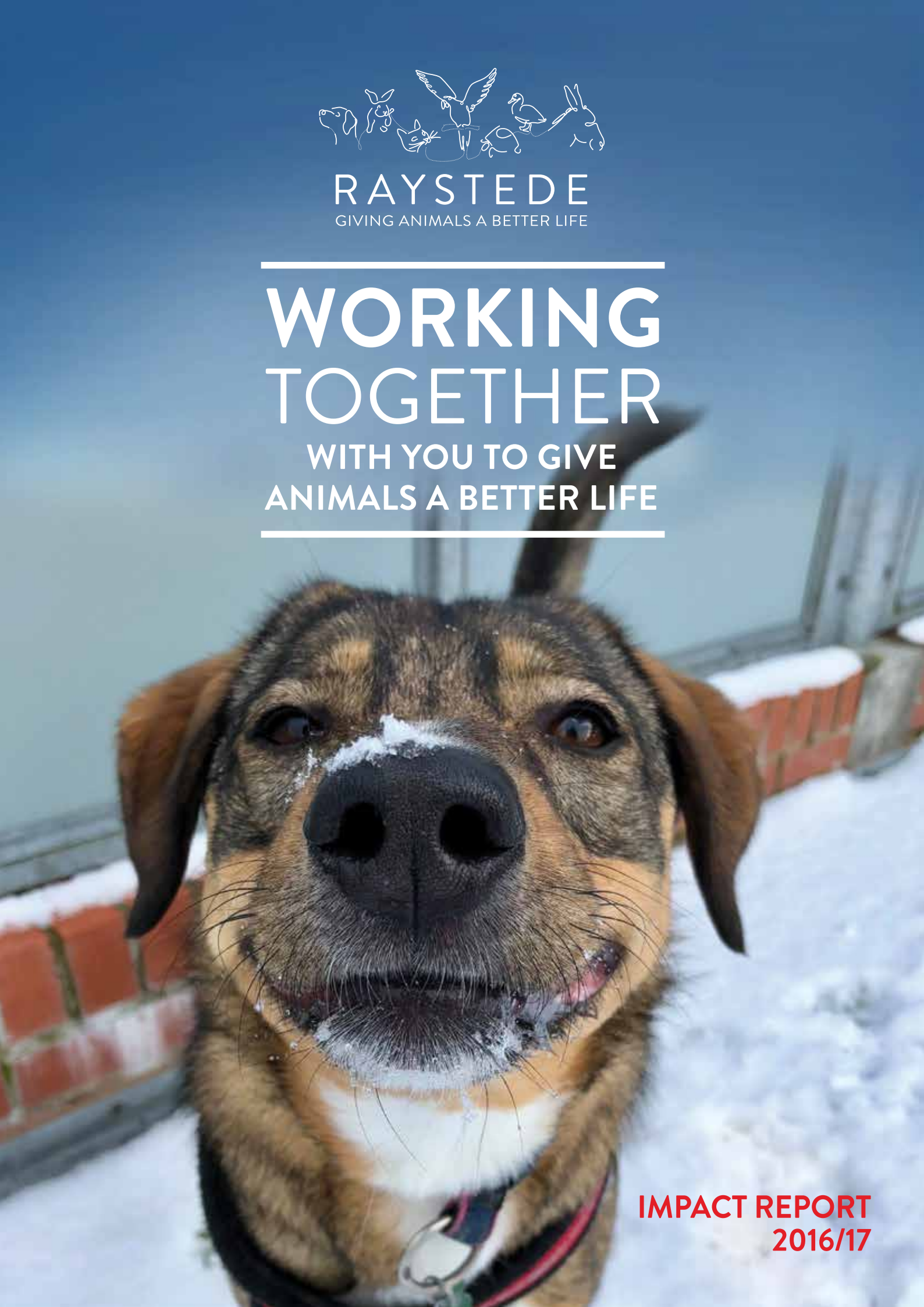




RAYSTEDE
GIVING ANIMALS A BETTER LIFE

WORKING TOGETHER

WITH YOU TO GIVE
ANIMALS A BETTER LIFE



**IMPACT REPORT
2016/17**

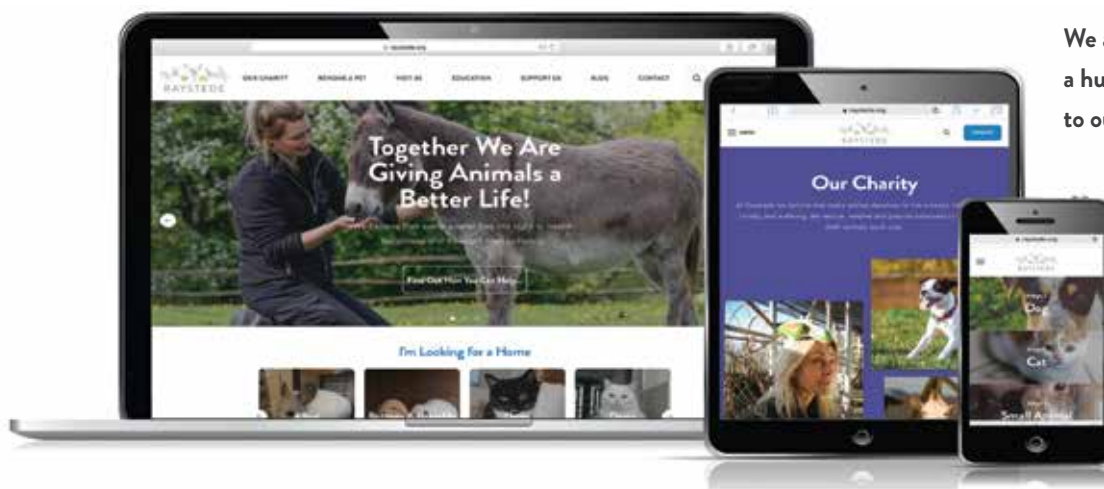
RAYSTEDE IN THE MEDIA

Nationally, the number of animals being rehomed from rescue centres has seen a 7% decline over the last 5 years. This is due to many factors but the biggest is the internet: it has become a popular, albeit rather dangerous tool for people to buy and sell animals.



Historically Raystede had not attempted any concerted marketing drive. We decided to give this a go to see if we could increase the number of animals rehomed from us. We aimed to spread the message about the benefits of adopting an animal from Raystede. This also coincided with us launching our new-look website which is far more user-friendly

We advertised across local radio stations, newspapers and magazines throughout January – March 2017. The key message we delivered was that all the animals in our care are vet checked, character assessed and where necessary neutered and microchipped before being rehomed. We also provide ongoing support and advice for the duration of the pet's lifetime.



We also experienced a huge uplift in traffic to our new website

The good news is, following this three-month media campaign, adoption increased by **49%**



We took the very significant step of increasing the hours our animal care team are on site. We are the first in the sector to make this move and it is a big leap for the welfare of the animals in our care.

Staff now work from 7am to 7pm each day on an eight hour rota, although opening hours for visitors remain the same 10am - 4pm. Our motivation for this change was to further increase the welfare of all the animals at Raystede.

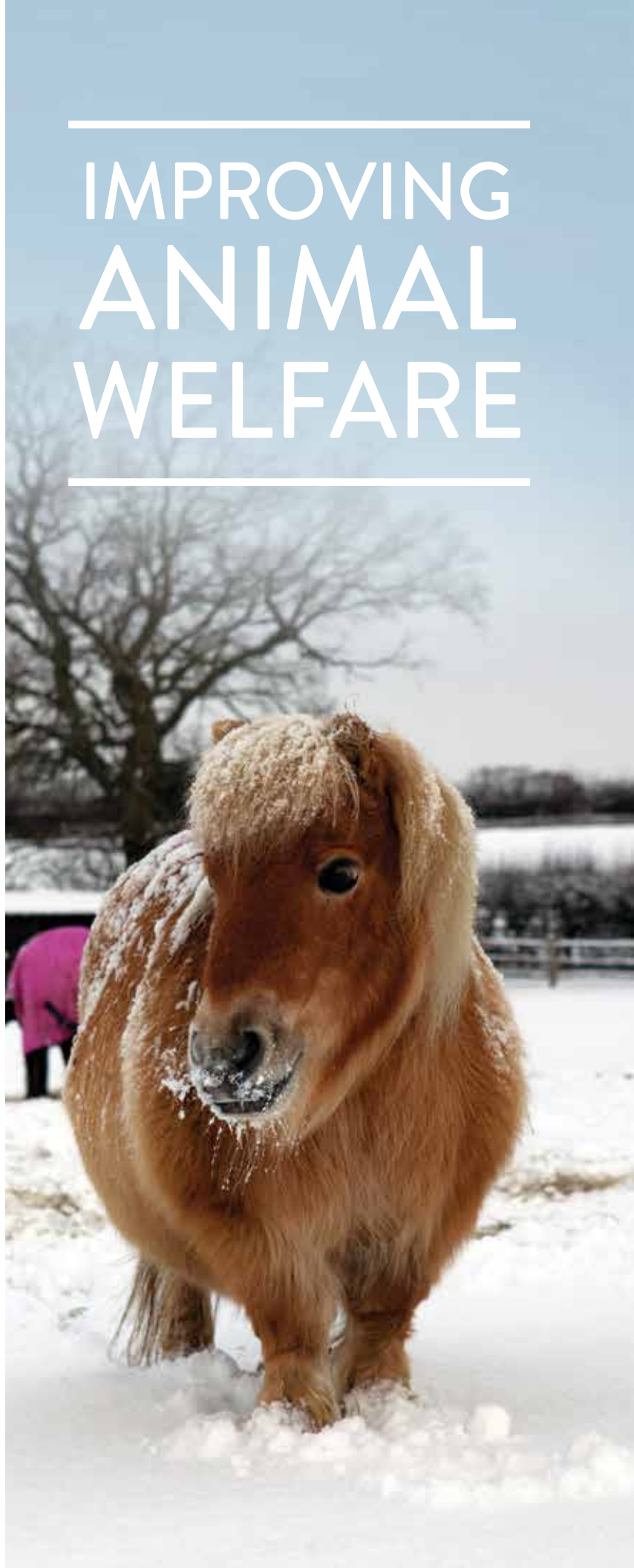
Our rehoming team now work until 6pm every Thursday. This enables animals to be rehomed at quieter times if needed and we can fit in more time slots for animals to be adopted, resulting in more appointments being made.

Benefits of the extra hours include:

- Nervous animals being able to spend time outside their enclosures before and after members of the public arrive on site.
- Administering medication is easier with a longer time frame
- Sickly animals are monitored more closely
- More human contact and company
- Prolonged and staggered enrichment and feeding times alleviating boredom



IMPROVING ANIMAL WELFARE





TOGETHER
WE HAVE GIVEN

182

SMALL
ANIMALS

A SECOND CHANCE IN LIFE

6% INCREASE YEAR ON YEAR



Rabbits are the most neglected pet in the UK and we often have a waiting list of rabbits that need to come in to Raystede.

Many **small animals** arrive in bad condition due to being fed the wrong diet. This can have a severe affect on their teeth, which results in poor health and various ailments.

Between January and March 2017 there was

62% increase in small animals rehomed.

It costs over **£3,240** to feed all our small animals for a year.

HOW WE MAKE A DIFFERENCE

With small animals so readily available in pet shops and online, rescue centres are often overlooked when people are considering a smaller pet. The increase in rehoming following our press campaign shows that people are willing to adopt small animals and we endeavour to continue spreading awareness about the smaller animals that find their way into rescue.



Kennels

Our dogs in our care receive a lot of love and attention from staff and volunteers. They are walked numerous times a day and are provided with activities and training. They also receive zoopharmacognosy treatment once a week and deep tissue and relaxation sessions.

Around **10%** of dogs we receive are due to relationship splits.

Between January and March 2017 there was **40% increase** in dogs rehomed.

It costs over **£5,000** a year to feed all our dogs. We are able to keep costs down because good quality dog food is often donated to us.

HOW WE MAKE A DIFFERENCE

Every weekend we give members of the public the opportunity to 'meet a kennel dog' this shows the types of breeds, ages and temperaments that we receive. It also allows anyone to ask a member of our kennels team questions. We believe this breaks down taboos over rescue dogs and helps to aid good pet care as professional advice is readily available.



TOGETHER
WE HAVE GIVEN

282
DOGS
NEW HOMES

9% INCREASE YEAR ON YEAR





TOGETHER
WE HAVE GIVEN
317
HENS
NEW HOMES*



*This is a 42% decrease due to DEFRA (department for environment, food & rural affairs) issuing a bird flu warning across the UK, meaning we were unable to take in or rehome any hens for a number of months. It was advised that all birds were kept within indoor enclosures if possible. In order to comply, we created a new space for our 200 existing hens within an area of the equine barn where hay is usually kept.



Numerous large animals live with us in sanctuary, meaning Raystede will be their home for the remainder of their lives.

Animals in sanctuary:

- | | |
|-----------|----------|
| 4 Alpaca | 8 Ponies |
| 9 Donkeys | 14 Sheep |
| 5 Horses | 6 Goats |

It costs over **£13,100** a year to feed all our sanctuary animals.

**HOW WE MAKE
A DIFFERENCE**

In the UK there are approximately 30 million egg-laying hens in production every year, all of whom will go to slaughter between 72-78 weeks of age. Each year Raystede rescues hundreds of hens and rehabilitates them from their almost featherless state into healthy and happy birds so they can be given new homes in people's gardens with the added benefit of providing eggs every day.





We always endeavor to accept elderly cats. or those that require specialist care or treatment. These cats may take longer to rehome but we will provide them with everything they need until the perfect home comes along.

A significant percentage of cats are brought to us due to people moving into rented accommodation that does not allow pets.

Between January and March 2017 there was a **29% increase** in cats rehomed.

It costs over **£12,500** a year to feed all the cats in our care.

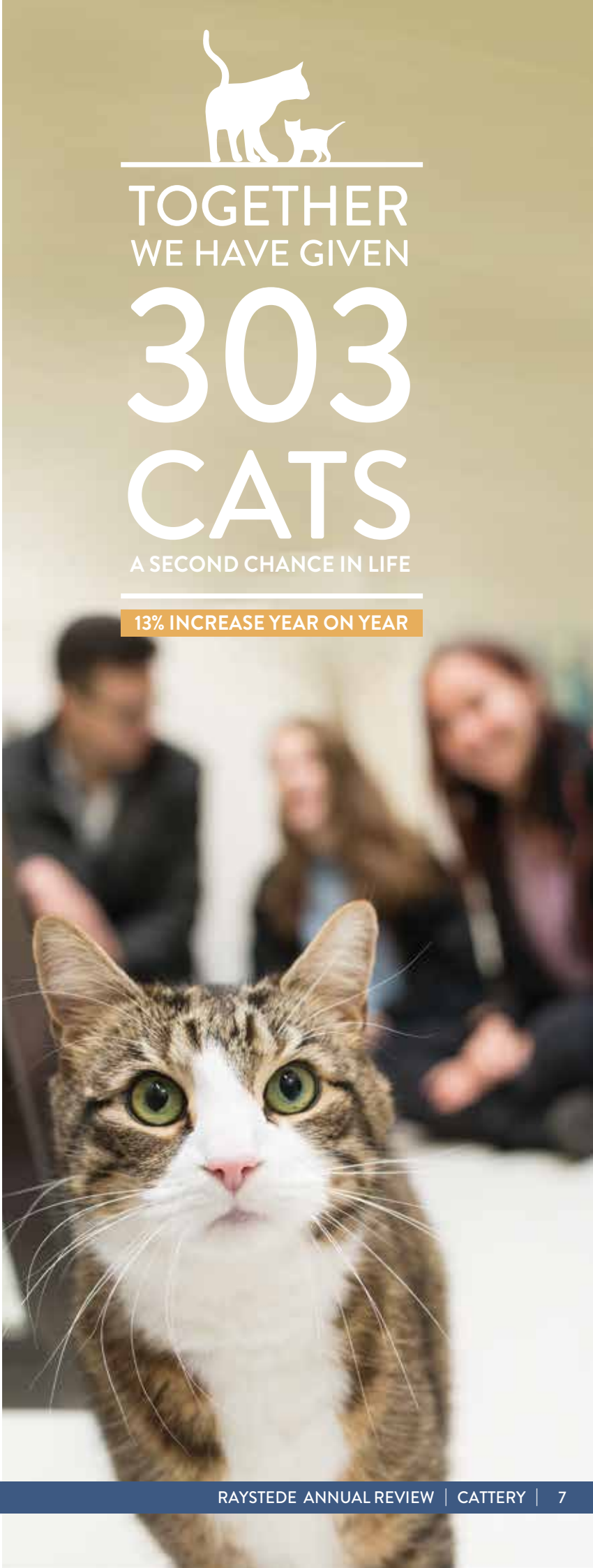
HOW WE MAKE A DIFFERENCE

More than 100,000 cats are found as strays or abandoned each year. By providing information, support, advice and ultimately being willing to accept any type of cat, we are delivering relief to people who have unwanted litters, can't cope or just don't want their cat any more. This gives people a better option than abandonment.



TOGETHER
WE HAVE GIVEN
303
CATS
A SECOND CHANCE IN LIFE

13% INCREASE YEAR ON YEAR





A HOME FOR LIFE

LIVING IN SANCTUARY



Tortoises, terrapins and aviaries. Exotic animals do not make good pets and we do not believe they should be sold and kept as such. They are complex and need a huge amount of space.

Small cages and heated tanks are not the right environment for these animals to live a happy and healthy life. We provide the optimum environment for these animals to thrive and survive in captivity. For this reason we do not rehome them, as it's rare that an average household will have the space or facilities readily available to ensure exotic animals can live as naturally as possible.

It costs over **£12,200** each year to feed the birds in our aviaries.

We extended the tortoise enclosure so that our 22 tortoises could have more space to roam. They now have a sandy area where they can burrow down and cool off along with a grassy area so they can graze and explore even further than before. They still have their huts, which they can venture in and out of as they please throughout the day and are locked in safely at night.

Terrapins are kept in indoor, heated pools throughout the winter and moved into a heated pond within the tortoise enclosure during the Summer when the weather is better suited to them.





At Raystede we have our resident vet, Dr Saskia Krawczynski, MRCVS on hand working in our fully equipped veterinary surgery, alongside a veterinary nurse.

- 801 health checks were carried out
- Over 500 microchips were implanted
- 580 vaccinations were administered
- 235 dogs (male and female) were neutered
- 183 cats (male and female) were neutered
- 74 rabbits and guinea pigs were neutered
- 16 small rodents were neutered
- 104 dental procedures were carried out in dogs, cats and rabbits
- 18 life-saving operations were carried out
- 40 x-rays were taken
- 15 masses were removed
- over 100 lab tests were carried out at the surgery
- 62 chickens were treated for various illnesses

Additionally, over 192 wildlife casualties were seen, the tortoises and terrapins treated, the birds in the aviaries treated.



PROVIDING THE BEST OF CARE

ONSITE VETERINARY PRACTICE





INSPIRING PET OWNERS OF THE FUTURE

LEARNING AT RAYSTEDE



This year we have taught **1336 children** the five animal welfare needs so that they can care for their pets well – now, and in the future.

We have prepared **291** local teenagers for life as a responsible pet owner through our outreach programme,

Through the launch of the Raystede Guide to Pet Care at least 1350 families now own a manual for keeping pets happy and healthy.

1,488 of our visitors took part in fun activities through which they learnt how to care for pets in the best way possible.

We welcomed **230** young people with Special Educational Needs to Raystede to learn how to love and care for animals.

It costs **£1,400** per week to run our education programme, essential to improving pet welfare and ensuring a great future for pets and their owners.



Trading

It costs well over £6000 a day to run Raystede and with us being so reliant on donations we need to generate revenue across other areas.

The trading and commercial areas are made up of:

- Café Raystede
- Charity Shop
- Pet Goods sold in Customer Services
- Peaceways Pet Crematorium

All the profit generated goes straight back into running Raystede and caring for the animals.

Revenue of all commercial areas increased by **9%**.
Profit doubled.

The marketing and media campaigns that we ran rapidly increased footfall, which had a direct impact on generating a significant rise in revenue across these areas.

Raystede is incredibly visitor friendly as it has ample parking space, it's dog friendly, has wheelchair access and provides activities during school holidays and weekends for free. The café provides a varied menu and caters for veggie and vegan diets along with gluten free options.



WELCOMING OUR VISITORS

DISCOVERING RAYSTEDE





VOLUNTEERING BRINGS US ALL TOGETHER



Volunteers are at the heart of all the work we do at Raystede. They give up their valuable time to help Raystede run smoothly. We simply could not provide the level of care for the animals that we do if we did not have volunteers. They are vital in achieving our mission of giving animals a better life and helping to educate the wider public in how to do so too.

At the end of March we had almost **150** regular volunteers

Our incredible volunteers dedicated **13,220** hours of their time to giving animals a better life.

HELP US MAKE A DIFFERENCE

We always need more volunteers right across the organisation. The areas are fundraising, charity shop, customer services, café and animal care. We get a lot of people wanting to volunteer with the animals, which is understandable but there are other areas that desperately need volunteers too. We hold a number of events throughout the year where our fundraising department and commercial areas, always need some extra hands.





Rainbow Bridge

This is an art installation which overlooks the duck pond in our Sanctuary. It provides an interesting viewing platform for our visitors but also carries a message. You may have heard of the 'Rainbow Bridge' in the context of Norse mythology but it also has a meaning to those who care for rescued pets. It is said when a pet dies, whoever is with them at that moment, helps them across Rainbow Bridge to a place of peace. The coloured discs reflect light onto the water, which represent the souls of animals lost. Rainbow Bridge brings the circle of adopting an animal from us and then bringing them to Peaceways as their final resting place, together.

Lifeline - Dog Tags

When going past the dog pens, visitors will come across a rope with numerous dog tags hanging from it. Each tag names a dog that was adopted from us, stating the dog's breed, reasons for being brought to Raystede and the date they were adopted to begin their new life. It's a lovely way for owners to honour their new rescue pet and also shows visitors the diversity of dogs that come to us along with the reasons why.

Sensory Safari

Interactive posts have been installed around site that offer sensory, visual and audio learning. These provide varied ways for visitors to learn about the animals we have on site and how we care for them. Free activities are also provided on the weekends and school holidays which will be focused on a particular animal; this gives people to have a closer encounter with a rescue animal and learn about what an animal charity and rescue centre does along with invaluable tips on pet care.



RAYSTEDE SHARING KNOWLEDGE





LAYING A BELOVED PET TO REST



It's hard losing a beloved pet but we offer a cremation service which helps people say 'goodbye' and lay their animal to rest. Peaceways was the first pet crematorium in the UK, set up in 1964 by Raystede's founder Miss M Raymonde-Hawkins.

The beauty and serenity of Peaceways owes much to its manager Jeff Tucker who has made the Garden of Remembrance and woodland his labour of love.

Revenue increased from

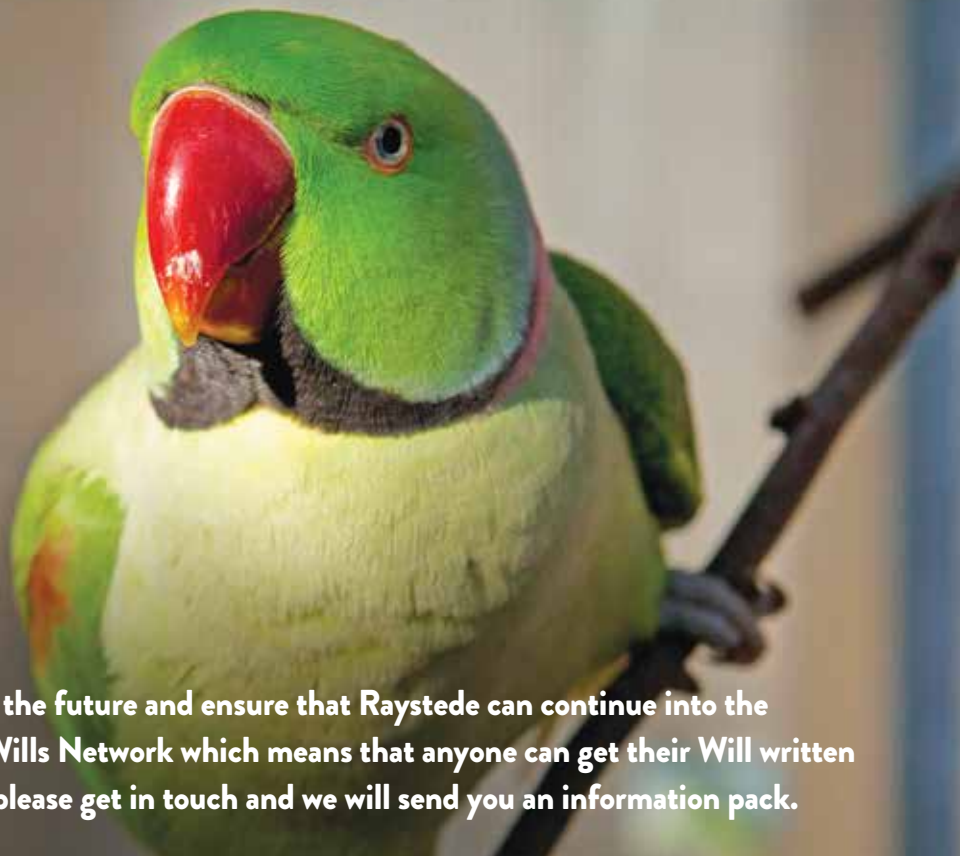
£9,700 to £25,300

Peaceways prides itself on delivering an invaluable service upon a beautiful setting. The tranquility of Peaceways makes this difficult element of pet ownership a little easier to come to terms with.

With increased trading and exposure and so many animals being adopted from Raystede over the past 65 years, Peaceways is a well used service.



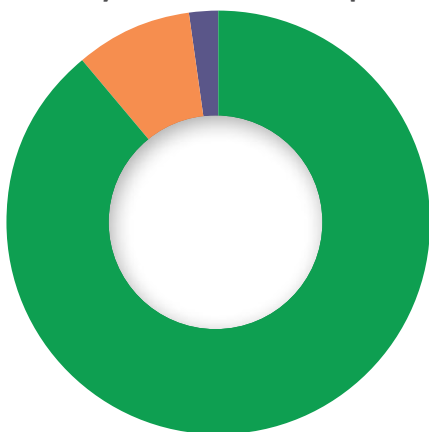
RAYSTEDE FINANCIALS AT A GLANCE



'Gifts In Wills' enable us to budget for the future and ensure that Raystede can continue into the future. We are a member of the Free Wills Network which means that anyone can get their Will written up free of charge. If this is of interest please get in touch and we will send you an information pack.

WHERE YOUR MONEY GOES

For every £1 we receive, we spend:



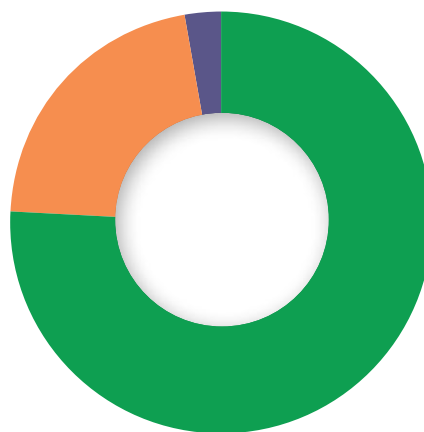
■ 89p on activities that benefit the animals

■ 9p on generating the next £1

■ 2p on governance

INCOME

How it works:



■ £2.11m Voluntary

■ £0.60m Trading to raise funds

■ £0.07m Charitable activities

Total £2.78m

Income rose by **34%** largely due to a record year for legacy receipts.





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.

Our Vision

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

We would like to thank the following benefactors for their grants and donations this year:

Support Adoption For Pets • Charlotte Marshall Charitable Trust • Roger Vere Foundation •
The Astor Foundation • The Beryl Evetts and Robert Luff Animal Welfare Trust •
The Ivo Trust • The Tory Family Foundation • Toyota Community Fund •
Scott (Eredine) Charitable Trust • The Chalk Cliff Trust •
A.I. Hawksbee Charitable Trust • Pets At Home

We rely solely on donations and we could not continue the work we do for animals without the generosity and kindness of every person who supports us.

www.raystede.org



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