I believe what makes Dogs Trust unique is the way in which every member of staff is 100% dedicated to saving dogs’ lives. Whether they are part of the IT team in the office or working in the puppy block at a rehoming centre, each Dogs Trust person knows that they are there for one reason only, the dogs.

2016 has been an excellent year for the charity, not only on the ground – we cared for 15,254 dogs last year – but in the wider sense, as we’ve seen some of our long term projects make a huge impact on dog welfare. Chiefly, our stray dog survey revealed that the number of healthy dogs being destroyed, albeit reluctantly, by local authorities in the UK had dropped from 21,840 strays in 1997 (just before we began our neutering, microchipping and education activities) to 3,463 in 2016. Just one dog destroyed is one dog too many, but we’re encouraged by this progress.

All of which makes me proud to be the chairman of what I believe to be the most innovative animal welfare charity in the country. Thank you for your belief in our work.

Yours sincerely,

Graeme Robertson
Chairman
What makes Dogs Trust unique? I believe it’s our unrivalled passion for dog welfare that really makes us special – a passion which drives us to do whatever it takes to achieve better lives for the dogs we love so much.

It’s such a pleasure to work for a charity that is always trying to do more for their four legged beneficiaries. Whether it’s implementing a system for intercepting and rehoming puppies which have been illegally smuggled into the UK; designing a nationwide network of affordable dog training classes; or developing an animal ambulance service for collecting dogs that are about to be put to sleep in pounds; life-saving projects keep being introduced.

None of this work would be possible without the passion of our staff, volunteers and donors. With your support and enthusiasm, we can continue to be the dynamic organisation that dog-kind deserves.

Dogs Trust celebrated its 125th year in 2016, and although we are now a much larger, stronger charity than we were in 1891, the essential spark of who we are remains unchanged; we are all dog lovers. I believe this feeling is best summed up by our Leeds centre manager, Amanda Sands, who last year celebrated a phenomenal 30 years with the charity, ‘I can’t really believe I have been here so long – the dogs make it all worthwhile!’

To echo Graeme’s sentiments, thank you for your support over the years, it is much appreciated. Onward and upward!

Yours sincerely,

Adrian Burder
Chief Executive
OUR MISSION

We are working towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction. We never destroy a healthy dog.
OUR GOALS

Ongoing  Achieved

Rehome more dogs than last year
Progress 2016: We rehomed 13,067 dogs this year, an increase of 80 dogs

Rebuild our Evesham rehoming centre
Progress 2016: Phase 1 of the rebuilding work at Evesham was completed in August, and with the help of our supporters, phase 2 is set to be completed in 2017

Help owners have their dogs microchipped before the change in law in April 2016. Raise awareness among owners of the importance of keeping their dog’s chip details up to date
Progress 2016: In 2013, an estimated 58% of dogs in the UK were microchipped. By September 2016 this was 94% – according to the Department for Environment, Food and Rural Affairs (Defra)

Maintain pressure on the government to implement the EFRA (environment food and rural affairs) committee’s recommendations on Greyhound welfare
Progress 2016: Ongoing. We continue to work with Defra, despite considerable setbacks – see page 23 for further information

Educate children, parents, grandparents and teachers about keeping safe around dogs
Progress 2016: 290,398 children attended a Dogs Trust school workshop, focussed either on ‘Being Dog Smart’ or ‘Building Confidence Around Dogs’

Reduce the number of dogs given up for rehoming due to behavioural reasons by establishing a network of affordable dog training classes, the Dogs Trust Dog School
Progress 2016: By 31 Dec 2016, around 3,000 dogs and their owners had completed their Dog School course. We had established Dogs Trust Dog Schools in 12 locations around the UK

Improve the kennelling in our older rehoming centres
Progress 2016: The rebuilding of our Newbury centre began in summer 2016, with completion expected by the end of 2017

Reduce the number of dogs destroyed by local authorities in the UK and Ireland
Progress 2016: Our 2016 stray dog survey (conducted by GfK) showed an annual decline in numbers of dogs destroyed in UK pounds from 5,142 to 3,463. In Ireland 37% fewer dogs were put to sleep than in the previous year

Open 15 new charity shops in the UK
Progress 2016: We opened eight new charity shops in the UK, and continue to look for suitable new sites through the coming year

Humanely reduce the stray dog population in Bosnia
Progress 2016: In 2016, in Sarajevo province we neutered 10,545 dogs and trained 60 vets in surgical neutering skills. We spoke with 32,747 school children about dog care and responsibilities

Increase numbers of visitors to our rehoming centres
Progress 2016: Footfall at our centres increased by 6% on the previous year. We saw an increase in visitor numbers following the broadcast of our TV advertising campaign, ‘Special Someone,’ in April, August and October

Create a microchipping and neutering campaign team in Scotland
Progress 2016: Ongoing. Our Scottish campaigns team microchipped over 17,000 dogs in 2016, and will commence a neutering campaign in the second half of 2017

Increase local public awareness of our Dublin rehoming centre
Progress 2016: A TV series about Dogs Trust Dublin, ‘Dog Tales with Andrea Hayes,’ was broadcast in Ireland in August and September. The number of dogs our staff rehomed since the broadcast in September increased by 46% (compared with Sept 2015), and the number of visitors went up by 42%

Raise public awareness of the pitfalls of buying a dog online, especially at Christmas, and highlight the problem of puppy smuggling
Progress 2016: Our ‘Give Socks Not Dogs’ publicity campaign at Christmas achieved an audience of over 5 million people. We continue to work with the government and other agencies to reduce puppy smuggling

Eradicate rabies in India and Malawi
Progress 2016: In 2016, working with Mission Rabies, we vaccinated 98,642 dogs in India and 90,079 dogs in Malawi
Right: Brian, our animal ambulance driver, gently helps Priscilla, a nervous stray, from the ambulance and into our Basildon rehoming centre, ready to begin her new life.

**OUTSTANDING CARE**

With 15,343 dogs coming through our hands, our rehoming centres are always full. Each centre has its own unique personality, but they share this in common: from breakfast time through to lights out and every minute in between, each dog receives the very best in care.

When a dog first arrives in our care our staff are focussed on getting him whatever he needs to get him back on his paws and into the right home for his unique personality. Each dog is checked by a vet, neutered, microchipped and given any veterinary care or behavioural help they need before being rehomed. We make every effort to ensure that we find the right person for each dog, no matter how long it may take. Doing anything less would simply not be the Dogs Trust way.

Our rehoming centre staff are greatly helped by a squad of devoted volunteers who lend a hand with everything from welcoming visitors at reception, to helping potential new owners fill out their questionnaire, to fostering a nervous dog at home, to walking the dogs and providing extra hugs to hyperactive pups and anxious seniors.

Experience tells us that when staff and volunteers work together, our dogs stand the best possible chance of finding their forever homes.
OUR national contact centre, based in Manchester, is often the first port of call for members of the public wishing to relinquish or rehome a dog.

Sadly we do not have capacity to take in every dog, as we only have approximately 1,800 kennel spaces in total. If one of our rehoming centres does not have a space for a rehomeable dog, we then ask the owner to join a waiting list until a space becomes available. All of our ‘preventative activities’ are firmly focussed on reducing the number of dogs which need to come into rehoming centres, whatever the reason. It’s also one of the reasons we created Dogs Trust Dog School.

**IN 2016 CONTACT CENTRE STAFF TOOK:**

- **345,000** calls in total
- **65,000** calls from people wishing to rehome a dog (an increase of 15%)
- **33,000** calls from people wishing to hand over their dog for rehoming (a decrease of 1.5%)

Our contact centre in Manchester.
**DOGS CARED FOR IN 2016**
This is what happened to them

15,343
(2015: 15,196)

**WHERE DO OUR DOGS COME FROM?**
We took in 13,526 dogs in 2016

13,526
(2015: 13,401)

**DOGS REHOMED**

13,067
(2015: 12,987)

**HANOVERS FROM THEIR OWNERS (51%)**
6,913
(2015: 6,833)

**DOGS REUNITED WITH THEIR OWNERS**

226
(2015: 204)

**STRAYS PASSED TO US BY LOCAL AUTHORITIES/OTHER CHARITIES (47%)**
6,284
(2015: 6,276)

**DOGS DIED OR PUT TO SLEEP**

270
(2015: 188)

**BORN AT THE CENTRE (2%)**
329
(2015: 292)

* We never put a healthy dog to sleep.
In 2016 we saw our new Dogs School really take off, bringing fun and affordable dog training classes to 12 locations around the UK. By the end of the year, our Dog School trainers had helped 3,000 dogs and their owners to build up a strong bond and learn essential life skills!

The long term goal of Dogs Trust Dog School is to reduce the number of dogs in the UK being given up for rehoming, or even abandoned, because their owners are unable to cope with their behaviour. Our aim is that in 20 years’ time not one dog will be relinquished for rehoming due to behavioural reasons. It’s an ambitious, yet achievable, goal.

We believe that fun, safe and humane dog training should be easily available to all owners, whatever their budget. Dogs Trust Dog Schools will reach even more dogs and their people in 2017.
BEHAVIOURAL WORK AT THE REHOMING CENTRES

We make every effort to ensure that each dog in our care stands the very best chance of finding a new owner, no matter how long this may take. To this end, we have training and behaviour advisors at all of our rehoming centres who are there to help any dogs which need extra reassurance in their new surroundings, a little help with their manners, or some fun and games to keep their minds as fit as their bodies.

Within our Evesham and Loughborough centres we have specialist behaviour units (known as Special Training and Rehabilitation centres) where dogs can get some time away from the main kennels and take part in individually tailored behaviour modification programmes. At our Loughborough and Salisbury centres we house sanctuaries, which cater for those dogs which enjoy canine company but are unlikely to settle in a home. All of these innovations stem from our non-destruction policy.

3,000
Dogs School trainers helped 3,000 dogs and their owners to build up a strong bond and learn essential life skills
Canine physio and hydrotherapist Vicky helps Pedro get used to the water at our Basildon centre.
VETERINARY WORK

Each dog arriving at one of our rehoming centres will be examined by a vet, and we aim to neuter every dog leaving our centres (unless they are too young for the operation, in which case we require their new owner brings them back for the procedure when old enough). Each dog is also flea and tick treated, wormed and fully vaccinated on entering our care, and microchipped on leaving for their new home.

Dogs needing surgery will be treated either at the centre by an independent vet – 14 of our 21 centres have their own surgical suites – or taken to their local servicing vet with whom we have an arrangement. Post-operative recovery for routine procedures takes place at our rehoming centres under the care of our vet nurses.

We also have hydrotherapy facilities at our Loughborough and Basildon centres, which help our dogs with post-operative recovery, weight loss programmes, arthritis and environmental enrichment.

We currently care for over 7,000 dogs through our Shared Adoption Scheme, whereby Dogs Trust pays for all veterinary treatment for a pre-existing medical condition once the dog has gone on to their new home. In this way, we can ensure a happy future for so many dogs which could well have been rejected by potential owners because they fear impending large veterinary bills.

The Canine Welfare Grants Committee (CWGC) awards grants to research projects which will improve canine health, welfare and behaviour in the future. We currently fund 27 individual research projects of varying timescales, and last year awarded £419,000 for six new projects. All of the research is conducted to high ethical standards and does not involve any procedures which could cause pain or discomfort to the dogs.

Last year, thanks to CWGC funding, Dr Eleanor Raffan of the University of Cambridge’s Veterinary School discovered that some Labrador Retrievers carry a gene responsible for causing obesity, and is continuing research into this problem. We began funding the unique Generation Pup Project, a five year study, conducted by Dr Rachel Casey, into the physical and behavioural development of 5,000 dogs from newborn puppy to the end of life.

Our Emergency Fund is available for dog owners with veterinary emergencies, and last year we gave financial assistance to 290 dog owners in dire need.
Sammy enjoying the water feature at Evesham.

Our Basildon training hall, inspiration for the training barn at Snetterton.

Our Newbury centre being rebuilt.

Our Evesham centre's new interior.
Ensuring our dogs receive the very best of care while they are with us includes having the best facilities in which to house them.

In 2016 our property team undertook the complete rebuilding of our Evesham rehoming centre, one of our oldest centres, which we first bought in 1967. The rehoming kennels needed some serious modernisation, and phase 1 of the project was completed in July.

Phase 1 refurbishment includes underfloor heating and glazed fronts in all kennels, two specialist buildings for dogs needing behavioural help, water features in some of the outdoor playgrounds, plus photo-voltaic panels and a biomass boiler, allowing the centre to run using renewable energy.

Plans for phase 2 include the addition of a surgical suite, purpose-built kennels for our sponsor dogs and a puppy-whelping area. It will include a kennel block specifically for newly arrived dogs, which will not only help the dogs settle into their new environment in a quieter zone set apart from the public, but will also help prevent the spread of any infectious diseases from resident to resident. With help from our supporters, we aim to complete construction by spring 2017.

Our Newbury rehoming centre is also undergoing extensive refurbishment in order to bring it up to the high standards of our other centres. Newbury is another of our ‘vintage’ centres, having been purchased in 1974. Construction work began in July 2016, with the rural aesthetic of the centre being retained, while the kennelling facilities will be modernised and enlarged.

Our smaller scale projects include the completion of a new training and behaviour unit at our Leeds centre, and the creation of a training hall at our Snetterton centre, which will allow our dogs to get their daily exercise whatever the weather.
Each year we undertake a nationwide survey of stray dogs so we can better understand the extent of the problem and then plan humane solutions. Last year, we found there were 81,050 stray dogs collected by local authorities, which represents a decrease of 21% on the previous year – a great achievement.

The number of dogs that were reluctantly put to sleep by local authorities in the UK had decreased by 32%, from 5,142 in 2015 to 3,463 in 2016. Although still too high, we were pleased to see this significant reduction, which is due in no small part to our efforts over the years. When we began our free neutering and chipping in 1997, UK local authorities had 21,840 dogs put to sleep. Many of these were destroyed for behavioural reasons, hence our creation of Dogs Trust Dog School.

- **81,050** stray dogs collected by local authorities in the UK (1 April 2015 – 31 March 2016)
- **9,000** stray dogs subsequently reunited with their owners because they had a microchip with up to date address details
- **3,400** stray dogs reluctantly put to sleep by local authorities
MICROCHIPPING AND NEUTERING

Our campaigns team saw an exceptionally busy 2016, with the introduction of compulsory microchipping for all dogs in the UK becoming law on 6 April. We focussed our efforts on helping owners to have their dogs chipped for free in advance of the new law, and latterly on helping people to understand the welfare benefits of keeping their address details up to date on the national chip database.

Furthermore, we enabled 33,457 dogs to have a free or subsidised neutering operation, and gave free vet checks to over 107,000 dogs coming along to our free ‘Responsible Dog Ownership’ community events at housing associations and parks. We believe that neutering, microchipping and education are the most effective methods of humanely reducing the stray dog population.

1,090,203
dogs microchipped by Dogs Trust from 1999 to 31 December 2016

107,826
dogs microchipped by Dogs Trust teams in 2016

33,457
dogs given a free or subsidised neutering operation through a Dogs Trust voucher in 2016
In order to safeguard the welfare of dogs in the years to come, we need to shape young people’s attitudes towards dogs today. Our education and community officers deliver engaging, fun workshops in both primary and secondary schools, and alternative learning provisions, throughout the year. The workshops are tailored to the age of the children, and focus on keeping safe around dogs, a dog’s needs and an owner’s responsibilities.

We also offer one-to-one sessions based on ‘Building Confidence Around Dogs’ for those youngsters who are very afraid of them, with our trainers having seen some excellent results so far. At young offenders’ institutions, secure children’s homes and prisons we offer the ‘Taking the Lead’ programme, an eight week course aimed at helping young people who may view dogs as weapons to understand their physical and mental needs far better. Using our responsible dog ownership messages we aim to encourage participants to have respect for all living beings. Youth Offending Teams around the country have given a very warm response to our programme, with more coming on board throughout the year.
290,398 children took part in a Dogs Trust workshop in 2016

8,409 workshops were given by our education and community officers

2,677 ‘Be Dog Smart’ family workshops helped children and their parents

438 young offenders participated in the ‘Taking the Lead’ dog training programme

24 children have had one-to-one help with our education and community officers about “Building Confidence Around Dogs”
THE FREEDOM PROJECT
2016 saw us extend the Freedom Project into Essex, in addition to London, Hertfordshire and Yorkshire. The project is a unique pet fostering service, which helps dog owners to escape domestic abuse by providing a safe ‘at-home’ volunteer foster carer to look after their dog while they flee to a refuge or safe temporary accommodation (many of which are unable to accept dogs).

Dogs Trust covers the cost of the dog’s food and veterinary expenses, and provides regular updates to the owner on their dog’s wellbeing. In some cases the client is unable to take back their dog, in which case we find their dog a new owner via one of our rehoming centres. In 2016, 12% of the dogs fostered were rehomed in this way.

Dogs Trust covers the cost of the dog’s food and veterinary expenses, and provides regular updates to the owner on their dog’s wellbeing. In some cases the client is unable to take back their dog, in which case we find their dog a new owner via one of our rehoming centres. In 2016, 12% of the dogs fostered were rehomed in this way.

LETS WITH PETS
Last year we published and promoted our Good Practice Guidelines for letting agencies and landlords, focussing on practical advice for accepting pets into rented property accommodation. With many landlords not allowing dogs into their properties, our rehoming centres noted a growing trend for dogs being handed over by heartbroken owners who had to move from owned into rented property.
Billy, one of our Hope Project clients, with his beloved dog Tyson, at the St Mungo’s Hostel in south London.

Tyson getting stuck into his Christmas gift parcel, kindly donated by our supporters via the Hope Project.

THE HOPE PROJECT
Now in its 22nd year, the Hope Project provides free veterinary care for dogs whose owners are homeless or in housing crisis. The project operates in close partnership with homelessness organisations and shelters (289), and is only possible thanks to the kind support of veterinary practices (135) around the country.

1,900  
Veterinary treatments funded for dogs belonging to homeless owners (or those in housing crisis) – 5% more than last year

1,200  
Dogs received a Christmas parcel containing toys, treats, a collar, a lead and a winter coat

560  
Dogs, whose owners were homeless or in housing crisis, received veterinary support

Tyson getting stuck into his Christmas gift parcel, kindly donated by our supporters via the Hope Project.
DOGS TRUST WORLDWIDE

Dogs Trust Worldwide is now a separate ‘sister’ charity to Dogs Trust. This new initiative will raise funds solely for our international work, helping to spread our reach and expertise outside the UK. In 2016, the charity worked with local partners in 29 different countries. We aim to improve the lives of dogs around the world by focussing on six priorities: humane population control; rabies eradication; better dog welfare; cessation of eating dog meat; improving rehoming; and education. Each overseas programme is closely monitored by our international team to ensure maximum efficacy and best practice.

DOGS TRUST BOSNIA AND HERZEGOVINA
Since October 2012, we have operated a mass neutering programme for owned and stray dogs in Sarajevo canton, with the aim of drastically reducing the stray population and improving dog welfare in the long term. In 2016 we worked closely with the national government and veterinary faculty to implement a proposed national dog registration database, which will be crucial in curbing the stray dog population in future. It is our belief that many street dogs are abandoned because of behavioural problems. So as part of our long term plan, we introduced dog training classes by establishing a Dog School in Sarajevo.

POPULATION CONTROL PROGRAMMES
Working together with local animal welfare groups we now run dog neutering schemes in Thailand (with Soi Dogs Foundation), Mexico, Romania, India, Borneo, Palestine, Canada, Greece and Sri Lanka, as well as the long term scheme in Bosnia. We also laid the groundwork for capture/neuter/release schemes in Zimbabwe and Russia, which start soon.

GLOBAL ASSISTANCE PROGRAMME
Sharing our expertise with partners overseas yields some great results. Last year, nine canine carers and vet nurses from our UK rehoming centres undertook work placements at shelters in Romania, Hungary, Japan and on Mission Rabies in India.

INTERNATIONAL COMPANION ANIMAL WELFARE CONFERENCE (ICAWC)
Our annual International Companion Animal Welfare Conference, held in Dubrovnik, brought together animal welfare practitioners from 31 different countries. The conference is all about exchanging ideas and sharing best practice, as well as the ups and downs of running animal welfare schemes all over the world. The next ICAWC will be in Cyprus in October 2017.

MISSION RABIES
The rabies eradication programme, Mission Rabies, continues rolling through the Goa and Jharkhand states of India, and in Malawi too. In 2016, the Mission Rabies team vaccinated 98,642 dogs against rabies in India, and a further 90,079 in Malawi. Their education officers gave guidance on avoiding dog bites to 135,582 children in India, and 307,095 in Malawi.

INTERNATIONAL TRAINING CENTRES, THAILAND AND INDIA
Working together with Worldwide Veterinary Services, we are committed to supporting the International Training Centre (ITC) in Chiang Mai, Thailand, for three years. In 2016 we helped train 89 vets in animal birth control procedures. The team also held an outreach clinic in Pai, near the border of Myanmar, an area which has no vets at all.
Staff at the ITC in Ooty India, trained 305 vets in neutering, anaesthesia and analgesia. The team neutered and vaccinated 4,791 dogs and in September celebrated the neutering of their 17,000th dog since the project began. From January 2017, we began funding an additional ITC in Goa.

DOG MEAT FOR HUMAN CONSUMPTION
2016 saw us embark on a project, together with the charity Animals Asia, to prove to the Vietnamese government that rabies is present in Hanoi slaughterhouses. As dog meat eating is not illegal in Vietnam, we must use protection of public health as one of the main tactics in effecting change.

IMPROVING REHOMING
We provided financial and technical assistance to improve existing shelter facilities in Mexico, Thailand, Hungary and Borneo last year.
DOGS TRUST BOSNIA AND HERZEGOVINA

10,545
dogs neutered in 2016
(27,598 since 2012)

18,521
dogs vaccinated in 2016
(35,574 since 2012)

32,747
children took part in an education workshop
(Sept 2015 – Sept 2016) (92,903 since 2012)

60
veterinary professionals trained in
neutering and anaesthesia in 2016
(193 since 2012)
One of the 330 smuggled puppies we helped last year, during his time in quarantine kennels. He was later rehomed via our Canterbury rehoming centre. Photography by Clive Tagg.
PUPPY SMUGGLING
In 2016 we continued to work with Defra, the Animal & Plant Health Agency (APHA) and Trading Standards to help puppies which had been illegally brought into the country for sale by unscrupulous importers. Last year we helped 330 puppies which had been seized at our borders, supporting them through their time in quarantine, ensuring they received any veterinary treatment required and providing the important socialisation and habituation they needed before finding them new owners via our rehoming centres.

We are urging Defra to make the wait period following rabies vaccination to be more in line with the incubation of the disease. This would increase the age at which puppies can be brought into the UK under the Pet Travel Scheme from 15 weeks to around six months. Many of the puppies currently coming into the UK illegally have falsified passports and vaccination documents, bringing serious welfare concerns to humans and dogs alike.

We are also concerned by the number of puppies coming into the country with flattened faces, such as Pugs, French Bulldogs and English Bulldogs. These breeds are predisposed to BOAS – brachycephalic obstructive airway syndrome. BOAS refers to the effects that the shortened head of these breeds has on their ability to breathe properly. These breeds are increasing in popularity yet can have significant health problems, and are among the most common breeds presently being smuggled into the UK.

PET ADVERTISING ADVISORY GROUP
Puppy smuggling is fuelled by the increased demand for puppies, and especially so in the run up to Christmas. The ease with which a person can buy a pet online is a key factor in the illegal puppy trade. As a founder member and the secretariat of the Pet Advertising Advisory Group, we work with online and print publications to ensure that wherever pets are advertised for sale it is done so in an ethical and legal manner. We have produced a set of minimum standards for websites which advertise pets for sale and encourage websites to comply with these standards, alerting them should an illegal advert appear so it can be removed.

EU DOG & CAT ALLIANCE
Recognising the need for greater cross-European partnerships, especially with regard to the commercial breeding and sale of dogs, transportation and disease control, we founded the EU Dog & Cat Alliance in 2014. At time of going to press, membership had increased to encompass over 71 welfare groups working in 23 (out of 28) EU member states. One of the highlights of the year was the Alliance’s reception in the European Parliament, which was used to launch our call for an EU action plan to tackle the illegal trade in dogs and cats in the EU. The keynote speaker was the European Commissioner for Health and Food Safety.

GREYHOUNDS
We remain dissatisfied with the Government’s lack of action on improving the welfare of racing Greyhounds. Specifically, Defra has failed to provide appropriate protection for the dogs whilst at the trainers’ kennels, where they spend over 90% of their time. We believe that around 3,500 dogs that are retired from racing each year remain unaccounted for, but as the racing industry does not publish any data regarding injury, euthanasia and rehoming numbers, the true scale of the problem is difficult to ascertain. We will continue to apply pressure during 2017.

SPREADING OUR MESSAGES
With so many messages to communicate, not to mention individual dogs to promote to potential new owners, it's essential we speak to as many people as possible. In 2016 we gained a total of 7,154 individual articles in print and broadcast media, with our annual stray dog survey results reaching around 25 million people, and our ‘Give Socks Not Dogs this Christmas’ messaging reaching around 5 million people. Social media plays a major role in our publicity plans; by the end of 2016 we had over 1.5 million followers on our social media channels.
We are delighted to report an increase in income of £8.5m to £98.4m in 2016 (2014: £89.9m). This includes a total of £89.2 million from voluntary income.

Our charitable expenditure has increased by 3% to £61.0m (2015: £59.2m), as we continue to invest in our rehoming activity (£46.1m in 2016 compared to £42.2m in 2015).
WHERE THE MONEY IS SPENT

Our total expenditure for the year was £86.1m. These costs are split between our charitable activities and expenditure to enable us to generate income.

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rehoming Centres</td>
<td>£46.1m</td>
</tr>
<tr>
<td>Generating Voluntary Income</td>
<td>£20.7m</td>
</tr>
<tr>
<td>Preventative Work</td>
<td>£7.1m</td>
</tr>
<tr>
<td>International Work</td>
<td>£4.8m</td>
</tr>
<tr>
<td>Trading</td>
<td>£4.2m</td>
</tr>
<tr>
<td>Publicity and Information</td>
<td>£3.0m</td>
</tr>
<tr>
<td>Other Costs</td>
<td>£0.2m</td>
</tr>
</tbody>
</table>

TOTAL COST

£86.1m
(2015: £85.1m)

- **Rehoming Centres**
  - £46.1m
  - This includes staff, premises maintenance, veterinary costs, vehicle costs.

- **Generating Voluntary Income**
  - £20.7m
  - We continue to invest in several areas in order to fund our work. Despite an 8% increase in voluntary income, the cost of generating this income has reduced by 8% when compared with 2015.

- **Preventative Work**
  - £7.1m
  - This includes education, microchipping, neutering, community work, outreach work.

- **International Work**
  - £4.8m
  - This includes our long term project in Bosnia, as well as grants to support selected overseas projects.

- **Trading**
  - £4.2m
  - Includes the cost of running our charity shop network (£2.2m).

- **Publicity and Information**
  - £3.0m
  - This includes promoting the Charity’s key messages of raising public awareness about rehoming a rescue dog, and advising government on all dog related issues.

- **Other Costs**
  - £0.2m
  - This is made up of the costs of managing our investments.

A summary of our income and expenditure for 2016 is presented above. These figures are based on the income and expenditure figures included in the full audited and unqualified accounts for the year ended 31 December 2016. Copies can be obtained from our website www.dogtrust.org.uk or by using the form on this page.
We are most grateful to the following for their support this year: Players of People’s Postcode Lottery, Petplan®, Postcode Scratch and Postcode Bingo, Cottages.com and Hoseasons, HSBC and Radley London. Special thanks to Pets at Home for feeding our dogs Wainwright’s dry food at all of our rehoming centres for the fourth consecutive year.

DIRECTORS OF DOGS TRUST TRUSTEE LIMITED
Mr G Robertson (elected chairman on 16 June 2016)
Mr E Chandler BVetMB MRCVS  
(vice president)
Mrs B Woodall (vice president)
Miss R McIlrath BA MVB MRCVS  
(vice president)
Mr P Daubeny  
(vice chairman)
Mr S Langton FCA  
(honorary treasurer and chairman of the FGPC)
Prof D Argyle BVMA PhD DECVIM-CA MRCVS  
(chairman of the CWGC)

Mrs C Baldwin CBE
Mr J Beveridge QC
Mr K Butt MA VetMB MRCVS  
Mrs V Carbone
Mr R Colvill  
Ms E Gill  
(retired on 16 June 2016)
Mrs S Murphy BVM&S MSc DECVIM-CA MRCVS
Mr T Pearey  
Mr M Radford LLB OBE
Mr I Rose  
Mrs N Canavan  
★ member of the Finance and General Purposes Committee (FGPC)
★ member of the Canine Welfare Grants Committee

EXTERNAL ADVISORS
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Investment advisors: Sarasin and Partners LLP
Solicitors: Druces

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Thelma in the puppy playground at our Basildon centre.
Dogs Trust relies entirely on donations from the public in order to continue our work. If you would like to help us to help dogs then please consider leaving a gift in your will, sponsoring a dog, or making a donation. Please complete this form and send it back to us in the envelope provided. Thank you.

PLEASE SEND ME INFORMATION ABOUT:

- Remembering Dogs Trust in my will
- The free Canine Care Card (we promise to look after your dog in the event of your death)
- How to sponsor a dog
- Please send me a copy of your audited accounts

Please return this form using the envelope provided to this address:

Annual Review Response, FREEPOST RTJA-SRXG-AZUL, Dogs Trust, Clarissa Baldwin House, 17 Wakley Street, London EC1V 7RQ

Mr/Mrs/Ms/Miss/Other (please circle)

Initial:

Surname:

Membership number (if known):

Address:

Postcode:

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