

retired  
greyhound  
trust



# 2013

annual review







## CHAIRMAN'S FOREWORD

**W**elcome to the Annual Review of the Retired Greyhound Trust in 2013, in which we summarise our activities during the year.

The Trust performed well in 2013, and over 3,700 retired racing greyhounds were placed into loving homes. This means we found more than ten new homes each day, reinforcing our position as one of the world's largest dog rehoming organisations.

And why are we so successful? Well, it is only through your generosity and the tremendous commitment of our remarkable volunteers, supported by our small team of staff at our head office in Surrey. On behalf of my fellow Trustees I am delighted to record my heartfelt thanks to all who have played such an important part in helping to safeguard the future welfare of so many wonderful dogs.

During the year, we developed our range of fundraising initiatives enabling us to maintain our operations and grow our funds to carry forward at the year-end. As a charity we are entirely dependent on voluntary contributions and we must raise at least £10,000 every single day to undertake our rehoming work at the current rate.

Every grant, donation and gift, of every size, is so important and will always be used to further our charitable objectives. I must however express my thanks to the bookmakers that contribute to the British Greyhound Racing Fund which provided 37% of our total income in 2013, allowing us to rehome nearly 1,900 greyhounds. Grateful thanks are

also due to the Greyhound Board of Great Britain (GBGB), the Bookmakers Afternoon Greyhound Service (BAGS), SIS Ltd, Racing Post Greyhound TV and Petplan, our pet insurance partners. Once again the extensive efforts by our hard-working branch volunteers nationwide generated almost £1m through local initiatives, determined fundraising endeavours and individual donations.

There was some terribly sad news in 2013 when we learned of the sudden death of Patrick Nixon, who was a valued Trustee and member of the Trust's Finance Committee. His sound advice, experience, pragmatism and good humour are sorely missed.

In November we were pleased to welcome Joe Scanlon as a new Trustee and member of the Finance Committee. I would like to thank Joe and indeed all my fellow Trustees and those that serve on our committees and advisory groups for giving up their time to help the Trust.

I am very proud of the great work the RGT undertakes across the country. We move into 2014 with renewed confidence and with the ability to invest in important promotional and development projects that will deliver long term benefits to the charity.

Thank you for your interest and support.

Dr Andrew Higgins  
Chairman

## 2013 HIGHLIGHTS

- 3,742 homes found from 71 volunteer-led branches
- Total funds grown by 29% following developed fundraising initiatives
- Overall costs reduced
- Continued brand development and expansion of promotional projects
- Growth in trading subsidiary and exploitation of new commercial opportunities

## OUR COMMITMENT

- We have the welfare of greyhounds at the heart of everything we do
- We focus on the quality of the homes we find, not just the quantity
- We promote greyhounds as pets in a positive way and help raise the profile of the breed
- We promote responsible rehoming and dog ownership and provide advice and support
- We operate cost effectively and we value our volunteers, supporters and donors
- We aim to help as many greyhounds as our resources allow

## RESPONSIBLE REHOMING

- We always carry out checks to ensure a new home is suitable
- We take great care to match the right greyhound to the right home
- Our greyhounds are health-checked, neutered, vaccinated and microchipped before going to a new home
- We supply a collar, lead and muzzle with each adoption
- New owners are offered four weeks' free pet insurance
- We provide a comprehensive range of guidance materials and additional support
- If for any reason things don't work out the greyhound is always welcomed back into our care



## CHIEF EXECUTIVE'S REPORT

**T**hank you for your support for our work during 2013, a year that once again saw us promote and facilitate the responsible and professional rehoming of thousands of greyhounds.

Despite the pressures of an increasingly busy and competitive animal rehoming sector, and unprecedented demand for our services as some greyhound tracks closed and trainers shut their kennels, the RGT has remained resilient and focussed on its core objectives.

In the last 12 months the charity has also developed in many ways. For example, we have expanded our operations in Scotland and are exploring more opportunities in mainland Europe, particularly France and the Czech Republic, where retired greyhounds have proved to be popular pets. It is pleasing that we have been able to welcome many new branches, volunteers, staff and trustees to the RGT family.

We have strengthened and diversified our income streams and grown our reserves, reducing our exposure to any future volatility. We have built our brand and broadcast our messages to new audiences. We have also been innovative and in 2013 were proud to launch a number of new and exciting initiatives, including Pet Greyhound, our popular new complete feed for greyhounds and other dogs.

Critically, we have been determined to remain an efficient and cost effective rehoming charity, with our branches working together and benefitting from the economies that an operation on our scale brings. We have kept our overheads low, allocating the

vast majority of our funds to key operational and welfare areas, enabling us to help very large numbers of dogs at a relatively low cost.

### Branches, Volunteers & Supporters

Volunteers are the lifeblood of the Trust and 1,000 individuals gave up their time, energy and skills to support their local branches. Our branches and affiliated schemes extend right across Britain with 61 centres in England, six in Scotland, two in Wales and branches in Jersey and the Isle of Man.

Our volunteers were involved in many areas, including greyhound care, adoption, local promotion and fundraising. During 2013 we published a revised Volunteer Policy and Agreement, providing updated information and guidance on key RGT policies, and offered new training opportunities in conjunction with the College of Animal Welfare.

Celia Fernie, the lead volunteer and founder of our Fife Branch, was awarded a British Empire Medal in the New Year Honours' List for her services to animal welfare.

Only a few weeks' later we were pleased to present the George Ford Award for Services to Retired Greyhounds to Kevin and Sally Baalham of the

Greyhoundhomer Suffolk branch, following many years of outstanding contribution to RGT.

During the year we appointed our first Honorary Friends as our way of thanking a small number of individuals for particularly notable contributions to the success of the Trust.

### Promotion & External Affairs

In 2013 we continued to develop our brand and online presence, along with delivering targeted advertising and multi-channel campaigns.

Significant growth in the number of followers of our social networks, including Facebook and Twitter, was accompanied by improved use of e-marketing and digital promotion. Early in the year we were pleased to receive national free exposure from Bing, the internet search engine.

Our fourth Greyhound Extravaganza took place in Newmarket in May and drew a record crowd. The Great Greyhound Gathering returned to Nottingham in September and also enjoyed increased support. We were well represented at many large shows and events across the country, plus numerous country fairs and 'meet and greet' sessions in town centres and outside retail centres.

Fundraising and promotional events took place at licensed greyhound racecourses during the year and we are grateful to the Racecourse Promoters Association, whose members hosted and facilitated these opportunities.

In November our annual Reception at the House of Commons, hosted by Trustee Andrew Rosindell MP, brought together supporters, donors, Parliamentarians and the media. The work of the RGT was also profiled in February during a Westminster Hall debate on responsible dog ownership introduced by Ian Lavery MP.

It is important that we work in partnership with other charities and organisations to promote greyhound





welfare. The Trust is an active member of the Association of Dogs and Cats Homes and is also a member of the Greyhound Forum, the International Greyhound Forum and the GBGB Welfare Standing Committee and provides regular briefings to meetings of the All Party Parliamentary Greyhound Group.

## Homer

Our biannual newsletter, Homer, was comprehensively refreshed and has a new layout and design that has been widely praised. It is an essential means of engaging with donors and supporters and delivers fundraising materials while promoting other income streams. All design work was brought in house during 2013, reducing production costs.



## Working with Young Offenders

Last summer we broke new ground, forming a partnership with Her Majesty's Young Offenders Institute at Littlehey in Cambridgeshire and the College of Animal Welfare. Having installed purpose-built kennels in the prison grounds, selected and risk-assessed offenders were given responsibility for looking after three RGT greyhounds on a day-to-day basis and received training leading to the attainment of a City & Guilds qualification in Animal Care. The project is not only providing prisoners with opportunities to develop new and transferable skills to help them find employment after release but there is strong evidence that working with animals helps to elevate feelings of responsibility and can be expected to reduce rates of reoffending.

## The RGT in Scotland

In June the Trust registered as a charity in Scotland with the Office of the Scottish Charity Regulator. We operated six branches in Scotland in 2013 that collectively found 221 homes, equivalent to 6% of the total

and an increase of 7% on the number found in 2012. We also received income from numerous supporters in Scotland in connection with both rehoming and fundraising activities.



A very welcome grant from BAGS funded a series of promotional initiatives and we are optimistic that there are opportunities to further expand our presence and increase rehoming in Scotland.

## Retired Greyhound Events Ltd

The Trust's wholly-owned trading subsidiary generates income from the sale of a range of merchandise and greyhound equipment via an online shop, the Homer magazine and at branches and events. The company makes a donation to the RGT at the end of each financial year and performed strongly in 2013, donating £33,761 to the charity, a substantial increase on previous years. It also continues to deliver an important promotional benefit through the sale of branded goods.

## Pet Greyhound

In June the Trust launched Pet Greyhound, a complete dog food manufactured by Dodson & Horrell Ltd and developed specifically to provide a complete, nutritious and cost-effective diet suitable for retired greyhounds and other larger dog breeds. The product promotes the RGT brand and the Trust benefits financially from every bag sold. The initial response from owners and their dogs has been very encouraging and further growth in sales is expected in 2014.



## The Year Ahead

From looking back at 2013 we can look forward to an exciting year

ahead. Our three primary strategic objectives for 2014 are:

1. To continue to promote the suitability of greyhounds as pets across all channels and to raise public awareness of our work. This will include a strong focus on further online and digital development and marketing to take advantage of the extensive reach and cost-effective benefits that proactive use of websites and social media can deliver.
2. To develop the branch and volunteer network and other rehoming opportunities. As well as remaining focussed on increasing the productivity of existing branches we will consider opportunities to establish new branches where this would be geographically advantageous. The development of new rehoming prospects on mainland Europe will also be actively and carefully explored. It is equally important that we continue to support and recognise the teams and individuals that are fundamental to our successes.
3. To further increase revenues and identify and develop new income potential, whilst delivering services in a cost-effective manner and securing best value for money. Development of established income streams and the identification and exploitation of new fundraising opportunities remains a high priority. We will continue to actively negotiate with all providers to maintain expenditure within budgets and without compromising welfare and operational standards.

Above all, we look forward to finding suitable, loving and permanent homes for as many retired racing greyhounds as possible.

Effective communication and due transparency with our supporters remains as important as ever. So, if having read this Review, you would like more information about any aspect of our work, please don't hesitate to get in touch – we will be delighted to hear from you.

*Peter Laurie*

Peter Laurie  
Chief Executive

# 2013 – A YEAR IN NUMBERS

**3742** LOVING HOMES  
FOUND FOR GREYHOUNDS



**7** EMPLOYEES  
**71** BRANCHES  
**1000+** VOLUNTEERS

WE ALWAYS HAVE ABOUT **850** GREYHOUNDS IN OUR KENNELS WAITING TO BE ADOPTED **&** NEARLY **1000** ON OUR BRANCH WAITING LISTS

OVERHEAD EXPENDITURE JUST **11%** OF TOTAL INCOME

TOTAL INCOME

**£3.82m**

**£411,000**

FROM GIFTS IN WILLS

**150,000**

READERS OF  
HOMER MAGAZINE



SOCIAL MEDIA

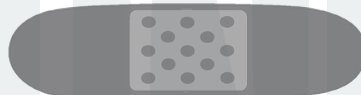


**192%** INCREASE  
IN LIKES



**115%** INCREASE IN  
FOLLOWERS

**£773,628**  
WAS SPENT ON  
VETERINARY FEES



ALMOST **£1**  
**MILLION**  
RAISED BY  
VOLUNTEERS

**£1,842,290**

KENNELING  
EXPENSES



OVERALL EXPENDITURE  
REDUCED BY **0.3%**

TO

**£3.57m**



WEBSITE HITS  
INCREASED

**12.5%**

**5,157**

BAGS OF PET  
GREYHOUND  
SOLD IN  
FIRST SIX  
MONTHS



## THANK YOU

We are pleased to acknowledge the tremendous generosity of those who left bequests in their wills during 2013, including:

Ms G Baird; Mr D Bashford; Ms E Blanchard; Mr F Brown; Ms J Clarke; Ms J Clements; Ms D Cocking; Ms M Ellis; Ms I Freeman; Ms P Gale; Mr P Hammond; Mr L Hardingham; Ms D Hedley; Ms W Jaques; Ms M Joynes; Mrs B Maby; Mrs F Mitchell; Ms J Palmer; Mr G Parsons; Ms R Read; Ms S Rouse; Ms M Tempest; Ms B Thurlby; Mr B Walker; Mr R Watkins; Ms J Whiteley.

The Trust was very fortunate to receive financial support in the form of grants from a number of trusts and foundations during the year. We extend our sincere thanks to:

The Barry Green Memorial Fund; The GBGB Retired Greyhound Fund; The John Canning Trust; The Margaret Davis Charitable Trust; The DG Montefiore Charitable Trust; The Pedigree Adoption Drive; Support Adoption for Pets; The William Haddon Charitable Trust.

# GOVERNANCE

**Chairman**  
Dr A J Higgins MRCVS

**Trustees**  
Mr J Akerman CPFA  
(Chair, Finance Committee)  
Mrs F Allen MRCVS  
(Chair, Veterinary Committee)

Mr R Cearns  
Mr J Haynes  
Mr P Nixon  
(Deceased 22nd July)  
Mr A Rosindell MP  
Mr J Scanlon  
(Appointed 12th November)

Mr J Simpson  
Mr M Watkins CBE

**Chief Executive**  
Mr P Laurie

**Executive**  
Mrs A Ainsworth  
Ms L Ferrier  
Mrs C Murphy  
Mrs H Perrin  
Mrs P Stonebridge  
Mr S Zelmer-Jackson

**Honorary Friends**  
Mr Edward Bental  
Ms Julie Collier  
Ms Claire Fraser  
Ms Pat French  
Mr Daren Johnson  
Mrs Lee Johnson

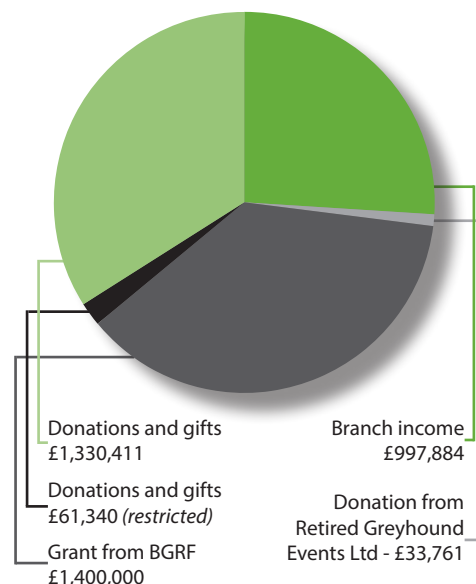
## FINANCIAL SUMMARY

### Statement of Financial Activities for the year ended 31 December 2013

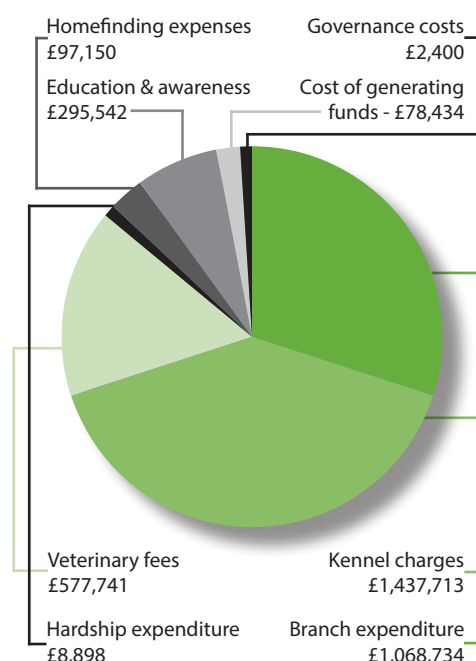
	2013 (£) Unrestricted	2013 (£) Restricted	2013 (£) Total
<b>Incoming Resources from Generated Funds</b>			
<b>Voluntary Income:</b>			
Donations and gifts	1,330,411	61,340	1,391,751
Grant from BGRF	1,400,000	0	1,400,000
Donation from Retired Greyhound Events Limited	33,761	0	33,761
Branch Income	997,884	0	997,884
Interest receivable	77	0	77
<b>Total Incoming Resources</b>	<b>3,762,133</b>	<b>61,340</b>	<b>3,823,473</b>
<b>Resources Expended</b>			
<b>Charitable activities:</b>			
Branch expenditure	1,068,734	0	1,068,734
Kennel charges	1,437,713	0	1,437,713
Veterinary fees	577,741	0	577,741
Hardship expenditure	8,898	0	8,898
Home finding expenses	97,150	0	97,150
Education and awareness	295,542	0	295,542
<b>Cost of Generating Funds</b>	<b>78,434</b>	<b>0</b>	<b>78,434</b>
<b>Governance Costs</b>	<b>2,400</b>	<b>0</b>	<b>2,400</b>
<b>Total Resources Expended</b>	<b>3,566,612</b>	<b>0</b>	<b>3,566,612</b>
<b>Net incoming resources for the Year and Net Movement in Funds</b>	<b>195,521</b>	<b>61,340</b>	<b>256,861</b>
<b>Fund balances brought forward at 1 January 2013</b>	<b>868,330</b>	<b>12,560</b>	<b>880,890</b>
<b>Fund balances carried forward at 31 December 2013</b>	<b>1,063,851</b>	<b>73,900</b>	<b>1,137,751</b>

All of the above results were derived from continuing activities. The Charity has no recognised gains or losses other than those dealt with in the Statement of Financial Activities.

### Incoming Resources



### Resources Expended



Charity Numbers 269668 & SC044047

Park House, Park Terrace  
Worcester Park, Surrey, KT4 7JZ  
T: 020 8335 3016  
E: [info@retiredgreyhounds.co.uk](mailto:info@retiredgreyhounds.co.uk)

For more information or to view a copy of the 2013 Trustees' Report and Audited Accounts visit: [www.retiredgreyhounds.co.uk/Annual-Review](http://www.retiredgreyhounds.co.uk/Annual-Review)

Please consider adopting a greyhound as your next pet or why not make a donation, sponsor one of our long-stay hounds, include a gift to the RGT in your will or attend one of our events.

Above all, please help spread the word that Greyhounds Make Great Pets!

RGT™ is a Registered Trademark of the Retired Greyhound Trust

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