



Annual Report 2017





Our Mission

Rescue, reunite and rehome dogs and cats across Edinburgh and the Lothians.




Our Vision

To create a community where unwanted and mistreated animals are given a voice and a second chance for a happy and forever home; and where anybody who can, will act to advocate for animals still suffering.

EDINBURGH
DOG AND

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A Message from our Chairman and Chief Executive



It is fantastic to be reflecting on another exciting year of growth at Edinburgh Dog and Cat Home - to say that 2017 was a busy one might just be an understatement.

By the end of 2017 we had nearly 3,745 dogs and cats come through our door, many of whom have been found by the council, police or members of the public, wandering the streets of Edinburgh and the Lothians. Others showed up with their owners, who have found themselves no longer able to care for them. We are so proud to say that we have never turned a single animal away.

In 2017 we celebrated our 60th anniversary at Seafield Road East. Some things, like the dedication of our staff, or the fresh sea breeze, haven't changed. But last year there were significant developments – the awareness of the public of our work, improvements to our facilities, and our ability to raise vital funds to care for our dogs and cats.

Partnerships are the foundation of the Home's work, and once again proved vital for us to provide world-class care for the dogs and cats who have reached our door in need. In addition to our Seafield anniversary, in 2017 we also celebrated our 60 year partnership with the Royal Dick Vet School. It is one that remains as important as ever for us as we continue to work closely with vet teams both on and off-site.

Rescuing, Reuniting and Rehoming Highlights



“It currently costs us nearly £2 million a year to run our kennel and cattery, provide veterinary treatment to those who need it, and feed and care for our animals.”



Further to our extensive corporate support, at the end of 2017 the Home’s first ever corporate committee was formed. This group aims to meet once a quarter and act as our eyes and ears on the ground within Edinburgh’s corporate world. The impact of this group is starting to come to fruition through some very positive referrals to new companies we had previously no contact with. We’d like to express huge thanks to all those involved.

It currently costs us nearly £2 million a year to run our kennels and cattery, provide veterinary treatment to those who need it, and feed and care for our animals. We just wouldn’t be able to do it without the enduring support of the public, our partners, Animal Champions, volunteers and hard-working staff, all of whom you will read more about in the pages inside.

Unfortunately Edinburgh Dog and Cat Home’s work is never done – and there are so many ways that you can continue to help us as we move into 2018. We have a fantastic programme of events this year, from our Open Day or entry into the Edinburgh Kiltwalk, to corporate events like In the Dog House and our Golf Day. We hope to see you all soon and wish you all the very best for 2018.

With best wishes,

David and Howard

David Blinkie
H. Budget



Boarded



Total animals cared for



Our Work In 2017

2017 started off with a bang. We had new dogs and cats reaching our door daily in need of reuniting with their owners, or indeed a fresh start in life.



The new facilities brought with them improved hygiene practices, food storage and preparation areas. The Home completed an ADCH self-assessment, determining that the current kennel doors in our first kennel block did not meet the necessary requirements. £20,000 was generously awarded by the Pedigree Special Grants Programme to support the refurbishment of all 24 kennel doors in Kennel Block One. The new doors will greatly improve the wellbeing of rescue dogs by improving the ventilation, decreasing stress and enabling them to better interact with staff and customers. The Home is currently seeking funding for the refurbishment of its remaining kennel doors.

In January we learned that the Home's Director of Operations/Deputy to the CEO, Lindsay Fyffe Jardine, had been nominated for an Edinburgh Chamber of Commerce 'Young Leader of the Year' award. On the night she was awarded a special commendation in recognition of her exceptional leadership skills at the Home, having transformed its operational structure over the previous year, implementing new health and safety and HR policies, and establishing new community partnerships and revenue streams.

The Home underwent several major site developments in 2017, which aimed to improve the Home's animal welfare and health and safety standards. In April, representatives of Pets at Home opened our newly-refurbished rehoming kennel kitchen, funded in part by a generous donation of over £8,000 by Pets at Home and its partner charity, Support Adoption for Pets.



And the developments to animal rehoming last year weren't just structural – new technology also had an impact on animal rehoming. Edinburgh Dog and Cat Home launched its first ever app, developed by a creative team at FanDuel; Sky Welch, Robert Hewitt and Corinna Bruce. The app contains profiles of animals who are currently available for rehoming. Profiles contain information like age, sex, breed and size, in addition to descriptions of their individual personalities and requirements. Numerous dogs and cats have already been rehomed after being spotted on the app, and it will continue to be developed into 2018.



The Home increasingly took part in external relations work to try to raise awareness of its mission, and engage in national discussion of animal welfare issues. Events like Greyfriars Bobby Commemoration Day, the Home's Open Day and the Tesco Bank Roadshow provided platforms to meet with the public and discuss best practice in animal care and rehoming.

Edinburgh Dog and Cat Home also joined forces with fellow animal welfare organisations when it joined the Scotland Animal Welfare Education Forum in 2017. This group will look to take forward educational messages with maximum collective impact. The Home also secured funding of £30,000 from the Kennel Club for its first ever Educational Officer, who will join the team in early 2018.



New Sound System

On entering any of our rehoming kennels, visitors may now be greeted by the dulcet notes of Bob Marley, Billy Joel or even Stephen Fry, narrating a relaxing bedtime story.

It's easy to think that our operational staff might simply have a penchant for reggae or soft rock, but it is actually the dogs and cats who are benefitting from these relaxing sounds.

According to research from the SSPCA and The University of Edinburgh, the stress levels of dogs decreased significantly after listening to music, particularly reggae and rock. It is hoped that by reducing stress and related behaviour, our dogs and cats will have a much better chance of finding new, loving homes.

In September 2017 each of our kennel buildings was fitted with its own iPod and amplifier, with eight speakers spread throughout the space, allowing us to customise the music in each building. These centralised sound systems were made possible by a generous £5,000 grant from John and Alice Watson's Charitable Trust, to whom we are very grateful. The Home is seeking funding to make similar upgrades to its catteries.



Fundraising Highlights



For 134 years Edinburgh Dog and Cat Home has benefitted from the unwavering support of the public to fund the care of its stray and unwanted pets, and 2017 was no exception.

From sponsored dog walks and marathons, to abseils and fire walking, we continued to be amazed by the physical challenges our supporters put themselves through to help us care for our animals. We have already started to take sign-ups for our 2018 events, like It's a Knockout, the Kiltwalk and the Blackout Bungee.

In 2017 the Home developed its individual giving schemes, launching both the Companion scheme and its Sponsor Wall. The former allows individuals to become 'Companions' of Edinburgh Dog and Cat Home, by committing to a regular gift. Meanwhile, in August, the Sponsor Wall was built to reflect the names of kennel and cat pen sponsors making an annual gift.

In 2017 the Home took on 206 new Companions, while it benefitted from 36 new Sponsors.

The Home's support from the business community also flourished, with a series of well-attended corporate events. In August, it hosted its first ever Corporate Golf Day at the Fairmont St Andrews, with nearly 50 players teeing off for a good cause. In the end a total of £6,400 was raised through the day.

Another inaugural corporate event took place in October, when business leaders and influencers from across the country agreed to be locked up for one full working day in the Home's kennels.



'In the Dog House' saw participants attempt to fundraise their way out of their confines, with iMultiply's Kirsty MacKenzie and John Gilbertson being crowned joint 'Top Dogs' for the most money raised individually. Nearly £10,000 was raised in total thanks to the group's efforts, with many participants promising to return in 2018.

Partnerships remained vital to the Home's continued fundraising success in 2017. In March it was named as Edinburgh Trams' Charity Partner of the Year, benefitting from numerous staff initiatives – from a gruelling 42 mile staff cycle from Dunbar to Edinburgh Airport to their participation in the Home's Tacky Christmas Jumper Day.

Pets at Home, Fort Kinnaird, continued their fantastic support of the Home, hosting a series of Christmas fundraising days, and even locking their manager in a dog cage for the cause. As a result of their efforts in 2017, Pets at Home and their registered charity have generously donated nearly £9,000 to the Home, which will be used to fund an upgrade of our rehoming cattery in 2018.

Numerous other businesses showed their support for the Home during 2017, which was very gratefully received – including M&S, the Fort, Sainsbury's, Amazon and more. Their valuable contributions included fundraising and awareness-raising in-store, donating food and drink items for the Home's own fundraising events, and taking part in corporate volunteering days on site and in the Home's charity shops.

A superb year for the Home was rounded off in December, when Brewdog, Grassmarket, announced that they would be taking on Edinburgh Dog and Cat Home as their charity partner. Brewdog's Unicorn Fund sees 20% of profits split between staff and their chosen charity.

At Christmas time, the Home's supporters pulled out all the stops to make sure our dogs and cats were not forgotten over the festive period. Donations of food and toys appeared daily at our reception desk, while our Christmas appeal received an overwhelming response – a whopping £25,037.58 was raised in the appeal and through fundraising around our Tacky Christmas Jumper Day on 8 December.



The year in numbers

7 Charity Partnerships

36 New Kennel and Cat Pen Sponsors

206 New Companions of Edinburgh Dog and Cat Home

£263,000 Fundraised in 2017

2,174 Open Day Visitors

575 Christmas Appeal Donors



Diamond Celebrations 60 Years at Seafield



2017 marked the 60th year of Edinburgh Dog and Cat Home's residence on its current site at Seafield Road East, and its annual Open Day provided the occasion to celebrate the incredible support it has received from the public during this time.

On Sunday 3 September Edinburgh Dog and Cat Home saw a record turnout for the event, with 2,174 people counted coming through the Home's gates, in addition to hundreds of dogs.

Pet lovers were well-catered for at the dog-friendly event, as they enjoyed demonstrations from Midlothian Dog Training, Rhona Meikle K9 First Aid and the Scottish Kennel Club. There was also no shortage of the Home's own dogs and cats looking for their forever homes, with visitors getting the chance to tour the kennels and cattery to meet some of them.

Families enjoyed seaside fun and games including a bouncy castle, giant slide and funfair activities.

Food and refreshments were offered by Scoff Foods, Bonnie Burrito, Meatissimo, Prague Shack and S Luca's.

The special anniversary was marked by a history exhibition in the Home's training room, which featured archive photos, letters, plans and other historical information.

Later in September 2017, more decades-old materials were discovered on site in a disused and dusty storage cabinet. The treasure-trove of documents is currently being catalogued by a Volunteer Archivist, and will provide the Home with significant historical insights for years to come.

A Good Year for Charity Retail

2017 was a fantastic year for Edinburgh Dog and Cat Home's retail activities, as it launched a new charity shop, took on two new Shop Co-ordinators and developed its online presence.

In May Christine Grahame MSP joined shoppers, staff, supporters and rescue pets to officially open the Home's Stockbridge Charity Shop. Christine, an Edinburgh Dog and Cat Home Animal Champion, led a ribbon cutting ceremony at the shop on Raeburn Place. The new charity shop is now open seven days a week, and by the end of 2017 had taken in £38,208.75.

Likewise the Home's Morningside shop continued to perform strongly in 2017, raising £53,737.14.

Both shops benefitted from the recruitment of two new Shop Co-ordinators, as well as two shop assistants. The new team, along with their dedicated volunteers, set about revamping displays, clearing old stock, and utilising online channels for high-value items.

The Home's charity shops took further steps towards better online engagement by establishing social media profiles to support their work. In October, 'EDCH Shops' joined both Twitter and Instagram, with the aim of raising the profile of in-shop products and promotions.

In December, both teams came together for a Christmas celebration at the Home, which honoured the year-round support of their hard-working volunteers.

Last but not least, the Friends of Edinburgh Dog and Cat Home Charity shop on Portobello High Street, Edinburgh, continued to support the work of the Home. Early in December, CEO Howard Bridges was presented with 2018 proceeds, amounting to £55,000. 'The Friends' as they are fondly known at the Home, are led by a team of volunteers who ensure that the shop is run smoothly. They have been fundraising for the Home for more than three decades.



Find the Edinburgh Dog and Cat Home Retail on Twitter using @EDCHShops or on Instagram @EDCH_shops





Animals
we have
rehomed





Rehoming Success

When DJ came to stay with us at the end of 2015, the cattery team discovered that his skin was very sore and he had lost a lot of his hair.

After some investigation, the cause of this hair loss was found to be a number of allergies, which had caused his skin to become itchy. With all the scratching and no treatment he was in a sorry state, and try as they might, the team initially struggled to get his condition under control.

As the months passed, DJ's life became a daily routine of medicated baths and vet visits. However the team also grew very close to him, after discovering his cheeky personality and love of cuddles. DJ always had so much love to give his carers and visitors, and in return relished being made a fuss of. DJ was nicknamed 'Chatty Man' due to his vocal nature – he always let you know when he wasn't getting enough attention!

It took a long time, but with a lot of loving care DJ eventually made it back to full health, and the team started looking for a suitable forever home for their chatty boy. Although they knew that DJ would make an amazing pet, he needed an owner who would continue to give him his allergy medication and watch out for any itchy patches developing. He also needed to be the only cat, ruling out a number of cat-experienced homes.



The team's worries melted away when Kirsty and her family came for a visit. Kirsty was looking for a new cat and immediately fell in love with DJ. In September of 2017, after nearly 2 years at the Home, DJ finally left to start his new life with Kirsty and her daughter Scarlet.

“ DJ has settled in so well, he's perfect for our family. After spending such a long time in the cattery he initially didn't know what to do with all the space, but he quickly got used to it and has grown in confidence to jump, play and run from room to room! We are so happy to have found him. ”

Kirsty Maynor



A Little Dog with a Big Future

Stuart Little, a Jack Russell-Chihuahua cross, was one of the Home's most renowned mischief-makers of 2017, who both melted hearts and created plenty of laughs during his time at Edinburgh Dog and Cat Home.

Stuart was handed in to the Home by a concerned member of the public who had found him wandering on Crammond Beach in Edinburgh. He was only 6 weeks old, and was cold and hungry. He was immediately attended to by the Home's kennel staff, who checked him over. They found him in good health, if a little shaken from his experience, and finding himself in a strange new place at such a young age.

The staff named him 'Stuart Little' for obvious reasons – Stuart was tiny, small enough to fit in one hand. It didn't take long for Stuart Little to claim his place as the Home's resident mischief-maker. He loved to play, and despite his small stature was known for running off with any objects that met his gaze – from balls and toys to shoes and staff radios! During his short stay at the Home, Stuart Little brought joy and laughter to everyone he met.

Despite his wonderful character and being a very desirable mixed-breed, the Home's staff were keen to spend time finding a suitable home for Stuart, where his big personality could shine and where the family had lots of time to spend puppy-training him. That's when Garth and Catherine Simpkin visited Edinburgh Dog and Cat Home.



Stuart, now known affectionately as 'Stuey', was a perfect fit for their family, and has been making mischief in their home ever since. We wish them many years of fun to come!



Sweet Success for 3 Little Kittens



In September 2017 three beautiful kittens were handed in to the reception desk of Edinburgh Dog and Cat Home when their owner could no longer care for them.

The staff weren't immediately worried – the Home's success rate of rehoming kittens was very high, and initially it seemed like it would be another straightforward rehoming case.

One of the kittens appeared to have an eye infection, so as a matter of course the cattery team placed them in isolation on arrival. This action proved to be fortuitous for the safety of the rest of the cats in the Home's care, when the kittens' bill of health came back from the Royal Dick School of Veterinary Studies.

The Cattery Team were devastated to learn that all three were suffering with a calicivirus, a devastating upper respiratory disease, which is highly contagious. The cattery immediately went into lock down, staff access was limited, and those caring for the kittens were required to wear special suits for infection control. Meanwhile the team hoped and prayed that the kittens would make it through their ordeal.

The kittens were named Malteser, Crunchy and Minstrel – because they were 'so sweet', and it seemed like the whole Home; dog, cat and human alike, were rooting for them.

Despite their illness, like most kittens, 'the three Sweeties' loved to get up to mischief.

On one memorable morning, staff returned to work to find the window of the isolation unit steamed up – the kittens had escaped their pen and managed to turn on the tap of the kitchen sink! Luckily no damage was done and extra security was added to their pen at night.

As the weeks went on, the Cattery's meticulous regime for the Kitten's care continued. Finally, the team celebrated as they were given the all-clear and were ready for rehoming.



“Minstrel, now known as Domino, due to his black on white spots, has settled in well to his new home. He took a while to feel comfortable after such a long time in a confined space. He has just started going outside and is loving that. He has been a fabulous addition to the family and is especially loved by Molly (8). He is a gentle, friendly kitten with a rumbling purr. It is hard to believe that he had such a near fatal experience, because he is full of life and positivity!”

Annabel MacWilliam

Our Paw-some Volunteers!



Mace Group
Corporate Volunteer Day

Edinburgh Dog and Cat Home offer corporate volunteering days, with the opportunity for groups of 2-20 people to take part in a variety of hands-on tasks, from painting kennels to gardening.

In September 2017, one particular group made an impact on the Home's storage facilities by taking on 'Sheds Ahoy', a day of painting and reinforcing our sheds to prepare them for winter winds.

Ross Brown, Assistant Project Manager at Mace Group, described their team's experience with us: "Mace has actively contributed to charities and not-for-profit organisations for a number of years with a particular focus on meaningful volunteering in and around our local communities.

Since the launch of our volunteer programme in 2012, Mace employees have made measurable contributions to local communities and worthwhile causes such as Edinburgh Dog and Cat Home whilst having lots of fun along the way.

"In 2017, given the Home's existing reliance on the generosity of volunteers, our Edinburgh office selected them as our nominated partner for our annual volunteering effort. By rolling up our sleeves, with each member of staff taking just one day off to volunteer (less than 0.5% of the working year), the team undertook the 'Sheds Ahoy' activity, identified by the Home as requiring attention in the near to immediate future.

"With the staunch support from the Edinburgh Dog and Cat Home team following our initial enquiry, as well as throughout the preparation phase and the activity itself, the Mace volunteers were able to help complete otherwise unrealistic tasks, improve physical spaces and assist in refining the environment the staff spend their days loving and caring for the animals.



As well as the satisfaction of helping those in need, engaging in volunteering also helped boost staff morale, offer a break from the day-to-day pressures of work and enhance team relationships. As a result, Mace would encourage any organisation get involved with Edinburgh Dog and Cat Home's volunteering programme - it's a win-win for both the business and the charity!"



Interested in volunteering for
Edinburgh Dog and Cat Home?
Email volunteering@edch.org.uk

Martin Clack
Volunteer Gardener



Edinburgh Dog and Cat Home's numerous grassy exercise facilities and plant beds are not only vital for our dogs and cats, but help provide a warm and welcoming environment for our visitors and supporters. In May 2017 the Home recruited volunteer gardener, Martin Clack, who visits the Home every week to provide essential maintenance work.

Martin has many years of experience working as a gardener, landscaping, maintaining and managing local authority green spaces across Edinburgh, and felt he had the time to offer these skills to a worthy cause.

He says: "Growing up and living in Edinburgh all my life, Edinburgh Dog and Cat Home is a local longstanding establishment that has always been familiar. As a dog lover and a family man, I have always admired the essential services the Home provides. Over the years we have provided forever homes for two dogs from the Home and both proved to be wonderful family pets.

"When my circumstances became such that I was able to give some time to my local community through volunteering the role of Volunteer Gardener at Edinburgh Dog and Cat Home caught my eye and seemed to be the ideal fit. I completed an application form and met with the Volunteer Co-ordinator for an informal discussion and got started helping out on a weekly basis. I thoroughly enjoy my time at the Home, keeping the green space and plants tended and helping with DIY tasks here and there. I feel a sense of accomplishment assisting the Home and I have been made to feel part of the team."



Sandy Mathieson
Volunteer Administrator

A former Royal Navy helicopter pilot now in his retirement, Sandy visits the Home one day a week to sit with the fundraising team and perform essential administrative duties - these can be anything from uploading new contacts to the Home's database to packing letters for a mailing.

Sandy's world was turned upside down last year when a small shy terrier called Quincy came to the Home. She had been picked up by police officers in Livingston as a stray and brought to Edinburgh Dog and Cat Home. Kennel staff discovered that she was microchipped, but once the owners were reached, they decided to surrender her for rehoming. For Sandy, it was love at first sight. Following veterinary treatment, Quincy was rehomed by Sandy and he renamed her Daisy. Daisy now lives like a princess with Sandy and his cat Polly.

Sandy says: "I was looking for a volunteering opportunity and I have always loved dogs and cats, so it seemed like the perfect fit. After years of excitement in my career, it's nice to be doing work that isn't too stressful, but which I know is really appreciated by the staff of the Home, and is ultimately helping the fundraising outcomes for the dogs and cats in their care."



Meet our Animal Champions

Marc the Vet



Marc Abraham, or 'Marc the Vet' as he is more commonly known, is a practicing veterinary surgeon, author, and animal welfare campaigner. He qualified from The University of Edinburgh and has since worked in small animal, mixed, and emergency practice, as well

as volunteering overseas. Marc began his TV career as resident vet on The Paul O'Grady Show, and has since appeared giving pet advice on numerous BBC and ITV shows.

In October 2017 Marc took part in Edinburgh Dog and Cat Home's 'In the Dog House' event, locking himself in kennel for a full working day to raise funds for and awareness of the Home's work.

Edinburgh Dog and Cat Home's Animal Champions share the Home's values for animal welfare and act as ambassadors to the animals in its care.

Micky has worked in radio since 1995, starting life at Tay FM in Dundee. Over the years, he has worked at stations such as Beat 106 in Glasgow, Capital Radio in London, Real Radio in Glasgow, and Northsound in Aberdeen. Micky moved back to Edinburgh in January 2017 and currently presents Forth 1's afternoon drive-time show.



Micky Gavin

Micky is a massive animal lover and adopted a retired racing greyhound called 'Smokey', who is sadly no longer with us. He is a regular visitor to Edinburgh Dog and Cat Home, offering radio shout-outs to some of our longer-stay residents. Micky also hosted the Home's Open Day in 2017.

Dion and Gobi were the feel-good story of 2016; a stray desert dog followed ultra runner Dion Leonard for 77 miles as he ran through the inhospitable Chinese Gobi desert during a 155 mile race. The dog later named Gobi was being prepared to be transported to Dion's home in Edinburgh when she went missing in Urumqi, a city in North West China. During a rollercoaster journey searching for Gobi, the story went viral around the world and the pair were finally reunited.

In August, Dion and Gobi led 'Jog with Gobi' a 2.5Km fun run that took participants down Portobello prom. Over £2,000 was raised for Edinburgh Dog and Cat Home.



Dion Leonard and Gobi

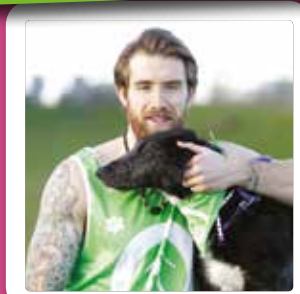
Christine Grahame MSP



Christine Grahame has been an MSP since the Scottish Parliament's inception in 1999, having previously worked as a teacher and a lawyer. Throughout this time Christine has been a passionate advocate for animals, convening the Cross-Party Group on Animal Welfare, of which she remains Chair.

Christine has supported numerous Edinburgh Dog and Cat Home initiatives during her time as Animal Champion. In May 2017 she cut the ribbon at the launch of the Home's Stockbridge Charity Shop and in September, Christine made a parliamentary motion acknowledging the Home's 60th anniversary at Seafield and new sponsorship wall.

Tristan Cameron-Harper



Tristan Cameron-Harper is a retired professional ice hockey player, Mr. Scotland (2016/17), model, photographer, mountaineer, blogger, and probably best known as part of the viral sensation 'Kilted Yoga' that has currently received over 50 million views.

Having recently rehomed his own dog, Nacho, Tristan has seen first-hand the transformation that a loving forever home can make to a rescue pet's life. In September 2018 Tristan will be leading the Home's team at the Edinburgh Kiltwalk.

Profile Raising

In 2017 the Home's team worked hard to raise their profile, engaging with national press and broadcasting opportunities.

One of the stand-out publicity opportunities of the year came from Channel 4's Animal Rescue Live: Supervet Special. Early in the summer, Edinburgh Dog and Cat Home were approached to take part in the show, and worked closely with producers, who were seeking animals with interesting background stories. They focussed in on Sasha, an American Bulldog who first came to the Home 3 years earlier, and had struggled to find her forever Home. Several cancer episodes and the removal of one of her legs made her a challenging rehoming case. In August filming of Sasha's story took place on site, and later the team travelled to Newcastle with Sasha to take part in the live show with Prof Noel Fitzpatrick, Steve Jones and Kate Quilton. Sasha received a lot of interest as a result of her appearance, and in September left us for her new life in Aberdeenshire.

The Home's 60th anniversary at Seafield presented a fantastic opportunity to highlight its enduring history of serving Edinburgh and the Lothians. In the lead up to the special anniversary Open Day in September, the Home worked closely with both local and national press. Edinburgh Evening News ran a one-page feature, while STV News visited the Home to film a segment for their 6 o'clock news, which was also published online.

Numerous high-profile visitors helped draw attention to the Home's work on social media. Viral sensation 'The Kilted Yogis' dropped by in March and lead a doggy yoga class with a few of the Home's residents. The 'Doga for Beginners' video captured on the day received 41,000 views on Facebook alone. In the summer, actor and writer Rosalind Blessed showed her support by taking part in a photoshoot at the Home and sharing photos on her Twitter and Facebook pages. Meanwhile a number of local politicians highlighted the Home's work through their visits – these included Kezia Dugdale MSP, Maurice Golden MSP and Jeremy Balfour MSP. Other celebrities simply gave the Home a much-appreciated boost digitally – Susan Calman retweeted images of our cattery residents during her time on Strictly Come Dancing, while Ricky Gervais and Brian May supported our In the Dog House event with retweets.



The Home worked closely with Scottish retailer Tiso during 2017, sponsoring the Rescue category of their Ambassador dog social media competition. Julie Thomson, Marketing & Communications Officer at Edinburgh Dog and Cat Home, acted as a judge for the competition. Subsequently the Home was invited to hold stalls at various Tiso member events throughout the year.

In September, Edinburgh Dog and Cat Home supported Battersea Dogs & Cats Home's campaign to push for longer sentences for animal abusers in Scotland. The current limit is only one year, one of the lowest in Europe. The team took staff dog Holly to Holyrood for a media photocall, and following the coverage Scottish Government announced their intention to increase the maximum penalty to 5 years. The Home will continue to work closely with the animal welfare sector on relevant campaigns in 2018.









Strengthening our Team In 2017



Coming up in 2018



Intensity Guide

-  **This one's a walk in the park**
-   **This will get the paws moving**
-    **This will have you panting like crazy**

Dog Jog (Edinburgh)

When: Sun 29 July

Where: Holyrood Park, Edinburgh

Corporate Golf Day

When: Fri 17 August

Where: Bruntsfield Links

Rough Runner

When: Sat 18 & Sun 19 August

Where: Hopetoun House, Queensferry

Paws on the Prom (Open Day)

When: Sun 2 September

Where: Edinburgh Dog and Cat Home

Kiltwalk (Edinburgh)

When: Sun 16 September

Where: Murrayfield Stadium, Edinburgh

In the Dog House

When: Fri 5 October

Where: Edinburgh Dog and Cat Home

Halloween Blackout Bungee

When: Sat 27 October

Where: Garry Bridge, Killiecrankie

Christmas Extravaganza

When: Sun 25 November

Where: Edinburgh Dog and Cat Home

St. Andrew's Day Ceilidh

When: Fri 30 November

Where: Jam House, Edinburgh

Friends of Edinburgh Dog and Cat Home Christmas Fair

When: Sat 1 December

Where: Portobello Town Hall

To get involved, contact fundraising@edch.org.uk

Financial Summary

Income	2017	2016 (11 Month Period)
	£	£
Dividend Income and Tax Recoverable	189,298	159,505
Income from Deposits	135	897
Boarding Fees, Rehoming Fees, Accessory Sales	205,566	193,399
Receipts from Local Authorities	5,082	9,332
Subscriptions and Donations	384,536	260,159
Legacies	541,780	421,582
Gain on the Sale of Fixed Assets	888	-
Gain on the Sale of Investments	-	19,889
	1,327,285	1,064,763
Expenditure		
Direct Charitable Expenditure	1,225,221	907,478
Depreciation on Fixed Assets	69,284	45,552
Cost of Generating Funds	273,670	137,950
Management & Administration	119,290	85,034
Loss on the Sale of Investments	21,963	-
Loss on the Sale of Fixed Assets	-	1,557
	1,709,428	1,177,571
Net Surplus/(Deficit) for the Year	(382,143)	(112,808)

During the 12 month period to 31 December 2017, the Home reported a deficit of £382,143 prior to unrealised gains on investments (£87,904 deficit including the unrealised gain on investments).

The reported deficit is in line with that which was authorised by the Trustees, and represents the investments being made across the Home as part of the planned strategic development.

The Home is honoured to continue to receive generous donations in the form of Legacies. We are extremely grateful to everyone who chose to bequeath funds to the Home and we will continue to honour their memory through our work.

This summary has been extracted from the full accounts which were approved by The Committee of Management on 18 May 2018 and signed on its behalf by David Blaikie, Chairman. They do not constitute the charity's statutory accounts. The full accounts have been audited and the auditor's opinion was unqualified. Copies of the audited accounts can be obtained by writing to Edinburgh Dog and Cat Home.



Board of Trustees

Mr. David Blaikie (Chair)

Mrs. Doreen Graham (Vice Chair)

Mr. Ian Muir OBE (and Chair of the Friends of
The Edinburgh Dog and Cat Home)

Mr. Niall Kennedy

Mr. Robin Morton

Mr. Richard Mellanby Bsc BVMS Phd DSAM DipECVIM-CA MRCVS

Senior Management Team

Howard Bridges (Chief Executive)

Lindsay Fyffe Jardine (Director of Operations / Deputy to CEO)

Nicola Gunn (Director of Fundraising and Communications)

Rachel Kavish Wheatley (Head of Business Support)

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