



retired  
greyhound  
trust



# 2014

annual review



Charity numbers 269668 & SC044047



# Chairman's Foreword

Dr Andrew Higgins

It is with great pleasure that I introduce the 2014 Annual Review of the Retired Greyhound Trust, in which we summarise our activities throughout the year.

As ever, our dedicated volunteers across the country have been working tirelessly to find loving homes for ex-racing greyhounds. Despite the challenges that have been faced by animal charities across the homing sector, we placed 3,649 greyhounds in homes in 2014 and were able to help hundreds more.

The opening of a new branch, West Scotland Retired Greyhound Trust, boosted our homing in Scotland and I would like to take this opportunity to extend my sincere thanks to Beth Haley, who retired from homing greyhounds at our West Lothian branch after many successful years.

We simply would not be able to continue our vital work without the support of not only our wonderful volunteers but also the thousands of individuals who donate to us, fundraise for us and, most importantly, offer special homes to our greyhounds. We rely entirely on voluntary contributions and donations to fund our work and must raise more than £2.4 million each year to cover our costs.

On behalf of my fellow Trustees, I must thank BAGS as well as all of the bookmakers who continue to contribute to the British Greyhound Racing Fund which provided just over a third of our total income for 2014. We are also very

grateful to the GBGB and the many other organisations that made significant grants to the RGT.

2014 was a record year for legacy income, which totalled over £800,000. Though they are no longer with us, we send our heartfelt gratitude to the wonderful individuals who remembered us in their Wills for helping us to provide Britain's ex-racing greyhounds with the bright futures they deserve.

There have been a number of changes at the Retired Greyhound Trust over the last year, and we have welcomed a number of new staff to our small but dedicated team at our Head Office in Surrey.

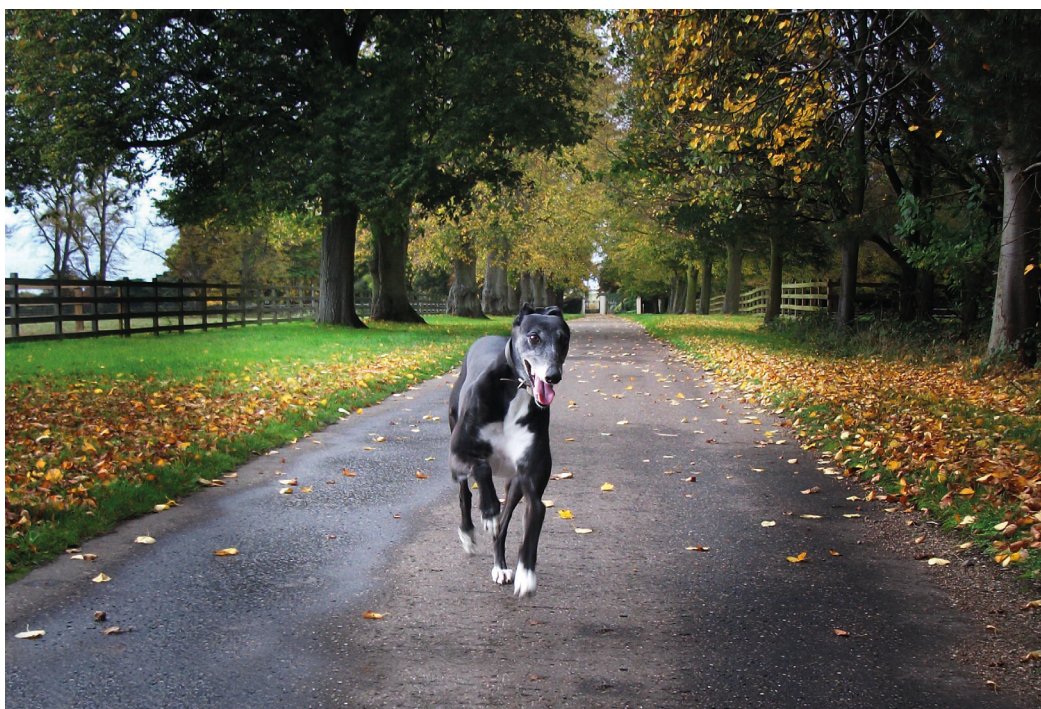
After 3 years at the RGT, Chief Executive Peter Laurie has moved on. We wish him all the best for his future career and thank him for all his hard work at the Retired Greyhound Trust.

Lisa Morris-Tomkins has taken over as Chief Executive and has some fantastic ideas for the future development of the charity.

The year ahead is an exciting one for RGT, as we celebrate our 40th anniversary and over 70,000 greyhounds in loving homes since 1975. We have some very interesting plans for 2015, and I have every confidence that the charity will continue to grow and to establish itself further as one of the most respected animal welfare charities in the UK.

Thank you for your support and interest.

Dr Andrew Higgins, Chairman



2014

a year in  
numbers

**3649** LOVING  
HOMES  
FOUND FOR GREYHOUNDS



**TOTAL INCOME £4.23M**  
**EXPENDITURE £3.65M**



**ALMOST £1  
MILLION RAISED BY  
VOLUNTEERS**



**£867,000 FROM  
GIFTS IN WILLS**



**KENNELING EXPENSES  
NATIONAL £1,474,210  
BRANCH £ 316,231**



**£53,635 DONATED  
BY RETIRED  
GREYHOUND  
EVENTS LTD**



**VETERINARY EXPENSES  
NATIONAL £577,645  
BRANCH £218,527**



**72% INCREASE IN  
FACEBOOK LIKES  
54% INCREASE IN  
TWITTER FOLLOWERS**



**150,000 READERS  
OF HOMER  
MAGAZINE**



**7 EMPLOYEES  
70 BRANCHES  
1000+ VOLUNTEERS**



**EVERY DAY THERE  
ARE 1000**  
DOGS IN OUR KENNELS

**& NEARLY 1000**  
ON OUR BRANCH  
WAITING LISTS

# Chief Executive's Report

Lisa Morris-Tomkins



**T**hank you for supporting the Retired Greyhound Trust during 2014. I was appointed as the CEO in February 2015, but I'm happy to be able to share some of last year's successes with you.

Animal charities have not been immune to the difficult economic climate over the past few years but I am pleased to say that the RGT has remained focussed on its objectives. We have had to adapt and help the many greyhound trainers and owners that shut their kennels, while managing to care for the 1,000 greyhounds that are in our kennels at any point in time.

We have continued to strengthen and diversify our income streams, which in part has resulted in a growth of our reserves. Our brand was stronger than ever and continues to evolve with each publication we produce.

I am pleased to report that we remain an efficient and cost effective homing charity, with our branches working

together and benefitting from the economies that an operation on our scale brings. The Trust strives to keep our overheads low, allocating the majority of our funds to welfare and operations and enabling us to help very large numbers of greyhounds at a relatively low cost.

## Branches, Volunteers & Supporters

Many charities rely on the passion, skills and dedication of volunteers and that is definitely true for the RGT. We have more than 1,000 individuals that regularly give up their time, energy and skills to support their local branches.

Our 71 branches and affiliated schemes are located all across the country from the Isle of Skye to Jersey.

In April 2014 the RGT held a conference for volunteers, bringing more than 100 individuals from

around the country together in Birmingham to discuss operational, promotional and veterinary issues and opportunities.

Not only do the volunteers help to home greyhounds, they also promote the breed and fundraise at local levels, providing an important funding stream for the RGT. The Trust could not exist in its current form without these amazing individuals and we are very grateful for their dedication.

## Promotion & External Affairs

Over the past few years the RGT has made substantial improvements to its promotional activities and 2014 was no exception. If I had to summarise the Trust's communication aim into one message for the year, it would be about the suitability of greyhounds as pets.

Throughout the year we developed the RGT brand and online presence, along with delivering targeted advertising and multi-channel campaigns involving print, radio and online media.

The RGT experienced significant growth in the number of followers of our social networks, including Facebook and Twitter. The number of followers on the central RGT Twitter account increased by 47% and the Trust's Facebook account hit 10,000 likes. An increasing number of branches are using social media channels at local levels, which is facilitating homing locally.

In February the RGT began to utilise Google Grants, which provides the charity with approximately £10,000 in free Google advertising each month. On average this directs an additional 3-4,000 visitors to the RGT website.



During the year the RGT attended a large number of shows and events to spread its messages and promote greyhounds for homing. These shows included Crufts, Discover Dogs, the Pet Show and the CLA Game Fair.

We also held two big national shows, the Greyhound Extravaganza and the Great Greyhound Gathering, both of which enjoyed a record number of visitors, drawing thousands of supporters and dog lovers.

In addition to these, 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 outlets.

As always, 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.

One of the year's highlights was Fall For Hounds, a large-scale fundraising sky dive. This event was organised by Julie Collier, one of the RGT's Honorary Friends, and raised a staggering £100,000, making it the biggest fundraising event in the RGT's history.

In late summer, the RGT ran two radio advertising campaigns. The advert was scripted to dispel some greyhound myths and encourage listeners to consider a greyhound for their next pet.

In November our annual Reception at the House of Commons, hosted by Honorary Vice President Andrew Rosindell MP, brought together more than 100 supporters, donors, Parliamentarians and the media. We provide regular briefings to meetings of the All-Party Parliamentary Greyhound Group and attend the All-Party Parliamentary Group for Animal Welfare. These all provide opportunities to engage with relevant stakeholders and peers while contributing to the development of relevant policy.

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.

## Homer Magazine

The RGT's magazine, Homer, continued its process of evolution with updated sections and new features. Author and well-known supporter, Jilly Cooper, wrote a delightful feature for the magazine, sharing her love of black greyhounds



and urging others to follow her lead and consider homing one.

With an estimated readership of 150,000 people, Homer is one of the Trust's largest communication channels and works as a vessel to run various fundraisers, such as the RGT's autumn raffle.

## The RGT in Scotland

Since June 2013 the Trust has been registered as a charity in Scotland with the Office of the Scottish Charity Regulator. We operated seven branches in Scotland in 2014 that collectively found 225 homes, equivalent to 6% of the total and an increase of 2% on the number found in 2013.

We also received income from numerous supporters in Scotland in connection with both homing and fundraising activities.

As Scottish operations continue to develop we look forward to evolving a distinct RGT Scottish identity. I am optimistic that there are opportunities to further expand and increase

homing across the country.

## Retired Greyhound Events

The Trust's wholly-owned trading subsidiary, Retired Greyhound Events (RGE) generates income from the sale of gift items and greyhound goods. In 2013 the RGT launched the specially branded dog feed, Pet Greyhound, in conjunction with Dodson & Horrell. In

2014 RGE started to sell and distribute the feed directly, increasing orders through RGE exponentially.

Every year the company makes a donation to the RGT and at the end of 2014 donated £53,635 to the charity, a substantial increase on previous years.

## The Year Ahead

I hope you agree with me that 2014 was an exciting year for the RGT; we have even bigger plans for 2015. The year ahead is a landmark for us as we celebrate 40 years of homing greyhounds and have several plans in place to commemorate the year.

Despite the celebrations, the focus of 2015 will be on the greyhounds in our care, as we do all we can to find suitable, loving and permanent homes for as many ex-racing greyhounds as possible.

A handwritten signature in black ink that reads "Lisa Morris-Tomkins". The signature is written in a cursive, flowing style.

Lisa Morris-Tomkins  
Chief Executive

# GOVERNANCE

## Chairman

Dr A J Higgins MRCVS

## Honorary Vice Presidents

Mr A Rosindell MP

Mr I Lavery MP

## Trustees

Mr J Akerman CPFA

(Chair, Finance Committee)

Mrs F Allen MRCVS

(Chair, Veterinary and Welfare Committee)

Mr R Cearns

Mr S Goody

Mr J Haynes  
Mr A Rosindell MP

Mr J Scanlon

Mr J Simpson

Mr M Watkins CBE

## Chief Executive

Mr P Laurie

## STRATEGIC OBJECTIVES FOR 2015

**1. To promote the suitability of greyhounds as pets and to raise public awareness of the work of the Retired Greyhound Trust**

**2. To further develop RGT internal resources by:**

- *Strengthening the branch network*
- *Scoping national volunteer opportunities*
- *Improving the charity's ability to develop and manage operations more effectively*
- *Developing homing opportunities*

**3. To further increase revenues while delivering cost efficient services and ensuring value for money**



## THANK YOU

We are pleased to acknowledge the tremendous generosity of those who left bequests in their wills during 2014, including:

Alexander MacVicar, Angela Hickman, Cecil Schwartz, David John Taylor, Dennis Thomas, Dolores Isabelle Lawson, Doreen Beatrice Collison, Dorothy Hare, Dorothy Willers, Elizabeth Holt, Grace Diwell, Graeme Malcolm, Hazel Lucy Giles, Hugh Martin, Irene McGuirk, Joan Haughey, Leslie Clark, Lilian Mary Ann, Holmes, Marjorie Hood, Marjorie Wright, Monica Dorothy Bevens, Mrs M C Ransome, Nora May Knifton, Nora Morris, Prudence Stevens, Regina Helene Wallington, Robert William Pomroy, Rosemary Devonian Read, Roy Drawater, Ruby Whitelegge, Stephanie Page, Toni Hudson, W R C Flay, William Allen Rawlins, William Aykroyd, Winifred Stone

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:

Agnes West Dunlop Charity Fund

Alcoa Foundation

Bookmakers Afternoon Greyhound Services

GBGB Retired Greyhound Fund

Hobhouse Animal Trust

John Canning Trust

Pedigree Adoption Drive

Pedigree Brighter Futures Fund

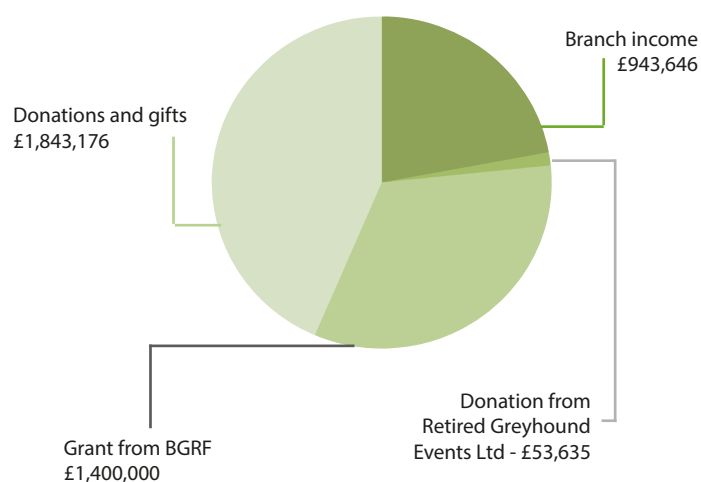
# FINANCIAL SUMMARY

## Statement of Financial Activities for the year ended 31 December 2014

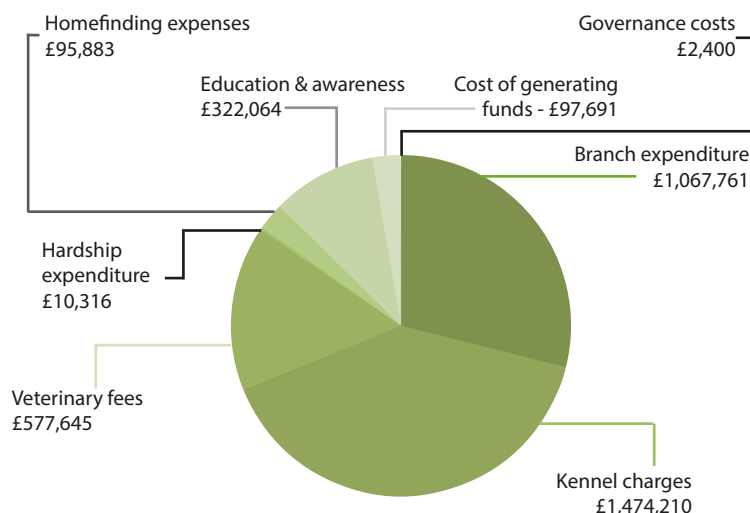
	2014 (£) Unrestricted	2014 (£) Restricted	2014 (£) Total
<b>Incoming Resources from Generated Funds</b>			
<b>Voluntary Income:</b>			
Donations and gifts	1,843,176	0	1,843,176
Grant from BGRF	1,400,000	0	1,400,000
Donation from Retired Greyhound Events Limited	53,635	0	53,635
Branch Income	934,646	0	934,646
Interest receivable	1,681	0	1,681
<b>Total Incoming Resources</b>	<b>4,233,138</b>	<b>0</b>	<b>4,233,138</b>
<b>Resources Expended</b>			
<b>Charitable activities:</b>			
Branch expenditure	1,067,761	0	1,067,761
Kennel charges	1,474,210	0	1,474,210
Veterinary fees	577,645	0	577,645
Hardship expenditure	10,316	0	10,316
Home finding expenses	95,883	0	95,883
Education and awareness	322,064	44,222	366,286
<b>Cost of Generating Funds</b>	<b>97,691</b>	<b>0</b>	<b>97,691</b>
<b>Governance Costs</b>	<b>2,400</b>	<b>0</b>	<b>2,400</b>
<b>Total Resources Expended</b>	<b>3,647,970</b>	<b>44,222</b>	<b>3,692,192</b>
<b>Net incoming resources for the Year and Net Movement in Funds</b>	<b>585,168</b>	<b>44,222</b>	<b>540,946</b>
<b>Fund balances brought forward at 1 January 2014</b>	<b>1,063,851</b>	<b>73,900</b>	<b>1,137,751</b>
<b>Fund balances carried forward at 31 December 2014</b>	<b>1,649,019</b>	<b>29,678</b>	<b>1,678,697</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

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E: [info@retiredgreyhounds.co.uk](mailto:info@retiredgreyhounds.co.uk)

For more information or to view a copy of the 2014 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, 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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