

# For cats everywhere



**2022**

Annual Review



international  
**cat care**



### **Our vision:**

**A cat friendly world where each cat, owned and unowned, is treated with respect, compassion and understanding.**

### **Our mission:**

**To enable more people to act in a cat friendly way to improve cat welfare.**

# A message from Lynne Hill, Chair

2022 has been another highly successful year for International Cat Care (iCatCare). During the year, Claire Bessant our CEO for over 20 years retired. She had grown iCatCare from a small organisation into a highly respected international one, reaching far beyond its size in influence to governments, the public and commercial companies. I thank her for many years of hard work to achieve this and I am glad to say that Claire remains involved with iCatCare, such is her passion for our cause.

We also welcomed our new CEO Nicola Martin, who has come into the charity with great enthusiasm and energy. She has solidified the previous work done in identifying where we want the organisation to be in the future and how we can grow our influence in representing cats internationally to their benefit. iCatCare has a firm financial footing which allows us to develop new ideas that will increase the understanding of cats in the world today to ensure they have better lives.

The reach of iCatCare continues to expand through our membership, our education programmes, our annual Congress, speaker events and committee memberships, the result of which is that the understanding of the needs of cats is increased, which is very much our mission.

I thank all our teams for their continuing work and dedication throughout the year, as without them we could not look forward to such a bright future.



**'The understanding of the needs of cats is increased, which is very much our mission.'**



# A welcome from Nicola Martin, Chief Executive



**‘Our new ‘For Cats Everywhere’ strategy will see us position ourselves as the cat experts I firmly believe we are within the charity sector.’**

I am delighted to be part of such a well-respected and driven charity, striving for intelligent, long-term solutions for cats everywhere. I have admired International Cat Care for many years and looked to their resources for guidance on numerous occasions as a practising vet.

I would like to thank Claire Bessant for her unwavering passion and ambitious vision that has had the wellbeing of cats at its core for almost 30 years. Claire’s impact on the world of cats is immeasurable and will remain at International Cat Care and beyond for many more years.

I have been very warmly welcomed by everyone here – Trustees, colleagues, our global partners and supporters throughout the world.

Our mission is to enable more people to act in a cat friendly way – better care for cats comes from a better understanding of them as the unique and wonderfully fascinating characters they are, with diverse needs depending on their living environment. Through all our programmes of delivery, we recognise and celebrate those different needs and aim to share as much of that knowledge and expertise with as wide an audience as possible.

Under the International Cat Care umbrella, as well as our veterinary division, the International Society of Feline Medicine (ISFM), we will continue to seek solutions and lead the change that we have become known and admired for. With your continued support, we will keep working until our vision has been achieved.

Thank you for all you do for cats – whether that is by donating your money, your time, your expertise or your voice. Your continued support for cats is greatly appreciated.



Nicola Martin and Claire Bessant at International Cat Care's Church House event.

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



# Key achievements in 2022



**7.7 million** website views to [www.icatcare.org](https://www.icatcare.org)



10 year anniversary of the Cat Friendly Clinic programme



Publication of the *JFMS* Cat Friendly Special Issue



**5,485** ISFM Veterinary Members in **123** countries



Accreditation of **639** new Cat Friendly Clinics



Return to in-person ISFM Congress events in Rhodes and London



**764** new course enrolments join us from **40** countries



**#InternationalCatDay** trending globally



**8** talks on cat welfare delivered to international audiences

# Better care through better understanding



## Cat Friendly Principle

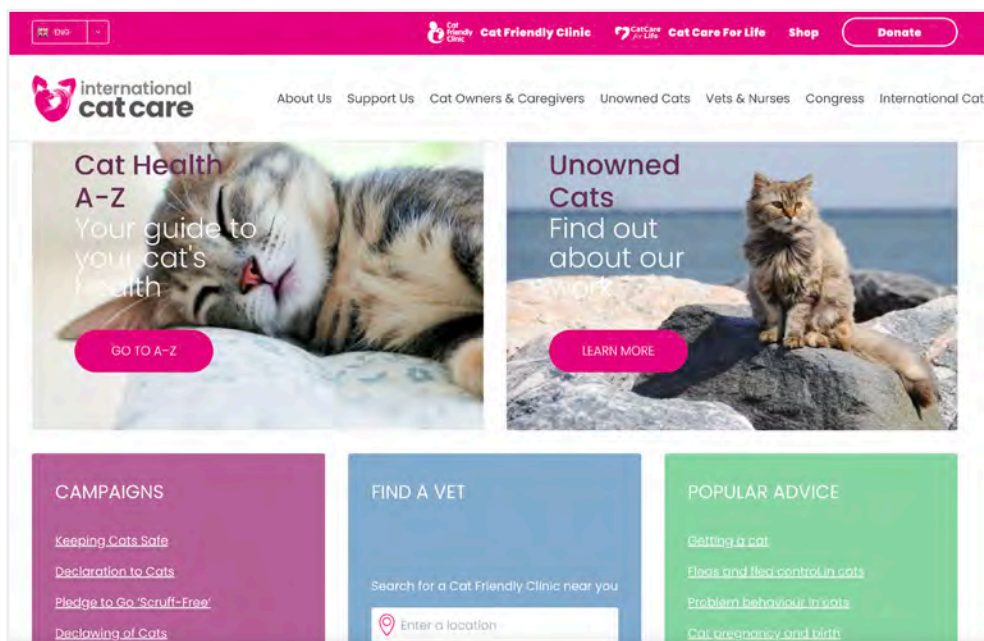
### Communicate for cats

Communicate considerately and share knowledge generously for the sake of cats

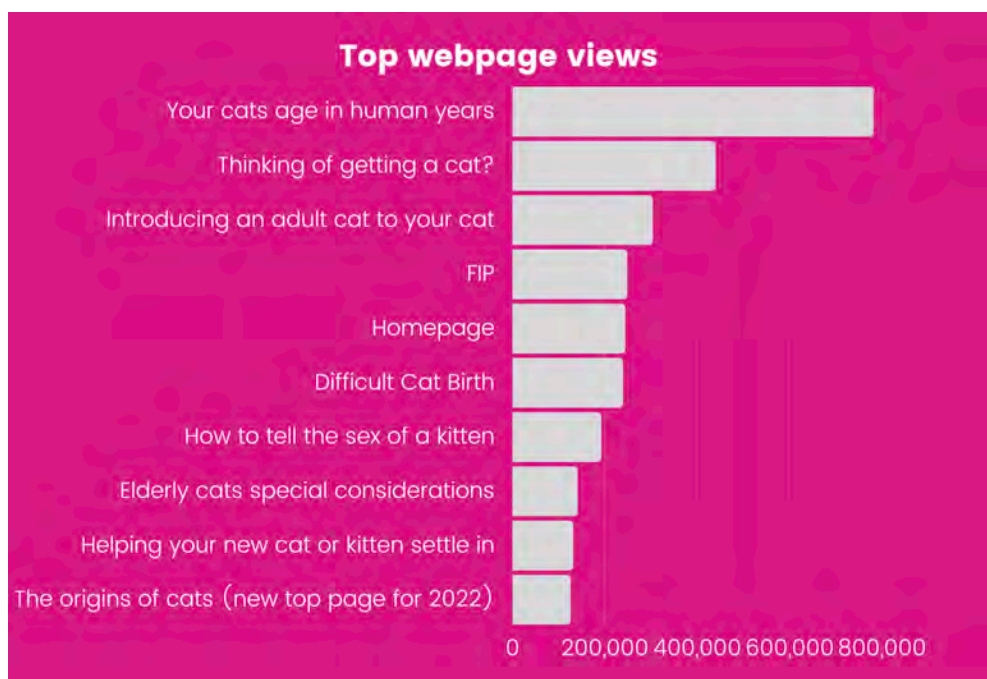
## Website

Our website continues to provide information and expert advice for cat caregivers and those who work with cats. 2022 saw a significant increase in website traffic, with **7.7 million** views to [icatcare.org](https://icatcare.org).

Highlighting the demand for reputable information on caring for cats, the most popular pages are all from our advice section and range from preparing for a new cat or kitten, to behavioural issues, health conditions and understanding cats as a species.



website views in  
2022



increase in website  
traffic compared to  
2021

# Communicating for cats



## Cat Friendly Principle

### Do cats no harm

Ensure cats are never worse off as a result of people or their activities

## Social media

Our social media channels continue to grow, sharing cat friendly knowledge and raising awareness of key welfare issues with a wider audience of cat lovers than ever before.

### iCatCare

Followers



**45.6k**

up 24% on 2021



**15.9k**

up 24% on 2021



**9.1k**

up 5% on 2021



**2.4k**

up 219% on 2021

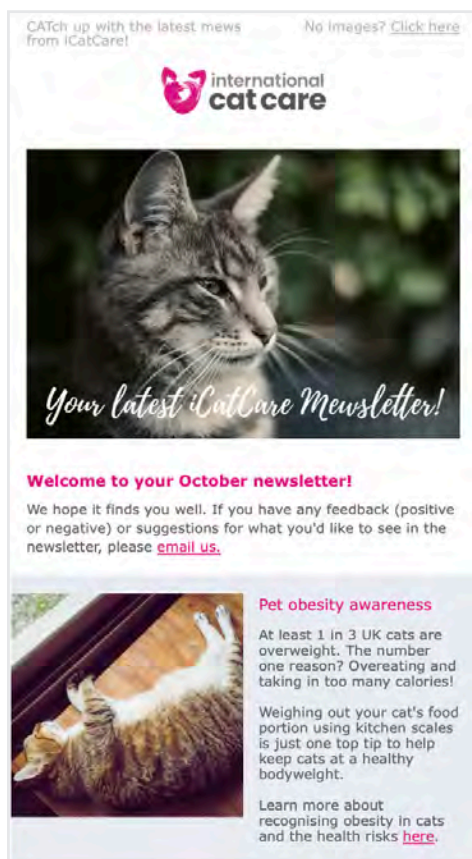
### Top Posts

A warning about lily toxicity proved popular across all platforms. As did our easy-to-understand RAG rating graphic for interacting with cats you aren't familiar with.

**10.1k reach**  
**1.03k likes**



**119.5k reach**  
**1.9k shares**



iCatCare Community e-newsletter

### ISFM

Followers



**38.1k**

up 20% on 2021



**16.2k**

up 38% on 2021



**3.8k**

up 11% on 2021



**2.3k**

up 261% on 2021

## Newsletter

We also reach **22,589 subscribers** from over **150 countries** with our iCatCare Community e-newsletter, delivering charity updates, cat health and wellbeing advice, plus the latest in behaviour and welfare science.

# International Cat Day 2022



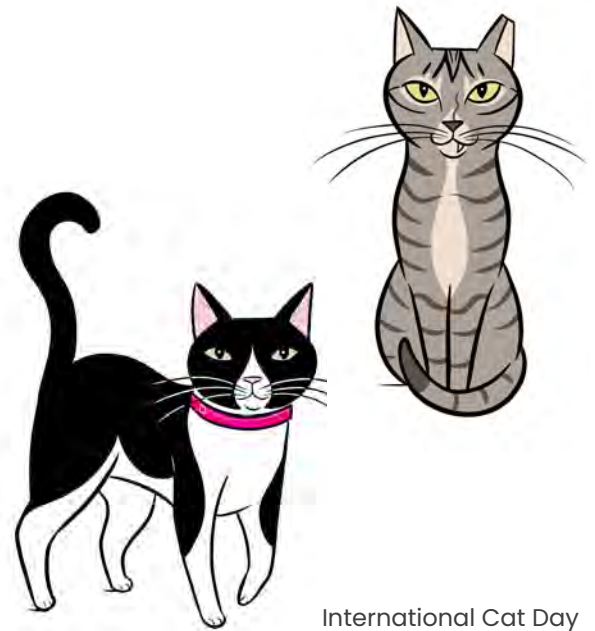
## Cat Friendly Principle

### Respect cats

Respect the diversity of the species and understand the individual cat

As custodians of **International Cat Day**, iCatCare took the opportunity to communicate for cats, collaborating with world-renowned animal illustrator Lili Chin on the 2022 theme of **'Cat Friendly Resources'**.

The five-week social media campaign starred two new ambassador cats, Domino and McTatters, who helped spread the message about the essential resources cats need to stay physically and mentally healthy.



International Cat Day is sponsored by:

**zoetis**

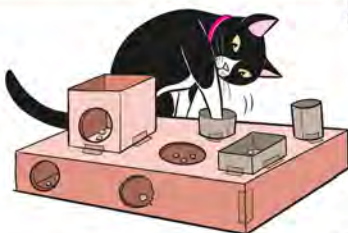
with support from:

**MDC**  
Smart Vets use Smart Products™

- **#internationalcatday** trending with global press coverage
- Website traffic to [www.icatcare.org](http://www.icatcare.org) up by **44%**
- Educational infographics translated into **10 languages**
- **530% increase** in Facebook followers compared to 2021 campaign
- **188% increase** in Facebook engagement compared to 2021 campaign

### Cat friendly resources to support FEEDING

Feed cats their meals in a variety of **PUZZLE FEEDERS** to enrich mealtimes



**SIMPLE IDEAS**  
to exercise mind and body.  
Put food in -

- TOILET ROLLS taped together in a pyramid
- Open EGG BOXES and ICE CUBE TRAYS
- BALL FEEDERS



**MICROCHIP FEEDERS**  
provide individualised access to food  
in multi-cat households



**SPREADING WET FOOD ON A SILICONE LICK MAT**  
helps slow down eating,  
makes food last longer and  
provides a puzzle feeder option  
for wet food



**HIDING OR SCATTERING DRY FOOD AROUND THE HOME**  
encourages search

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### Cat friendly resources to support TRAVEL



**STURDY PLASTIC**  
for easy cleaning

**SECURE DOOR**  
to prevent escape

**FELIWAY CLASSIC**  
spray on bedding to help  
reduce anxiety at least 15  
minutes before the cat  
needs to be in the carrier

**use FAMILIAR BEDDING**  
and **TREATS** for comfort and  
positive experiences

**ABSORBENT NON-SLIP LINING**  
to soak away any accidents

**SLATS on each side**  
for ventilation and  
treat delivery

**REMOVABLE TOP HALF**  
to allow examination and  
interactions in carrier

**QUICK RELEASE**  
secure clips for  
easy access



**Drape a light BLANKET**  
over most of the  
carrier to enhance  
the cat's feelings of



**Carry securely**  
using **BOTH HANDS**



**Place in FOOTWELL**  
if not enough room



**BACKPACK CARRIERS**  
• limited space  
• create unsteady  
movement  
• leave cat visually



**FABRIC CARRIERS**  
• hard to clean  
• can collapse when



**TETHERED HARNESS**  
• not a safe means  
of transport

### Recursos amigables con los gatos para el apoyo de la COMUNICACIÓN a través de los OLORES



**ORIENTAR SUPERFICIE DE RASCAO**  
HORIZONTAL o vertical, porque los gatos tienen  
diferentes posiciones preferidas  
para rascar

Ten en cuenta las **PREFERENCIAS**  
INDIVIDUALES cuando eliges el  
sustrato: madera, cuerda de sisal,  
alfombra o cartón

coloca la superficie de rascado cerca  
de las PUERTAS, de las BUTAS de PASO  
más utilizadas y de los LUGARES de  
DESCANSO favoritos

Incluye al gato a rascar el poste con  
INCENTIVOS como juguetes y golosinas



**RASCADO**  
Las feromonas (mensajes químicos)  
depositadas desde de  
las patas ayudan a  
marcar el territorio

Elige un poste  
**SUFICIENTEMENTE**  
**ALTO** para que el  
gato se pueda estirar  
completamente

Elige una **BASE ANCHA** y un **POSTE PESADO**  
para evitar el movimiento y ayudar a la  
resistencia durante el rascado



**MARCAJE FACIAL**  
Las feromonas (mensajes químicos)  
depositadas por las glándulas faciales  
de los gatos a través del lamoreo  
facial ayudan a los gatos a  
comunicarse, marcar el territorio,  
hacer amigos y sentirse seguros.

Tras la fijación facial  
repetida de una  
superficie, puede  
observarse una  
INSTANCIA ACEFOSA.

**NO LAVAR CON**  
**PRODUCTOS QUÍMICOS**  
No es conveniente lavar estas superficies  
regularmente, ni con detergentes,  
porque los marcadores químicos  
(mensajes químicos) que ayudan al  
gato a sentirse seguro en su entorno

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# Improving cat welfare through education



## Cat Friendly Principle Be solution-driven for cats

Find evidence-based, pragmatic and sustainable solutions for cats

Our in-house experts are joined by a network of over 170 veterinarians and cat welfare professionals to provide practical and accessible educational resources, online courses, and other learning materials to all those working with or interested in helping cats.

- **37 feline behaviour experts** on the Feline Wellbeing Panel
- **100 veterinarians** making up the ISFM Academy of Feline Practitioners
- **8 lectures** on cat welfare to international audiences
- **764 new course enrolments + 9%** enrolments in 2022 from **40 countries**



## Cat Friendly Principle Collaborate for cats

Work together for cats, locally, internationally and with people from different backgrounds, always supporting and valuing each other

Our ongoing work to improve the welfare of unowned cats around the world continues to grow, with the creation and publication of **new educational resources and guidelines** – designed to provide practical assistance and support with the challenges experienced by those working on the frontline, such as in animal shelters and rehoming groups.

- Acceptance for publication of all **3 decision-making documents** in the *Journal of Shelter Medicine and Community Cat Health*
- Production of **30 educational resources** for ADCH & Mars 'The Adoption Mission' website
- Updating of the **Cat Friendly Homing programme** to improve impact for participants



Testimonials from the Cats Protection Cat Welfare Advisor team on the Cat Friendly Homing programme:

**‘Overall, the sense of accomplishment and increased knowledge gained from the course make it extremely worthwhile to do, and I would do it a second time if I could, as there will always be more things to learn!’**

**‘I’ve really enjoyed engaging with the course and putting the work into place at our homing centre. We have group discussions on what we can do for the best interests of our cats and how we go about caring for them in the best possible and stress-free way.’**

2022 also saw inception and facilitation of The Unowned Cat Welfare Group, where vets, researchers and professors of shelter medicine from the UK, USA, Canada, Australia, New Zealand, Slovakia and Spain come together to discuss challenges and solutions for working with unowned cats.



# Improving the standard of veterinary care



## Cat Friendly Principle

### Keep cats well

Give equal consideration to the cat's physical health and mental wellbeing



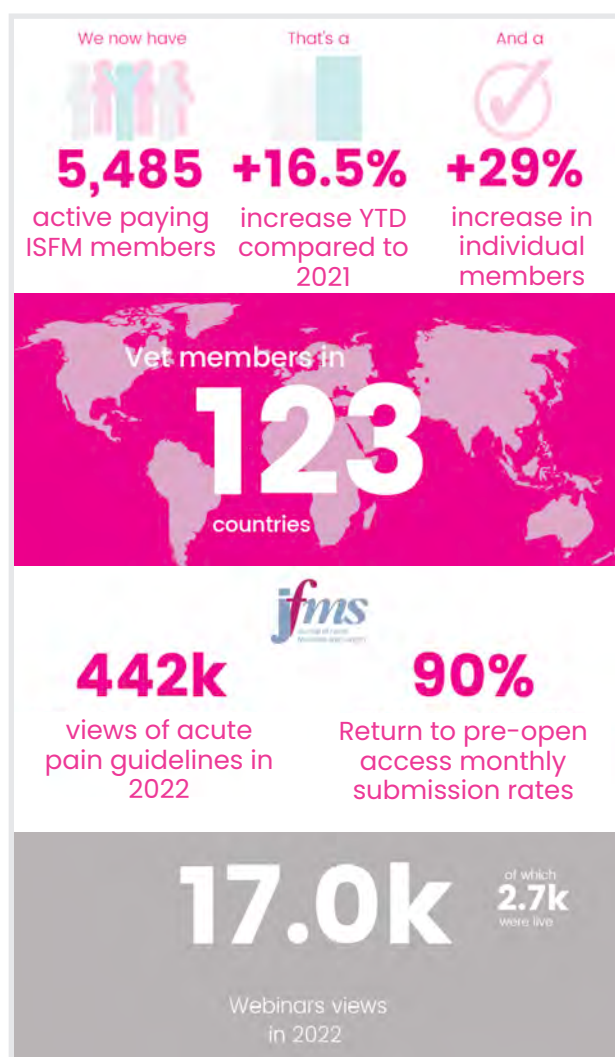
*'2022 was a busy year for ISFM. We returned to running in-person events with two live Congresses, as well as continuing to provide a virtual event. We also celebrated 10 years of Cat Friendly Clinic and marked that celebration with a special issue in JFMS, which included two new sets of guidelines on interactions and the veterinary environment. 2022 also saw the largest number of new Cat Friendly Clinics accredited - it was great to see after 10 years, the programme is still reaching new audiences and improving cat welfare.'*

**Nathalie Dowgray, Head of ISFM**

Trusted by vets and vet nurses, our veterinary division, the **International Society of Feline Medicine (ISFM)**, provides a worldwide resource on feline health and wellbeing. This includes the world-renowned *Journal of Feline Medicine and Surgery (JFMS)*, which published a Cat Friendly Special Issue, featuring the new Cat Friendly Veterinary Interaction Guidelines, Cat Friendly Veterinary Environment Guidelines and other key resources to help veterinary professionals around the world improve the way they treat and interact with cats.



Over 14,000 vet nurses subscribed to our free membership and receive a monthly *Feline Focus* journal.



# Transforming the way cats are treated in veterinary clinics worldwide



Our Cat Friendly Clinic programme was designed to reduce stress and overcome the barriers to bringing cats to the veterinary clinic by creating a more positive experience for both cats and their caregivers.

Now a prestigious accreditation programme, thousands of veterinary clinics worldwide work with us to improve the care of their feline patients.



**Cat Friendly Principle**  
**Be solution-driven for cats**  
Find evidence-based, pragmatic and sustainable solutions for cats

Benefits of becoming a Cat Friendly Clinic include:\*

- Reduced stress for feline patients
- Increased number of feline visits
- Improved client satisfaction and retention
- Reduced staff injury from cat bites and scratches
- 99% satisfaction rate from accredited clinics

To find out more, visit: [catfriendlyclinic.org](https://catfriendlyclinic.org)

**639**

new Cat Friendly  
Clinics accredited in  
2022

**10** Cat  
Friendly  
Clinic

10th Anniversary 2012-2022

**3,125**

Cat Friendly Clinics  
accredited to date

**48**

countries - including  
our first CFCs in  
South Africa &  
Lithuania



\* Cat Friendly Clinic Survey, 2021

Testimonials from responders to the Cat Friendly Clinic survey:

**'Best thing that ever happened to cats, feline clients, and dedicated vet staff, including myself!! Created a world of positive change!'**

**'Excellent programme that puts cat welfare at the forefront and increases awareness that it CAN be done as part of your day to day work.'**



Official partners of the ISFM Cat Friendly Clinic programme:



# A learning experience like no other...

The International Society of Feline Medicine (ISFM) is proud to have been running veterinary congresses for over 20 years. Providing the latest in cutting-edge science, 2022's **'Feline Fine' Congress** series focused on creating harmony between physical health and mental wellbeing with in-person events in Rhodes and London, plus a Virtual Congress event.



## Cat Friendly Principle

### Evolve for cats

Be innovative, remain curious and keep learning for cats

# feline

Creating harmony  
between physical health  
and mental wellbeing.  
[icatcare.org/isfmcongress](http://icatcare.org/isfmcongress)

isfm feline  
CONGRESS  
2022

isfm  
international society of  
feline medicine



isfm feline  
CONGRESS  
2022

# 684

in-person attendees across Church House, Rhodes and London

Virtual Congress

# 1,660

unique visits

# 3,743

hours watched via Virtual Congress

# 2.26

hours per person



# Key collaborations in 2022



## Cat Friendly Principle

### Collaborate for cats

Work together for cats, locally, internationally and with people from different backgrounds, always supporting and valuing each other



**AAFP:** ISFM partners with the **American Association of Feline Practitioners** in publishing the *Journal of Feline Medicine and Surgery* as well as use under licence of the Cat Friendly Practice programme in North and South America – which has led to the registration of over 600 additional Cat Friendly Practices.



**ICAM:** International Cat Care is part of the **International Companion Animal Management Coalition (ICAM)**, collaborating on improving humane cat population management.



**ACC&D:** As part of the **Alliance for Contraception in Cats and Dogs**, International Cat Care contributes to the development of non-surgical solutions to population management.



**FECAVA:** International Cat Care is an associate member of the **Federation of European Companion Animal Veterinary Associations**.



**WSAVA:** ISFM is a member of the **World Small Animal Veterinary Association** and collaborated to organise a feline stream at WSAVA Congress.



**EU Dog and CA alliance:** International Cat Care is represented on the **Canine and Feline Sector Group** of the Animal Health and Welfare Board, England. The charity is also a member of the **EU Dog and Cat Alliance** and the **All-Party Parliamentary Group on Cats**.



**The Cat Group:** Organised by International Cat Care, **The Cat Group** is a collection of professional organisations dedicated to feline welfare through the development and promotion of policies and recommendations on the care and keeping of cats.



**Cat-Kind:** International Cat Care is a member of the **Cat-Kind** group, a number of charities working together to make four month neutering the 'norm' for pet cats through collaboration on research and coordination of activities.

# Financial review 2022

During 2022, we saw the return of our in-person Congress which helped to increase our income to pre-Covid levels, growing total income 14% on 2021.

We received several legacies during 2022, which will have a significant impact on the welfare of cats internationally. We were very grateful for the funding that veterinarian Tony Welsh contributed to our work on developing effective and sustainable solutions to help people working with unowned cats internationally as part of the Tony Welsh Educational Fund.

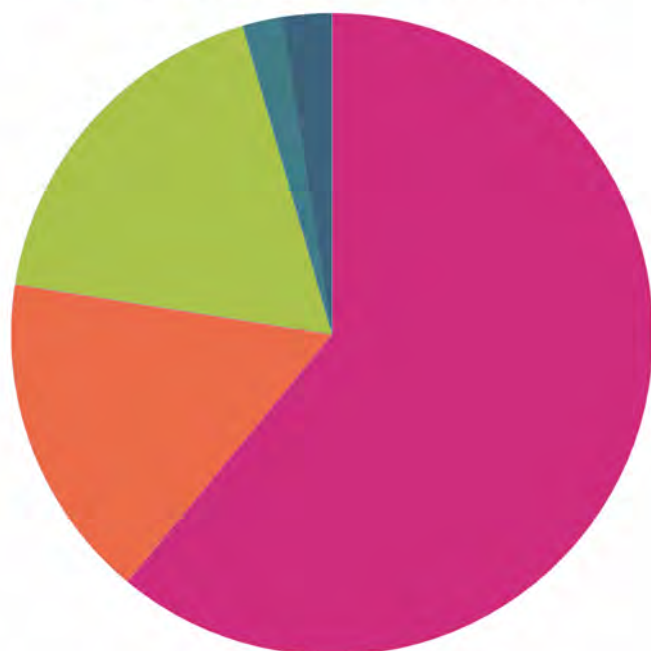


In 2022, despite a small predicted loss from implementation of our strategy to invest in the development and growth of the charity, we have a good level of reserves to take us into our next 3 year strategy.

## 2022 total income

**£2,598,274**

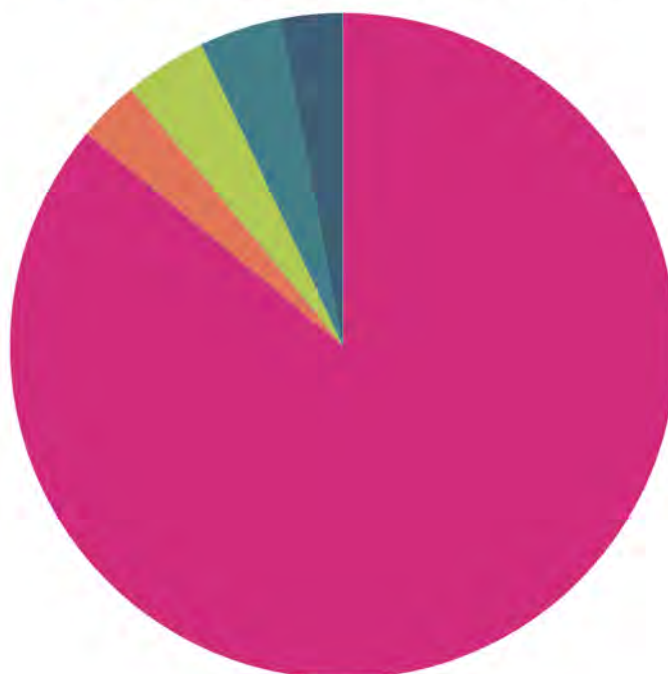
- Charitable activities
- Fundraising and legacies
- Sponsorship
- Investment income
- Other income



## 2022 total expenditure

**£2,624,634**

- Charitable activities
- Fundraising and legacies
- Sponsorship
- Investment income
- Other income



# Trustees

iCatCare continues to evolve as a charity and welcomed new employees and Trustees. When it comes to working together to create a better world for cats, we believe our people make all the difference. We'd like to thank our Trustees for the time and expertise they generously donate to the charity. Our Trustees are:



Lynne Hill  
Chair



Alexander Campbell



Aarti Hogan



Thomas Brenten



Iwona Mertin



Jennifer Chong



Karen Hiestand



Natasha Lee



Alison Travaglia



# Thank you

Thank you to all of our sponsors, supporters, National Partners and organisations we've collaborated with in 2022 and who continue to support International Cat Care. Like us, they are passionate about improving the lives of cats around the world through donations, legacies and helping to raise awareness of our work.

Click [HERE](#) for information if you're interested in making a donation or leaving a legacy.

## Corporate partners:



Boehringer  
Ingelheim



## Supporters and organisations we worked with:





**international  
cat care**

