

Edinburgh

**Dog
&
Cat**

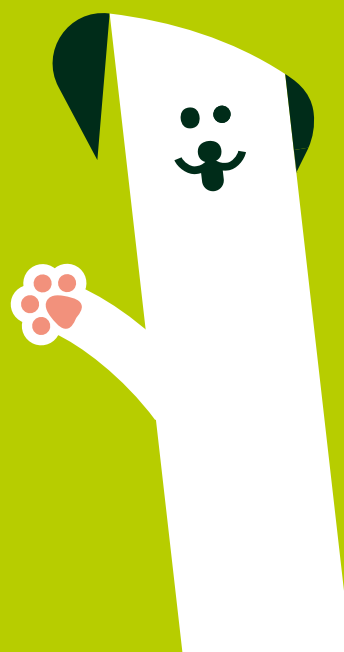
Home



**ANNUAL
REPORT
2024**

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FOREWORD FROM THE CHAIR

It was my great honour and privilege to be named Chair of the Board of Edinburgh Dog & Cat Home last year. The Home, and the role it plays in the community, means so much to me and it is both humbling and motivating to help lead an organisation that not only champions the bond between pets but actively works to protect and nurture it.

This past year has been incredibly challenging – with an uncertain economy and people continuing to feel the pinch, it has underscored just how important our mission is. Every cat, and every dog successfully rehomed is a testament to the tireless commitment of our dedicated team. I cannot speak highly enough of the incredible staff that keeps the Home running. Their compassion, skill, and determination transform lives—dogs, cats and people!

At the same time, the pressures facing pet owners across Edinburgh and the wider region continue to grow. The unprecedented number of calls to our helpline in 2024 says it all. It highlights the continuing need for our support services, such as our community foodbanks and outreach. This preventative approach is essential—not only to protect animals, but to ensure our resources are directed to the pets and people most in need.

It is a privilege to lead an incredibly talented Board that features leaders across multiple sectors – we are really fortunate to have such a gifted and compassionate group of Trustees. We are proud stewards of an organisation that puts dignity, respect, and compassion at its core. From our frontline teams to the volunteers, donors, and fellow trustees who give so much of themselves, I am grateful for every individual who helps make this work possible.



Above all, I want to thank you—our supporters—for standing with us. Your belief in what we do allows Edinburgh Dog and Cat Home to continue serving as a lifeline for pets and their people. Together, we are committed to a future that provides a safe place for dogs and cats who need a new home and supports pet owners in their time of need.

Matt Smith
Chair
Edinburgh Dog and Cat Home

2024 IN NUMBERS

Despite a challenging year of record high costs and demand for our services, our community came together to help us achieve some wonderful things.

229

**ANIMALS REHOMED
INTO LOVING
FOREVER HOMES**

103

**MISSING PETS
REUNITED WITH
WORRIED OWNERS**

2830.5

**HOURS OF SUPPORT
CONTRIBUTED BY OUR
HEROIC VOLUNTEERS**

44,960KG

**OF PET FOOD DISTRIBUTED TO FOODBANKS AND
FAMILIES ACROSS EAST AND CENTRAL SCOTLAND
(THIS IS MORE THAN THE WEIGHT
OF A BOEING 737-800 AIRPLANE!)**



26,876

**CALLS ANSWERED
OFFERING SUPPORT,
EMERGENCY FOOD
PACKS AND ADVICE**

73,405

**FURTHER MEALS
GIVEN TO PETS
DIRECT FROM
THE HOME**

250

**TRAINED TO
BECOME CERTIFIED
IN DOG FIRST AID**

£115,046

RAISED IN VITAL FUNDS THROUGH OUR WINTER APPEAL

CHALLENGES AND HIGHLIGHTS

From high points such as the launch of our popular Dog Body Language Course, to the constant challenge of increasing costs and the strain of factors like the XL Bully ban, 2024 was a year of ups and downs.

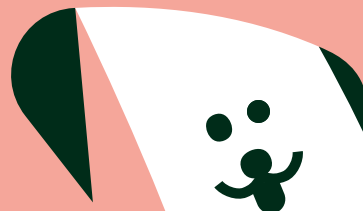
As the costs associated with running the Home continued to soar, we faced other challenges including an increase in the number of stray dogs and cats accepted into our care, and difficulty maintaining sufficient stock levels of donations to meet the demand for pet food bank support.

Every day, our Organisation Support team answered an overwhelming number of calls, offering practical support, advice, and a kind ear to everyone who called.

From the bottom of our hearts, thank you to every single person who supported us with your time, money, and kindness - we simply wouldn't be here without you.

But it wasn't all hard going, 2024 also brought some fantastic highlights such as:

- Finding happy homes for 229 dogs and cats in need
- The launch of our Dog Body Language course
- Successful crowdfunders which raised vital funds for Miss Ruby, Scout and Maple's medical care
- Another joy-filled Community Day
- A heartwarming show of support from our supporters who helped us raise over £100k in much-needed donations throughout our Winter Appeal
- As well as creative challenges, supporter events, pet food bank drives and much more



RUNNING A LOVING HOME

It takes a village to run our loving Home and everyone plays their part. Our Animal Welfare Team work directly with each animal, ensuring they get the love, training and attention they need to get ready for their forever home and while our Organisation Support team keep everything running smoothly.

THE FIRST PORT OF CALL

Often, the first contact someone looking for support will have with us is when they call our helpline. Our Organisation Support team understand that reaching out to us can be daunting, so they do everything they can to give people the information they need.

There are many reasons why someone might call our helpline, from rehoming enquiries to queries about donations, dog training or paddock hire, and increasingly more difficult topics like surrender requests or advice about our pet food banks.

We make sure that anyone who calls gets the answers they're looking for, even if we're not able to help them ourselves. This is a challenge for our team as we receive an overwhelming number of calls each day, many of which deal with sensitive topics.

Last year demand for support through our helpline increased drastically. In 2024 we answered 26,867 calls, a significant increase from 17,021 calls in 2023. One pet foodbank attendee shared that:

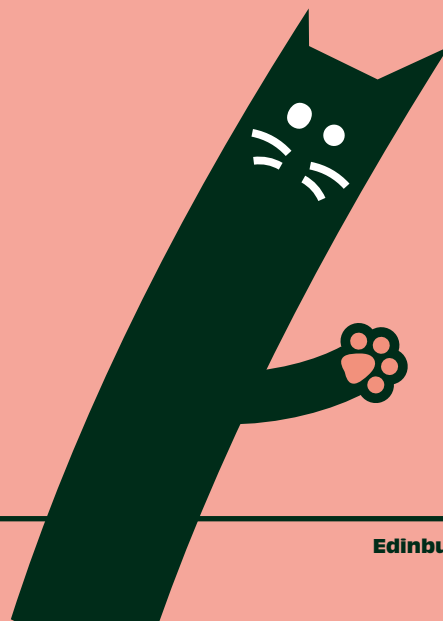
'When you call the line for the foodbank, the people that you speak to are knowledgeable, they cater for your needs... It's straightforward and it's made easy. It's not stressful in any way, shape or form.'

A DIFFICULT START TO THE YEAR

In early 2024, a ban was introduced on the XL Bully breed, making it illegal to sell, exchange, abandon or rehome an XL Bully or to own one without following specific restrictions.

In January 2024, this gave us the upsetting challenge of having to find a home for one of our residents, Kira, before the February deadline came into effect. The whole organisation banded together, with incredible support from our supporters and community, and Kira found her home just in time.

The challenge continued however with many confused and concerned owners calling for advice and information. Alongside providing as much support as we could to the public, we introduced a muzzle training course to help owners prepare for new regulations.



RIISING NUMBERS OF STRAY ADMISSIONS

Another of the challenges our team has had to deal with over the last year is a rise in the number of dogs and cats brought in to us as strays. In 2024 we took in 73 cats and 140 dogs as stray admissions, a worrying increase of 44 admissions than in 2023.

Stray animals often require more care than other admissions due to the neglect they have experienced. This could be anything from simple flea treatments to more serious veterinary care, medication, or specialised diets.

When missing animals are brought in with the wrong details on their microchips, it can take a lot of time and research to locate their most recent owners and reunite them quickly.

ALL ROUND CARE

As well as all the off-site walks, playtime, enrichment and training that we give our animals, we also work hard to provide all the veterinary attention our animals need. Our onsite vet, Bridget, carried out 1408 vet checks in 2024. Working with our trusted vet partners, Abercorn Vets and Braid Vets, we also neutered 142 animals, vaccinated 352 animals and welcomed 12 precious kittens into the world throughout the year.

Safe to say, we've had our hands full!



MONA'S STORY

Mona is a sensitive collie cross who was found wandering lost and alone before being brought to us by the police.

When she first came to us, she was severely underweight and incredibly timid. A member of our Animal Welfare Team remembers Mona's first days with us: *'She was skittish and nervous, terrified of everything and especially scared of being touched.'*

MONA HAD BEEN BADLY LET DOWN BY HUMANS BEFORE AND SHE WASN'T READY TO PUT HER TRUST IN US YET.

But we gave her space and grace and little by little, her personality started to shine through. The kennel team and trainers worked with Mona at her own pace and slowly but surely began to earn her trust.

Initially, Mona would bark at people and other dogs a lot, so our team worked on building her confidence by taking her on regular off-site walks to carefully expose her to new things.



AND MONA EVEN MADE A DOG FRIEND, COOPER!

Cooper is a sweet natured beagle-hound cross who has helped many anxious dog friends during his time with us. At first, Mona would bark at Cooper a lot, but he wasn't fazed and after a couple of daily walks together they were firm friends.

Mona gets a lot of confidence from being around Cooper, along with our trainers, he's helped her to face some of her fears. She's no longer the terrified creature who first came to us.

'She's now happy to go on walks with other dogs and happy to walk past people.'

MONA FOUND HER HAPPY EVER AFTER

After almost a year in our care, Mona was brave enough and strong enough to go to a forever home. She was rehomed just in time to enjoy lots of Christmas presents and cuddles last year.

REHOMING GETS A REVAMP

Finding the best possible match for the dogs and cats in our care is vitally important as it reduces the likelihood of an animal being returned to us after adoption.

Our team spends a lot of time working with our dogs and cats, getting to know each of them incredibly well. They're experts at understanding what each animal needs from their forever home.

This means that sometimes, even when we receive a lot of applications for an animal, we have to turn them down if they're not suitable. This is frustrating for everyone involved, the applicants, the team and especially the dog or cat who's ready for their forever home!



**BAILEY SPENT
243 DAYS
IN OUR CARE BUT NOW
HAS A FOREVER HOME**

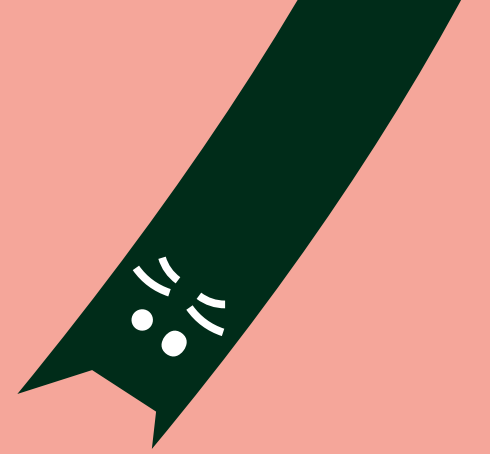
Last year, our Rehoming Team joined forces with the Marketing and Communications Team to rethink the way we promote animals who have more specific needs to find better matches quicker.

Here's what we did:

- Introduced a category system to identify dogs and cats who might be harder to rehome
- Both teams meet on a weekly basis to share updates and highlight dogs or cats who have been slow to receive suitable applications.
- Increased marketing efforts for harder-to-rehome dogs and cats including social media posts and targeted paid advertising
- Added informative articles about our rehoming process to the rehoming pages of our website
- Redesigned the layout, format and feel of our rehoming pages – keep an eye on our site as these upgrades are coming soon!

This project is still very new but we've already seen success stories such as Bear who had spent 266 days in our care and was struggling to find his right match. Thanks to our new promotion methods, he's now happily settled in his forever home. Bailey was another dog who had spent 243 days in our care and needed a very particular owner to support him, he finally found his his match and is now loving life with his forever family.

MR BISCUIT'S STORY: FROM LONELINESS TO LOVE AT LAST



Mr Biscuits was skinny, scratched and scarred when he was picked up as a stray and arrived in our care earlier this year. He was terrified and found it hard to trust people after all he'd been through.

It took a while for him to warm up to his kennel carers but with time and patience, the scratches on his face healed up and slowly he began to come out of his shell.

At first, Mr Biscuits could be a little grumpy, and tended to avoid any interactions with people. But after a little while it became clear that he was a playful softie when he wanted to be.

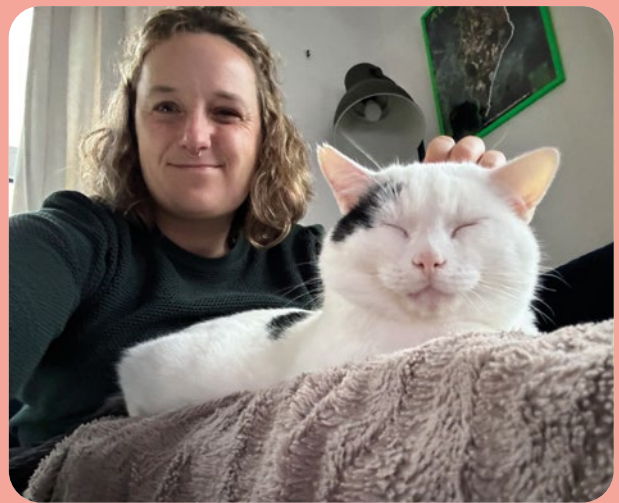
When he was ready to find his home, we knew that Mr Biscuits was going to need a special family. His difficult past meant that he was slow to trust anyone and very protective of his own space. He needed someone who would let him go at his own pace.

We did everything we could to make Mr Biscuits feel comfortable and show his softer side. One member of the team even made him his own biscuit factory to play in.

It took a while to find a match, but when Judith saw his profile, she loved him right away!

'He had such a lovely face. He looks like he wants to chat to you.'

Mr Biscuits has settled in with Judith's family better than we could have ever hoped. From the very first night he was snuggling in on the sofa.



Judith tells us that rehoming Mr Biscuits has changed her families' lives. *'He's always reminding us that there's things more important than work. He's just so loving and playful that he just kind of makes you stay in the moment.'*

Mr Biscuits is a different cat from the scared, beaten-up stray we first met.

Judith shares that he is incredibly social and loves to stay close and be around people. She added that during the rehoming process, she appreciated the care and attention the Animal Welfare Team took to discuss Mr Biscuit's history and make sure he found the right match.

'It was so nice to see how well he was cared for by the staff, and how much everybody loved him.'

TRAINING COURSES AT THE HOME

DOG FIRST AID

In 2024 we continued our popular Dog First Aid course, training a total of 250 participants.

Attendees shared feedback that the course *'made me feel better equipped to deal with potential illness or emergencies both at home with my dogs and out with my client's dogs. It was very clear and well taught.'*

And, *'The course was extremely well-delivered and I have learnt a lot and have confidence I could deal with any first aid occurrences competently.'*

Attendees from Simon Community Scotland were able to put their skills to good use when they assessed and bandaged up a dog's injured tail shortly after their session.



DOG BODY LANGUAGE

Last year, we also launched a new Dog Body Language course. The 2024 PDSA PAW Report found a 'worrying increase' in dog bite incidents where professional medical care has been needed in 2024 (1.2%) compared to 2022 (0.55%). This suggests that further bite prevention strategies such as education around dog body language and safe interactions are sorely needed.

Our course aims to address common misconceptions around a dog's body language and behaviour and help people get to know their pets better.

Our facilitators asked participants to score themselves from 1 (not confident) to 5 (confident) about their knowledge of dog body language, ability to identify positive and negative dog interactions and reading dog emotions.

All participants reported feeling more confident in their ability to identify positive and negative dog interactions, and their ability to read dog emotions such as pain, fear and stress after the session.

122 participants were trained in 2024 alone! They told us:

'Fantastic course that all dog owners should attend. I will recommend to all my friends and dog lovers.'



FIND LOVING HOMES



Finding the right home for the dogs and cats in our care makes up a big part of our work and our Rehoming Team work tirelessly to ensure that the best possible match is made every time.

HERE'S WHAT WE GOT UP TO LAST YEAR...

In 2024, our team undertook extensive staff training to ensure consistent high standards throughout the matching process. We also made the decision to involve our expert dog

trainers more during early visits with potential owners. This meant that people were able to ask specific questions about a dog's behavioural history and the kind of support they would need to thrive in a family home. Our trainers were able to provide essential information to help prospective owners make informed decisions from the very beginning.



REUNITED AND IT FEELS SO GOOD!

Another part of our Rehoming Team's job is to research and reunite missing dogs and cats with their worried owners. In 2024, we took in 140 lost dogs and 73 lost cats, and were able to reunite 79 dogs and 24 cats with their owners.

AND THE CARE DOESN'T STOP THERE...

Every dog and cat goes home with a months Petplan insurance and the option to buy a Adoption Pack filled with everything they need to get settled in to their new homes. Sometimes they take their favourite toy home with them too! Our Organisation Support Team will also check in a week after adoption to see how everything's going.

Our trainers provide discounted training sessions once a dog has gone home to their new family, to give the best chance at a lasting match. Last year they provide **72 training sessions**, helping owners work through training issues and build stronger bonds with their new friends.



WHAT OUR REHOMERS SAY...

Our team are passionate about finding the right match for the animals in our care, because we know that finding the right matches means that we see less animals returned. One rehomer told us:

'I could tell that you guys cared for Rosie and wanted to make sure that she had the best place that she was going to. But also that you cared about our experience and that we were comfortable with the whole thing. And so it just felt like the right process all the way through.'



PROTECT LOVING HOMES

As well as finding new homes for dogs and cats who need us, we work hard to keep pets in their loving homes by providing vital resources and education.

LAUNCH OF PET FOOD DRIVES AND DONATION STATION REBRAND

2024 was an incredibly challenging year for our pet food banks. Our food stocks reached critically low levels and on average we were able to fulfil less than 40% of requests for dog food and just over 50% of cat food requests.



We knew we had to do something to change this. 'In the summer, our Outreach Team led and collaborated with our Marketing and Communications team to give our supermarket donation stations a much-needed rebrand and refresh. We also created a downloadable pack to help people easily host their own pet food drive.

Since then our fantastic volunteers have hosted monthly pet food drives in local supermarkets bringing in a total of 31,525 pet food meals!

Our Food Bank Coordinator, Kirsten, said: 'We hosted our first Pet Food Drive at Morrisons Granton on the 1st of June & it was a huge success! Almost a whole van full of donations from members of the public as well as some amazing chats & lots of people who had rehomed from us or already support us in another capacity.'

Despite all our challenges, in 2024 we distributed 674,735 meals to pets and families going through hard times.

PET CARE CLINICS

Last year, we launched another service offering pet care advice and items, and signposting to vital services such as behaviour or veterinary support in a safe and non-judgmental environment.

Already partners through their foodbank network, we further collaborated with Edinburgh Food Project by joining their community hub model – bringing services together under one roof to provide holistic support to people in crisis. Our attendance at their conference on longer-term solutions reaffirmed the importance of this integrated approach.

Our Education Lead, Eilidh shared. *'For me Pet Care is more than reviewing stats and figures, It's a lifeline of support to those in desperate situations of vulnerability who often have nowhere else to turn.'*

One attendee told us *'You being here, that's what makes the difference. I might not have much but knowing that this is here and I can come along, that you listen. I've got nothing left. I always worked, always had, and now I don't. But I can't make my kids give him [their dog] up.'*



VOLUNTEERS

Our volunteers are a vital part of our team. Last year they contributed 2830.5 hours of support, we couldn't do it without them!

We celebrated their hard work with a couple of fun events including a BBQ in the summer and a festive Christmas lunch.

Volunteer, Wendy, who has worked with the Home since 2020 shared, *'I was brought up with the EDCH being part of my life. It feels good to be able to be able to give something back to a charity that has given us so much joy & pleasure over the years with the dogs we've rehomed.'*

GETTING OUT AND ABOUT!

We had a lot of fun attending a few great events across the year. In August, our Outreach Manager, Life, and a few of our volunteers had a great day at Doghailes festival, chatting to pet owners and ex-residents about our Dog First Aid and Dog Body Language courses.

We were grateful to Leith Vets who promoted us and collected donations for us at the Leith Links Festival Dog Show!

We've also enjoyed visiting school groups and community groups to talk about responsible pet ownership, helping the community and kindness.

HAYS PANTRY: THE COMMUNITY HUB THAT DOES IT ALL!

Hay Avenue Community Hub, one of our foodbank partners, is a bustling centre where every day is different.

Hay Avenue began working with the Edinburgh Dog and Cat Home when Social Impact Officer, Suzanne, reached out for support to help meet the demand for pet food at their Community Pantry. Initially, the pet food bank formed part of the weekly Community Pantry event, but as the demand grew, they decided it needed its own day! Now the pet food bank is hosted every second Thursday.

The pet food bank serves 50-60 households every two weeks, and they always run out of supplies. The demand is huge.

They run three other events at the same time as the pet food bank on a Thursday morning, an intentional decision to showcase the breadth of support available to attendees and make the space as accommodating as possible.

On a Thursday morning, the Hub hosts a boxing group, a coffee morning, a mental health workshop and the pet food bank. At least half of the people who access one of these services also access another service.

At the same time as the pet food bank and these other activities, they also have drop-in advice clinics offering support with accessing benefits, employability and CV writing.

Suzanne says that working with the pet food bank has made her realise just how important pets are to people's lives. *'I understand it now, [pets] give people company, purpose and pride.'*

She recalls one customer whose cats are her *'family and her children'*. When one of her cats sadly passed away and her grief was too much, Suzanne was able to help her organise a cremation. Suzanne knows that she would happily give up her own food to feed her cats. *'She's socially isolated, by herself and her pets are her family, without pet food banks she couldn't afford her cat.'*

And this woman is not alone in her dedication to her pets.

'I hear over and over again that by accessing this food, people can now afford to feed themselves - before they would have had to go hungry or give their pets up'

Hay Avenue Community Hub and pet food bank are doing a wonderful job of supporting their community however they can. Meeting demand for support is a constant effort and donations are always welcome. ***'If everyone did a wee bit it would make a big difference'***

MAISIE'S STORY

You might remember small but mighty Maisie, whose story we shared as part of our last Winter Appeal. She arrived in our care as a frightened stray and we quickly discovered that she was pregnant.

Our Animal Welfare Operations Manager, Wendy, recalls that initially she was very wary of people and would bark at everyone. But all she needed was a gentle approach to win her over. Wendy says, *'all you had to do was go in with her treat and sit down, then that was it, she would fall in love with you.'*

Wendy has a particularly soft spot for Maisie as she was there to help her with the birth of her six precious puppies about a month after she arrived in our care. Maisie's pups had a good start to life with us and all went to happy homes when they were old enough.

Wendy tells us, *'You would think after 39 years [working at the Home] and almost 200 births it would become routine, but every time is still special, and every mum is special.'*



It wasn't just Wendy who fell in love with Maisie while she was with us. Dog Trainer, Vicky, also took a shine to her, and when Maisie's rehoming match fell through, Vicky was delighted to take her home.

Vicky tells us:

"She's brought alot of happiness into our home, and she's been a great companion for my daughter, she's so happy to have her own little dog. They are great friends."

Maisie arrived in our care as a scared, misunderstood and heavily pregnant pup. All she needed was a little care and patience to transform into the loving, cuddle-bug she is today.

"She just wants to sit on your knee and be cuddled all the time. She's just that sort of dog."

Maisie is just one of hundreds of dogs whose lives are completely transformed thanks to the generosity of our supporters.



PEOPLE AND CULTURE AT THE HOME

Our team are at the heart of everything we do, through all the challenges facing us, they just keep going and going. Here's some of the ways we supported them in 2024.

LIVING OUR VALUES

Animal welfare is at the forefront of our values, and last year we invested in ways to better support our Animal Welfare Team. This included introducing a new Operations Team Lead role to provide dedicated support, as well as developing more flexibility around working patterns and the creation of a dedicated operations hub where the team can better facilitate their administrative tasks.

One team member told us: *'Flexible working has been great for me as it has given me a much better work- life balance as well as given me more time to focus on other career work I'm doing outside of Edinburgh Dog and Cat Home.'*

A WORK IN PROGRESS...

The work never stops and last year we took time to review and update a number of our policies and procedures.

For example, we worked on our internal communications by creating a Veterinary Welfare Index to help communicate complex veterinary conditions to the team in a simpler way.



We also conducted a review of our internal communications tool and resurrected our Staff Feedback group to ensure that all employee voices are heard.

EVERY DAY IS A LEARNING DAY!

We had a lot of fun introducing a new weekly learning and development programme which comprised of regular learning sessions for all team members hosted by both external and internal experts. Some examples included:

- Dog behaviour, hosted by our dog trainers
- Cat welfare ethics, cat infectious diseases, understanding cat need hosted by Cats Protection
- Mindfulness sessions hosted by Pause to Be
- Communication in challenging situations hosted by St Columbus

Our team are our greatest asset, and we work hard to listen and support them in whatever way we can. As a small charity with no government funding and limited resources, we're incredibly proud of all we've achieved and the great feedback we receive from employees.

DUNBAR FOODSHARE

'A pet is like a child, and people will feed their pets before they feed themselves.'

Dunbar Foodshare is more than a foodbank, it's a source of community, comfort, and vital support for people going through financial crisis.

They tailor their support to individual needs but generally this looks like helping people in immediate financial crisis with food, toiletries, pet food and any grocery needs.

Previously, pet food wasn't considered an essential item.

However, a third of their clients are pet owners and the need for more consistent pet food provisions was clear. Thanks to support from Edinburgh Dog and Cat Home, pet food is now reliably provided every week.

Dunbar FoodShare also hosts a weekly Social Café and well-behaved pets are always welcome.

Lorna, who volunteers at Dunbar Foodshare, says that being able to bring pets with them when they come in can be a huge source of support for people. *'A lot of people are anxious... pets are a support to them, it makes it less scary.'*

And other clients love to see the pets when they come in too, one woman always turns up with a pocket full of dog treats!

Accessing pet food has been life-changing for many clients of Dunbar FoodShare.



One person told us, 'If you're not able to feed your dog, then you feel shame. It was so releasing [to receive pet food support].'

Another added that accessing pet food *'meant the world. You feel better about giving your animal good quality food. He shared that his pets 'are a support and a motivation even when things are tough.'*

One of the main challenges Dunbar FoodShare faces is helping people feel comfortable to come through the door and accept help.

'There are some people who think that if you've got a mortgage and a job and you're not on benefits then you can't access help but there are a lot of people who are working and not getting additional help. Anyone who is struggling can come to us.'



SUPPORTER STORIES



Our supporters are our heroes, we wouldn't be here without them! Here are some of the creative ways they showed up for us last year.

TATTOOING FOR GOOD

Our friends at Devil's Scribe tattoo and piercing studio celebrated their 10th anniversary with a birthday fundraiser.

They spent the day tattooing in support of the Home, raising £1085.50 which they generously matched bringing in a total of £2177.71 for our dogs and cats. They told us: *'We're really proud of the success of our Birthday Fundraiser Event in July and want to continue to support Edinburgh Dog and Cat Home.'*

And their generosity doesn't end there as they've since established a donation station in their studio and continue to be valued champions of our cause!



CHRISTMAS GIFTS ALL ROUND

In December, we were blown away when we were visited by Chloe, who had hosted a local donation drive and popped by like our very own Santa to drop off the goodies.

She brought in three trolleys of pet food and resources alongside a generous donation, helping provide hundreds of meals to dogs and cats during the busy festive season.

LEO'S GARDEN GOT A MUCH-NEEDED REFRESH

We opened Leo's Garden to offer people a private space to remember beloved pets who've passed. It was in desperate need of a little love and attention, and thanks to a team of skilled volunteers from B&Q, it's had the transformation it deserves and can once again be a space of comfort used by those in need.

They told us: *'Taking part in the community days means a lot to us at B&Q, it's a chance for us to give back and be part of something meaningful.'*

RISING TO THE CHALLENGE

Our Craft Every Day in May challenge saw supporters getting creative to raise funds for our furry friends. From knitting and crocheting to painting and embroidery, it was incredible to see such a variety of handmade creations and a strong community of crafters come together to support the Home.

Later in the year, brave supporters plunged in icy waters for our Cold Dip Challenge. We hosted a group dip at Portobello beach to celebrate the end of the challenge and it was amazing to see the enthusiasm and dedications of our wonderful community.

OUR FAVOURITE DAY OF THE YEAR

September 2024 saw the return of the best day of the year, Community Day! From fabulous face-painting, to dog competitions like 'Best Sausage Catch' and 'Handsome Boy', as well as incredible food vendors and stallholders, kid's crafts and more – it was a jam-packed day.

We even had a doggy birthday cake to celebrate our 140th birthday, which our puppy visitors very much enjoyed.

It was fantastic to welcome old friends and new and we're so grateful to everyone who donated, their generous support raised an amazing £4000.



THE COMMUNITY RALLIED FOR OUR WINTER APPEAL

The winter months can be a tough time at the Home. Every year, it costs more to keep our kennels and cattery cosy, and the need for pet food bank support is huge in the lead up to Christmas.

Our Winter Appeal 2024 asked our supporters and members of our community to open their hearts to dogs and cats in need and they really came through! During a tough environment for fundraising, we are delighted to have raised £115,046 and welcomed 177 new regular givers.



MISS RUBY'S CROWDFUNDER

A big thanks to our generous supporters who helped us raise £4327 to fund Miss Ruby's BOAS (Brachycephalic Obstructive Airway Syndrome) surgery and cherry eye treatment. She's now living a happier, healthier life and is settled in her forever home!



LOOKING TO THE FUTURE

Fundraising is not just about working to care for the animals who need us now, but about building a strong foundation for the future. Here's how this was achieved in 2024.

BUSINESS PARTNERSHIPS

Building strong partnerships with like-minded businesses is essential to our mission. Support from companies that share our values helps ensure we can continue providing vital care to dogs and cats in need.

Dofos Pet Centre's Incredible Support for Edinburgh Dog and Cat Home

In November, our long-standing supporters at Dofos Pet Centre ran a fantastic fundraising campaign, raising an incredible £1,600 for the Home. As a result, over 5,000 meals were donated to our Pet Foodbanks, helping to feed pets in the community.

Dofos also donated an extra pallet of food, toys, and treats from their warehouse, ensuring that our Pet Foodbank was fully stocked for Christmas. Their generosity has made a real difference to pets and owners in need.

Special Thanks – Celebrating Our Partnership with Club Backdrops

Since Christmas 2020, Club Backdrops has generously donated 10p from every backdrop sold, an initiative that has raised an incredible £16,000 to date.

Matt Gunn-Cullin, owner of Club Backdrops, shares why Edinburgh Dog and Cat Home is his Charity of Choice:





'As rescue-dog owners, we've experienced firsthand the incredible work that charities like Edinburgh Dog and Cat Home do. Knowing our contributions are making a difference is truly heartwarming, and we look forward to continuing this partnership for years to come.'

THE GIFT THAT KEEPS ON GIVING

Our regular donors play a huge part in building a future for the Home. By December 2024, we had 4,085 active regular supporters. Monthly donations are a lifeline for charities like ours and we're incredibly lucky to have loyal supporters come back to support our work year after year.

LEAVING A LAST LEGACY

Legacy income has seen remarkable growth over the last decade, increasing from over £400,000 in 2016 to over £1,000,000 in 2024, now accounting for half of our total fundraising income. We were privileged to receive incredible legacy gifts last year, including a gift of £2,642 from a supporter who generously left 100% of the residue of their estate to us. As well as a remarkable gift of £170,805 from a supporter who left 50% of the residue of their estate. These contributions leave a lasting impact, ensuring we can continue our vital work for years to come.

Over the past year, the Home has worked closely with Legacy Voice, a consultancy firm specialising in legacy fundraising, to gain deeper insights into our supporters' motivations. Through a comprehensive audit, survey, and supporter interviews, we've been able to better understand both the drivers and barriers to legacy giving.

The survey received an excellent response rate and revealed a strong level of trust in our charity. Encouragingly, 79% of participants expressed a positive outlook on leaving a legacy gift.

WHAT SURVEY RESPONDENTS SAID:

'When I die, obviously my regular donations would stop. So, I would like to offer something to carry on giving them something.'

'Dogs are a huge part of mine and my family's lives. I will leave a gift in my Will to ensure I can help them even after I am gone.'

2024 CEO ANNUAL REPORT

At Edinburgh Dog and Cat Home, we know the joy that pets bring to our lives. Their unconditional love, devotion and companionship is unparalleled and in trying times like these it is our pets we turn to when we need to feel seen and comforted.

The happiness and magic found through our hundreds of rehoming experiences each year shows us how important the work we do is in finding forever homes. The team pour endless hours of love, enrichment, training and rehabilitation into every dog and cat who comes through our doors and to find them their new family who are ready to open their hearts and their homes to them is genuinely thrilling to be part of.

We also know how many people across East and Central Scotland fight each day to keep their beloved pets with them. The record number of phone calls to our helpline in 2024 painfully demonstrates the lifeline that the Home offers through our support, advice and of course our foodbank partnerships based in the communities most in need. It is the concept of preventing this loss and trauma that first developed the idea of the foodbank. Not only to spare the person and the pet the heartbreak of being separated but to also allow us to ensure each dog and cat we take in is those most in need. Our work to protect loving homes allows us to remain upstream of that crisis point, recognising how difficult life is for so many across our communities.

It is my privilege to play my share in the other part of our mission, which is running a loving Home. I bear witness to the incredible work of our expert teams and how they are able to



support both pets and people through some of the most exhilarating and most challenging of times. They do this with dignity, respect and compassion. I also see how much work goes in behind the scenes across all departments, including the incredible commitment from our volunteers and trustees who give their time so graciously to our cause. But you are also critical to the success of us running a loving Home, for without you and your incredible support the Home wouldn't have been able to be here. You are central to what we do, and your support drives us forward to continue to be there for people and pets in crisis.

Lindsay Fyffe-Jardine
CEO, Edinburgh Dog and Cat Home



FINANCIAL SUMMARY FOR THE ANNUAL REPORT 2024

During the 12-month period to 31 December 2024 the Home reported a deficit of £940k prior to unrealised gains on investments (£780k deficit including the unrealised gain on investments). Given the current difficult financial environment which is being felt by a lot of charities caused by rising costs in all areas, the Board approved a deficit for the year to be met from the reserves however, there was a clear recognition that this is a short-term solution which is not sustainable in the long term.

The trustees during the latter stages of 2024 have been working with the CEO to explore all options on how to return stability to the Home's finances, while ensuring that our mission is kept safe for generations to come. For this reason, the trustees will be looking to undertake a

restructuring exercise into early 2025 with a view to reducing payroll costs along with non-staffing costs. Plans will be made at that time to focus on income stability and growth, in partnership with the board of trustees.

Throughout this challenging year the Home is honoured to continue to receive very generous donations and legacies from so many supporters. 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. Other income seen throughout 2024 comes from investments, our rehoming income and from our various trading activities. The trading activities include dog first aid courses, paddock hire and income from our weekly lottery.

INCOME	2024	% of Total Income
Donations and Legacies	£1,983,254	86% <div></div>
Income from Other Trading Activities	£179,619	8% <div></div>
Investment Income	£89,341	4% <div></div>
Charitable Activities	£51,072	2% <div></div>
TOTAL INCOME	£2,303,286	

EXPENDITURE	2024	% of Total Expenditure
Charitable Activities	£2,038,874	63% <div></div>
Raising Funds	£1,204,416	37% <div></div>
TOTAL EXPENDITURE	£3,243,290	<div></div>
Net Income/(Expenditure) before other recognised gains and losses	(£940,004)	
Realised gain on investments	£20,177	
Unrealised gain/(loss) on investments	£139,406	
(Loss) on disposal of Tangible Assets	-	
(Loss) on disposal of cryptocurrency	-	
Net movement in funds for the year	(£780,421)	

SLT MEMBERS

Lindsay Fyffe-Jardine, CEO

Jamie Simpson, Director of People and Services

Sarah Johnston, Director of Income and Engagement

Katie Buckley, Director of Operations (November 2023-March 2024),
Director of Strategic Projects (from March 2024)

Claire Harkness, Director of Operations (from March 2024)

Nonnie Kent, Interim Director of Operations (from October 2024)

BOARD MEMBERS

Matt Smith, Interim Chair (started July 2024)

Fiona Davis, Treasurer (started August 2024)

Craig Marshall, Treasurer (left August 2024)

Lesley Watt, Chair (left July 2024)

Jo Talbot (started August 2024)

Hannah Leslie (started August 2024)

Rebs Curtis Morris (started August 2024)

Andrew Bardsley (started August 2024)

Nina Graham (started September 2024)

Lesley Pinder (started November 2024)

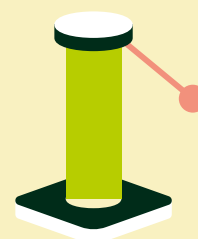
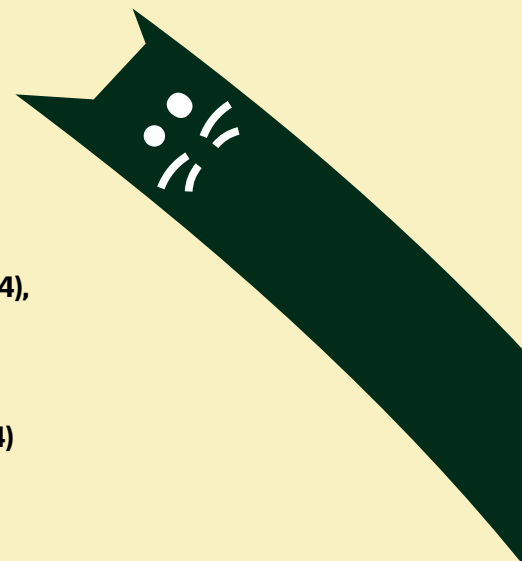
David Field

David Welsh (left August 2024)

Roslyn Neely (left October 2024)

Catherine Brown (left August 2024)

Murray Stewart



THANK YOU

2024 has been a challenging year for all of us, as seen by the record-high number of calls to our helpline and the heavy demand for support from pet food banks.

Time and again our fantastic donors, volunteers, team members, and wider community have blown us away with their generosity and steadfast support of our mission.

Thanks to you, over 200 dogs and cats found happy forever homes, and 674,735 pet meals were given to families across East and Central Scotland.

We simply wouldn't be here without you. From the tips of our tails to the beans on our toes, thank you.





Edinburgh Dog and Cat Home

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Edinburgh Dog and Cat Home is a Scottish Charity SC006914,
regulated by the Scottish Charity Regulator (OSCR).
Company limited by guarantee registered in Scotland SC466183.

