For cats everywhere

2022 Annual Review
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.
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.’
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.

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

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.
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.

**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.

**iCatCare Community e-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.

**Newsletter**

Welcome to your October newsletter!

We hope it finds you well. If you have any feedback (positive or negative) or suggestions for what you would like to see in the newsletter, please email us.

Pot obesity awareness
At least 1 in 3 UK cats are overweight. The number one reason? Overeating and taking in too many calories.

Weighing out your cat’s food portion using kitchen scales is just one tip to help keep cats at a healthy bodyweight.

Learn more about recognising obesity in cats and the health risks here.

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**Cat Friendly Principle**

*Do cats no harm*

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

- #internationalcatday trending with global press coverage
- Website traffic to 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
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
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.

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.’
Improving the standard of veterinary care

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.

‘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

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.

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

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

639 new Cat Friendly Clinics accredited in 2022

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.’
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

Creating harmony between physical health and mental wellbeing.
iscatcare.org/isfmcongress

In-person attendees across Church House, Rhodes and London
Virtual Congress

684
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.
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.
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 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:

Supporters and organisations we worked with: