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thank you.
without your **help**
we couldn't have
achieved so much.

EDITOR: Jen Walker
E: jwalker@rspcansw.org.au M: 0411 480 220

PHOTOGRAPHY:
Redbird Photography
M: 0406 775 271 E: info@redbirdphotography.com.au

Pomegranate Studios
M: 0414 517 869 E: sarah@pomegranatestudios.com.au

rspcansw.org.au

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achievements and challenges



TOP-BOTTOM: President, RSPCA NSW, Peter Wright;
Chief Executive Officer Steve Coleman

In early 2012, for the first time, RSPCA NSW started to see gaps in rehoming dog and cat supply, and keeping up with the demand has driven many of the organisation's achievements in the past financial year.

Chief Executive Officer of RSPCA NSW, Steve Coleman, said one of the successes of the past year has been the investment in new adoption options, and various projects to support those options.

In fact, RSPCA NSW President Peter Wright nominated one of those projects, Drives for Lives, as his highlight of the past year.

"Drives for Lives means we are able to move animals between our shelters, care centres and branches, maximising their rehoming opportunities by placing them in a more appropriate location," Peter said.

Steve also drew attention to the collaboration efforts with organisations such as councils, which are paying dividends.

"The benefits from these relationships include allowing our departments to increase their focus on core issues, and the ability to pull in expertise when needed. We are also sharing our skills and experience with sister organisations overseas, for example RSPCA UK is interested in the success of our Petbarn initiative," Steve said.

Both Peter and Steve nominated the start of capital works at the Sydney Shelter in Yagoona as another highlight of the year.

"It has had a noticeable positive effect on staff morale; in fact our attrition rate is at an all-time low," Steve said.

Peter is also involved in the current review of the governance structure of RSPCA Australia. He says that he looks forward to a more streamlined framework so as to maximise the efficiencies between the national board, office and the member societies.

Peter and Steve agree that fundraising is the major challenge for the year ahead. The tougher economic climate may suppress donation levels; supporters contribute approximately 97% of the organisation's income.

For Peter, one of the major concerns of tightened budgets is the effect on the range of programs offered by RSPCA NSW.

"We need to keep adding and expanding programs so we can continue to help animals, by helping people. But obviously we need the budget to provide this support," he said.

And while a shortage of rehoming animals is a positive in one light, it poses a challenge in another. Steve said that a focus for the year ahead will be ensuring animals move through RSPCA's adoption process in a timely manner.

"Now that our rehoming programs are up and running, we need to work closely with our dedicated foster carers to ensure adoptable animals are readily available. Foster carers can become very attached to the animals, but it's important that we work quickly to guarantee animals are made available for adoption as soon as they are ready.

"It is a matter of always coming back to what is the best outcome for the animal. After all, that is the reason we exist and what everyone connected to RSPCA NSW believes in," concluded Steve.





Through the generosity of donors, RSPCA NSW has been able to rehabilitate and rehome thousands of animals, educate people about the need to respect all living things, and assist those who need help to look after their pets. The following pages provide a brief glimpse at just some of the achievements made possible by the organisation's supporters.

you helped to...

Achievements

Develop better ways to **rehabilitate** animals in our care

⋮ **Educate** a wider range of people about the need to treat all living things with kindness

⋮ **Create** more opportunities for animals to find their forever homes

⋮ **Assist** more people in need to look after their pets

⋮ Enable us to **respond** to animals in need faster

A more responsive Call Centre and an increased efficiency in the Inspectorate have resulted in faster animal rescues and improved communication during the past twelve months.

you helped to **save**



A system upgrade in the Call Centre has allowed staff to make significant improvements in customer service. Manager Nicole Louise said until last year, there was one phone line coming into RSPCA NSW and her staff had to juggle all calls – emergency or otherwise.

“New software which allows the caller to choose the service they need upfront means our average wait time has dropped from 7 minutes to 90 seconds, while other system upgrades allow staff to input more comprehensive call details into the system faster,” she said.

“Along with other improvements, such as decentralising staff so we have back-up if something happens in our main call centre, this means we can now be more responsive to animals in need.”

Technology has also made a difference to Inspectors in the past year: supplying each Inspector with an iPad means they can now access real-time information about a case while on the road.

“Inspectors can gain a better understanding of the situation and can now finalise the case without coming back to the office,” said Chief Inspector David OShannessy.

“Another highlight this year has been the strengthening of our relationships with other groups such as the police, SES, NSW Fire & Rescue and local governments. The better we all work together, the faster there is a positive result for the animal,” he said.

David believes that building relationships with all areas of the community creates opportunities for education. “Education is a very big part of what we do; it’s how we can bring about a long-term positive change in animal welfare.”

Julie's Story

On a Sunday when heavy rain was forecast, Julie Raducki noticed one of her three cows, Susie, was missing.

"I found her in the creek – she must have broken the fence and slipped down the bank. I didn't know what to do, but remembered the TV show RSPCA Animal Rescue, so rang them. The person who answered reassured me that someone would be there soon."

Inspector Aaron Purcell arrived soon after and spent around two hours in the creek with a halter around Susie's neck, but "there was no way she was going to walk out. We were worried about the weather forecast and the chance of flooding, so Aaron asked Inspector Flett Turner to help, who assured me they would get her out," said Julie.

"The Inspectors placed a harness around her stomach and winched her out using their car, just in time, as the rain started to come down and the creek flooded that night. They advised me to get Susie checked by a vet, and Aaron rang a few days later to check she was ok."

Julie reports that Susie, who was given the all-clear, was spoilt with her own round bale of hay and kept closer to the house until the fence was fixed.



YOU HELPED TO...

Save

Connect

Rehome

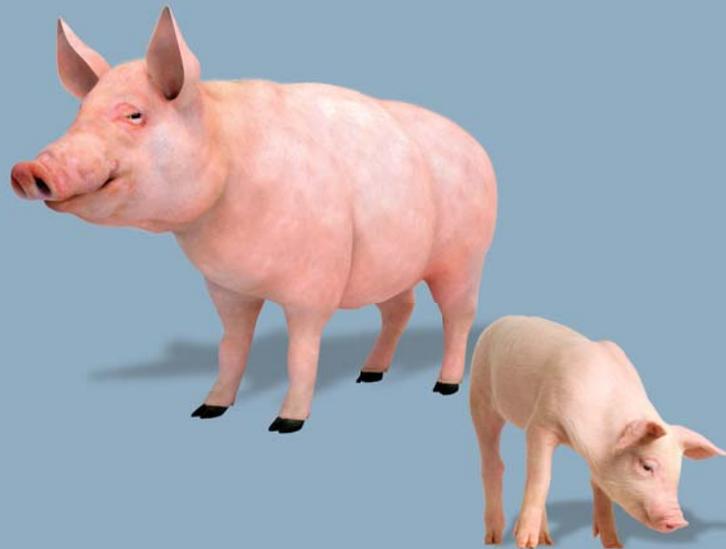
Rehabilitate

Provide Care

RSPCA
for all creatures great & small

RSPCA NSW's communication channels have increased markedly over the past twelve months. Support for both the Education and Communication teams mean that more people than ever are aware of the need to treat all living things with kindness.

you helped to **connect**



Increasing demand has resulted in the Education Team visiting more than twice the number of schools this year compared to the previous year, sold out school holiday programs, and invitations for their community outreach programs coming from as far afield as Tenterfield, Broken Hill and the far South Coast.

“Our biggest achievement this year is reaching into communities, mainly in south western Sydney, where our Inspectors were spending a disproportionately large amount of time,” said Education and Training Executive Manager Mark Jeffrey.

“We work to soften the edges and engage people before enforcement is needed. Our immunisation and desexing drives, run in conjunction with our clinic and local councils, as well as our general education programs, have been extremely successful in these areas,” he said.

Connecting with the community through an increased media presence has been made easier by RSPCA NSW supporters. “Our supporters have helped us connect with the public by sharing their adoption stories, promoting the RSPCA, and have also opened doors for us within a wide range of media outlets,” said Media and PR Manager Marianne Zander.

“Our online presence has also escalated this year – our Facebook and Twitter followers help to spread our key messages, and our online fundraising efforts have also been very well supported.”

Marianne also made special mention of community groups such as the Canterbury-Bankstown Bulldogs who lend their weight to publicity opportunities, as well as several publications and websites that provide free exposure for the organisation.

“Our two supporter magazines, Animals for adults and Animania for children, have also worked well in terms of getting our messages out and bringing funds in through subscriptions,” she said.

Rendu's Story

Program Support Officer for Rendu Youth Services, Nicola Addison, learnt about RSPCA NSW's education projects through her own work in animal welfare.

Every Christmas Nicola distributes pet items to animal welfare groups and community organisations, but it was RSPCA's work with challenged youth that struck a chord.

"Their programs sounded like the perfect way to introduce the residents of Rendu Youth Services to responsible pet care," said Nicola. The service offers a residential program for young males who may be at risk of homelessness due to past difficulties with alcohol, drugs and or gambling.

"I liked the idea that someone would come to us and chat with the guys. When Claire Kendall came out to present the program, she provoked much thought and interest. A site visit to the Sydney Shelter followed, prompting a comment: 'This is the best day out we've ever had.' Some of the guys have since expressed a desire to do volunteer work with animals – I feel that the RSPCA NSW program was the catalyst for this.

"The education project takes things a lot further (than animal care) and allows people to think before having a pet. I would highly recommend this project to other community organisations."



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Maximising rehoming opportunities was behind RSPCA NSW's move to bring animals out of shelters and into the community through Care Centres and Petbarn. A controversial move at the time, the strategy has paid off handsomely for both animals and customers.

you helped to **rehome**



The number of animals that have found new homes through RSPCA NSW's Rouse Hill and Tuggerah Care Centres is almost double what was expected in the last financial year.

"Taking animals to the customer, and creating a brighter environment in which to meet potential pets, has proved a popular strategy with our customers," said Retail Business Manager Karen Heath. "Our monthly goal was to achieve 28 rehoming through our two Care Centres, but the average is around 155 animals who are finding new homes every month."

Complementing the Care Centres is a partnership with Petbarn which started in May with the opening of a new store in

Dubbo (which rehomed 42 animals in its first 10 days), followed closely by Chatswood. Caringbah, Wetherill Park, Mittagong, Brookvale and Bathurst are soon to follow.

"We are grateful to Petbarn for assisting our efforts – they make no profit from rehoming, and their senior staff are trained by the RSPCA so we can be sure customers are receiving the same quality of advice they would receive if they went to a shelter or Care Centre," said Karen.

Customers are also driving the success of other services offered by the Care Centres. "We have extended our hours and expanded facilities to meet the

grooming and veterinary needs of our customers, and our regular events are always well patronised.

"We're thankful for the support of both our regular customers and Petbarn for helping us find new homes for so many animals," said Karen.

Dave's Story

Just before Christmas, Dave and his partner Barry popped into the RSPCA Care Centre in Rouse Hill. Puppy Buck was in the arms of Leah.

"He put his two front paws up and grabbed at both of us, white-tipped tail wagging madly. He definitely had us from that point," said Dave.

The pair managed to walk away that time, but couldn't stop thinking about the puppy.

"He had won our hearts – but we had talked endlessly about getting a dog, and both knew what a big responsibility it was. Were we really ready?"

On Christmas Eve the pair returned to the Care Centre and Dave stayed in the Meet & Greet area while Barry went shopping.

"I didn't know that Barry had already done all the adoption paperwork. Lucky though, as the first time Buck looked at me again with those big brown eyes, that was the end of it," said Dave.

Dave and Barry regularly visit the Care Centre with Buck. "He acts as if it's his domain – it's like he says 'I know everyone here, these are my mates!'"

"The Care Centres have a completely different atmosphere to the shelters – not at all confronting. We love supporting such a great cause," said Dave.



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Save

Connect

Rehome

Rehabilitate

Provide Care

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for all creatures **great & small**

RSPCA shelters across the state are the first step towards a new life for thousands of animals every year. Yet while the staff often go beyond the call of duty to care for an animal, sometimes it is in the animal's best interests to complete their rehabilitation in another environment.

you helped to **rehabilitate**



For Acting Executive Manager of Animal Wellbeing, Sue Patchett, the highlights of the past year centre around creating more effective rehabilitation environments for the animals that comes into RSPCA NSW's care.

"Being able to continue our Dogs Rehabilitation Program at John Morony Correctional Facility was very important for us this year. The program gives selected minimum security inmates an opportunity to learn pet industry-related vocational skills which can help them find employment after their release from custody.

"But the benefit to us is that we are able to provide our dogs with a quiet environment away from the shelters to allow animals to focus more on their training and socialisation, which increases their chances of adoption," said Sue.

The same benefit arises from the Foster Care programs run through the shelters. "Foster carers are the biggest bonuses we could ever hope to have," said Sue. "It means we can put shelter animals showing signs of stress into a home environment, where their true natures are able to show through. It is wonderful that more people are choosing to foster – the rehabilitation opportunities they provide are invaluable.

"Those who donated to the Drives for Lives service should also know that their contribution has meant, for many animals, increased rehoming opportunities and more appropriate veterinary care," said Sue.

Chief Veterinarian Magdoline Awad said being able to increase the amount of major surgical and medical procedures available has resulted in more rehoming, especially of older animals which make wonderful pets.

"We have the ability to now provide specialist services out of our Sydney hospital in Yagoona. This has ensured there is improved care especially for shelter, and Inspectorial animals," said Magdoline.

"We are continually building relationships with veterinarians working in speciality areas such as ophthalmology, cardiology, behavioural medicine and surgery. This access to specialist services provides valuable training for our hospital staff and a range of services that otherwise would not be afforded patients in our care."

Magdoline also said that the private client business continues to grow at all RSPCA NSW sites, especially at the Hunter hospital in Rutherford where plans to cope with the increased demand are in place.

Kerry's Story

French Bulldog Mojo was surrendered to RSPCA NSW from a puppy farm with his littermate in September 2011.

The four-and-a-half-month old puppies had a condition called severe generalised demodex which had caused hair loss and discomfort. The pair were very timid as they had missed out on socialisation, and were stressed from their experience.

While both dogs were fostered, they received intensive treatment for their skin including daily medication, medicated baths, and lots of TLC to build their confidence.

Kerry Wells was looking for a small short-haired dog as company for her Mini Fox-Terrier Jack-Russell crossbreed when RSPCA staff recommended Mojo.

“On top of his skin condition, Mojo also had a lump in the side of his neck which turned out to be a grass-seed and the RSPCA generously operated to remove it. He has recovered from all his health issues so well – his coat is shiny and healthy and he is a very happy little dog.”

Kerry said that when she takes her dogs to the beach people often ask her about Mojo.

“We always tell them that he was a rescue dog from the RSPCA – we sing their praises to everyone.”

Mojo's brother also found his forever home.



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Save

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Rehome

Rehabilitate

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The practical application of RSPCA NSW's vision to prevent cruelty to animals is extremely evident in the range of programs that help people look after their pets.

you helped to
provide care



Programs Development Manager Karen Thorne said one of the major achievements this year was the introduction of Living Ruff.

“The establishment of the program was funded by the Vodafone World of Difference program, and immediately met with huge demand. It focuses on people who are homeless and operates on the premise that people should be able to keep their pets with them. In fact the strong bond people have with their animals can help to get them through hard times,” she said.

Other programs experiencing increasing demand include Pets of Older Persons, where the RSPCA visit the elderly in their homes and assist to care for their pets, and Safe Beds for Pets, which arranges affordable emergency accommodation and veterinary care for the pets of people suffering from domestic violence.

“The people working to help animals also have empathy for the humans facing difficult situations,” said Karen. “We know that the welfare of both owner and pet is closely linked and by helping one, we help the other.”

In the last year, through the generosity of donors, a specific help line has been installed, and the team has expanded. “A lot of our time is also taken up creating awareness of the need to respect the human-animal bond in the various human welfare agencies. In many cases, a pet is the one of the most important considerations their clients have.”

Another major achievement was the success of the inaugural Community Animal Welfare Scheme South West Sydney (CAWS SWS). This collaboration between RSPCA NSW, Campbelltown Council and The University of Sydney Camden provides desexing, vaccination and microchipping of animals to those who otherwise would not access these services due to financial constraints.

The Indigenous Dog Health program at Wilcannia provided much needed veterinary support for this remote community. Funded by a grant from the Department of Families, Housing, Community Services and Indigenous Affairs, RSPCA NSW sent a group of vets, nurses, education and training staff and a veterinary student to treat over 130 animals in two days and provide education to the local schools and community. The second part of this funded program will be undertaken later in the year.

Gloria's Story

Gloria Nesbitt estimates she has been in the Pets of Older People program for nearly twenty years.

"I had two dogs before Lucky, and he's nearly 15, so it must be that long," she said. Lucky is Gloria's Staffordshire Terrier crossbreed, and Star is her eight-year-old Cockatiel.

"The program is absolutely wonderful. They look after Lucky and Star when I go to hospital, and they also come once a month to give Lucky his injections. Also, whenever I need to take my pets to the vet, they will come and pick me up and bring me home.

"I'd recommend this program to anyone, and I do. Just the other day I told someone I met at the café how wonderful the RSPCA is, and she now has someone coming to visit her from the program."

Gloria gives back to the RSPCA through her knitting. "I knit five to six dog coats a week. There was an event recently where POOPs had a stall and they sold 60 of my coats!"



YOU HELPED TO...

Save

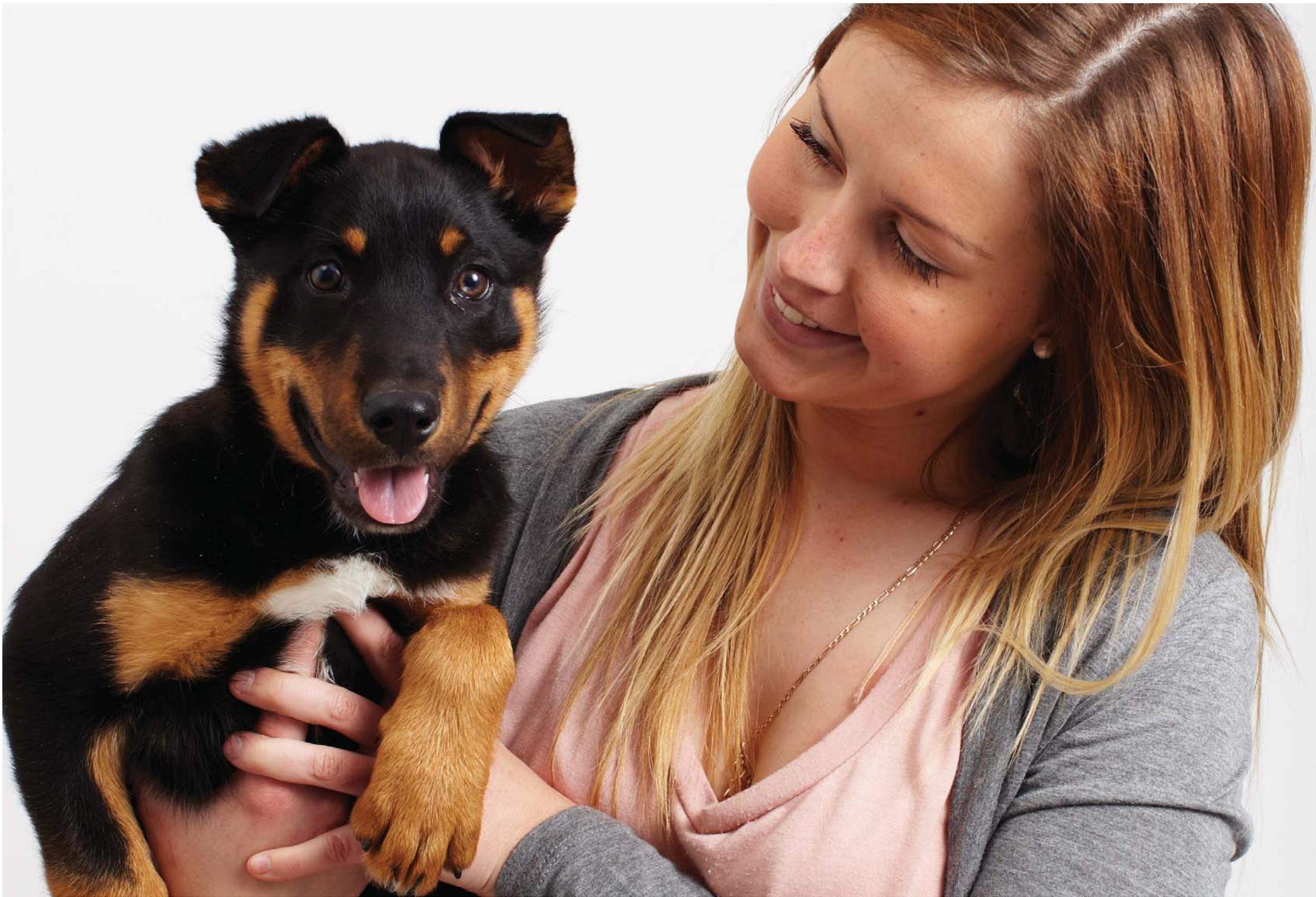
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RSPCA NSW would not exist without the tremendous donation of time, skill, money and support from individuals and corporations. And as much as the RSPCA gains from this generosity, those who give also benefit through the knowledge that their participation in an event helped give a cat a forever home, that their regular donation provides veterinary treatment for injured dogs, or that their bequest will ensure thousands of school children will learn to respect animals.

you gave so much through...

Achievements

Regular donations

The amount of financial supporters continues to **grow**

Events

Cupcake Day **raised** 30% more in 2011 than in 2010

Volunteering

The number of branches and volunteers at our shelters are **increasing**

Bequests

Awareness of this important service continues to **expand**

Corporate support

Corporate support programs are **booked out** months in advance

Regular givers, such as Animal Advocates, are the lifeblood of RSPCA NSW. And despite a tougher economic climate, people are still increasingly willing to financially support its efforts.



you gave so much through fundraising

“We welcomed many new donors this year, and it is gratifying to see so many people take the step from giving one donation, to becoming regular supporters,” said Direct Marketing Manager, Fundraising, Kristy Partridge. “The gifts from these people keep us afloat; they allow us to be proactive in terms of animal welfare and react in times of crisis.

“More people than expected responded to our appeals this year, especially Guardian Angel over Christmas and the Winter Appeal. And it was great to also

be able to give back; a highlight of the year was telling five supporters they had won a new car through our raffles.”

Kristy said that donors benefit from becoming regular supporters because it puts them at the foundation of the RSPCA’s cause.

“It is also easier for them because once they make that choice, they don’t have to think about it. Plus because they only need one receipt each year, they enable us to save money through administration,” she said.

While the amount of new donors increased this year, the average dollar amount dropped. “To me this shows that despite people needing to cut costs at the moment, they will still do their best to support the animals. And we can’t thank them enough for making that effort,” said Kristy.

Kristy's Story

Kristy Watson has been a regular donor to RSPCA NSW for a couple of years.

“Just because the animals don’t speak the same way we can, it doesn’t mean they don’t have rights. My donations help the RSPCA to work on behalf of those animals,” she said.

Kristy has seen first-hand how the RSPCA helps animals; in her previous jobs she has had to call in an Inspector several times.

“I’m comfortable that the money I donate finds its way to helping the animals. My sister started donating to the RSPCA before I did, and did a lot of research into various charities to gauge how much of the donation actually goes to the cause. That’s one of the reasons I chose RSPCA.”

Kristy says that being as regular donor means she doesn’t notice the amount coming out of her account. “It just happens in the background, and while I guess I’m a silent donor in a way, I’m still making a difference to animal welfare.”



YOU GAVE SO MUCH
THROUGH...

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Corporate Support

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RSPCA NSW's main annual events, Cupcake Day and Million Paws Walk, continue to attract increasing numbers of participants who help raise valuable funds that give animals a second chance.

you gave so much through **events**



Million Paws Walk enjoyed significant growth in both number of walkers and money raised in 2012. "People love to be involved in a large event – it's a great day out with family, friends and pets and provides an enjoyable way to support the RSPCA," said Event Manager Sarah Rossiter.

Sarah said that the Sydney event welcomed 15% more walkers this year, and the average amount each fundraiser contributed increased from \$260 in 2011 to \$340 in 2012. One future objective is to get more participants fundraising as well as walking.

Cupcake Day in 2011 also grew considerably compared to the 2010 event, with a 30% increase in funds raised. "We took a new approach to the participant journey for that event, with improved communication and support materials. It obviously paid off and we have built on that for the 2012 event," said Sarah.

"This is such an easy event to participate in and a fun excuse to get all your work colleagues together for morning or afternoon tea," said Sarah, noting that work places were generally the main supporters of the event.

"Community fundraising works well for our supporters because even if they can't afford to donate themselves, they can still rally their family and friends to support the RSPCA. Some people make an incredible effort because they know that every dollar they raise helps an animal in some way."

Debi's Story

Debi Moodie is an enthusiastic fundraiser for Million Paws Walk – her dog Sambo completes the event in his ‘wheels’ after suffering a spinal cord injury.

“I like to think we can educate humanity and change the way we think towards the fellow creatures we share the earth with,” said Debi. “Raising money so this good work can continue is very rewarding. It’s all about the animals.”

“I am passionate about animal welfare and the RSPCA do a wonderful job rescuing and rehoming discarded companion animals. They also fight for animal rights against cruelty. The animals need a voice and we need like-minded people to pull together to raise funds so that we can make a difference.”

Debi said that Million Paws Walk is an easy way to do this. “There is an online fundraising page – all you have to do is upload a cute pic of your pet and email it out to as many people as possible. Before you know it your fundraising will grow.”

While Sambo and his recovery story is her secret weapon, Debi also runs raffles, sells chocolates, and places collection tins in local businesses.

“Believe in what you are doing and that the animals deserve better from us. It’s a way of giving them something back,” she said.



YOU GAVE SO MUCH
THROUGH...

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RSPCA NSW is not just animal shelters and
Inspectors working to improve animal welfare;
it is also a vast network of volunteers spread out
to the very edges of NSW.

you gave so much through **volunteering**



Manager of Branches, Malcolm Wilbow, said as at the end of June 2012 there are 27 volunteer branches. "This number is set to grow as we plan to leave no area of the state without our representatives.

"Volunteers do it all, they take on positions as Presidents, Secretaries, Treasurers, Foster Carers, Fundraising Coordinators, and any number of other positions as required. They raise funds and awareness in their local

communities, decide what is needed, then carry it out with determination," Malcolm said.

Volunteers don't only come through branches however. Many others give their time at shelters, Care Centres or through the foster care program, committing for the long term because of the training involved in direct animal contact. For others, Million Paws Walk and Cupcake Day for the RSPCA offer fun ways to get involved without regular obligation, while some offer their professional skills in IT, administration and photography. There are plans to recruit a regional volunteer coordinator next year.

There are also those the RSPCA may not even see: generous souls that donate blankets, newspapers (some even shred them first), toys, treats and other animal related supplies.

"Sometimes what our volunteers see and hear is rough, serious, and hard to bear, but they keep going. Their contribution of time, effort and unselfish dedication change lives – animals and people – and we don't know what we would do without them," said Malcolm.

David's Story

David Drew volunteered at the RSPCA on Christmas Day 2010 as a way to do something constructive with his spare time, particularly involving animals.

“My own dog, Sophie, has been such an amazing companion over the past 9½ years and I wanted to play even a small part in bringing animals needing a home and people together. It’s also about ensuring that whatever the history of an animal, I can help make sure that its future is a happy one,” said David.

While assisting in the kennels is David’s primary role, he has also been able to offer his technology skills at RSPCA NSW’s head office.

“I get an enormous sense of wellbeing by helping adoption dogs find their Furever homes and connecting people with pets that will bring them so much joy and fulfilment. It provides me with a welcome break from my week in the office and gives me that feeling of achievement by doing something practical for which you can see an immediate outcome.

“Something I didn’t foresee when I start my volunteer work was the renewed appreciation I would develop for people from all different walks of life, and being reminded how animals don’t make the same assumptions that we do, but rather offer unconditional love to all, said David.



YOU GAVE SO MUCH
THROUGH...

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Operating with minimal government support,

RSPCA NSW relies heavily on donations. Bequests left by people in their will make up a large component of those donations, and provide a strong foundation for the organisation to continue its work.

you gave so much through **bequests**



“As awareness of our program spreads in legal circles and within the senior community, more people are approaching us to discuss how they can support the RSPCA through their will,” Bequest Manager Esther Krizmancic said. “Some come to us because they feel that animals have been an important part of their life and they want to give back in some way, whereas others feel animals have been marginalised and want to support their rights.”

Esther said there are two important steps to take if you are thinking of leaving a bequest to the RSPCA.

“Firstly, discuss it with your family. Help them to understand why you have made this decision and why it is important to you. This will not only encourage others in the family to do the same, but can also prevent legal challenges of the will down the track.

“Also, let the Bequest team know what you are planning so we can discuss how you envisage your gift helping future animals in our care.

“About half the bequests we receive are anonymous – those people have missed the chance to use their power to share with us their aspirations behind that very personal and considered decision,” Esther said.

However Esther believes there is one over-arching reason behind the bequests: “Arranging for a bequest gives people a certain peace of mind that they are leaving a legacy of love and hope for future generations of animals and humans alike.”

Helen & Graham's Story

Helen and Graham Brown have seen first-hand how a bequest to RSPCA NSW directly benefits animals.

In the mid 1970s Graham was President and Honorary State Treasurer for the organisation, while Helen was State Councillor, and the pair also drove the animal ambulance on weekends.

“We’ve seen where the money goes – towards helping people build respect towards animals. Unfortunately the problem of people lacking that respect is not going away, despite all our efforts,” said Helen.

Graham said the Legacy Pets program run by the organisation is one of its most important services. This service allows people to ensure their pets will be cared for should they predecease them.

“The Inspectorate is also a vital element in the fight against cruelty,” said Graham.

Both Helen and Graham see their bequest as going some way towards repaying the “great love and devotion our pets have given us over the years.”



YOU GAVE SO MUCH
THROUGH...

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Close to 100 organisations have implemented Workplace Giving schemes to allow their employees to regularly donate to RSPCA NSW from their pre-tax salary. Corporate Relations Manager Sarah Ferguson said that it is people like these who are the backbone of RSPCA's programs.

you gave so much through **corporate support**



“We are grateful to these individuals who support us through their wage as it enables us to have a reliable, regular source of untied income, which we use to support the more than 40,000 animals we care for each year,” she said.

However Workplace Giving is not the only form of support offered by corporations; sponsorships, corporate support days, and mutually beneficial partnerships all boost RSPCA's ability to rescue and rehome animals.

“Our Corporate Support Days, which are designed to give organisations a hands-on experience of what it is like to work for the RSPCA, are so popular that they are booked out a year in advance. We've had to add more days to accommodate the growing demand.

“We have found that, having attended our support days, staff return to their workplace inspired by what we do, and motivated to help us do more, often taking part in our events, and signing up for our workplace giving scheme,” said Sarah.

“We know we are doing something right when attendees come up to us at the end of the day and ask what else they can do to support our work.”

Emma's Story

Senior Manager, Group Community Engagement at NRMA, Emma Treadgold, said NRMA staff and members chose RSPCA as one of three new charity partners in 2011.

"Our staff were keen to support an organisation in the animal welfare sector and when the opportunity to support a new charity partner came along, RSPCA was the favourite.

"We are keen to work with organisations which are professional and passionate about the work they do, making real changes in the communities and sectors they support. We have been impressed with the staff and operations at RSPCA and look forward to working on some great projects with the team," said Emma.

NRMA staff volunteer at shelters including Nowra, Somersby and Sydney, participate in Cupcake Day, sponsored the Sydney Million Paws Walk, and also support the Living Ruff program.

"A number of our passionate staff in Gosford also collect blankets and food supplies for their local RSPCA shelter. We have a very strong culture of community involvement at NRMA and staff engagement is at the top of our priorities for all partnerships," said Emma.

"Many of our staff give over and above their one day volunteer leave each year and RSPCA is no exception – we have many animal lovers working here!"



YOU GAVE SO MUCH
THROUGH...

Fundraising

Events

Volunteering

Bequests

Corporate Support

RSPCA
for all creatures great & small

Bequests

A

Marjorie Elizabeth Andriotis

B

Hilary Lillian Bach
Reginald Ebenezer Baldwin
Marjorie Alma Barnard
Margaret Anne Benson
Elizabeth Rosalinda Bertolotti
Frances Mary Biggs
Robyn Faye Bishop
Donald William Black
Vernon Strang Bowman

C

John Robert Callan
Edna Campbell
Margaret Campbell
Clare Villiers Clarendon
Gregory Clarke
Susan Mary Coghill
Denise Joy Coleman
Beryl Pauline Coleman
Alexander Bernard Cook
Ellen Wilga Craig
Margaret Mina Cunningham

D

Hilda Betty Dahl
May Bertha Daniels
Jan Draczan
Kathleen Dunn

E

Lee-Anne Eckford
Sigrid Elbehery
Margaret Frances Erwood

F

Godfrey Faymond
Eileen Ivy Fitzpatrick
Edward Leslie Frost
Lola May Fuller
Maurice Graham Fuller

G

Frederick Charles Gardiner
Joyce Snart Gardner
Violet Lillian Garrett
Beryl Gaydoul
Thora Mary Geddes
Sheila Maybury Glading
Hazel Belle Godwin
Sylvia Myrle Gray
Eve Judith Gutmann

H

Patricia Hailstone
Elizabeth Hall
Valerie Rosamund Hatfield
Iris Joy Hauritz
Margaret Clare Herbert
Dorothea Roma Hill
Sheila Moreton Hill
June Rose Hilton
Kathleen Elsie Holmes
Mercia Dulcie Holmes
Jean Holton
Nellie Miller Hunter

J

Sibella Jackson
Florence Leoni James
Doreen Lillian Jenkins
Sheila Betty Jones
Margaret Ann Jones
Marjorie Florence Jones

K

Dorothy Kelly
Dorothy May Kelly
Theresa Resel Kulley

L

Heather Jessie Laurence
Barry Charles Lehman
John Trevor Lindemann

M

Keith Macmillan
James Douglas Malcolm
Eileen Mariner

Eileen Theresa Mariner

Patricia Joan Martin
John Mayall
Sheila Woodruffe Mcbryde
Alma Mccullum
Morva Mcdonald
Madge Lavinia Mchugh
Davida Esther Meares
Violet Meier
Robert James Millar
Lee Miller
Isabel Florence Mitchell
Pamela Joy Mittelheuser
Hilma Joan Moore
Nada Joyce Moore

N

Gloria Neal
Myra Irene Nettelbeck
Edna Florence Newson
Judith Nicholas
Anne Nicholson

P

Pamela Marie Padden
Annette Ellen Pascoe
Maria Cristina Perrin
Caroline Pether
Barbara Anne Pollack
Dorothy Press

R

Joyce Mary Reynolds
June Rose Rivers
Thelma Roberts
Dorothy Alicia Roberts
Stanley Rose

S

Verrel Shearing
Margaret Sherwin
Diana Frances Simpson
Catherine Margaret Sinclair
Elsie Alice Steer
Emma Gwendoline Sunley

T

June Talbot
Ellen Margaret Tanner
Margaret Taylor
Thomas Thomson
Muriel Joyce Thornton
Judith Treatt
Arthur Tyrer

V

William Van Gemert
Nancy Effie Vaubell

W

Gloria Clarence Watson
Jean Whalley
Noel Alexander Wilkins
Dorothy Grace Wilson
Alice Peter Iona Wilson
Monica Mary Wilson
Betty Edna Wipperman

Trusts

Clive Arnott Trust
Askin Trust
Bill & Joy Barrie
Foundation Trust
Elliott Trust
Edwards Oscar William
Eschenhagen Trust
Mathy-Frisdane Trust
William Moore Trust
Joan Petersen Endowment
Eleanor Smith Trust
Eric Norma Sweet Trust
Hilda Witton Trust

Corporate Support

Australia Post
Bendigo Bank
Briggs & Stratton
Caltex Australia
Carat
Charity Greeting Cards
Coles Roselands
Credit Union Australia
Doggone Gorgeous
Fuji Xerox
Hasbro Australia Limited
Hill's Pet Nutrition
Hyundai Motor Company Australia
Jetpets
Max's Cat Litter
Nintendo
Noble Beverages
Noble Toyota
NRMA Motoring & Services
Pacific Magazines
Patti's Hire
Petbarn
Peter Alexander
Random House Australia
Rudducks
Stayz
The Hollard Insurance Company
TVSN
Twinings
Universal Magazines
Volkswagen Australia

Grants

Lord Mayor's Charitable Foundation's Eldon & Anne Foote Trust for our Pets of Older Persons (Aged Care) Program
Becher Foundation for our Safe Beds for Pets (Domestic Violence) Program
ClubGRANTS – Canterbury Bulldogs for our Pets of Older Persons (Aged Care) Program
Lord Mayor's Salary Trust for our Living Ruff (Homeless) Program

Volunteer Grants Program (DFHCSIA)

for our following branches:

Armidale
Cooma
Dubbo
Illawarra
Nowra
NSW Auxilliary
Port Macquarie
Taree
Tenterfield
Wagga Wagga

thank you

Because of your generosity during the financial year 2011 - 2012, we were able to...

care for 30,080 animals

(11,989 dogs, 16,409 cats, 99 horses, 1165 livestock, 964 wildlife and 2005 other animals)

rehome 10,799 pets

reunite 1246 animals with their owners

respond to 12,761 complaints

lay 385 charges under the Prevention of Cruelty to Animals Act

initiate 98 prosecutions

UNFORTUNATELY WE ALSO HAD TO EUTHANASE:

- 4862 dogs (1418 for medical reasons, 3013 for behavioural reasons)
- 9531 cats (6109 for medical reasons, 1403 were feral)
- 10 horses and 369 livestock
- 349 wildlife
- 1284 other animals

RSPCA NSW cared for many more species than dogs and cats. They also looked after:

2004 other animals

includes 1070 rabbits, 293 guinea pigs, 240 feral pigeons, 117 domestic pigeons, 109 turtledoves, 101 rats, 72 mice, 68 Indian mynahs, 49 ferrets, 17 foxes, 15 starlings, eight Indian ringnecks, eight Alexandrine parrots, six peachfaces, six peacocks, four deer, four sparrows, three corn snakes, three fish, one hermit crab, one axolotl, one hare.

1165 livestock

includes 299 roosters, 209 ducks, 160 hens, 99 horses, 67 juvenile chickens, 46 Chinese silkies, 39 goats, 28 sheep, 21 bantams, six pigs, one turkey, one guinea fowl, seven geese and two cows.

964 wildlife

includes 124 lorikeets, 39 possums, 67 budgies, 62 cockatiels, 56 cockatoos, 49 noisy minors, 43 magpies, 39 ibis, 39 parrots, 36 blue tongue lizards, 34 eastern long neck turtles, 32 native ducks, 28 galahs, 19 crested or topknot pigeons, 17 kangaroos, 17 corellas, 16 finches, 15 quails, 14 doves, 11 rosellas, 10 currawongs, nine snakes, eight tawny frogmouths, eight canaries, seven flying foxes, seven fig birds, six crows, six owls, six plovers, six skinks, five ravens, five wallabies, five butcherbirds, five falcons, four honeyeaters, four kookaburras, four wallaroos, four bats, three brush turkeys, three koels, three water dragons, three shingleback lizards, two echidnas, two starling, two ferns, two rats, two swallows, two bowerbirds, two wattle birds, two bearded dragons, two swamp hens, two herons, two swans, one marsh frog, one scorpion, one bellbird, one buttonquail, one cuckoo, one pygmy goose, one magpie goose, one goshawk, one gull, one hawk, one kestrel, one osprey, one parladote, one peewee, one petrel, one pheasant, one robin, one sea eagle, one silvereye, one swift, one frill neck lizard, one jacky lizard, one lace monitor, one sugar glider.





RSPCA NSW regards any funds that come into the organisation as an investment in its ability to strengthen the bond between animals and humans. As such, expenditure is judicious and is always linked to that cost's potential to boost animal welfare.

how your money was invested in...

Achievements

Rebuilding the Sydney Shelter : **Introduction** of the Drives for
: Lives program :
: :
Training in resilience for staff : **New** ways to connect with
: the ever-growing band of
: supporters :
:

The first reaction most staff receive when they say they work for the RSPCA is how hard it must be. While there are certainly heart-breaking times, the People and Organisational Development (POD) team focus on helping managers and staff to cope.

how your money was invested in people and organisational development



“In the past twelve months we have focused on developing the health and well-being of the staff,” said Executive Manager of POD, Desleigh White.

“We recognise that compassion fatigue can be an issue in our line of work, so our resilience workshops aimed to give people in our team some strategies to develop and build their resilience.

“Staff now know they have options regarding how they respond to tough situations – simply being aware of the need for support is a start, and then knowing how to access coping skills to address that need is important.

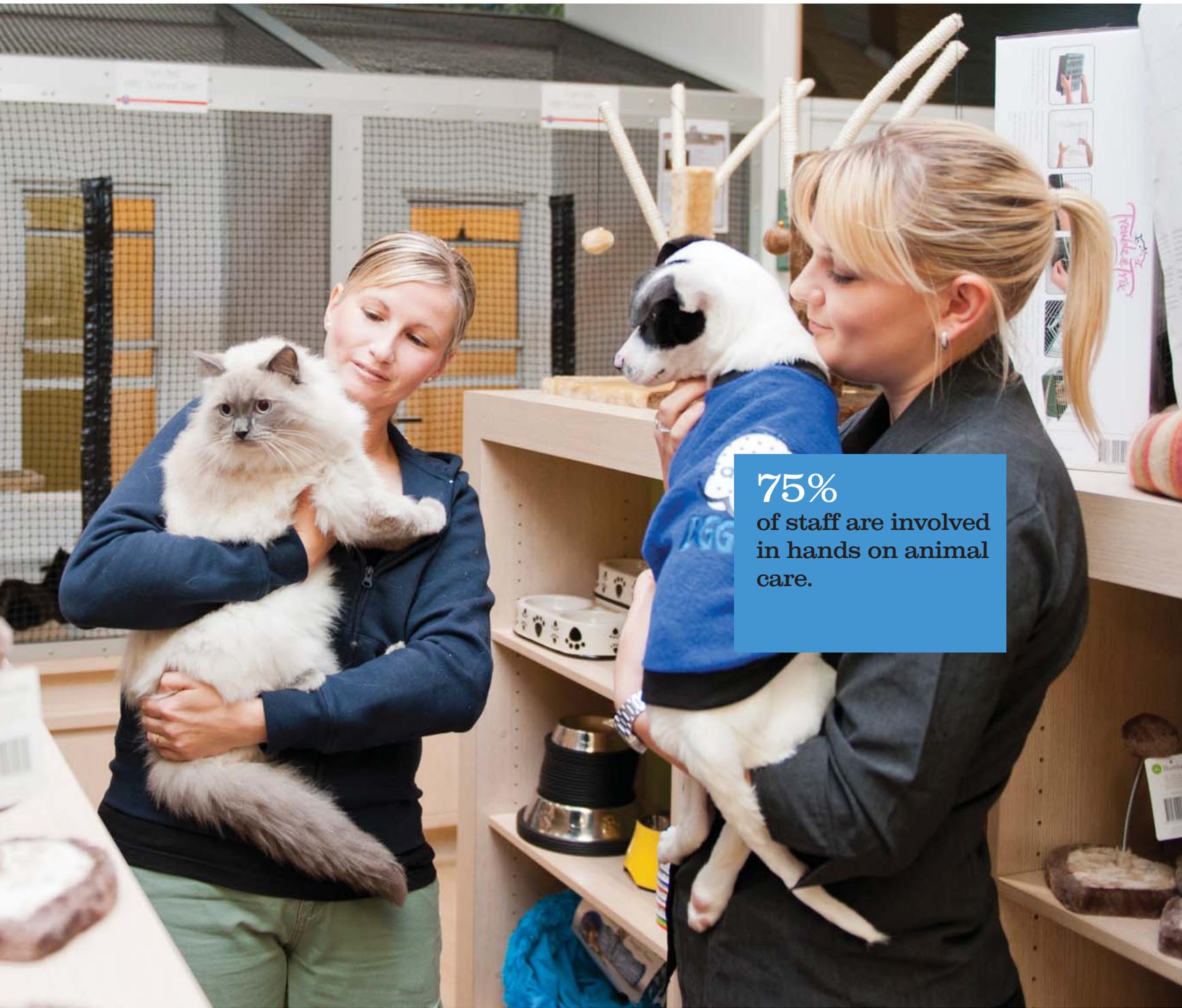
“We found that not only did this process encourage people to think differently, but has also resulted in increased understanding of the challenges people face across all our departments. This in turn has boosted morale and improved teamwork,” said Desleigh.

The POD team have also reviewed many position descriptions to clarify job roles. “The result of this is that staff are now more focused and have a greater understanding of how they contribute to the organisation,” said Desleigh.

An offshoot of this review process has been a focus on further developing management skills, especially in recruitment, as it is now easier to match skills available to organisational needs.

“We have also engaged staff more fully in safety prevention – we have initiated discussion about what preventative action can be taken in various scenarios, and involved staff in trials of safety equipment.

“With over 75% of our staff involved hands-on in animal care, developing these skills are vital,” Desleigh said.



HOW YOUR MONEY
WAS INVESTED IN...

People

Marketing

Assets

Financials

75%
of staff are involved
in hands on animal
care.

RSPCA
for all creatures great & small

Ensuring supporters are aware of how integral they are to RSPCA NSW, and investigating strategies to increase the number of those supporters, have defined marketing efforts this year.

how your money was invested in **marketing**



“We have become much better at acknowledging how vital our supporters are, and thanking them genuinely,” said Executive Manager of Marketing, Fundraising and Communication, Paige Gibbs.

“They are investing in us and our ability to effect change in animal welfare, so we have a responsibility to let them know how we are making a difference and to listen to them.”

Paige also believes that it is fundraising’s role to be calculated risk takers. “We can’t keep doing the same thing we have been doing for the past 139 years. We need to continuously test new ideas and new programs, and our broad marketing agenda allows room to find what works.”

Examples of that innovation have been the development of Care Centres and the Petbarn partnership. “These ideas were radical and new, and brought us further into the community, with the result that more animals are now being rehomed.”

As the next twelve months will be challenging in terms of fundraising, Paige said that maintaining relationships with supporters is paramount. “I’m grateful that I have a cohesive, stable, dedicated and creative team who understands the importance of reinforcing with our supporters how valuable they are to us.”

The team has also worked to forge relationships with its international peers. This year, RSPCA NSW and BC SPCA in Vancouver cohosted an international animal welfare fundraising workshop that attracted participants from North America, New Zealand and Australia. “Not only did this opportunity allow us to share ideas and resources - which means costs savings - but it also reinforced that the projects we’re executing are now recognised internationally for their innovation and results.”

The team’s ability to convert tight marketing budgets into highly successful fundraising programs resulted in RSPCA NSW being asked to present at the Australasian Fundraising Forum as well as securing the front cover of the Fundraising and Philanthropy magazine for the second time.

“It’s about being able to leverage the donations from our supporters to maximise the income that provides some degree of certainty for our animal welfare programs,” said Paige.



Over **800** animals were rehomed through RSPCA Care Centres in 2010 - 2011.

HOW YOUR MONEY WAS INVESTED IN...

People

Marketing

Assets

Financials



Providing enhanced facilities, increasing the rehoming options for animals, and improving support for RSPCA members and branches, mean RSPCA NSW is better equipped to care for the animals that come into its care.

how your money was invested in **assets**



Renovating RSPCA NSW shelters has been a priority for the past year for Executive Manager Branches and Properties, Gerry Rose.

“Most shelters have had some improvements made as many are quite old, however the major building work is at the Sydney Shelter at Yagoona. The veterinary hospital is being completely rebuilt so we will be able to provide better animal care and better service to our clients.

“There will also be a huge education section in the new building which will enhance all the benefits our education programs bring to the community,” he said.

Members and branches have also benefitted from several changes this year. “A new staff member dedicated to membership allows for better service for our members, and we have also been able to dedicate one staff member to our branches,” said Gerry.

RSPCA NSW currently has 27 branches and Gerry aims to add at least another four over the next few years. He has also noticed that in some of the newer branches members comprise of people in their twenties and thirties, which is a good sign for the continuation of the branches contribution to RSPCA NSW.

The introduction of the Drives for Lives programs has been another highlight of the past twelve months. “Our foster carers can become overloaded with animals, and it can be hard for them to let them go if the animal is with them for too long, so this program allows us to move animals to a more suitable area where they can be rehomed faster. For example, if we had a Poodle in Gunnedah and a Cattle Dog in the city, we can now easily swap them, which brings great benefits to all involved.”



HOW YOUR MONEY
WAS INVESTED IN...

People

Marketing

Assets

Financials

The long-awaited rebuild of the Sydney Shelter at Yagoona started in 2012.

RSPCA[®]
for all creatures great & small

how your money was invested **financials**

RSPCA NSW regards any funds that come into the organisation as an investment in its ability to strengthen the bond between animals and humans. As such, expenditure is judicious and is always linked to that cost's potential to boost animal welfare.

Support Services
\$35,409,180



Shelters
\$6,609,912



Clinics
\$8,035,957



Inspectorate
\$807,104



Branches
\$1,499,703



Income

Support Services
\$12,742,088



Shelters
\$15,508,305



Clinics
\$7,481,281



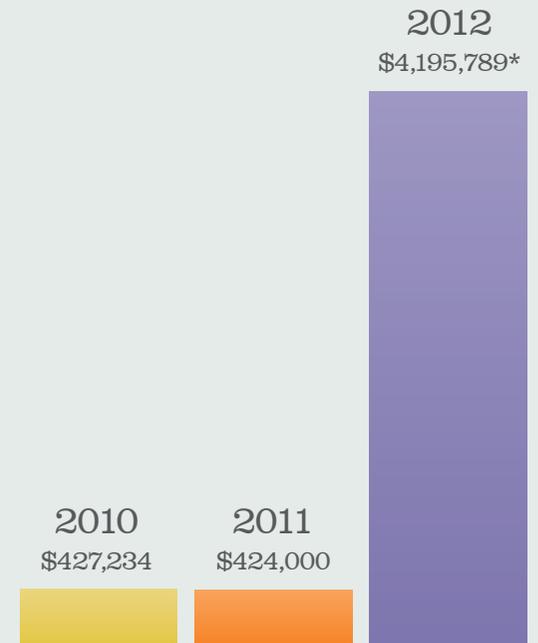
Inspectorate
\$5,396,645



Branches
\$1,077,902



Expenses



Government Grants

*This includes a one-off grant to rebuild the Sydney Shelter at Yagoona.

NET PROFIT \$

Support Services	22,667,092
Shelters	-8,898,393
Clinics	554,676
Inspectorate	-4,589,541
Branches	421,801

INDEPENDENT AUDITOR'S REPORT ON THE SUMMARY FINANCIAL STATEMENTS

The accompanying summary financial statements, which comprises the summary statement of financial position as at 30 June 2012, the summary statement of comprehensive income, summary statement of changes in equity and summary cash flow statement for the year then ended are derived from the audited financial report of Royal Society for the Prevention of Cruelty to Animals – New South Wales Inc ("RSPCA NSW") for the year ended 30 June 2012. We expressed an unmodified audit opinion on that financial report in our report dated 18 October 2012. That financial report, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on that financial report.

The summary financial statements do not contain all the disclosures required by Corporations Act 2001. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of RSPCA NSW.

Director's Responsibility for the Summary Financial Statements

Directors are responsible for the preparation of a summary of the audited financial report in accordance with Corporations Act 2001.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

Opinion

In our opinion, the summary financial statements derived from the audited financial report of RSPCA NSW for the year ended 30 June 2012 are consistent, in all material respects, with that audited financial report, in accordance with Corporations Act 2001.

DELOITTE TOUCHE TOHMATSU



Eric Angelucci
Partner
Chartered Accountants
Parramatta, 18 October 2012

financial report 2011–2012

STATEMENT OF COMPREHENSIVE INCOME for the financial year ended 30 June 2012

	Notes*	2012 \$	2011 \$
Revenue	2	28,150,508	27,731,469
Operating expenses	3	(39,076,787)	(37,642,012)
Finance costs		–	(72,042)
Operating deficit before legacies and grants		(10,926,279)	(9,982,585)
Legacies		16,886,125	20,219,994
Government grant		4,195,789	424,000
Surplus for the Year		10,155,635	10,661,409
OTHER COMPREHENSIVE INCOME:			
Net value (loss)/profit on available-for-sale financial assets		(1,398,019)	1,405,286
Total Comprehensive Income for the Year		8,757,616	12,066,695

full financial statements

The full version of RSPCA NSW's financial statements are available to view on our website www.rspcansw.org.au/services/publications.

* Notes for the financial statements can be found on page 19 of the complete report.

STATEMENT OF FINANCIAL POSITION as at 30 June 2012

	2012 \$	2011 \$
CURRENT ASSETS:		
Cash and cash equivalents	11,923,209	6,965,135
Trade and other receivables	1,766,984	3,063,447
Inventories	721,332	733,434
Other Assets	276,085	335,249
Total Current Assets	14,687,610	11,097,265
NON-CURRENT ASSETS		
Financial assets	28,690,300	27,503,970
Property, plant and equipment	46,891,443	42,108,309
Total Non-Current Assets	75,581,743	69,612,279
Total Assets	90,269,353	80,709,544
CURRENT LIABILITIES:		
Trade and other payables	3,853,982	3,341,177
Provisions	1,511,016	1,329,118
Borrowings	150,462	150,462
Total Current Liabilities	5,515,460	4,820,757
NON-CURRENT LIABILITIES:		
Provisions	1,118,258	1,009,676
Total Non-Current Liabilities	1,118,258	1,009,676
Total Liabilities	6,633,718	5,830,433
NET ASSETS	83,635,635	74,879,110
MEMBERS' EQUITY AND SPECIFIC FUNDS:		
Specific funds	345,345	346,436
Accumulated funds	83,470,828	73,315,193
Reserves	(180,538)	1,217,481
Total Equity and Funds	83,635,635	74,879,110

STATEMENT OF CHANGES IN EQUITY
for the financial year ended 30 June 2012

	Specific Funds \$	Revaluation Reserve \$	Retained Earnings \$	Total \$
Balance at 1 July 2010	346,436	(187,805)	62,653,784	62,812,415
Total comprehensive income	-	1,405,286	10,661,409	12,066,695
Balance at 30 June 2011	346,436	1,217,481	73,315,193	74,879,110
Balance at 1 July 2011	346,436	1,217,481	73,315,193	74,879,110
Total comprehensive income	(1,091)	(1,398,019)	10,155,635	8,756,525
Balance at 30 June 2012	345,345	(180,538)	83,470,828	83,635,635

STATEMENT OF CASH FLOWS
for the financial year ended 30 June 2012

	2012 \$	2011 \$
CASH FLOW FROM OPERATING ACTIVITIES:		
Receipts from members and customers	25,664,897	23,548,329
Payments to suppliers and employees	(39,108,584)	(38,475,734)
Donations received	3,108,076	3,048,419
Legacies received	11,787,519	13,064,050
Government subsidy	4,178,748	424,000
Subscriptions	35,676	36,074
Interest paid	-	(72,042)
Net cash inflow from operating activities	5,666,332	1,573,096
CASH FLOW FROM INVESTING ACTIVITIES		
Rent received	610,767	638,227
Interest received	455,659	328,337
Dividends received	1,112,986	1,543,573
Proceeds for the sale of property, plant and equipment	6,797,253	9,404,576
Proceeds for the sale of investment securities	63,190	(2,419,267)
Payment for property, plant and equipment	(9,747,022)	(7,300,839)
Net cash inflow from investing activities	(707,167)	2,194,607
CASH FLOW FROM FINANCING ACTIVITIES:		
Application of specific funds	(1,091)	-
Repayments from capital works borrowings	-	(2,747,678)
Net cash outflow from financing activities	(1,091)	(2,747,678)
Net increase in cash and cash equivalents	4,958,074	1,020,025
Cash and cash equivalents at the beginning of the financial year	6,965,135	5,945,110
Cash and cash equivalents at the end of the financial year	11,923,209	6,965,135

how you can help...

Adopt

- Give an animal a second chance at life by making sure your next pet comes from RSPCA NSW.

Fundraise

- Regular donations are vital to the RSPCA because it allows the organisation to plan and be proactive about animal welfare; you can become an animal advocate by donating every month. You can also encourage donations from others by taking a **Paw Box** to your workplace. **Call 1300 777 221 or email donations@rspcansw.org**

Enjoy an event

- Have fun and help the RSPCA at the same time. The organisation's two main events, both of which have proved very successful for participants and the RSPCA alike, are **Million Paws Walk (www.millionpawswalk.com.au)** and **Cupcake Day (www.rspcacupcakeday.com.au)**.
- Also growing in popularity are **Corporate Support Days**, where companies arrange for their staff to spend the day improving conditions for the animals at the Sydney Shelter. **For information call (02) 9782 4491.**

Stay informed

- RSPCA NSW's Facebook page has over 50,000 fans. See what all the fuss is about at **www.facebook.com/RSPCANewSouthWales**
- Read regular **Twitter** updates by following RSPCANSW.
- Subscribe to RSPCA NSW's quarterly magazine. Kids will love **Animania** while adults will find fascinating reading in **Animals**. **Call (02) 9782 4464 or email subscriptions@rspcansw.org.au**
- Book a visit from the **Education Team** who will tailor the content of their presentation to suit your group. **Call (02) 9782 4447 or email education@rspcansw.org.au**

Volunteer

- Volunteers are integral to RSPCA NSW's ability to care for animals. **Call (02) 9770 7562, email volunteer@rspcansw.org.au or talk to your local branch** (details on the next page).

Leave a bequest

- It can be hard to find extra in the budget to support the RSPCA. But by leaving a bequest you can make a significant and long-lasting difference to animal welfare. **Call (02) 9782 4492 or email bequest@rspcansw.org.au**

What it costs

\$30

provides overnight accommodation for a horse
(99 horses came into RSPCA NSW shelters in 2011/2012)

\$50

pays for a health check for a cat
(RSPCA NSW looked after 16,409 cats in 2011/2012)

\$100

allows for the first two vaccinations for a kitten or puppy
(11,989 dogs came into RSPCA NSW shelters in 2011/2012)

\$240

covers the desexing of a dog
(over 7,200 animals were desexed by RSPCA NSW in 2011/2012)



working on your behalf...

PLEASE REPORT ANIMAL CRUELTY IN NSW.

Call 1300 2783589 or go to rspcansw.org.au and fill out the online animal cruelty form.

BOARD OF DIRECTORS

Dr Peter Wright - President

Dr Wright is a veterinarian who runs his own practice at Goulburn, NSW and treats domestic pets, livestock, wildlife and other exotic species.

Mr Graham Hall - Vice President

Mr Hall is a life member of RSPCA NSW and is a primary producer.

Mr Doug Dean AM, B Comm, FCPA, FAIM. – Treasurer

Mr Dean is Chairman of Veolia Environment Australia and is the longest serving CEO in Australia's waste management and industrial services sectors.

Ms Wendy Barrett EMBA, B Bus, Dip Corporate Director, Grad Dip IR

Ms Barrett has a special interest in progressing animal welfare, animal care and ethics.

Mr Paul O'Donnell

A Barrister at Law, Mr O'Donnell is particularly interested in the Society's efforts to respond to issues of animal cruelty.

Mrs Dulcie Goldstien - Vice President

As a Director of Annangrove Dog Training Centre, her greatest joy is rehabilitation work with dogs and immensely enjoys the opportunity to teaching children the correct ways to treat animals.

Ms Sarah Cruickshank

Sarah Cruickshank has fifteen years' experience in developing and implementing complex communications campaigns on behalf of government, business and the community.

Mrs Carol Youdan

Mrs Youdan has been President, Vice President and Secretary of the Taree Branch for over 14 years.

Mr Andrew Givney

Mr Givney is a Barrister at Law in Sydney.

HEAD OFFICE

Shelter and Veterinary Clinic

201 Rookwood Road, Yagoona 2199
PO Box 34, Yagoona 2199
Tel: 02 9770 7555 Fax: 02 9770 7575
Web: rspcansw.org.au
Email: mail@rspcansw.org.au
Donations: 1300 777 221

RSPCA NSW Head Office

62 Hume Hwy, Chullora 2190
Fax: 02 9782 4445

EXECUTIVE STAFF

Chief Executive Officer

Steve Coleman

Chief Inspector

David OShannessy

Chief Veterinarian

Dr Magdolne Awad

Animal Wellbeing

Sue Patchett

Branches and Properties

Gerry Rose

Finance

Irene Argyros

Fundraising & Communication

Paige Gibbs

People and Organisational Development

Desleigh White

Education and Training

Mark Jeffrey

MARKETING

Bequests Manager

Esther Krizmancic 0403 270 124

Call Centre Manager

Nicole Louise 1300 CRUELTY

Direct Marketing, Manager

Kristy Partridge 02 9782 4487

Events Manager

Sarah Rossiter 0438 676 171

Media & PR Manager

Marianne Zander 0413 622 020

Partnerships & Grants Manager

Sarah Ferguson 0438 973 483

Editor

Jen Walker 0411 480 220

Online Communications Manager

Damien Sebion 0428 039 013

BRANCHES & PROPERTIES

Programs Development Manager

Karen Thorne 02 9782 4488

VOLUNTEER BRANCHES

Albury

Dr Arthur Frauenfelder: 0412 719 578
PO Box 292, Albury 2640

Armidale

Caroline Girvin, Kitty Thomas:
0412 217 364
PO Box 497, Armidale 2350

Bathurst

Margaret Gaal
PO Box 448, Bathurst 2795

Blue Mountains

Patricia Caton: 121-125 Mort St,
Katoomba 2780

Broken Hill

Darren Poldrugo:
PO Box 31, Broken Hill 2880

Central Coast

Val Hampson: 02 4341 0414
PO Box 660, Woy Woy 2256

Cooma

Lil Frezza: 02 6452 2835
PO Box 819, Cooma 2630

Dubbo

Rick Lean: 02 6882 7927
PO Box 1475, Dubbo 2830

Eurobodalla

Tracey Paterson:
PO Box 184, Moruya 2537

Glen Innes

Margaret Pennington: 0467 322 261
PO Box 724, Glen Innes 2370

Goulburn

Karan Campbell:
PO Box 1348, Goulburn 2580

Gunnedah

Janie Nicholls: 0419 474 689
PO Box 517, Gunnedah 2380

Illawarra

Ann Dewson: 02 4271 3410
PO Box 130, Fairy Meadow 2519

Inverell

Ron Thorp: 0419 408 041
PO Box 305, Inverell 2360

Kempsey

Marguerite Gray: 02 6562 1644
PO Box 301, Kempsey 2440

Moree

Susie Deery: 0467 525 000
PO Box 1599, Moree 2400

Mudgee

Malcolm Robinson: 02 6372 3538
PO Box 924, Mudgee 2850

Nowra

Ray Pearson: 0427 013 177
PO Box 573, Nowra 2541

Orange

Anne Reith: PO Box E9034,
East Orange 2800

Port Macquarie

Jackieanne Wright: 02 6584 6329
PO Box 5504, Port Macquarie 2444

Tamworth

Jenny Campbell: 0411 896 940
PO Box 512, Tamworth 2340

Taree

Marie Grofos 02 6552 7177
PO Box 33, Taree 2430

Tenterfield

Norma Ovenden: 02 6736 2520
PO Box 123, Tenterfield 2372

Ulladulla & South Coast Branch

PO Box 659, Ulladulla 2539
Email: rspcaulladulla@hotmail.com

Wagga Wagga

Barry Fuller: 0428 357 272
PO Box 586, Market Place 2650