



# PetRescue

Annual Report 2012/13

*Giving the  
little guys a  
bigger voice*

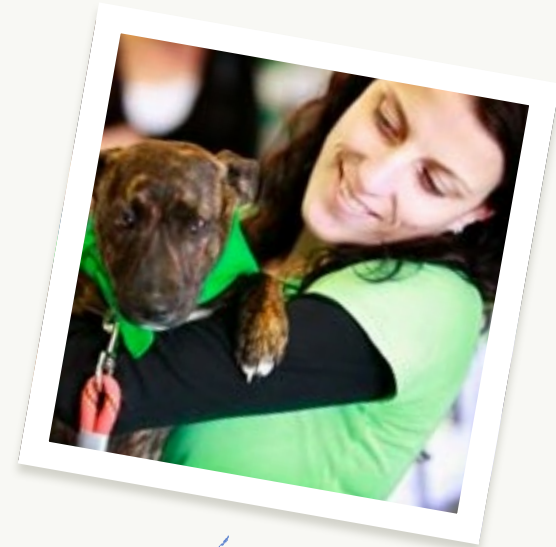


We've been making lots of noise this year - broadcasting on behalf of the little guys to ...

# Raise Awareness

In media, communications, events and partnerships, we've been constantly asking ourselves: Will this significantly increase adoptions? Will this significantly improve the profile of rescue pets? Not just a little, but a lot! Will we achieve a really good impact for the energies expended? Does it have a clear call to action, and is that call to action 'adopt'?

We've also been driving PetRescue brand awareness in a big way, because one of our aspirations is for PetRescue to be widely recognised as Australia's most iconic welfare and charity brand. Not because we crave the fame, but simply because the more people who know about PetRescue, the more pets will find new and loving homes.



*Vix*



JB

# Share Knowledge

Communications was a big part of what we were about in 2013. New library content. New social media strategies. New corporate partners and events. And a new-look e-newsletter promoting adoption news and rescue group resources.

We've also had our heads down, working to make the latest scientific research more accessible and share our own experience of rescue. By generating strong position statements and making the best information accessible, we hope to inspire and empower new rescuers and our pet-loving public to save more lives.

# Bust Myths

Busting long-held negative myths about rescue pets is one of the most effective ways we can break down the barriers to adoption across Australia, and it's something we've been tackling with great gusto this year.

Taking the latest research and statistical evidence from trusted sources, including the University of Sydney's Faculty of Veterinary Science, we're actively sharing and promoting the facts, stats and statements to effect positive change in the minds of all Australians. This, coupled with the advice and support we're providing to emerging rescue groups, has been a key driver of the new wave of 'No Kill' thinking that's sweeping Australia.



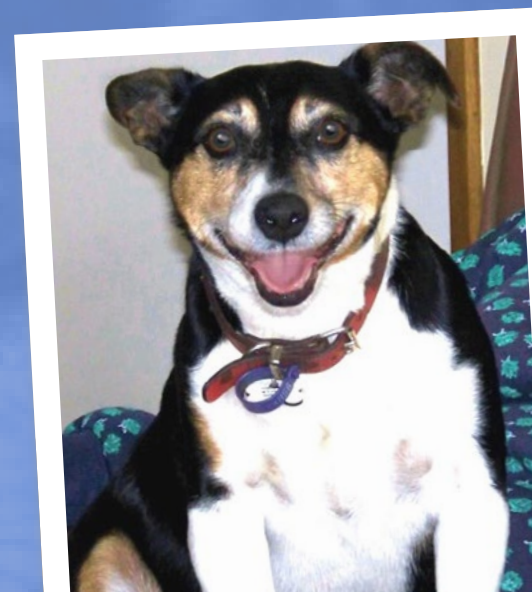
*Shel*

# Happy Tails

## The Big Heart Behind the Bully Breed Smile

PetRescue is opposed to laws that ban or discriminate against specific dog breeds or breed mixes, such as Staffies and bully breeds, based on how they look. We believe that all breeds of dogs have the potential to be loving and safe family members and that laws that ban or restrict dogs based on physical criteria such as size, the colour of their coat, the shape of their ears, or the colour of their noses, are deeply flawed and desperately unreliable.

When we published our pro-bully article this year, we asked everyone who had adopted a Staffy or bully breed to send us their Happy Tail. We received hundreds of great stories in support of these wonderful breeds, and here's one of our favourites.



*Shannon was adopted from the RSPCA by my parents around 12 years ago as a fox terrier cross, but it's obvious there is a fair bit of Staffy in his build and personality.*

*He is such a sweet dog, a loyal companion and an excellent watchdog to my aged parents. He especially provides comfort to my dad, who is 93 and has some confused days.*

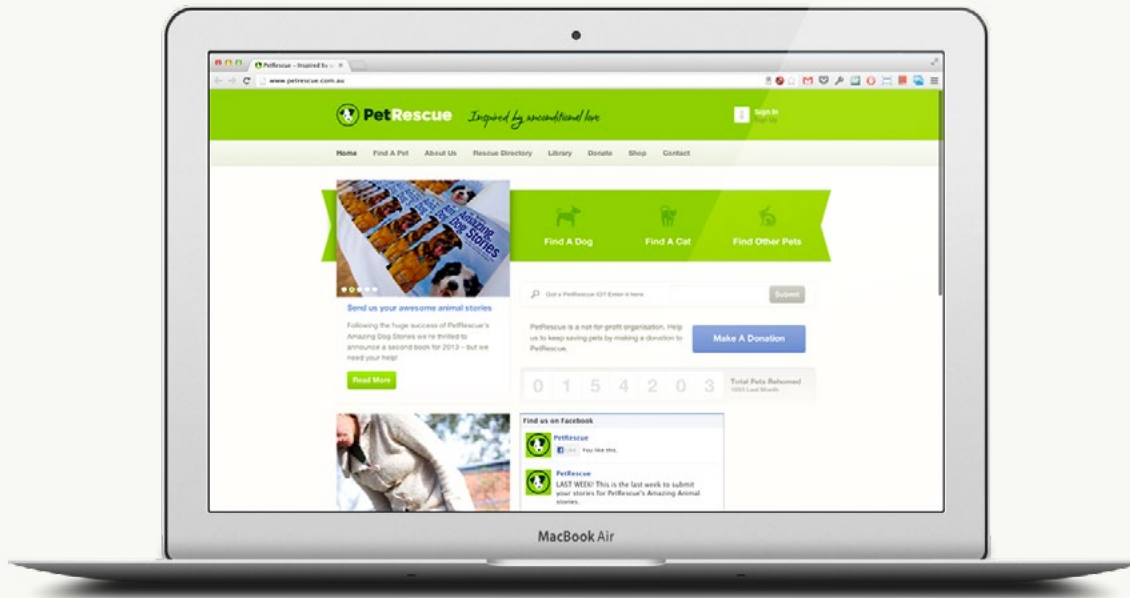
*Shannon loves a ride in the car and a quick walk on the beach, when I have time to take him. He mixes well with my dogs when he comes to visit and even loves cats too!*

*Jennie*

# Five High-Fives



## Launching the New Website



We were like a dog with two tails when we hit the go-live button to launch the new PetRescue website at the end of September 2012. The rebuild could not have been bigger. New look and feel, new features, a new database, and an enormous amount of change thrust upon our users. Thankfully, the gain was absolutely worth the pain.

The website is now up-scalable too. No more crashing when too many people get online, and it incorporates the majority of new features our users have been begging us for.

Our proudest achievements include: the 'favourite' button that helps users create a shortlist of top best friend contenders; three search display options with up to 96 pets displayed on a single page; advanced search capabilities; and a whole new suite of online tools to support our members.

# Five High-Fives

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## Hitting 150,000 Adoptions

Of course, all of the fancy features and website traffic in the world means nothing if site visits don't convert into adoptions. So we were over the moon when we celebrated our 150,000th adoptee, Ingrid, before the close of the financial year.

Playful and friendly little Ingrid, now Phoenix, has given owners Sky and James plenty of smiles and laughter in her first year of family life in Wagga Wagga. "She's so goofy! Always tripping over her big floppy paws as she runs and plays in the backyard," says James. "But she's a smart one too – quick to pick up the basics from our older dog."





# Five High-Fives



## Making Our First TV and Radio Ad

Within a few months of the new PetRescue website launch in October 2012, the number of listed pets had almost doubled. That meant more pets were being rescued from Australia's pounds, which was fantastic news. But to find homes for these pets, we needed to deliver the adoption message to a far bigger and broader audience than our existing website users. And we needed to do it on a budget of zero.



We were exceptionally lucky to get a whole heap of pro bono help from Starcom, WHYBIN \ TBWA Group, a director, a production team, actors, animal talent and MCM to create our first ever TV and radio commercials. Together, we worked tirelessly to formulate a strategy and secure the kind of national exposure a rescue pet's dreams are made of.

Between April and July 2013, we were seen on national, regional and metropolitan TV, totalling more than 17,000 primetime spots, and heard countless times on premium and drive-time radio shows. That's more than \$260,000 worth of free advertising!

[Watch the TV spot](#)  
[Listen to the radio ad for dog adoption](#)  
[Listen to the radio ad for cat adoption](#)

All this fabulous national exposure has given many caring hearts and minds a good reason to opt to adopt – a fact that is clearly represented in the boost to our website visitors during the campaign. In a single day, we're now seeing up to 17,000 visitors to the PetRescue website, sending more than 300 enquiries and issuing more than 5,000 email alerts. And that gives rescue pets an even greater chance of finding their forever home, faster.

# Five High-Fives



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## Communicating the Facts That Save Lives

We've had a very productive year researching and writing a series of informative reports and myth-busting articles to make our pet-loving nation stop, think, question and act on behalf of rescue pets. Here are three of our faves.

[Humane cat management](#)

[Foster caring](#)

[Standing up for bully breeds](#)

# Five High-Fives



## Rewarding Relationships

### The PEDIGREE Adoption Drive

PEDIGREE™ is a genuine supporter of rescue. They've been a generous sponsor and an active advocate with their awesome Adoption Drive since 2009. Now in its fifth year, their fabulous promotion continues to spread the word about adoption and help more dogs find a home and family to love.

### Jetpets

Helping us save over 280 pets by providing free flights for interstate adoptions, Jetpets is a long-time supporter of PetRescue. In 2012, they partnered with us to host the successful 'Going Home for Xmas' events in Sydney, Melbourne and Perth - helping us spread the good word about dog adoption.

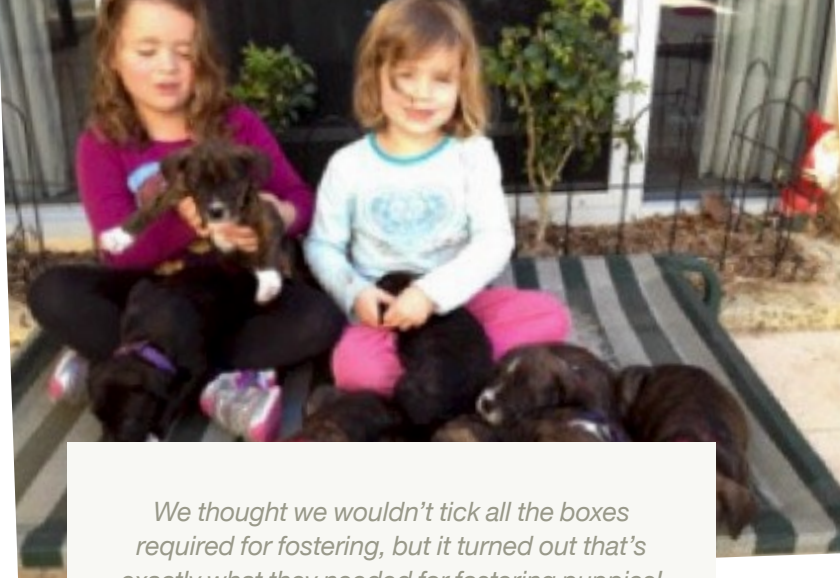
### LotteryWest

Although PetRescue is a national non-profit organisation, our headquarters are in WA - originally just a living room in the Perth burbs, and now a coworking space in the Perth CBD. Approximately one quarter of our rescue group members (around 160) and website visitors (representing some 110,000+ visits per month) are also based in WA. So, in recognition of the support services we deliver to our home state, LotteryWest kindly contributed one quarter of the cost of our website development project with a \$28,000 grant.

*Happy Tails*

## A Litter Lot of Love

In 2010, Emma and her young family visited their local shelter to find out how they could help. They started fostering litters of puppies and soon discovered how invaluable foster carers really are.



*We thought we wouldn't tick all the boxes required for fostering, but it turned out that's exactly what they needed for fostering puppies!*

*Being in a family home with children constantly cuddling them and other dogs socialising with them prepares the pups for life in their new homes, making the whole transition much easier for the puppies and their new adopted families.*

*In the beginning, my daughters were sad to see them go, as I am too sometimes. But I keep reminding myself, and the girls, that by looking after them and then giving them back, we're doing a good thing. We've helped five litters find loving homes so far.*

*I recommend fostering to anyone who loves animals, particularly parents - it's a great way to teach children to care and show compassion for others.*

*Emma*

# A Big Shout-Out

## For Our Growing Team...

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

Tash, you're now in your 4th year with us, and in the last 18 months you've been doing a fantastic job of managing all our social media platforms. You've driven our Facebook fan base from 3,000 to more than 29,000 and acquired an additional 1,000 Twitter followers. Amazing work.

Maree, after taking on the mammoth task of managing The Dog Lover's Show for us in early 2013, we're amazed you had enough energy left to join us as the new volunteer manager of online enquiries. We're so glad you did - we couldn't survive without you.

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

And Jo, as our first ever strategic fundraising manager (stepping on board in April 2013), you've made a great start in helping us make PetRescue financially sustainable by more than doubling our Tax Time campaign result from the previous year.

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.

Big hugs to Tristan - our longest-serving volunteer - for taking care of our memberships; to Stef for organising all free Jetpets flights; and to Claire for managing the online shop.

We're so lucky to have you all on board and look forward to sharing more awesome successes in 2014.

## ... And Eight Awesome Professionals

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

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

Starcom MediaVest Group, MCM Media and WHYBIN \ TBWA Group helped us realise our vision to take pet adoption to the people, with the launch of our first ever TV and radio campaign.

Mark from Vs.Creative lent his expert eye and design hand to create our fresh and funky new branding.

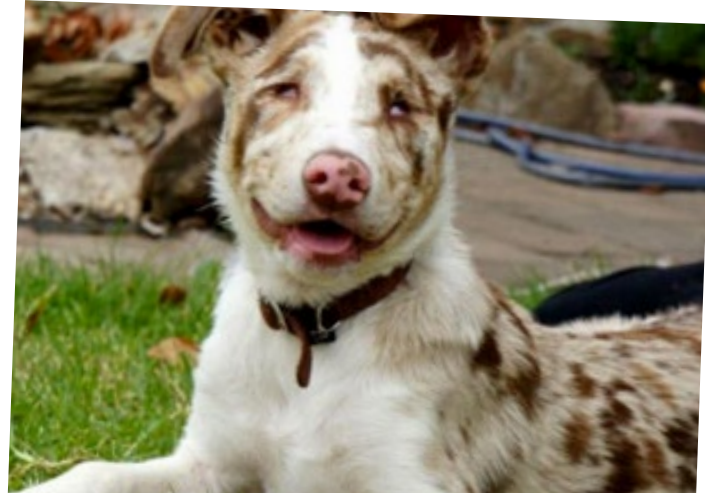
Jo from Otherwise has been busy writing articles and Happy Tails to promote the adoption option and give the power of knowledge to our supporters.

Sharon and her financial services team at Brentnalls SA continued to help us do the math, and Carol at Watermark volunteered her IP expertise to get our trademark registered.

*Happy Tails*

# Blind Wiz-Kid Finds His Way Home

Heather at YP Puppy Rescue was used to working her magic to find forever homes for pups in need, but Wiz was going to be a challenge - he was born with no sight and will be blind for life.



*With genes that gave him brains as well as good looks, Wiz wasn't letting his disability slow him down in his quest to live life to the full and learn. At six months old, he was fully toilet trained, he could sit and he responded well when called. He was great with kids, dogs and just about anything that came his way.*

*Tash from PetRescue spotted his profile and offered her assistance to source a professional photographer and capture Wiz's good looks and cheeky personality, while the team of volunteer writers at PetRescue went to work on his profile for a feature in South Australia's Sunday Mail.*

*Due to the overwhelming response, I had to remove Wiz's profile from PetRescue, but we did find the best home I could have wished for.*

*Wiz now spends most of the day wrestling with his Koolie sister and sneaking the occasional nap in his greyhound sister's massive bed between playtimes. He is adored and cherished by his new family, and is there for the rest of his life. Wizard is home!*

*Heather*

# Working Towards a 'No-Kill' Future:

## Our 2014 Goals

We believe we have a vital role to play in supporting rescuers to be more effective, more innovative, and more confident in striving for a 'No-Kill' future.

We continue to spread the joy of adoption and empower the community to save every rescue pet. We offer that inspiration and empowerment for free, which means we're entirely dependent on the generosity of our supporters.

Every one of our campaigns and programs, although highly effective, is launched on a limited budget and only made possible by the dedication of our team, the continued support of the rescue community and the generosity of our pet-loving nation.



# Our 2014 Goals

## Website Development

As we're now averaging 440,000 visits per month, with 50% of visitors using tablets or smartphones to access the site, upgrading the smartphone version of the website is a top priority. By adding the full suite of functions, public educational resources and information currently available to desktop website users, all of our visitors will be more successful in finding and adopting a new pet online, thereby reducing the number of pets killed in Australian pounds and shelters every year.

Meeting Web Content Accessibility Guidelines across the main website and mobile website is also a major priority for PetRescue, as website visitors have grown considerably over the past five years. This will ensure all web visitors with visual or cognitive impairment (that's one in five Australians) can enjoy the same positive experience as any visitor using the PetRescue pages to search for their new pet.

## Rescue Group Empowerment

Helping community rescue groups become successful is key to decreasing shelter and pound kill rates.

We want to share more best practice insights and case studies from the wider world of rescue to help our rescue members do what they do better. Our vision is to recruit a new team member to help us develop member resources, maintain regular communications and promote knowledge sharing.



# Our 2014 Goals

## Data Mining and Communications

Working collaboratively with Professor Paul McGreevy at the University of Sydney Faculty of Veterinary Science, we are mining and utilising statistical data to help us formulate effective strategies in tackling the major challenges in rescue pet rehoming today.

And by sharing this science-based research through our communications, we hope to continue to positively change public and rescue group perceptions nationwide.

## Partnerships

Ensuring PetRescue remains sustainable as we grow, directors Vix and JB will be researching, strategising and pitching harder than ever in 2014 to identify and secure three major corporate partnerships.

They're on the lookout for passionate, willing and able partners who can help us make a significant impact on reducing euthanasia, increasing awareness and saving more pets.

# Happy Tails

## Jackson the Heartwarmer

Matt, a busy and independent single guy from Melbourne, would never have thought he was able to look after a cat. But since Jackson the foster cat walked into his life and onto his sofa, he's not ashamed to admit he has a special connection with this moggy.



*Jackson's a lot like me. He's very independent and doesn't need to be watched or fussed over 24/7. He's his own cat, and I respect that.*

*After a few weeks of fostering, Jackson was adopted by a retired couple and it was only then that I realised how attached I'd become and how much of a mistake I'd made by letting him go. Then, two days later, I got a call to say it wasn't working out and would I come and get him? I was so lucky that I got a second chance with Jackson – I was over the moon!*

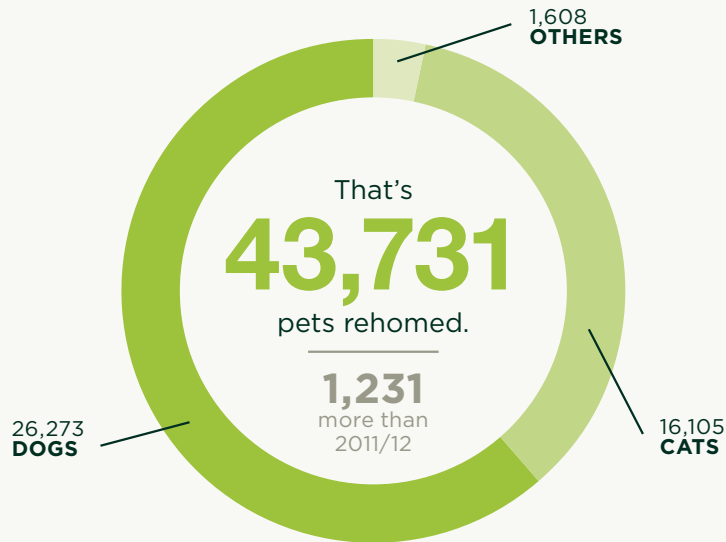
*When I arrived to collect him, Jackson hopped up onto my chest and started purring. People have said that we were just meant to be together!*

*Jackson has taught me to be more tolerant and sympathetic. These days I tend to worry a lot less about myself and think more about what Jackson needs – which, in turn, has made me a better, more relaxed person to be around.*

*Matt*

# Stats

**50,831** **89.9%**  
pets listed successfully rehomed  
Up from 48,650 in 2011/12 Up from 87% in 2011/12



## More notable stats

**4.5 million site visits**  
Up from 4.1 million in 2011/12

**186 rescue group registrations**  
Up from 145 in 2011/12

**1,771,025 unique visitors**  
Up from 1,588,688 2011/12

**245 new 'foster carer' signups**  
Up from 220 in 2011/12

**560 donors**  
Up from 430 in 2011/12

## Team

**1** Full-time staff   **3** Part-time staff   **16** Volunteers   **3** Part-time consultants

## Partners and Sponsors

**1** Partner   **1** Major sponsor   **2** Minor sponsors

# Financials

## Revenue

	2011/12	2012/13
Corporate partnerships	282,942	100,000
Donations	142,725	165,301
Grants received	–	28,000
Interest received	4,274	2,515
Other income	21,344	84,553
<b>Total revenue</b>	<b>451,285</b>	<b>380,369</b>

## Expenses

	2011/12	2012/13
Accountancy	28,080	19,650
Adoption promotions <small>(incl. promotions only)</small>	8,870	45,067 <small>(incl. promotions and advertising)</small>
Depreciation	5,500	4,775
Employee benefits/expenses <small>(incl. superannuation)</small>	193,352	223,721
Operating expenses <small>(inc. website redevelopment)</small>	204,373	177,131
<b>Total expenses</b>	<b>440,175</b>	<b>470,344</b>

# What's Going to Help Us Save More Lives in 2014?

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 wouldn't have made it to 60 dog years without you!

However, we can't lie - we need more supporters.

We've been campaigning passionately to save lives and developing our website to make adoption accessible to all Australian pet lovers. But, at the same time, we need to be maintaining and strengthening PetRescue's financial position.

We're determined to ensure PetRescue is still here to save lives in 2014 and beyond, and that whatever funds we raise are invested wisely to help us drive Australia closer to a 'No-Kill' future.

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](#)

[Fundraise for PetRescue](#)

[Become a Friend of PetRescue](#)

[Make a bequest](#)