

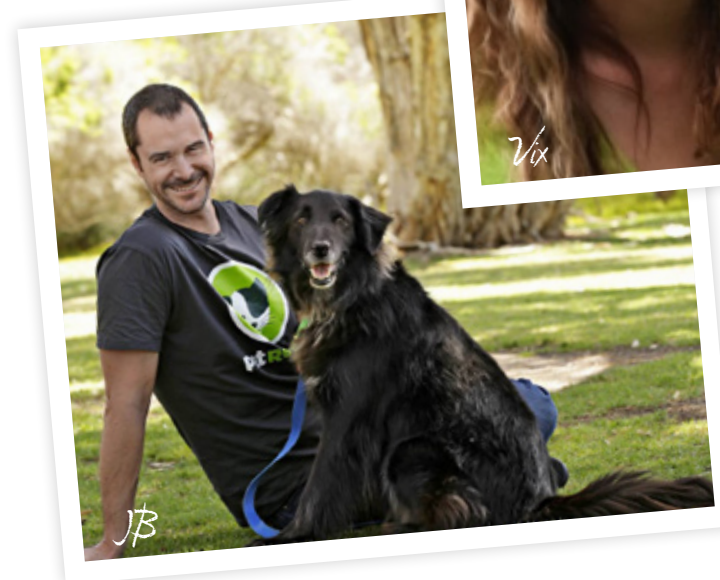


How We've Grown!

Ten Years of PetRescue - Annual Report 2013-14

In 2014, we celebrated PetRescue's first decade and our biggest year to date with a series of infographics illustrating some of the most awesome wins we've achieved for Australia's homeless pets.

See the impacts that 70 dog-years of raising awareness, sharing knowledge and busting myths have made with the support of our big-hearted adopters, foster carers, rescue members, partners, donors, volunteers and staff.

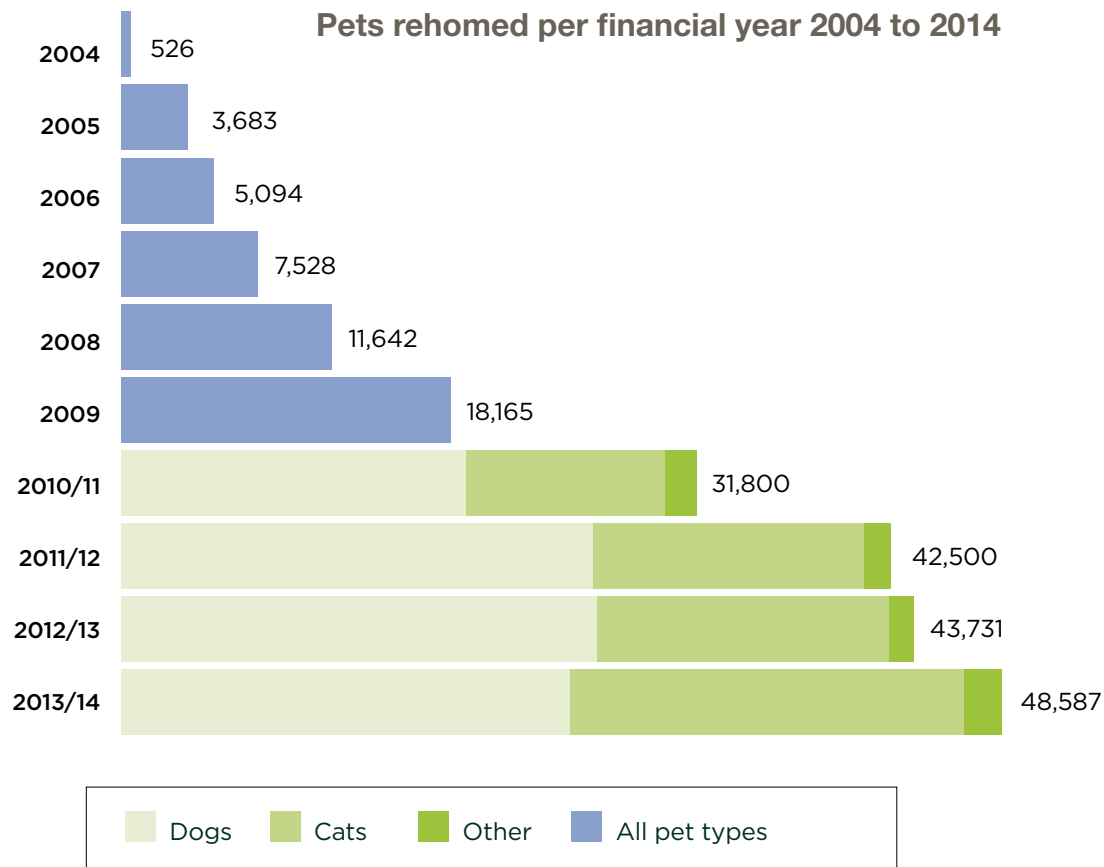




**Our biggest ever
year in numbers**

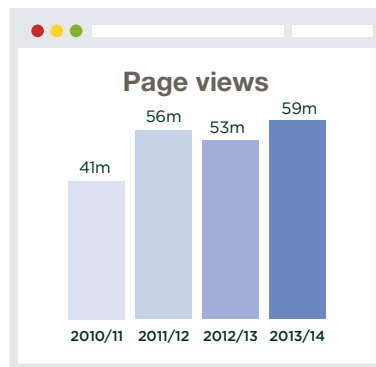
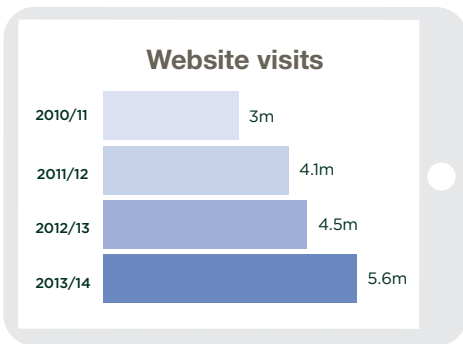
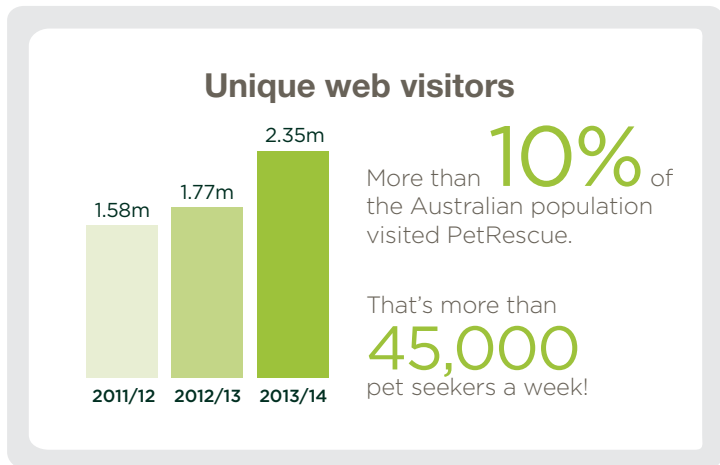
Finding forever homes and saving lives

We're working tirelessly to save the lives of every rescue pet by giving them the best possible chance of finding a forever home. And our latest adoption stats show we're making awesome progress.



Raising adoption awareness

We believe the best way to reduce the number of homeless animals in shelters and pounds is to raise the level of awareness and make adoption the first choice for all. Our latest stats are great indicators of our success in inspiring and empowering more Australians to save lives.



Online pet enquiries

107,665*

*Does not include phone enquiries made by visitors to the website.

New pet listing email alerts

1,137,661

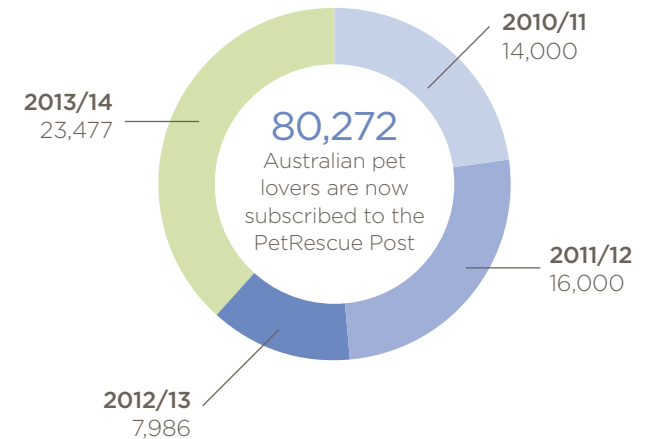
Pet profile shares

23,074 via social media
24,963 via send-to-a-friend email

Pet posters viewed

54,034

PetRescue Post new subscribers



Fans and followers

f 68,171
Facebook Fans

t 6,200
Twitter Followers

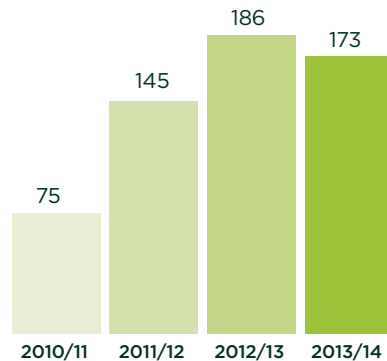
Uniting pet lovers to save lives

We started out as three pet lovers believing in a vision of Australia where every rescue pet has a loving home, and through PetRescue, we've united a whole nation of amazing people in saving lives.

The PetRescue team 2014

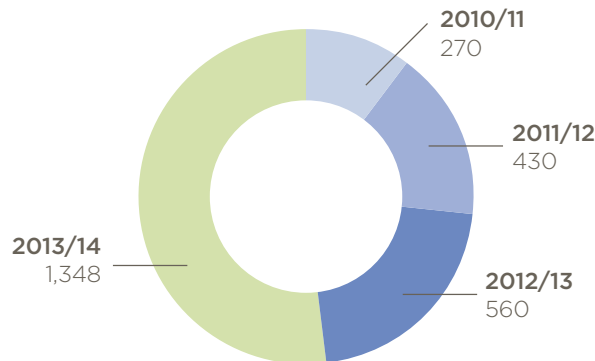


New rescue group sign-ups



98% of Australian rescue groups and shelters are now PetRescue members

Donors



Our catalysts for growth

1

Resources

In 2013/2014, we grew the PetRescue team with the appointment of three new part-time staff members. Marlies as Business Manager; Maree, our busy bee Enquiries Manager; and Rhys, (originally our intern) as our Communications Assistant to engage our pet-loving community and help our rescue members do what they do better.

We also welcomed the PetRescue Advisory Board on board - three highly-accomplished professionals who bring a huge amount of experience and knowledge in their respective fields.

Matthew MacFarlane, Venture Capital & Yuuwa Capital

Shannon Anderson, Fully Fund It

Lodewijk de Graauw, Bain & Company

2

Partners

To ensure PetRescue remains sustainable as we grow, directors Vix and JB pitched to several corporates in 2013/14 and successfully secured a new major corporate partnership with PETstock, as well as maintaining our strong major partnership with PEDIGREE™ for the sixth year.



Our catalysts for growth

3

Mobile website

We're now averaging 464,680 visits per month, with more than 50% of visitors using tablets or smartphones to access the site, so upgrading the smartphone version of the website was a top priority. This project was completed in 2014, helping all of our visitors find and adopt a new pet online.

4

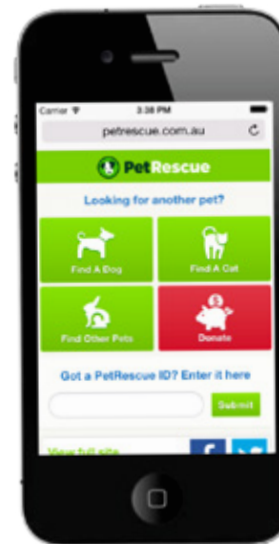
Accessibility

Meeting Web Content Accessibility Guidelines across the main website and mobile website was another key objective successfully completed in 2013, ensuring all web visitors with visual or cognitive impairment (that's one in five Australians) can enjoy the same positive experience as any other visitor using the PetRescue pages to search for their new pet.

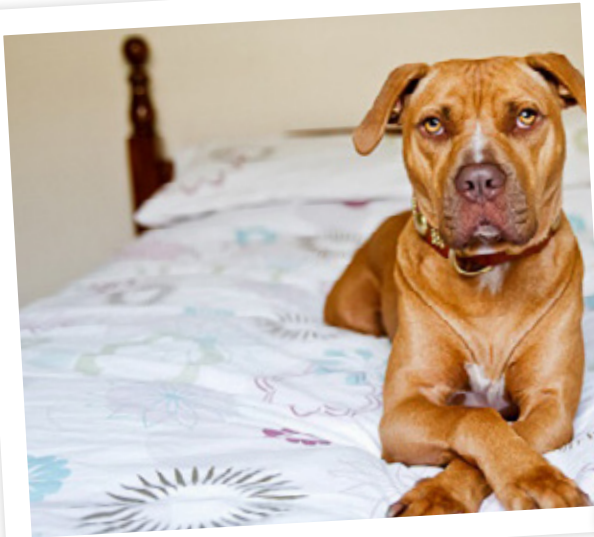
5

The biggest tax time result, ever!

Our 2014 Tax Time appeal closed with a total of \$47,350 (from online and offline donations), topping the 2013 result by more than 35%! That's an epic effort that helped us take our next steps in creating a future where no companion animal is killed in Australia's pounds and shelters due to homelessness. Thanks again for your support.



Our biggest inbox hits



Delilah: Saved by the wag of a tail

We gave a big shout-out to the unsung heroes of animal welfare – our community rescue and foster groups. This formidable underground force of volunteers works tirelessly to save the lives of thousands of family pets that face certain death in pounds across our nation – just like Delilah.

[Read Delilah's Happy Tail.](#)

26% open rate



Think about the unthinkable

The thought of losing your fur baby doesn't bear thinking about – but it can happen to the most cautious of owners, at any time. To give you the best chance of finding your best friend, we called on the vet bloggers at Vetico to share their expert advice on microchipping and how to correctly ID your pet.

[Read more about keeping your pet safe.](#)

23% open rate



You betcha we can save every rehomable pet!

We bust the biggest myth in companion animal welfare with some explosive facts and stats. For years, we've all been told the reason shelters kill pets is that there are simply "too many animals and not enough homes." But we can prove that saving every rehomable pet in Australia is not only possible, we can do it today. [Check out the facts.](#)

23.3% open rate



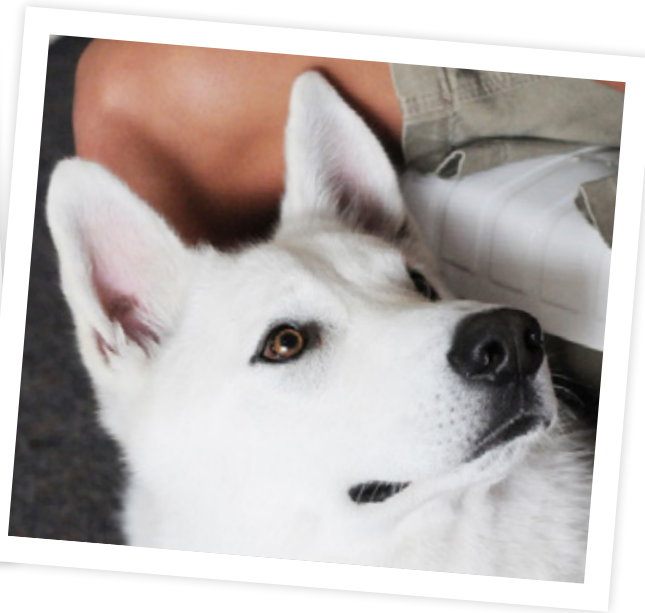
Our biggest inbox hits



What is No-Kill?

Nationwide surveys show that 40% of dogs and 80% of cats who enter Australia's pounds every year are killed. That makes our pounds the biggest killers of healthy and treatable cats and dogs. If you want to see Australia become a safer place for our companion animals, [find out more about the No Kill Movement.](#)

21.2% open rate



Rescue Dogs for Diggers

There are more than 10,000 young Australian veterans currently living with the debilitating symptoms for post-traumatic stress disorder (PTSD); however, there is one hugely effective treatment that's turning lives around. It doesn't come from a pharmacy. It has four legs and can be found on the PetRescue website. [Read the Dogs for Diggers story.](#)

1,906 page views



Financials

Revenue

	2012/13	2013/14
Corporate partnerships	100,000	100,000
Donations	165,301	467,012
Grants received	28,000	-
Interest received	2,515	2,357
Other income	84,553	144,155
Total revenue	380,369	713,524

Expenses

	2012/13	2013/14
Accountancy	19,650	19,720
Adoption promotions <i>(incl. promotions and advertising)</i>	45,067	49,004
Depreciation	4,775	2,224
Employee benefits/expenses	223,721	244,266
Operating expenses	177,131	207,876
Total expenses	470,344	523,090



A big shout-out for our growing team...

The PetRescue team continues to grow and support the mission and vision of the three original directors, Shel, Vix and JB.

Rhys, you've been doing a fantastic job of supporting our members and managing all our social media platforms. You've driven our Facebook fan base from 29,000 to more than 68,171 and pushed our Twitter following to 6,200. Awesome work!

Maree, we couldn't survive without you. As our manager of online enquiries, you've responded to more than 6,600 emails from our rescue group members and potential adopters. A mammoth achievement for the good of all creatures and those who care for them.

Bish, you've spent the last three years helping us spread the love to our donors and bring all of our financials up to date. We know that's no mean feat!

Jo and Marlies, your year working together as our strategic fundraising manager and business manager has been epic. You've almost tripled our income from donations in the last 12 months and put PetRescue in a strong position to step up our drive to create positive change for Australia's homeless pets.

There's also an amazing team of volunteers working hard behind the scenes, helping us support our rescue members by writing and editing pet profiles and generally fighting the good fight for homeless pets. We're so lucky to have you all on board and look forward to sharing more awesome successes.



And six awesome professionals...



We'd also like to say thanks to the people who answered our call for professional help in 2013/14.

The Frontier Group pulled out all the stops to develop our new mobile website and continue to provide support and new site features.

Peter at WHYBINTBWA Group donated a generous serve of creativity to make this years' tax time campaign a bigger success than ever before.

Bain & Co is a global management consulting firm, recently ranked as the #1 company to work for, that kindly lends their business brains on a pro-bono basis to help us set goals, establish our strategy and boost our confidence in achieving our vision of a 'No-Kill' future for Australia.

Karen from When Adam Met Eve volunteered numerous hours of her time and design expertise to create a suite of amazing infographics celebrating the 10-year anniversary of PetRescue. You made those incredible stats look even more fantastic!

The Elsie Cameron Foundation came on board in 2013 as a major sponsor, making generous donations to fund PetRescue's core rehoming services.

Brodie Mulloch and the Spacecubed team are an amazing bunch of people who've made PetRescue feel right at home in their awesome co-working hub. It's a great space, in a great CBD location, where great people from small/startup companies come together to make magic happen. And it's fantastic to be a part of that magic.





PetRescue



The Bigger Plan

Business strategy 2015-2018

What drives our strategy?

Our vision

PetRescue has a vision of a future where every rescue pet finds a home, and every Australian pet lover discovers the joy and unconditional love a rescue pet brings.

Our challenge

On average, 40% of dogs and 80% of cats entering Australia's pounds are killed because homes aren't found for them. We've made it our mission to put homeless pets into the hearts and minds of people in such a powerful way that killing adoptable animals becomes completely unacceptable in Australia.

Our work

We are the digital natives harnessing technology and social media to give every independent foster carer, every rescue group and every single one of the community's homeless pets a voice — to reach the public and spread their message.

We help them show Australia that adoption truly is the best option, and bring joy to the whole process. And we offer all that for free, thanks to the support of our awesome pet-loving donors, partners and sponsors.

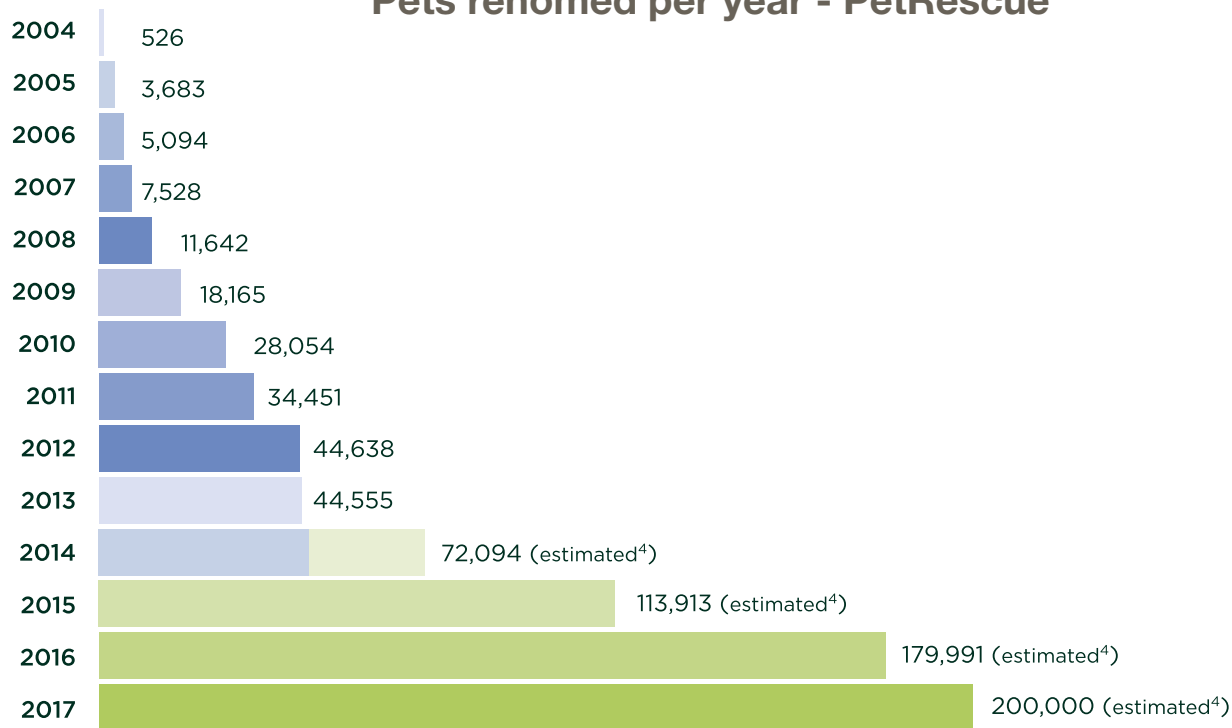
We believe there is a home for every rescue pet and enough love to save every life!



Can we save them all?

We have the stats to prove it's possible to save the lives of every healthy and treatable rescue pet in Australia, and we're working tirelessly to make it happen.

Pets rehomed per year - PetRescue



Approximately

200,000

pets enter Australia's pounds and shelters every year¹, and more than half of them are killed because homes aren't found for them.²

600,000

pets are acquired from sources other than rescue each year in Australia³



If we convert 200,000 or

1 in 3

of those to adoption we can save the life of every rescue pet.

¹ Based on a state-wide analysis of council data collection systems for seizures of cats and dogs in NSW 2010/2011.

² Based on PetRescue industry research estimating 40% of dogs and 80% of cats entering Australia's pounds are euthanised.

³ Stats from The Australian Companion Animal Council - Contribution of the pet care industry to the Australian Economy 2010.

⁴ Based on PetRescue's year-on-year growth rates for adoption.

Our 2015-2018 goals



We want to make adoption the first choice for all and be the No.1 website in Australia for pet search. To achieve this, we will...

Break down the barriers to adoption

- Campaign to change public perceptions of rescue pets, restricted breeds and cats.
- Review and refine policies and procedures to improve the pet enquiry and adoption application process.
- Develop more help and advice articles for people looking for a pet.
- Provide advice articles for people with pet allergies, families with young kids and those living in apartments.

Promote the adoption option

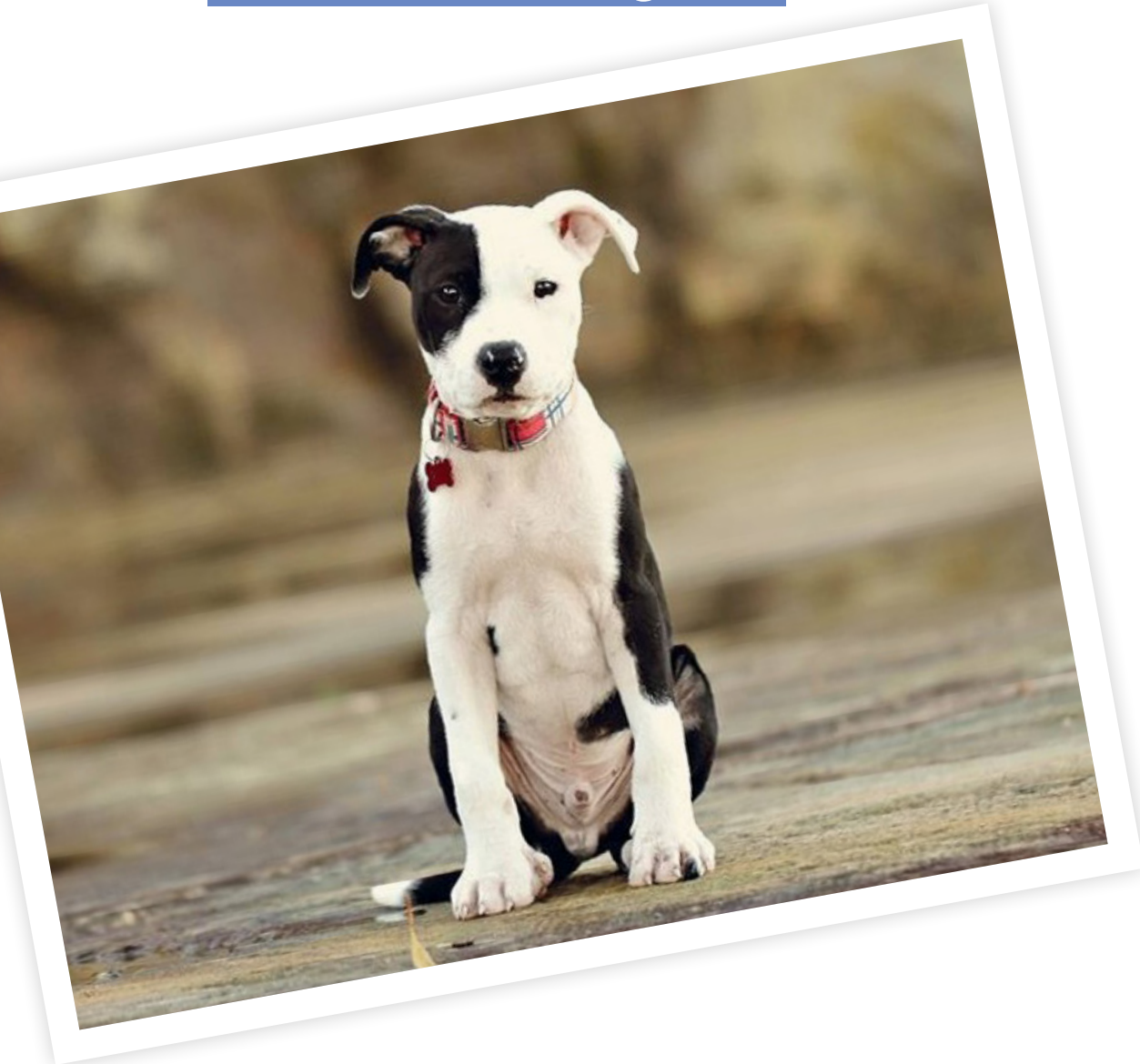
- Create adoption awareness campaigns to target kids and young families.
- Create adoption awareness campaigns to target retirees.
- Promote cat adoption.
- Share more inspirational and engaging stories of people who have adopted a rescue pet.

Increase awareness of what PetRescue is

- Create new content to clearly communicate what PetRescue is and what it does to help pets, rescue groups and pet seekers.



Our 2015-2018 goals



We want to make Australia a no kill nation and save the lives of all homeless pets.

To achieve this, we will...

Stop pets entering pounds

- Develop resources to assist pet owners with locating lost pets.
- Educate the public about legal ownership so they know where they stand.
- Provide more help and advice to owners to promote pet retention.
- Lobby to change policies on reporting/impounding found pets.

Grow a nationwide network of foster carers

- Create fostering awareness campaigns to recruit more foster carers.
- Connect, support and empower a national pet foster network with innovative new tools.

Promote humane cat management

- Drive positive action to improve the wellbeing of cats.

Campaign to improve pound reform

- Encourage and support local pounds in taking a more proactive role in promoting adoption.
- Educate the public about laws impacting on the welfare of rescue pets to create advocates who will apply upward pressure.



Our 2015-2018 goals

We want to make adoption a positive experience for all.
To achieve this, we will...

Give more free support to help shelters, rescue groups and pounds

- Educate shelters and rescue groups on consumer laws and fundraising licensing laws.
- Provide guidance and advice to help rescue groups obtain funding and recruit volunteers.
- Establish a payment system to enable fast and secure online payments to rescue groups.



Our 2015-2018 goals

We want to create the best quality pet search experience online.
To achieve this, we will...

Continue to develop and refine PetRescue.com.au

- Bring all desktop functions and features to the mobile website to enhance the mobile user experience.
- Introduce more granular filtering options to help pet seekers refine their search.
- Analyse and reduce bounce rates for adoption enquiries, with the goal of improving conversion rates of site visitors → pet adopters.
- Improve navigation and refine/develop new help and advice articles for the Library section.
- Establish consistent page templates and layouts to enhance the user experience.
- Launch a PetRescue blog to raise public awareness and develop an engaged community of animal welfare advocates.
- Consider emerging web best practices and apply them where necessary and practical to enhance the PetRescue user and member experience.



What's going to help us save more lives?

We'd like to say a huge thank you to all pet-lovers who are already doing an awesome job to support our cause. We couldn't have made it to 10 years without you, and as we embark on this ambitious three-year strategy to drive Australia towards a 'No-Kill' future, we need more amazing people like you behind us.

As a pet-loving citizen, employee or employer, there are heaps of great and small ways you can help us realise our vision of a future where every rescue pet finds a home, and every Australian pet lover discovers the joy and unconditional love a rescue pet brings.

[Make a donation](#)

[Become a regular giver](#)

[Become a Friend of PetRescue](#)

[Fundraise](#)

[Make a bequest](#)

[Advertise with us](#)

[Contact us about corporate partnerships](#)



Contact info

For pet adoption information,
visit www.petrescue.com.au

Perth

PO Box 5771, St Georges Terrace WA 6831

Contact - John Bishop, Director

jb@petrescue.org.au

Melbourne

The Village, 700 Bourke St Melbourne VIC 3000

Contact - Vickie Davy, Director

vickie@petrescue.org.au

Email: info@petrescue.org.au

