



2020 - 2021 TRUSTEES' ANNUAL REPORT

CAT CHAT, the Cat Rescue Resource

Registered Charity no 1100649

Address: PO Box 358 Ramsgate, Kent CT12 6YP

TRUSTEES' ANNUAL REPORT for the financial year 8.6.20 - 7.6.21

THE CHARITY'S OBJECTIVES ARE:

1. To promote the efficiency and effectiveness of charities whose purposes are to promote animal welfare, by the provision of an internet website, IT support and facilities.
2. To advance the education of the public in matters of animal welfare by the provision of a website and information service.

Public Benefit Statement

Cat Chat is committed to assisting members of the public in all matters relating to cats, cat rescue and cat welfare, and the advancement of public education through our website information, forum, helpdesk, social media pages, and via our qualified advisors. The charity's trustees confirm their due regard to the public benefit guidelines published by the Charity Commission.

Specific services offered by Cat Chat for the benefit of the public are:

1. A comprehensive area-by-area database of cat rescue and rehoming facilities in the UK and Ireland.
2. Provision of a public database of cats needing homes, searchable by county / town / shelter.
3. Advice and information pages e.g. health & behaviour, lost & found, neutering, fostering, rehoming.
4. Veterinary and behavioural advice; our qualified volunteer advisors assist the public via email with specific (non-urgent) advice.
5. Helpdesk: our email helpdesk offers advice to the public on all other cat related issues.
6. We maintain active social media pages, as well as a carefully moderated public forum enabling the provision and exchange of advice and information on a wide range of cat related issues.
7. A web-links directory covering pet help & services, pet health & behaviour, pet care, plus an A - Z of rescue organisations helping a wide variety of animals.



CAT CHAT 2020-2021 ANNUAL REVIEW

Introduction and Background

The Trustees of Cat Chat present this review of the financial year June 2020-June 2021. This period saw the charity continue to overcome the challenges of Covid 19 and its impact on the rehoming sector. It also marked the successful conclusion of "Twenty for 2020" - Cat Chat's special 20th Anniversary homing campaign. Another notable achievement is an impressive 100% growth in monthly visits to our website - averaging 1.4 million web page views each month. The charity's print and broadcast media profile was also enhanced, by being featured in The Daily Telegraph, The Guardian, Evening Standard and on regional radio.

Governance

Cat Chat is led by a board of eight trustees. During this financial year there were eight full trustees' meetings, all of which were held online in accordance with Covid 19 restrictions.

Finances

Trustees are pleased to note that the charity's finances remained stable, although there has been some reduction in overall income. Cat Chat received a modest legacy, and continues to benefit from online initiatives such as its own Webshop, eBay and Easyfundraising. However, financial stability remains underpinned by the generosity of our regular donors, led by the Friends of Cat Chat, and our loyal page sponsors: Burns Pet Nutrition, The Cat Gallery, CEVA Animal Health, Erin House, FindPetBoarding, HiLife Petfoods, Kitty Collars, MDC Exports, MPM Products, Pets Reunited and Protectapet.

In addition, the Cat Gallery in York once again nominated Cat Chat as one of its chosen charities and we are especially thankful to their customers for their generous donations.

Covid 19 - Impact on Homings: Special Covid Initiatives

Since the first Covid 19 lockdown, and throughout this reporting year, Cat Chat maintained its Coronavirus information web pages, publishing daily updates and advice for cat owners and rescue centres. With news collated from government, veterinary and other sources, Cat Chat became the go-to place for information.

Cat Chat also published bulletins for shelters covering issues such as no-contact homing and emergency funding sources. As well as collaborations with the larger rehoming organisations, Cat Chat continued to provide a vital life-line to the myriad of independent rescues across the country, many of whom rely completely on Cat Chat's site to promote their cats.

Prior to Covid shelters were full across the country, but as demand for companion animals increased, Cat Chat was ideally placed to promote cats in rescue. Throughout 2020 / 2021 the charity encouraged the

As always Cat Chat looks ahead. We never lose sight of our vision statement...

“ Helping Cats out of Shelters... into Homes , ,

Some of the cats homed, thanks to our special 20th Anniversary campaign



**BT & Sabrina, from
Cat Rescue West Wales**

Happily homed after more than two years in rescue. "Thanks so much for helping to get them homed. We are so pleased for them, finding a wonderful home together".



**Oscar, from
Independent Cat Rescue, Manchester**

Perky, pensioner puss Oscar had been in care over six months. Thanks to Cat Chat's campaign, Oscar's wish to find a mature cat-loving, indoor home to call his own was finally granted!



**Prince, from Thanet Cat Club,
Broadstairs**

After two years in rescue, Prince found the perfect home thanks to Cat Chat's campaign. "His adopters love him and he settled more or less straight away. It's as if he has always lived with them!"

public to view cats online at CatChat.org, with a view to adopting once restrictions allowed. Many cats were viewed, reserved and adopted as a consequence. The number of adoptions rose so significantly that by the Spring of 2021 many shelters were reporting having some empty pens for the first time in years.

Cat Chat's 20th Anniversary

This milestone in Cat Chat's history provided an opportunity to highlight achievements and to promote the importance of adopting. The "Twenty for 2020" campaign was a year long rolling initiative to find homes for the 20 cats (or pairs) across the UK who had been in rescue the longest. Masterminded for Cat Chat by Miranda Luck, a respected PR within the animal welfare sector, the campaign proved a huge success. Endorsed by an impressive line up of celebrities including Ian Anderson, Rupert Fawcett, Vicky Halls, Sir David Jason, Ian Lavender, Deborah Meaden, Suzi Perry, Angela Rippon and Dr Pete Wedderburn, "Twenty for 2020" gained significant coverage across all media platforms. Best of all, and despite the difficulties of running such a campaign through a pandemic, by February 2021 some 27 of the UK's longest staying rescue cats were rehomed directly due to the campaign. Cat Chat is very grateful to all the shelters involved, and to the celebrities who so kindly gave their names to this campaign.

Partnerships and Other Collaborations

Cat Chat's partnerships across the animal welfare community continued during 2020/2021 as information sharing and other communication remained critical during the pandemic. Cat Chat is particularly grateful to Cats Protection which gave prominent editorial support during our 20th Anniversary year.

Another valued ongoing partnership is with Radio Caroline. The station has regularly donated additional plays of Cat Chat's commercials and assisted with the creation of special Covid related ads.

Our newest partnership is with Blush.net. As Cat Chat is web based, maximising our reach online is key to achieving our aims and Blush has greatly improved the effectiveness of our Google ads. Blush.net are now generously, and to great effect, managing Cat Chat's Google Grants Account. Cat Chat's highly successful series of blog posts has also seen collaborations with a number of respected organisations including International Cat Care, The Cinnamon Trust, and The Veterinary Content Company.

Thanks and Acknowledgements

Cat Chat would like to take this opportunity to give special thanks and acknowledgement to the work of its Volunteers, Trustees and Patrons, all of whom generously donate their time and skills.

2020-2021 STATISTICS

Shelters, Visitors, Followers

1,368,293	Monthly number of website pages viewed (average)
315,376	Monthly number of visitors to the website (average)
1,148	Shelters listed
429	Active individual shelter's homing pages
9,982	Facebook followers (at year end)
2,889	Twitter followers (at year end)
662	Instagram followers (at year end)

Admin, Volunteers, Trustees, Patrons

2	part-time staff / 1 web developer
1	PR consultant (for 20th Anniversary projects)
22	full volunteers (excl. trustees & staff)
5	casual volunteers
8	Trustees
3	Patrons

Some of the well known supporters of our 'Twenty for 2020' campaign



Suzi Perry

"Cat Chat is a lifeline to rescues and I'm pleased to be able to help, particularly with cats that have spent way too long in rescue. By highlighting these deserving cats to a greater audience, we aim to find them a home where they can flourish."
Suzi Perry, television presenter



Ian Anderson

"We, the Anderson family, have reared 25 feral cats and kittens over the years. Some are still with us today. If you can commit to providing a long-term home for a shelter cat, please visit the Cat Chat website."
Ian Anderson, Jethro Tull



Vicky Halls

"One of the saddest things I see are cats that have been in homing centres for months, even years. I fully support the endeavours of Cat Chat to give the overlooked cats a voice. Please help these cats by offering a home."
Vicky Halls, cat behaviourist & author

Governance

Governing Document: Constitution dated 29 October 2003

Patrons:

Sir Roger Gale MP, Lady Suzy Gale, and the Postgate Family representing Bagpuss

Trustees:

Mrs M Ovens (Chairman) (appointed 13.12.05)
Ramsgate, Kent

Mrs J Love-Hinsley FCCA (Treasurer)
(appointed 13.12.05)
Grove Ferry, Kent

Miss M P Cotter (Co-Founder)
(founded 08.06.00 / trustee from charity registration 12.11.03)
Ramsgate, Kent

Mr S L Wise (Co-Founder)
(founded 08.06.00 / trustee from charity registration 12.11.03)
Ramsgate, Kent

Mrs M Bull (appointed 18.03.08)
Ramsgate, Kent

Mrs A James (appointed 13.05.08)
Whitstable Kent

Mrs L Kennett (Minutes Secretary)
(appointed 11.10.11) Folkestone, Kent

Ms L Mahmood
(Social Media Co-ordinator)
(appointed 03.12.14)
Staplehurst, Kent

ACCOUNTANT/TREASURER

Mrs Jaine Love-Hinsley FCCA
Grove Ferry Inn, Grove Ferry Road,
Upstreet, Canterbury, CT3 4BP

Independent Accounts Scrutineer

Ms Z Tudor CIMA
29 Canterbury Road East
Ramsgate. Kent CT11 0JX

The Trustees declare this to be an accurate report of the activities of Cat Chat for the financial year ended 7 June 2021.

SIGNED ON BEHALF OF THE CHARITY'S TRUSTEES

MRS. M. OVENS (CHAIR)

..... DATE.....

MRS J. LOVE-HINSLEY (TREASURER)

..... DATE.....



Cat Chat, the Cat Rescue Resource
Registered Charity no. 1100649
Website: www.catchat.org

Cat Chat - Registered Charity No: 1100649
Income and Expenditure Account for the Year Ended 7th June 2021

	£	£
Income		
Advertising/Sponsorship		2,450.00
Profit on Sale of Merchandise	2,150.37	
Donations	28,210.50	
Legacy Donations	6,344.06	
Total Donations		34,554.56
Bank Interest		424.68
Total Income		39,579.61
Less Expenditure		
Wages, National Insurance and Pension		18,053.74
Website and Charity Development		11,609.67
Telephone		399.88
Donations		451.48
Advertising & Sponsorship		1,354.04
Internet and Webserver		7,355.93
Postage, Printing & Stationery		2,083.55
Travel Expenses		0
Consultancy and Professional Fees		4,124.00
Equipment/Repairs and Maintenance		76.99
Software Fees		902.36
Insurance Costs		331.62
Paypal/Bank Charges		421.09
General Expenses		731.98
		47,896.33
Depreciation of Equipment		301.06
		48,197.39
Profit for the Year		-8,617.78

Cat Chat Registered No: 1100649
Balance Sheet as at 7th June 2021

	£	£
Fixed Assets		
Office Equipment	At Cost	4,424.70
		4,424.70
Less Depreciation to Date		3,442.39
		3,442.39
		982.31
Current Assets		
Stock of Merchandise		2,544.88
Balance at Bank		102,809.42
Cash in Hand		81.14
Sundry Debtors		811.06
		106,246.50
Less Current Liabilities		
Sundry Creditors		935.45
		105,311.05
		106,293.36
Capital Account		
Capital Account		114,911.14
Profit for the year		-8,617.78
		106,293.36



CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name

Car Char

On accounts for the year
ended

07/06/2021

Charity no
(if any)

1100649

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 07/06/2021.

Responsibilities and
basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

* Please delete the words in the brackets if they do not apply.

Signed:

Date:

23/03/2022

Name:

Zoe Tudor

Relevant professional
qualification(s) or body
(if any):

CIMA

Address:

29 Canterbury Road Fair

Raigate

Kerr, CT11 0JX

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.