



PetRescue

Annual Report 2011–2012

This year was all about...

Making the adoption option easier than ever

This year PetRescue took a huge leap towards making adoption the easiest option for animal-loving Australians by redeveloping our website. When the original site was created eight years ago, there was no such thing as social media, so over the years we did our best to retrofit and fix the old site.

A complete overhaul was urgently needed and our development plans to revolutionise the experience of searching for a rescue pet online (which have been three years in the making) are now realised thanks to our supporters and donors.

For the last few months it's been our main focus, with all hands on deck to get it ready to hit the go-live button in September 2012.

Harnessing love to save lives

We believe there are caring people out there who are willing to open their hearts and homes for every needy companion animal. Harnessing that love to save more lives, we've actively encouraged community involvement and social media sharing throughout 2012, and both have made a measurable impact on the number of lives saved this year.

So, ultimately, it's our friends we need to thank for our continued success – our donors and sponsors, adopters and foster carers, shelters and rescue groups, subscribers and Facebook fans. You are the real driving power behind our ever-growing national movement and we hope you'll continue to join us on our journey to ensure a safe future for our homeless pets.

Standing up for pets

This year has also seen the PetRescue crew getting more vocal in the community and media to establish PetRescue as a thought leader. We've been busy instigating discussions about the future we want to see for our companion animals, addressing some controversial issues that we and our pet-loving community feel passionate about.

Happy Tails



The little white lion with a big personality

Having always been doggy people, Sydney retirees David and Joan couldn't have found a more perfect companion than Kimba – the butch, big-hearted and super-intelligent little white Manx. Since their daughter Rachel adopted a Manx cat, the family had become fascinated by the breed.

“White cats are often overlooked because of the misconception they are deaf or prone to skin cancer. And with Manx, people often think

the tail has been lost, rather than a feature of the breed,” said Rachel.

“The moment Kimba and Dad met, the fluffy white cat jumped up on to his lap and began snuggling into his neck. I am sure Kimba knew exactly who he had to impress that day, and now he's treated like the little lion prince he knows he was born to be.”

A Will to find happiness

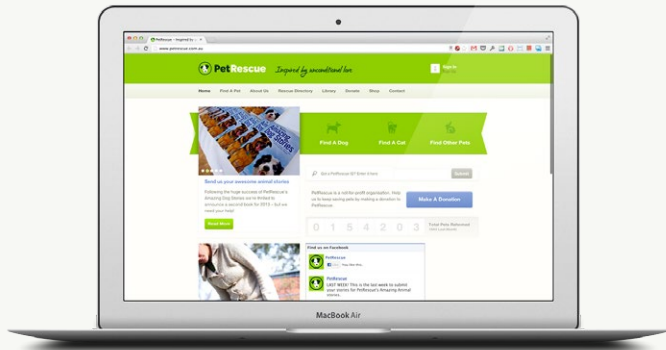
Inspired by the idea of having a dog to help win her battle with melancholic depression, Emma spent two months searching the PetRescue pages until her eyes met a chirpy little puppy in the care of SAFE in Karratha. Four days later, Emma and Mike arrived at Perth airport with a name already picked – William.

“Within just a few days I could feel the positive difference William had made to my outlook on life,” said Emma.

“He gives me focus by having another little being that's dependent on me... there's just something so affirming about the way they interact with you that says, ‘you're the most important person in the world to me.’ It makes me feel that I'm worth something on days when nothing else does.”



Year Highlights

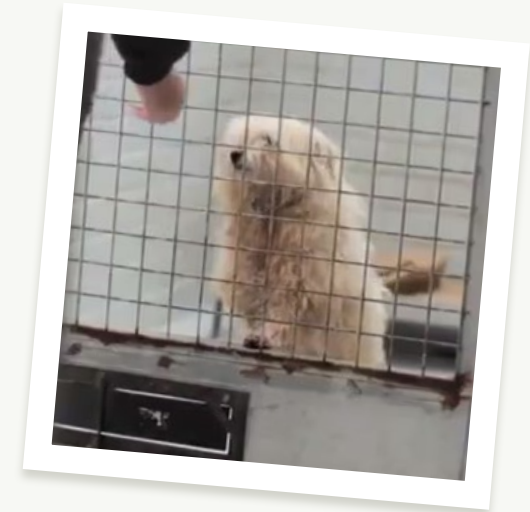


New website and branding

With corporate support from PEDIGREE® and WHISKAS®, supporter donations, the Frontier Group on board as developers and Radharc user surveys in from visitors and members, we were able to start the mammoth task of realising our online vision. Vs.Creative also chipped in with a refresh of the design and iconic PetRescue logo. We hit the go-live button in September 2012 and made the process of finding a new best friend easier than ever.

PEDIGREE partnership

PEDIGREE and PetRescue again joined forces in 2011 and 2012 to champion the PEDIGREE Adoption Drive – an annual national initiative to raise awareness of dog homelessness. The only truly national rescue dog adoption campaign, the PEDIGREE Adoption Drive drew a phenomenal response, successfully rehoming over 90% of the dogs featured during the campaign and, in one case, reuniting a lost dog with his ecstatic owner.



Underdogs series

For the 2011 PEDIGREE Adoption Drive, PEDIGREE and PetRescue took GEM TV and YouTube viewers behind the scenes of rescue and adoption with the Underdogs series. Sharing the very real and touching stories of four underdogs to get Australia's dog lovers talking about the issues, the series was a great success on screen and online.

Year Highlights

iPhone app

Students Wei Zheng and Brandon Cowan volunteered their time, creativity and development know-how to design an iPhone app that lets animal lovers search and share dogs, cats or other pets listed on PetRescue, anytime, anywhere. Featuring photos and descriptions of available pets, the app helps adopters find the furry face they're looking for.

With huge thanks to Brandon and Wei, the app is now available to download free.



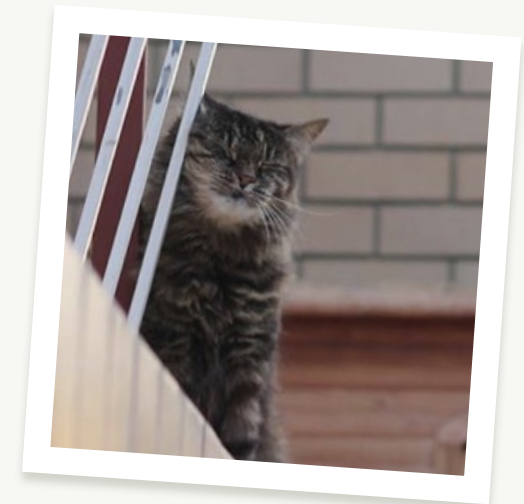
Coles

Coles supported PetRescue in 2012, helping us gain more mainstream exposure to put the adoption option in the hearts and minds of the pet-loving public and, ultimately, save more lives. Bold in-store branding, plus a feature in the Coles pet mag and product catalogue put rescue pets and the PetRescue name before the eyes of millions of shoppers who may never have considered adopting a pet.

Standing up for the little guys

From pit bull-type dogs to community cats, PetRescue is taking action to support the fair and humane treatment of all our animal friends. So, when we were invited to speak at the NDN Animal Welfare conference we jumped at the chance.

Our talk entitled 'Digital, Social Media and Social Change: How NFPs and big brands can partner to create real change' was well received by an audience of 250 leaders in Australian animal welfare at the National Desexing Network conference. Our top dog Shel presented at the annual symposium of the Cat Alliance of Australia on strategies to increase cat adoptions, and was seen on SBS's Insight program on shelter pet welfare. Our digital guru JB has been busy presenting at the Sydney Digital Marketing & Media Summit and to various other groups, sharing PetRescue's experiences and successes.



Year Highlights

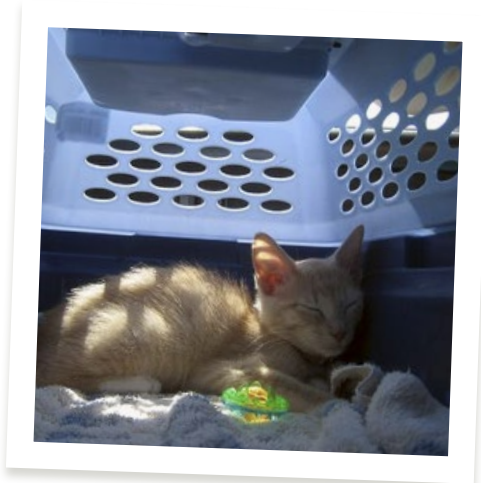


Amazing Dog Stories

As part of our 2011 rescue awareness and fundraising effort, PetRescue published its first book – a beautiful collection of over 100 touching true accounts of rescue dogs who overcame troubled backgrounds to bring joy, companionship and adventure to the lives of their new families. Over 17,000 copies have been sold to date, with a second book of animal stories already on our to-do list for 2013.

More join the Jetpets set

Since PetRescue's first ever interstate adoption five years ago, Jetpets has generously donated three free interstate flights for needy pets every month. Not only does this give our member rescue groups the opportunity to move pets from places of low demand to places of higher demand, it also widens the search for adopters looking for a new best friend. To date, more than 250 lucky pets, unable to find homes locally, have been connected with loving families interstate, proving that distance need not be a barrier to happiness.



WHISKAS serves the cream

Just in time for the summer kitten season, PetRescue was joined by WHISKAS to spread the good word about kittens and cats. By hosting a super successful adoption event in the Sydney CBD and coming on board as a major sponsor, they've helped us keep up with the demand of the cat-loving public looking to adopt.

Happy Tails

Saving lives makes life feel whole again

When their German Shepherd x passed away, Alli and Arthur had real trouble deciding whether to get another dog. Four years later, they gave in to temptation when they found Sammi on the PetRescue website – a Chihuahua x Jack Russell listed with SAFE in Broome.

“She could fit into the palm of my hand, but every ounce of her was full of energy,” Alli recalled, “and when we moved to a five-acre property, we searched PetRescue to find a partner in crime for Sammi.”

That’s when they found JoJo the Kelpie x. Despite JoJo being a lot bigger, the pair became best of friends, sharing a love of long walks, chasing ducks, summer swims and kayak rides.

“They have filled our home with so much joy, I couldn’t do without them,” said Alli.



Rice makes the bowl half-full

Chance, the little white deaf cat (now known as Rice), had many admirers on the PetRescue website. They were all as keen to see this pretty young feline go to a good home as her carer Paula, at South Gippsland Animal Aid. So, when Tara and her partner Jared welcomed Rice into their Richmond home, she was quick to share an update and pics via the PetRescue Facebook page.

“She is my pride and joy!” wrote Tara. “She’s so spoilt! Her fave thing to do is play with cotton buds and chase the laser light. Please know she is in the best home possible.”

Within a month Rice had settled into pampered life as an indoor cat in Tara and Jared’s apartment. “Caring for Rice in our small apartment is really simple,” said Tara. “The only challenge is finding Rice. Because she is deaf, she doesn’t respond to any calls. So if she’s not around us, we have to go looking for her.”



Concerned that Rice may become lonely while the couple were out at work, Tara convinced Jared that it would be a good idea to adopt a friend for Rice. So, jumping back on the PetRescue pages, they found another orphaned litter of short-haired white kittens and chose a furry sibling.

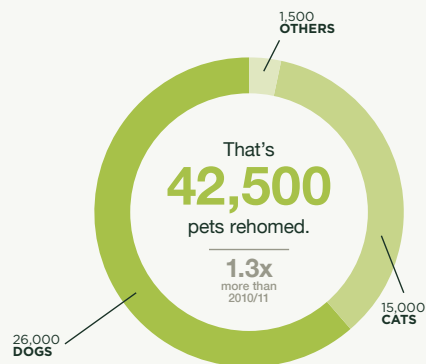
They named their new boy Bubbles. “The pair have been inseparable ever since,” exclaimed Tara. “It’s as though they were from the same litter! Coming home to see these two is such a joy. The little characters make our home such a positive place to be.”

Stats

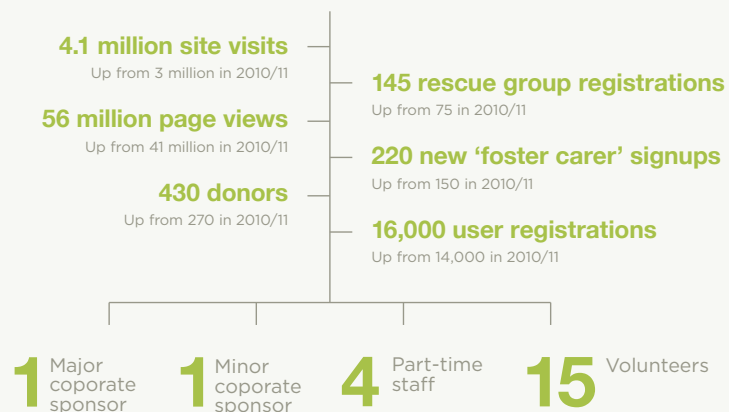
In 2011/12...

48,650
pets listed

87%
successfully rehomed



More notable stats...



Financials

Revenue

We raised \$425,667 in 2011/12 from corporate sponsors and individual donors, making this our largest annual revenue to date. We can't thank you enough for all you have done to help us strive for a safe future for homeless pets.

	2010/11	2011/12
Corporate partnerships	230,380	282,942
Donations	89,223	142,725
Interest received	94	4,274
Other income	8,817	21,344
Total revenue	328,514	451,285

Expenses

Your financial support enabled us to develop and roll out the all-new PetRescue website, which accounted for a huge chunk of this year's operating costs and our investment of time. While this meant a reduction in adoption promotions, it puts us in a strong position to promote more ground-breaking campaigns online moving forward.

	2010/11	2011/12
Accountancy	13,330	28,080
Adoption promotions	15,258	8,870
Depreciation	2,798	5,500
Employee benefits/expenses (incl. superannuation)	165,472	193,352
Operating expenses (inc. website redevelopment)	59,282	204,373
Total expenses	256,140	440,175



Looking to the future

PetRescue works tirelessly to give the little guys more clout. Building trust and an understanding of their individual needs, we give our rescue group members the kind of reach only afforded by multi-million dollar charities with big campaign budgets. In the process, we're proud to have introduced some of the most cutting-edge ideas that have helped them to rehome almost 90% of their homeless pets.

We don't charge our rescue members a cent for this service. We are entirely dependent on the generosity of supporters.

Each one of our campaigns, although highly effective and ground-breaking, is launched on a limited budget and only made possible by the dedication of our team, the support of the rescue community and your support.

If you'd like to see PetRescue continue to take the rescue industry from strength to strength in presenting a positive, empowered and united front, striving towards a safe future for homeless pets, then please consider donating.

Thanks to our amazing volunteers

A big thanks to Tash for taking charge and taking care of everything; Katie, for taking the frontline; Stef, for being such a super flight coordinator; Tristan, for creating meaningful memberships; Bish, for sharing the love with our supporters; Claire, for working the merchandise; and our amazing 'Pet of the Week' writers: Sian, Brooke, Claire, Lisa, Krystal, Carol, Maree, Bec, Elise, Marlo and Jess.

And, for all their prized support this year, we'd also like to thank; Jo from Caboodle Copywriting, Gary from Radharc, Mark from Vs.Creative, and Adam and the team at The Frontier Group.

Thank you for your ongoing support!