

2018-2019

Your Year in Review

RSPCA 
New South Wales



Their Future, Your Future, Our Future

Our current Strategic Plan focuses on three key pillars: being there for animals who need us most, empowering our community and nurturing a strong and passionate team.

After wrapping up the first year of our five-year Strategic Plan, we can proudly share that we've achieved so much. Thousands of animals across NSW were adopted, rescued and cared for. Our donors gave generously, volunteers worked tirelessly, and foster carers offered up their love and homes.

And while our community gave their all, our staff did too, providing solutions and support within our means, and fighting to give every animal the chance they deserve.

The stories in this report mean progress. They show how much can be achieved by working together towards a common goal. While there's still much more work to be done, these results are a high five from us to you.

Together, we did it. We're doing it. We'll keep on going.

The Year at a Glance

This year, **29,682** animals were in need of help and you donated **\$32,431,810*** for their care.



10,075 dogs

15,688 cats

3,919 other

Making Your Donation Count

BEING THERE FOR THE ANIMALS

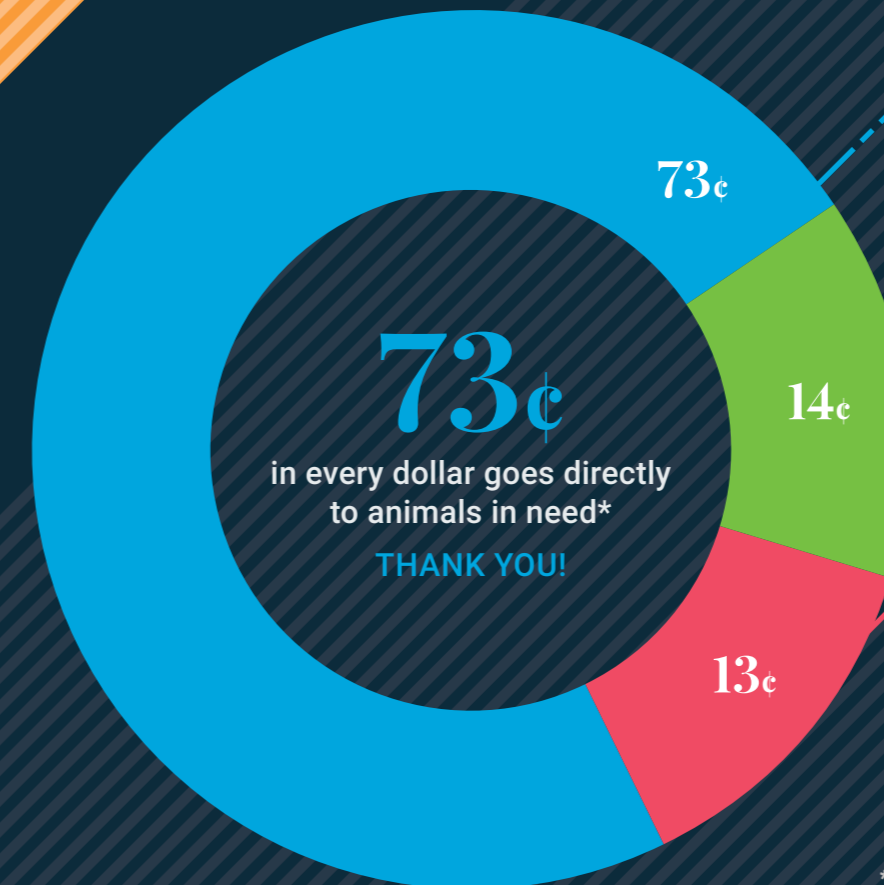
73 cents in every dollar pays for our Inspectorate, shelters, veterinary hospitals and clinics, as well as our community outreach and education programs

INVESTING IN THE FUTURE

14 cents in every dollar is reinvested into fundraising, allowing us to raise over \$30 million per year for animals across the state

EMPOWERING OUR PEOPLE

13 cents in every dollar is spent on covering the cost of essential expenses, including prosecuting cruelty offenders, staffing our contact centre, employee support and wellbeing, WHS and more



* Represents a pre-audited figure and is subject to change. Complete statements for the 2018-2019 financial year will be available at rspcansw.org.au from October.

Their Year

Each day, we keep our promise to protect and serve all creatures great and small.

Hundreds of animals come to RSPCA NSW each week when they have nowhere else to turn. Whether they are abandoned, abused or unwanted, their care and safety is our top priority.

187 Dogs, 18 Staff, 12 Hours

In February, we completed one of the largest rescue operations in RSPCA NSW history.

Mobilising a team of inspectors, veterinarians and even office staff to facilitate the effort, 187 dogs were taken off a commercial breeding property and into our care.

Most of the dogs were highly anxious and not familiar with human attention. Unable to walk on a lead, staff had to carry each and every one out in their arms.

The months following the rescue were spent treating, rehabilitating and rehoming the dogs in shelters and volunteer branches across the state. Three of the dogs were pregnant when they were rescued, meaning we welcomed an additional 19 bundles of fur into the fold.

Thanks to the support of our donors and corporate partners, 156 dogs from the rescue have already found their new forever homes, and 37 dogs are in the care of rescue groups.





15,673 CRUELTY CASES INVESTIGATED

In April, RSPCA NSW successfully prosecuted a Picton resident for serious animal cruelty offences in relation to

4,000 hens on his commercial egg farm.

At the time of prosecution, Deputy Chief Inspector Aaron Purcell said, "This was a complicated case for the Inspectorate and we are pleased to have reached this court outcome."

COST OF CARING FOR INSPECTORATE ANIMALS

\$1,120,566*

INSPECTORS
32

ANIMALS RESCUED
368

AMBULANCE CALL OUTS
1,143

PROSECUTIONS COMMENCED
77

FINES IMPOSED
\$102,110

VETERINARY CONSULTATIONS
28,355

DESEXING PROCEDURES
7,004

MAJOR SURGERIES
2,287

VACCINATIONS
10,835

DENTALS
1,464

TREATMENT COST FOR
SHELTER ANIMALS
\$6,269,688*

5,050
ANIMALS FOSTERED

Tank was born prematurely and weighed only 43 grams – small enough to fit in the palm of your hand.



After multiple surgeries, hours of rehabilitation and lots of love from his foster carer turned forever mum Merrilyn, Tank grew into the mighty, chariot-wielding warrior he is today.

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Your Year

Behind animals who need our care and protection, there are often people who need help and support too.

This year, we continued to implement a range of animal welfare education programs for children, teenagers and adults. We also continued our work in community outreach by proactively educating owners and facilitating early intervention programs.

Programs Serving Your Community

HEART (Humans Enriching Animals and Rehabilitating Trauma) was launched with students from Fairfield West Public School's Newly Arrived Program.

The eight-week pilot program, funded by a grant from Sydney Water, aims to increase the knowledge and understanding of animals and their care, as well as improve the mental health and inclusion of students who are new to the country.

The next phase of HEART will be funded by a Fairfield Council ClubGRANT from Cabramatta Rugby League.

Petspace, produced in collaboration with Headspace, and most recently funded by Coca-Cola Australia Foundation, teaches young people about signs of stress and poor mental health in animals. In doing so, the program helps participants better understand and deal with their own mental health journey.

Animal Early Interventions seeks to check in with individuals and families who may be struggling to look after multiple pets. Support and solutions are offered to owners by way of veterinary treatment, vaccinations and desexing.





1,085 PEOPLE GIVEN EMERGENCY HELP

We endeavour to provide the best possible support to people and their pets in crisis situations, from

leaving domestic violence, to instances of illness, to homelessness.

This year, we organised emergency care for a Greyhound named Davy* while his owner Harry* was hospitalised for mental health reasons. Harry had no friends or family who could take care of his beloved Davy. After a few months in foster care, the two were happily reunited.

* Names have been changed to protect privacy

PEOPLE REACHED BY EDUCATION INITIATIVES

352,583

ANIMALS VACCINATED AND DESEXED VIA COMMUNITY INITIATIVES

4,306

REGISTERED TRAINING ORGANISATION GRADUATES

145

SCHOOL HOLIDAY PROGRAM PARTICIPANTS

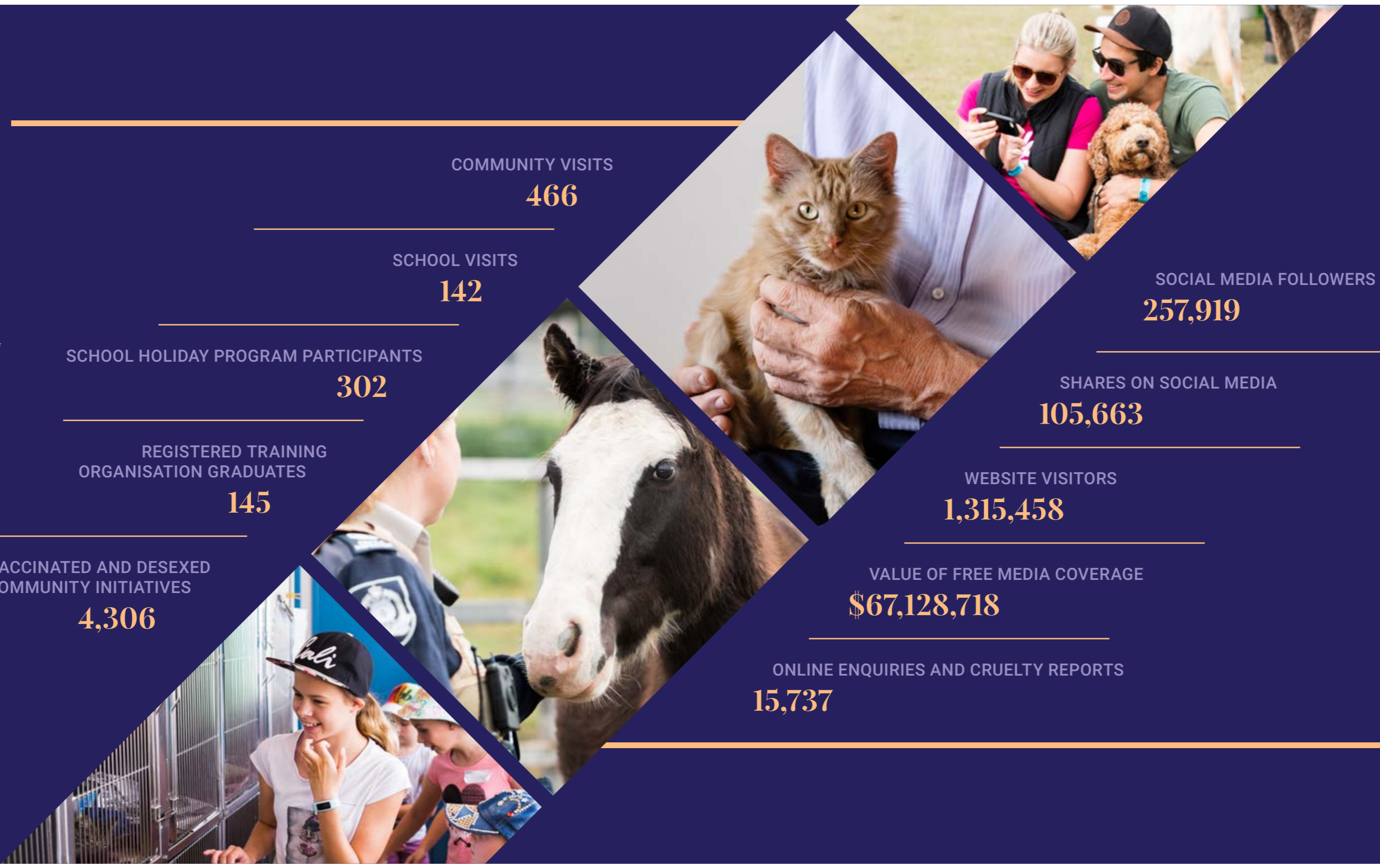
302

SCHOOL VISITS

142

COMMUNITY VISITS

466



SOCIAL MEDIA FOLLOWERS

257,919

SHARES ON SOCIAL MEDIA

105,663

WEBSITE VISITORS

1,315,458

VALUE OF FREE MEDIA COVERAGE

\$67,128,718

ONLINE ENQUIRIES AND CRUELTY REPORTS

15,737

PEOPLE REACHED ON SOCIAL MEDIA

44,295,115



143,607

CALLS RECEIVED BY OUR CONTACT CENTRE

Our contact centre fielded an enormous variety of calls from the public, including cruelty complaints,

injured animal sightings, donations and general enquiries.

Thanks to an urgent report from a member of the public, stray cat Lucas was given emergency medical treatment for a severe leg injury and rehomed into a loving family.

Our Year

We're working together better than ever. From strengthening corporate partnerships, to recruiting new volunteers and empowering staff, RSPCA NSW is continuing to invest in the people who achieve so much for the animals.

We're in Good Company

It's always a pleasure to swing by a workplace, thank our corporate supporters and give them an update on what we've been up to.

In November, we had a blast bringing Flash, St Nick, Oscar and Vision along to visit our corporate supporters at Macquarie Bank. The team at Macquarie generously hosted an event to spread awareness about the plight of Greyhounds, while raising some much-needed funds for RSPCA NSW.

Incredibly, the Macquarie Group Foundation matched all dollars raised, resulting in a \$13,586 donation for animals across NSW.

Another way businesses support RSPCA NSW is through Corporate Support Days. Hosted at our shelters, the days are informative, inspiring and interactive for all participants, and give our corporate supporters the opportunity to contribute financially and physically!





14,618 EVENT PARTICIPANTS

Our annual Cupcake Day and Million Paws Walk events raised money and put smiles on the faces of thousands of participants.

We were delighted to welcome back one of our top Million Paws Walk fundraisers, Judith and her Wolfhound crossbreed, Teddy. The wonderful duo raised an impressive \$1,294 for animals in need.

INDIVIDUAL DONATIONS RECEIVED

263,397

DONORS 70,255

GIFTS FROM WILLS 221

MILLION PAWS WALK VOLUNTEERS 248

CORPORATE SUPPORT DAY VOLUNTEERS 406

COMPANIES PARTICIPATING IN WORKPLACE GIVING 223

MEMBERS 5,964

EMPLOYEES 532

VOLUNTEER BRANCHES 26

VETERINARY HOSPITALS 4

SHELTERS 9

ACTIVE FOSTER CARERS 1,254

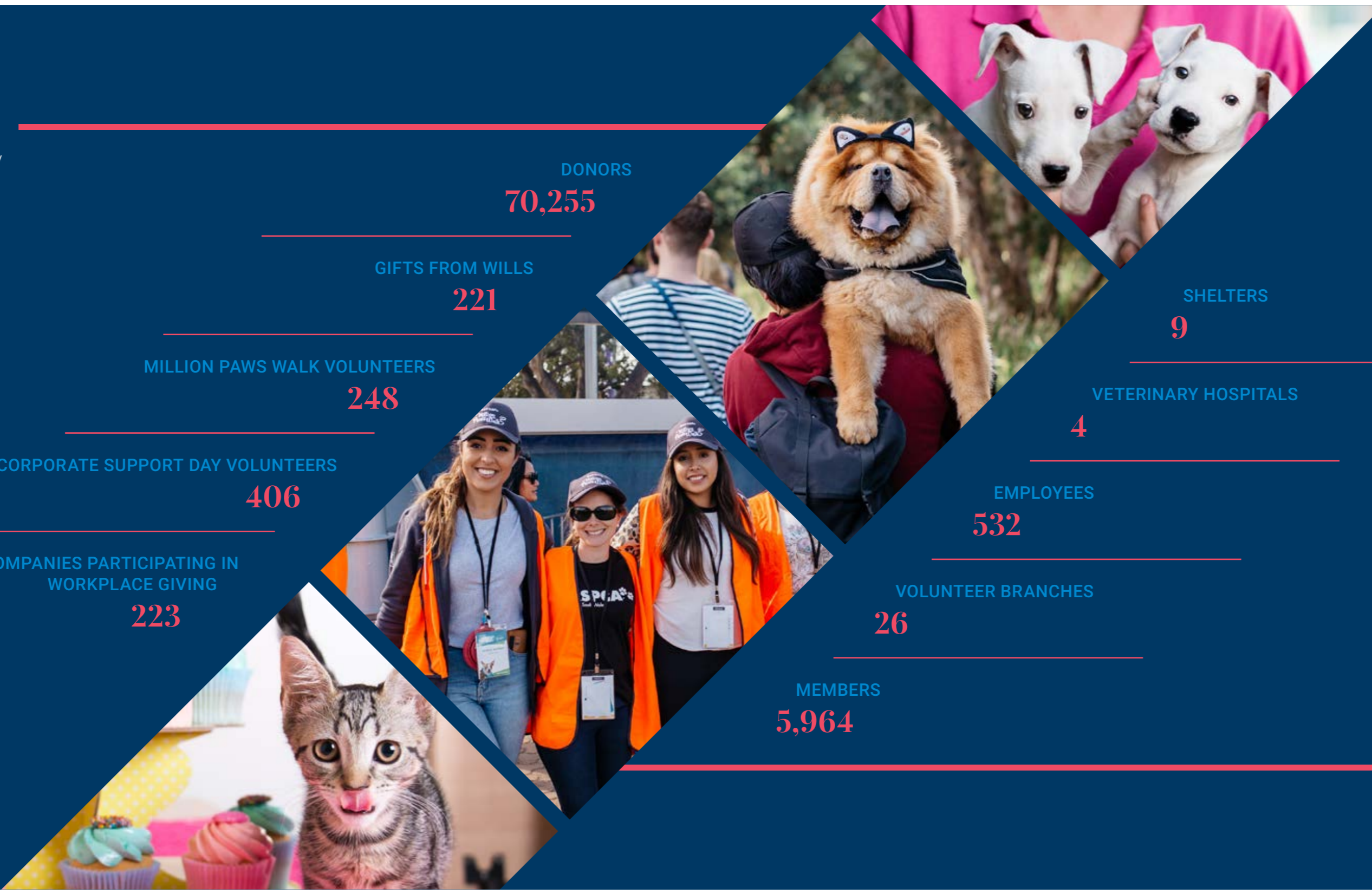
3,140 VOLUNTEERS

Our community of volunteers has grown by 800 people this year! One of the new recruits, Ian, was inspired to put his love of animals and



lifetime of skills to good use.

"I feel very fortunate to be able help out," he said. "Everyone I've met who works or volunteers for the RSPCA are the nicest people that I've met in such a long time!"



All Creatures

This year, 29,682 helpless, abandoned or neglected animals turned to RSPCA NSW for help.

This includes not only cats and dogs, but a wide variety of species, such as guinea pigs, horses, goats, birds, snakes, geese, possums and bats – among many others. Our staff need to be experts in caring for a plethora of different animal species, and we also work closely with other domestic and wildlife animal rescue groups to assist in their treatment and rehoming or release.

We take in so many different types of animals because we have an open-door policy. No animal is too peculiar or too injured to receive our help.

However, this policy also means we receive animals in their most vulnerable and broken state. While we aim to rehome every animal suitable for adoption, unfortunately, there are some circumstances where a difficult decision has to be made about an animal's life – whether because it is deemed too cruel to keep them alive, or to ensure the safety of other animals or humans.

One of the greatest ongoing challenges for us, and other animal welfare organisations, is cat overpopulation resulting from low rates of desexing. Every year, during the height of breeding season, we receive thousands of kittens at our shelters – many without a mother, and too young to survive on their own.

We do everything in our power to care for those who need us most, and through our Strategic Plan, we hope to grow our resources so we can help even more of these animals.

Animal Outcomes

	Cats	Dogs	Other*	Livestock	Wildlife	Horses	Total
Rehomed	7,652	3,805	1,030	446	0	101	13,034
Reclaimed	563	3,160	89	32	0	0	3,844
Still in care	1,239	774	141	42	2	52	2,250
Transferred [^]	282	341	55	52	179	3	912
Strays transferred to council facilities	6	275	0	1	0	0	282
Died in care	203	43	41	10	17	1	315
Other [~]	8	14	19	1	13	0	55
Euthanised ^o	5,735	1,663	1,005	263	308	16	8,990

Reasons for Euthanasia

	Behavioural	Feral	Infectious	Legal [†]	Medical	Organisational [‡]	Total
Cats	1,083	1,459	1,108	0	1,126	959	5,735
Dogs	1,220	0	36	40	360	7	1,663

* Refers to pocket pets (rodents, guinea pigs, ferrets and rabbits), birds and non-native animals

[^] Includes animals transferred to rescue groups and other RSPCA states

[~] Includes stolen, escaped and released-to-habitat animals

^o Includes animals from RSPCA-operated council facilities

[†] Refers to animals deemed dangerous or menacing by local council

[‡] Refers to unweaned or unviable animals too young to survive without their mother

Looking to the Years Ahead

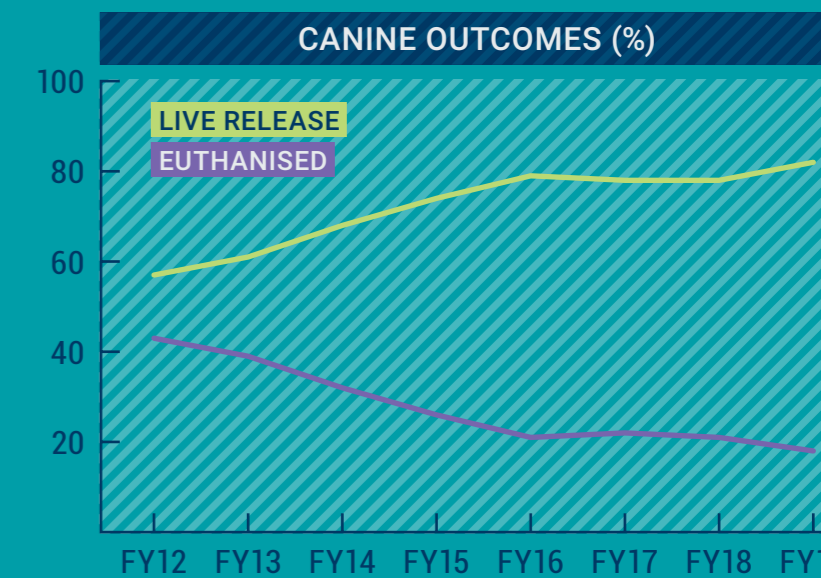
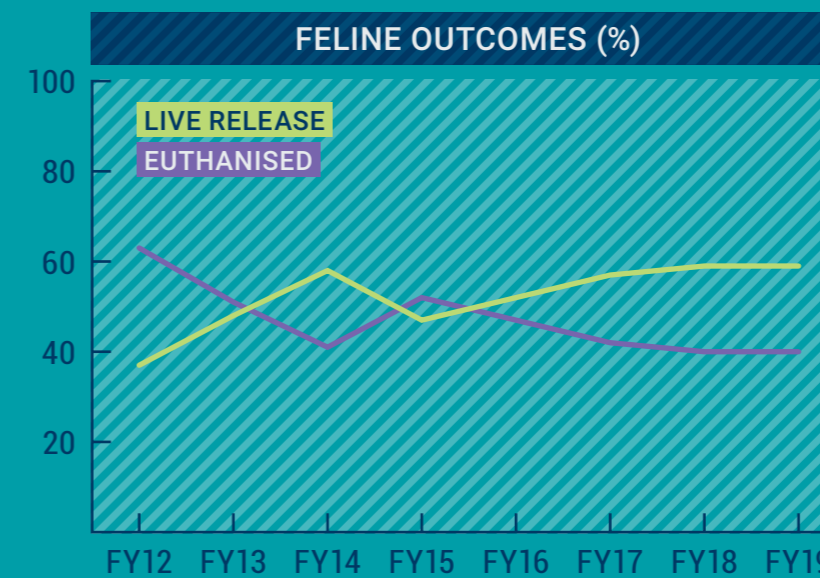
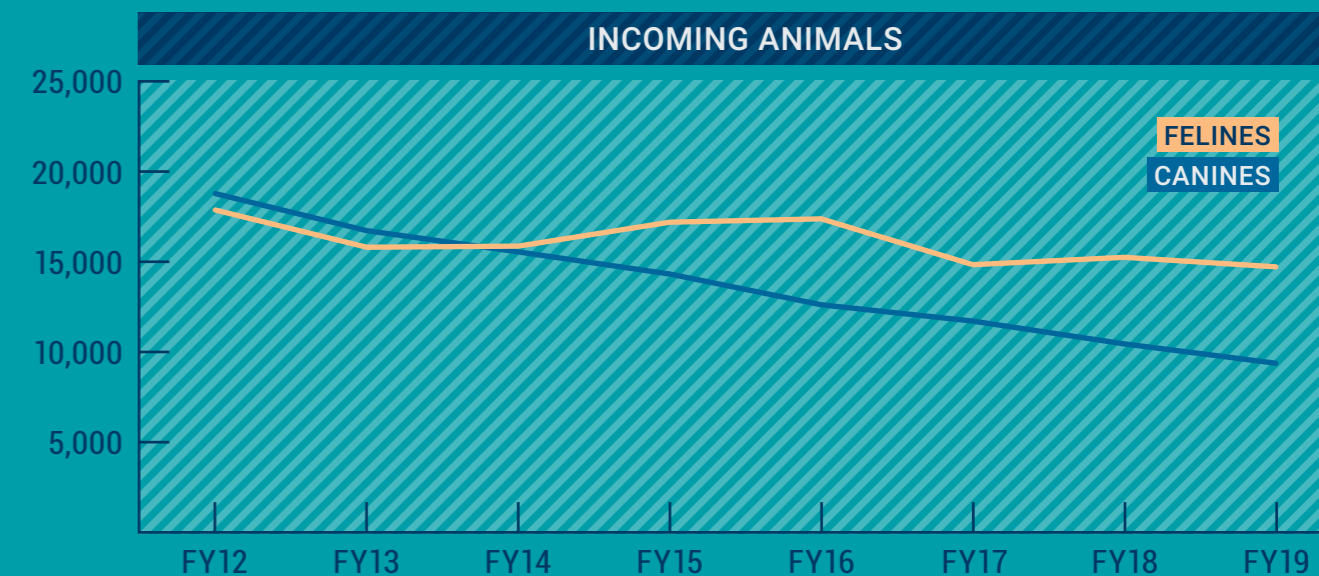
We're confident that, with the help of our donors, the ensuing years will bring more positive outcomes for animals. More rescues, more support, more proactive intervention.

This year, we're happy to see our euthanasia rates continue to drop, and, thanks to our proactive work in the community, the number of animals who needed help decreased.

We're proud that this year's Clear the Shelters campaign successfully rehomed 90 per cent of animals up for adoption in just one weekend. Animal Early Interventions supported owners with multiple pets and improved quality of life for both humans and animals. And soon, we'll be launching a surrender intervention online portal to help owners address challenges before they're at a stage where they feel they need to give up their beloved animals.

Next year is sure to bring its own unique challenges and triumphs. But with your support, we're keen to see more positive trends and stories. Our overarching goals of prevention, education and helping animals in need remain steadfast. We'll continue to operate within our means, strengthen our networks and advocate day in, day out for creatures great and small.

Keep moving, one paw at a time.



Thank You

We'd be nowhere without the helping hand of our donors

All the progress you've read about in this report wouldn't be possible without the generosity of animal lovers like you in our community.

Because of you, thousands of vulnerable animals are treated, rehabilitated and placed in loving homes. Your generosity goes so far in making a solid, tangible difference to hearts, homes and tails all over the state!

And our corporate supporters

We also want to extend a huge, hearty thank you to our wonderful corporate supporters.

Their generosity this year has provided everything from food and shelter, to veterinary treatment, to education, to love for thousands of animals.

Attwood Marshall Lawyers
Bayer Australia Ltd
Bendigo and Adelaide Bank
Bunnings Warehouse
Catmate
Costco Wholesale
Delvu Media Pty Ltd
Equeim

EVENT Hospitality &
Entertainment Limited
Greenstone
Hill's Pet Nutrition
Jetpets
The KONG Company
KPMG
Krispy Kreme

Leafcutter
Macquarie Group
Mirvac
National Australia Bank
Perpetual
Petbarn
Peter Alexander
Peter Lee Associates

Purrfect Pet products
Hollard Group
Western Pet Supplies
Westpac
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