



**2020: the Year that
Catalysed Change**





Contents

Opening messagesp3/4

2020 at a glance p5

Collaboration & Covid-19. p6

Bringing the international veterinary community together for cats p7

Recognising the importance of a holistic approach to feline welfare . . . p8

Uniting the unowned cat community p9

Supporting an increasingly feline veterinary community p10/11

Spreading the word on welfarep12

Cats take over on International Cat Dayp13

Finance overviewp14

Thank you.p15/16



'It is clear that International Cat Care's work is as vital now as it ever was.'



A message from Lynne Hill, Chair

The conditions for cats today in the UK may be unrecognisable from those that were the catalyst for Joan Judd to create International Cat Care (or FAB as it was known then) in 1958. It's clear however from the general trend for increasing cat ownership and the charity's expanded vision and purpose that International Cat Care's work is as vital now as it ever was.

From providing an authoritative, guiding voice on COVID-19 and cats, and giving advice to feline professionals working during the pandemic, to rolling out an entire suite of virtual resources for those working with unowned cats, the charity has enabled people to treat cats in a manner befitting International Cat Care's guiding principles.

Throughout the pandemic, the charity's staff showed themselves to be incredibly flexible and adaptable to new approaches through all the challenges. They learned, in a very short time, how to put on a virtual congress (very successfully) as well as taking on the custodianship of International Cat Day and delivering it in 2020 (see below). Our publications, courses, webinars and cat advocacy continued as normal, albeit from people's homes rather than the office, and with lots of zoom calls to keep everyone in contact. Our in-house expertise in cats is exceptional and the enthusiasm for cats is never diminished.

We were able to maintain income to pay for our work and managed to recruit staff to fulfil our new organisational structure and strategy plans. While it was tough, many of the new ways of working, such as having a virtual congress, accelerated activities we intended to develop anyway, and actually extended our reach for cat welfare.

I and the rest of the Board would like to thank all our staff for their dedication to International Cat Care during this difficult and challenging year, not only dealing with the pandemic but also the massive disruption from the fire in Tisbury. They, alongside the veterinary community, our partners and all those involved in improving feline welfare around the world, have made the work of International Cat Care possible this year and we thank you all.





'The message of International Cat Care has spread around the world, with an 8% increase in Cat Friendly Clinics.'



ZooLux Kiev, Ukraine



A message from Claire Bessant, Chief Executive

Few years in recent history can compare with the drastic changes to normal ways of working that 2020 has presented, but, if International Cat Care can take anything from it, it's our ability to adapt, and testament to our agility and versatility as an organisation that we were able to meet the challenges that the year presented and cover so much new ground in our mission as a charity.

In a year when most of us were unable to see our closest friends and family it's especially heartening that so many of our achievements in 2020 have involved building and fostering communities that will play a key role in our future activities.

Following our strategic review, it became very clear that, for good cat welfare, both physical health and mental wellbeing of cats needed equal consideration and that, although we are a charity for cats, it is through the activities of people and communities that positive changes can be made.

We've seen the message of International Cat Care spread around the world with a 8% increase in numbers of Cat Friendly Clinics, including clinics in three new countries, and an increase in veterinary and nurse membership. Our social media following has increased by 20,000, and our own team has grown, with several new appointments in our Marketing, Learning and ISFM departments. I believe that all of the hard work that has gone into the past year has laid the groundwork for the year ahead, enabling us to spread the vision and mission of iCatCare even further.



#InternationalCatDay
number one trending
hashtag on 8th August





2020 at a Glance: Key Achievements

1 Trending Hashtag



#InternationalCatDay on 8th August
after custodianship of International
Cat Day

2 New Courses Released



- Cat Care for Life: An Introduction
to Feline Health
- Cat Friendly Introductions: Cats,
Dogs and Babies

1 New Community Platform



launched for ISFM veterinary members
and our expert panels

2 New Expert Panels Formed



- iCatCare Feline Wellbeing Panel
- ISFM Academy of Feline Practitioners

ISFM = International Society of Feline Medicine
JFMS = Journal of Feline Medicine and Surgery

18 Countries



in which we work with veterinary
national partners

1,593 Pages



published in JFMS and JFMS Open
Reports

1,836 Cat Friendly Clinics



in 40 countries with 56% of our ISFM
veterinary member practices being
Cat Friendly Clinics

4,110 Veterinary Members



ISFM practice and individual veterinary
members in 109 countries

12,900 Veterinary Nurse Members



in 90 countries

12,575 Delegates



from 157 countries attended the virtual
ISFM International Feline Congress



An estimated 25 million cats' lives are
touched by the work of iCatCare each year.



Collaboration and Covid-19

In a year where the companionship and comfort of cats was vital to many people who felt isolated, questions arose as to whether pets had a role to play in transmission of the virus. We drew on all of our expertise and contacts within the international veterinary community to provide pragmatic and reassuring advice to combat the uncertainty of these reports. Thankfully, although a few cats have been shown to become infected, there has been no evidence of cats infecting people.

Our involvement in several innovative organisations proved vital to speaking with one voice on many issues, and in 2020 we were a member at:



International Companion Animal Management Coalition

Working on population management of dogs and cats.



Alliance for Contraception in Cats & Dogs

Spearheading the search for alternatives to surgical neutering and associated subjects, including population management modelling.

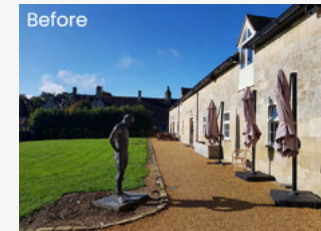


The Association for Animal Welfare Advancement

International COVID-19 Response Coalition.

New ways of working

With the office closed, we made several changes to the structure and work practices of the charity that have helped to reduce our environmental impact. The Cat Friendly Clinic programme is now entirely electronic, saving huge amounts of paper and the miles necessary to deliver physical communications.



In early June, our building was badly damaged by a fire which started in the cafe next to our offices. Fortunately, no one was hurt, but large amounts of equipment and resources were

lost. It's testament to the quick adoption of a new way of working that this didn't halt our normal day to day activities, and after much work to repair fire, smoke and water damage, we were able to return to our office.



Bringing the international veterinary community together for cats

The first ISFM UK Feline Congress (13–14 March) took place just before the first national lockdown was announced but was well attended by delegates who made the most of the dual veterinary and nursing lecture streams and fun social experience.

With in-person events unable to go ahead, the events team developed the world's first virtual feline congress, The ISFM International Feline Congress (8–10 August), which gave the veterinary community the opportunity to come together without geographical restrictions or financial constraints, as, with the generous support of the congress partners, registration was free.

More than 12,500 delegates from 157 countries attended to enjoy:

- 30+ hours of RACE approved lectures.
- Experts including Paulo Steagall (Université de Montréal), Lisa Moses (MSPCA-Angell Animal Medical Center & Center for Bioethics, Harvard Medical School), Søren Boysen (University of Calgary), and Anne Fawcett (Sydney School of Veterinary Science).
- Practical topics ranging from the assessment and management of pain in cats to practical techniques and tips for the care of cats in clinic and the ethics of veterinary work.



isfm International **Feline** Congress



The ISFM International Feline Congress won 'Best Virtual Event' and 'Best Physical to Online Transition' at the 2020 Workcast Awards.

Many delegates said the virtual congress provided learning they wouldn't otherwise have had access to:

"Thank you ISFM for organising this congress. I am a vet student from the Philippines and I really learned a lot, especially in the area of how diagnostics are practiced in the western world."

The experience wasn't just enjoyed by the delegates, we also received great feedback from our speakers:

"Thank you for giving me a great opportunity to reach new veterinary communities. I've already heard from a number of attendees in the UK and Europe and made some interesting new connections."

— Lisa Moses (MSPCA-Angell Animal Medical Center & Center for Bioethics, Harvard Medical School)



Recognising the importance of a holistic approach to feline welfare

When iCatCare was established, the charity focused on physical health as nothing was known about the diseases and conditions that caused illness in cats.

As the charity developed, it became instrumental in showing that how cats ‘feel’ mentally, can also have a huge affect on their physical health.

iCatCare defines welfare as both physical health and mental wellbeing, and any solution or programme for cats needs to consider both.

To support this, iCatCare formed two expert panels, the Feline Wellbeing Panel, led by iCatCare Head of Cat Advocacy Dr Sarah Ellis, and the ISFM Academy of Feline Practitioners, led by Feline Medicine Specialist Dr Sam Taylor.

Both panels, alongside ISFM veterinary members, are present on the ISFM Community Platform, a dedicated space with individual, virtual areas launched to enable knowledge sharing and to create a supportive community of professionals acting to improve the lives of cats around the world.

The Feline Wellbeing Panel



An international community dedicated to helping International Cat Care improve the mental wellbeing of all cats.

28

Made up of 28 Feline Behavioural Experts

With expertise spanning:



- Unowned cats (free-roaming individuals and those residing in homing centres)
- Owned pet cats
- Professional backgrounds ranging from academic and professional qualifications to extensive practical experience.

Led by Dr Sarah Ellis



The ISFM Academy of Feline Practitioners



A worldwide community of motivated vets who are dedicated to advancing developments in feline practice and welfare wellbeing of all cats.

79

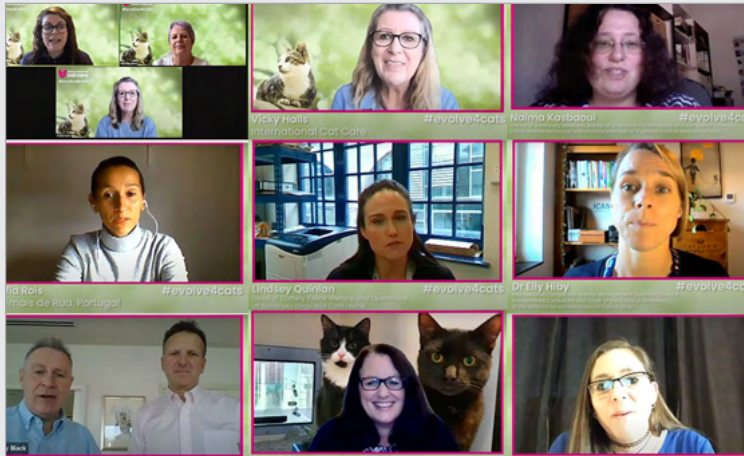
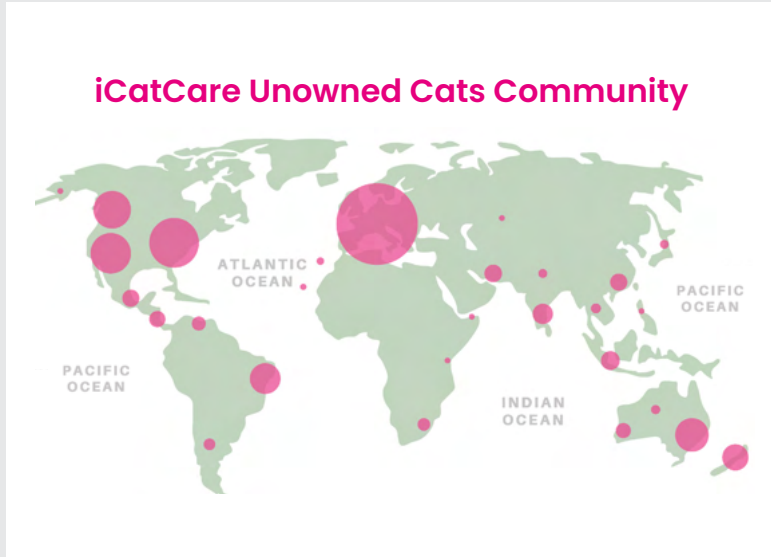
Made up of 79 Feline Veterinary Experts



Each with further qualifications in feline practice or medicine, or specialist qualifications in disciplines complimentary to the aims of ISFM.

Led by Dr Sam Taylor





Uniting the unowned cat community

300 million: estimated global number of unowned cats. Half the predicted worldwide cat population.

2020 saw the launch of a huge website resource – **Cat Friendly Solution for Unowned Cats**, the result of many years of work and the foundations for a cooperative approach to improving the welfare of unowned cats, including:

- An insight into the different lifestyles of cats
- Humane and cat friendly solutions to suit cats from each lifestyle
- The bigger picture of cat population management
- Free online course entitled 'Bringing Cat Friendly Solutions to Life'
- A community to join, served initially with its own newsletter

Volunteers and professionals from around the world attended the launch event (5th December) and the community, now numbering 400+ professionals, have shared images and stories of their work, promoting the principles of knowledge-sharing that are crucial to significant international advancements in this field.

A test cohort began a trial for the transformational 'Becoming a Cat Friendly Homing Centre' course due to be released in 2021.





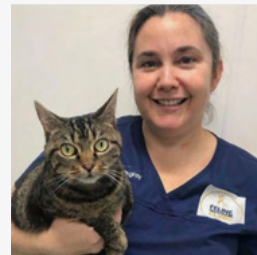
Supporting an increasingly feline veterinary community

As cats grow in popularity, more cat owners are seeking high-quality veterinary care. This demand isn't always met by veterinary education, and many vets are playing catch-up. Likewise, where cat population management is required, the veterinary profession plays an essential role in providing readily available, humane, quality and reasonably priced neutering for both owned and unowned cats.

The charity's veterinary division, the international Society of Feline Medicine, continues to lead on the veterinary care of cats, providing a worldwide resource for veterinarians on up-to-date feline medicine and surgery.

Veterinary care cannot sit outside of other activities with and for cats; cross profession and organisational collaboration can bring understanding, credibility, clarity and better cat welfare.

This year Nathalie Dowgray joined us as the new Head of ISFM and has been instrumental in driving the activities of the department forward.



Nathalie Dowgray

With a background in animal welfare and being an RCVS Advanced Practitioner in Feline Medicine, Nathalie brings a wealth of academic and practical knowledge to the role.

ICATCARE'S WORK WITH THE VETERINARY PROFESSION IN 2020

4000 practice and individual memberships (reaching around 7000 veterinary practitioners) in 109 countries

1500 nurses completed the Certificate or Diploma in Feline Nursing since these courses were introduced

Publication of more than **50** free papers in Feline Focus, ISFM's online journal for veterinary nurses and technicians

512 students completed iCatCare courses this year with 471 more starting new courses

10th anniversary of the expansion from the European to the International Society of Feline Medicine

13,000 vets signed up to receive free ISFM webinars

Over **143,000** hours of 125 webinars viewed by vets and nurses since 2014

The charity's veterinary division, the International Society of Feline Medicine, continues to lead on the veterinary care of cats.



Cat Friendly Clinics

Cats do not visit the vet as frequently as dogs for many reasons (often because owners do not recognise when cats are in pain), such as difficulties in getting cats into baskets, their dislike of travelling, and stress for both cats and owners in the vet clinic. We developed the Cat Friendly Clinic programme to address these issues. All accredited clinics must meet criteria based on cat friendly principles that are central to our vision of feline welfare.



Almost 400 new accredited clinics (+8%)



1800 Cat Friendly Clinics in 40 countries



First Cat Friendly Clinics in Estonia, Turkey and Ukraine



**Cat
Friendly
Clinic**

isfm
catfriendlyclinic.org



JFMS and JFMS Open Reports

In 2020, the **Journal of Feline Medicine and Surgery** (JFMS) published:

- 12 issues consisting of 1,236 pages
- 122 articles

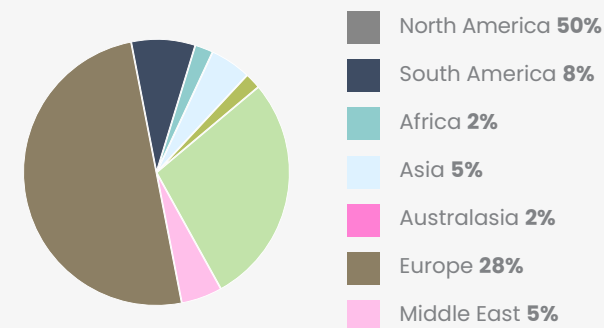
and the **Journal of Feline Medicine and Surgery Open Reports** (JFMS Open Reports) published:

- 2 issues consisting of 357 pages
- 59 articles

JFMS usage:

369, 826 individuals from 207 countries visited JFMS online (up 19% from 2019) JFMS articles were downloaded 912,641 times (25% increase from 2019)

The worldwide circulation of JFMS is shown below:



Cats have been such incredible sources of comfort and companionship for people this year.



Spreading the word on welfare

iCatCare.org is the biggest online resource of free, high quality cat care advice and information, in 2020 it had more than 2.95 million page views.

Our combined social media followers at the end of 2020 totaled 61,000, an increase of 20,000 from 2019, with 191,000 engagements across our channels.

We've also seen significant growth across our newsletter lists, with owner and veterinary audiences receiving a combination of charity news and expert feline information.

"...it was online resources I turned to, but there is so much unreliable information that you don't know who to trust. iCatCare stood out as clearly the most credible."

Two new ways of spreading information:

Spotlight on Science: Summaries of carefully selected feline research, through expert interpretations and author interviews.

Keeping Cats Safe: Renewed for 2020, this campaign brought expert advice to cat owners on common and seasonal dangers, including one of our most popular social posts warning of the dangers of lilies.

'It is truly an amazing resource. I was gripped. I wish all cat owners knew about this.'



This facebook post reached **57,753** people with **3,033** engagements and **657** shares



FACEBOOK
11K new followers



INSTAGRAM
7.6k new followers



TWITTER
1.1k new followers



International Cat Day
#HappyCat
#InternationalCatDay
internationalcatday.org

Get Involved

- 1 Take the #HappyCat Pledge and cat friendly quiz
- 2 Share a photo of your #HappyCat and one of you relaxing just like them
- 3 Change your profile photo to you and your cat by adding a Facebook frame, Twibbon or Instagram stickers.

#InternationalCatDay Sat 8 August 2020 @iCatCare

- 10am BST Cat Yoga, Facebook Live
- 9pm BST Book at Bedtime with author Paul Magrs, Facebook Live
- 7pm BST Cat Cocktail Happy Hour, Instagram Live

Win Goodies
internationalcatcare.org/competitions

Join In
@iCatCare #InternationalCatDay #HappyCat

international cat care

International Cat Day

What makes a Happy Cat?

Is it a contented purr, a tell-tale meow, a twitching tail, a cat stretch or something unique to your feline friend?

Celebrate #InternationalCatDay with us and take part in the #HappyCat Challenge.

8 August 2020
f t i @icatcare

international cat care

International Cat Day
#HappyCat
#InternationalCatDay
internationalcatday.org

Take the International Cat Day 2020 #HappyCat Pledge

Pledge to be a responsible cat companion this #InternationalCatDay and take the #HappyCat Quiz.

internationalcatday.org/happy-cat-pledge

international cat care

Cats take over on International Cat Day

2020 saw custodianship of International Cat Day (8th August) pass from animal welfare charity, IFAW, to iCatCare.

As cats have been such incredible sources of comfort and companionship for people this year, we chose the theme of ‘#HappyCat’ (understanding and respecting the cat as an individual) as a simple yet powerful message that would encourage people to get involved.

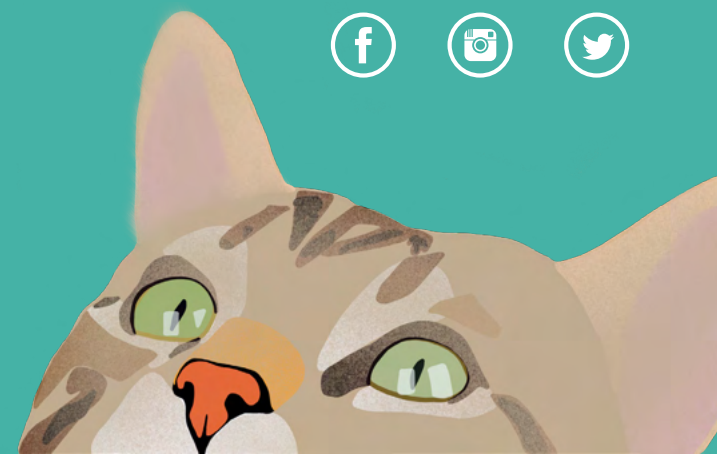
Owners pledged to take up a number of cat friendly actions to improve their cat’s welfare, supported by the informative and educational nature of the content available on the day.

In association with organisations, charities, individuals and partners, a full programme of events ranging from podcasts, book readings and yoga sessions, to panel discussions and interviews took place throughout International Cat Day.

#InternationalCatDay was the number one trending hashtag on 8th August.



#HappyCat





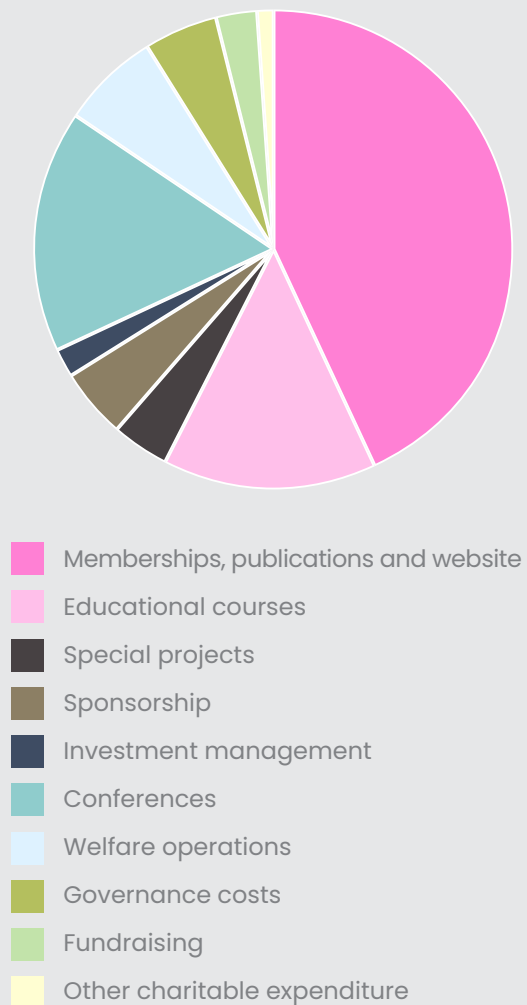
Financial review

Despite the significant challenges posed by Covid-19 that impacted our normal income streams during 2020, we still managed to achieve £1.8m income and £2.1m expenditure, resulting in a net expenditure of £0.3m.

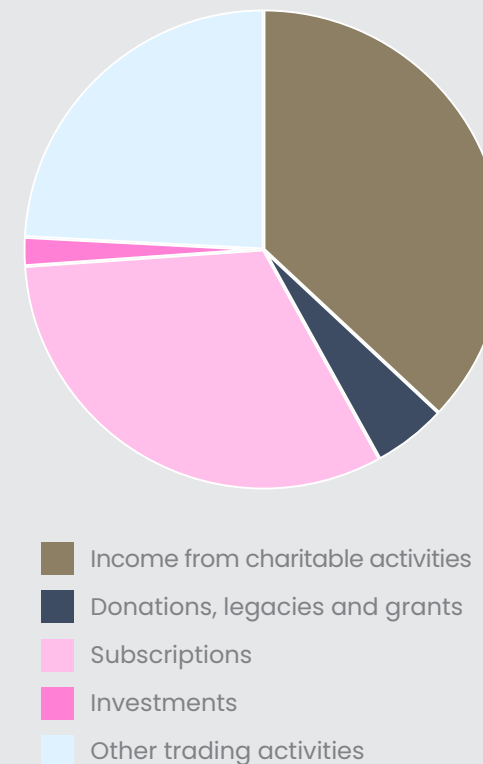
This was before extraordinary income of £94k relating to the insurance pay-out received by the charity to cover fire damage to its office and equipment in June 2020.

The net expenditure was expected as part of a three-year strategy put in place to further grow the charity and expand the important work we do, for which a designated fund has been created.

2020 total expenditure
£2,115,772



2020 total income
£1,824,456





Thank you

A big thank you to International Cat Care's partners who have helped us through this very difficult year.

We would also like to extend our gratitude to our supporters, who, like us, are passionate about improving feline welfare, and are instrumental in helping us touch the lives of cats around the world through donations, legacies and helping to raise awareness of our work.

As a small organisation with a large impact on the lives of cats everywhere, we are bigger than the sum of our parts, and this is thanks to the people that share our vision of improving feline welfare. Here's just one such story by Julian Dent about his parents, Ian and Joyce Dent, who generously left a gift to iCatCare in 2020.

"Ian and Joyce had a series of Persian cats, including a blue and pair of tortoiseshells named after the Persian kings, Darius and Xerxes. Joyce and Ian were very familiar with the issues typical of this breed and were keen to support research into feline medicine for all types of cats. They would be delighted to know that their legacy is being put to such good use."

The Dents can rest assured that their generosity will play a key part in helping the estimated 25 million cats whose lives are touched by the work of iCatCare each year.



We'd also like to extend our gratitude to our supporters, who, like us, are passionate about improving feline welfare.



Click **HERE** for information If you're interested in making a donation or leaving a legacy.



Our supporters and the organisations we worked with

A special thank you to
The Cat Gallery in York for their
generosity throughout the year.

photo credits by page:

- 1... Cate Madgwick
- 2... Morgan by Cea Natalia
- 4... Sarah Dorweiler
- 9... Kelly Lacy
- 11... Alexander Andrews
- 12... Rachel Phillips
- 15... Nihal Karkalap





thank you from



international
cat care

