Continuing to Grow Cat Knowledge

Our Vision
All cats, owned and unowned, are treated with care, compassion and understanding.

Our Mission
To engage, educate and empower people throughout the world to improve the health and welfare of cats by sharing advice, training and passion.

2016 was a year of growth for International Cat Care, increasing the number of people who accessed our information, growing our veterinary professional membership worldwide and providing even more information for those living and working with cats.

We launched our new distance learning courses on cat behaviour from our new learning platform, which has been very well received and students will be working hard on their modules; feedback tells us they are enjoying the learning experience and using it in their daily lives with cats. The number of Cat Friendly Clinics around the world continues to increase - now in over 32 countries. Our team here is growing - now up to 22, all working hard for cats and developing connections around the world to improve cat care.

As a charity which has created change for cat welfare, we are delighted to continue to be at the forefront of improvements. There is much to be done, and with your help and support, we can do a great deal more.

Claire Bessant, Chief Executive

Registered charity, Charity No. 1117342 and a company limited by guarantee, Company No 6002684
We continue to provide a vast website of information on feline health for cat owners and for those who work with cats in catteries, in breeding, or in homing centres.

We continued our Keeping Cats Safe campaign with additional ongoing campaigns on topics such as ethical breeding of cats and breeds which are suffering.

Via our new almost 10,000 strong and rapidly growing International Cat Care community from 69 different countries, we share a free monthly online newsletter and Intelligent CatCare magazine covering a host of topics on health, welfare and behaviour.

Via our digital communication team we contact thousands of cat lovers via Facebook and Twitter.
Our Easy to Give Awards recognise pharmaceutical companies which produce medicines which are easy to give to cats - palatable tablets or liquids, spot-on medications or other solutions which enable owners to treat their cats easily, safely, and minimising the handling which can negatively affect the relationship owners have with their cats (especially important when they are not well). We have now awarded a total of 42 awards.

In 2016 our awards went to:

- Benazecare 5mg Tablets (AnimalCare)
- V-Gel (DocsInnovent)
- Noraclav Chewable Tablets for Cats and Dogs (Norbrook)
- Amodip Chewable Tablets for Cats (Ceva)
- Feliway Friends Diffusers (Ceva)
- Lick-e-Lix (Webbox)
- Kittyrama Cat Collars (Kittyrama)

Two years ago we introduced a new award category – Cat Friendly Awards – which are aimed at recognising products that improve the care and welfare of cats. These have included puzzle feeders for cats, products that help reduce stress and ways to feed individuals in a multi-cat home.

In 2016 our awards went to:

- Beco Cat Bowls (Beco Pets)

For further information on all of the products visit: icatcare.org/cat-campaigns/easy-give

For further information on all of the products visit: icatcare.org/cat-campaigns/cat-friendly-awards
Along with iCatCare’s Dr Lizzie Rowe, Sarah developed the ‘Five-a-Day-Felix’ feeding plan as part of The Big Bang UK Young Scientists and Engineers Fair, to help cats live healthier and more happy lives. The plan encourages cats to climb, hunt, explore and play in the safety of their own home, activities which mimic their natural behaviour and boost cats’ positive behaviour and wellbeing. Currently, the majority of cats are fed straight from packet to bowl providing a lack of opportunity to interact with their environment. This ‘modern lifestyle’ can lead to pets not being mentally stimulated and eating too much food – with being overweight or obese a problem for many cats.

Our Certificate and Advanced Certificate in Feline Behavior were launched in autumn 2016 on our new distance learning platform and 165 students from 30 different countries students have started. The course is hard work but students are enjoying the challenge and reporting back about how it is affecting their every day encounters with cats.

Dr Sarah Ellis, previously from the University of Lincoln, joined the International Cat Care team in 2015 and has been developing our website information, distance education courses and is involved in many different areas such as welfare and feeding.
By providing high quality practical and relevant information to individuals, practices and veterinary organisations across the globe, International Cat Care’s veterinary division, the International Society of Feline Medicine (ISFM), is doing just that. Veterinary professionals not only treat and care for millions of cats, but influence other sectors where cats are cared for, such as in breeding, in caring for unowned cats and, of course, influencing owners and helping them to care for their cats.

ISFM leads the world in providing information on the veterinary care of cats. It is recognised for quality and a broad view of cat care, looking not only at illness, but at the cat as a whole, understanding stress and making the feline veterinary experience better not just for veterinary professionals, but for owners and, of course, for cats.

ISFM connects with almost 10,000 vets in 61 countries monthly with its Journal of Feline Medicine and Surgery, feline forum and monthly webinars. In addition, over 48,000 hours of ISFM webinars have been watched by cat professionals.

Over 450 vets have also undertaken the Feline Medicine Distance Education Course run as a partnership between ISFM and the University of Sydney’s Centre for Veterinary Education.

Over 10,000 veterinary nurses and technicians from 73 countries have received ISFM’s free monthly nursing journal – Feline Focus and free monthly webinars.

Over 800 nurses have or are undertaking ISFM’s distance education Certificate and Diploma courses in Feline Nursing from 34 countries.

To find out more about our free nurse membership visit: icatcare.org/nurses
ISFM veterinary members in 61 different countries receive our prestigious veterinary journal, the Journal of Feline Medicine and Surgery. JFMS is enormously well-respected and used by vets and researchers, with over 199,000 individuals from 206 countries visiting the journal online in 2016.

JFMS’s authorship also extends to all corners of the globe. The top submitting countries during the year were the US, the UK and Brazil, but submissions also came in from countries such as Argentina, South Korea and Taiwan.

The journal published two well-received guidelines articles: ‘ISFM Consensus Guidelines on the Diagnosis and Management of Feline Chronic Kidney Disease’ and ‘2016 AAFP Guidelines for the Management of Feline Hyperthyroidism’.

A JFMS Reader Survey was carried out in 2016 and a very pleasing 509 responses were received in total. 82% of respondents considered JFMS to be the number 1 source of feline information and some fantastic feedback was received about the journal, including:

- “JFMS is the best feline resource there is. I recognise the contributors as experts in their field and trust their opinions.”

- “JFMS is my go-to, cover-to-cover read. It is both practical as well as forward thinking.”

- “Busy or not, there’s always time to browse and read JFMS with joy.”

The Journal of Feline Medicine and Surgery Open Reports – the online, open access sister title to JFMS – had a very successful first year, and reached the milestone of 100 published articles. Showing its truly international status from the outset, papers were submitted from countries such as Israel, Morocco and Saint Kitts and Nevis. With an already growing readership, in 2016 the journal attracted over 29,000 downloads – up from 8,000 downloads in the first 6 months since launch in 2015.
VETERINARY CONGRESS
ISFM’s Congress in Malta covered the topics of feline gastroenterology and orthopaedics.

ISFM has a National Partner network which includes 16 feline veterinary groups around the world, including Korea, Japan and Thailand, as well as European countries, to provide a focus for veterinary surgeons with an interest in cats in those countries. Many now have thriving groups which are putting on their own conferences and events, spreading the feline message far and wide.

We also partner with the University of Sydney’s Centre for Veterinary Education to provide a distance education course on feline medicine for veterinary surgeons, and with the Australia and New Zealand Centre for Veterinary Studies to provide a way to obtain additional qualifications in feline medicine.
It is so exciting to see the changes which are happening – not only are we improving our veterinary care, but we are making the whole veterinary experience better for cats and their owners.

Andy Sparkes, Veterinary Director
FINANCES FOR 2016

Total income in 2016
£1,762,543

Total expenditure in 2016
£1,509,478

Net income in 2016
£253,065

CAT NAPS

Our annual photography competition had the theme of Cat Naps for 2016 and brought in a record number of entries, with a total of 3,400 amazing pictures of cats submitted by photographers from 51 different countries. Our thanks to everyone who sent in pictures and for the use of the pictures to help us to help cats.

To view all of the winning entries visit: icatcare.org/photography-competition/2016

Our 2016 calendar and poster celebrated cats’ ability to sleep anywhere! Johanna Vaurio-Teräväinen was the overall winner of the competition and her beautiful photograph of Pitkis (below) graced the cover of the calendar.

A full copy of the accounts is available from International Cat Care Headquarters or on the Charity Commission or Companies House websites.
International Cat Care is involved with the welfare of unowned cats in many different ways:

- We promote neutering to prevent the birth of unwanted kittens.
- We teach vets to neuter cats in countries where this is not yet practised widely.
- We prevent cats being abandoned by helping owners to better understand their cat’s behavioural and environmental needs, allowing them to live happily together.
- We are developing a Cat Friendly Homing programme to ensure that every cat in a homing centre is provided with a suitable environment which reduces stress, allowing the cat to show that it would make a suitable pet.
- We promote and teach Trap-Neuter-Return skills to manage populations of street cats.
- We raise the perceived value of cats and attitudes towards them.
- We collaborate with the Alliance for Contraception in Cats & Dogs to find new and easier ways to humanely reduce populations of street cats which may face persecution or culling.

We recognise people and organisations that are taking cat welfare forward. In 2015 our International Cat Care/Ceva Cat Welfare Award went to Harry Eckman from Change for Animals in Portugal.
Sometimes it feels as if life is terrible for cats around the world – an endlessly repeating cycle of neglect and abuse.

But there is hope for change.

International Cat Care is committed to creating a better world for cats by addressing the root causes of the problems faced by cats and developing sustainable solutions to end the cycle of suffering.

Our respected education, training and research programmes raise professional standards and seek solutions to issues that create immense suffering – such as street cat overpopulation.

We also promote responsible ownership by helping owners understand and care for their cats.

Change is already happening – but we need your help.

If you want to make a difference, visit: icatcare.org/support-us
OUR THANKS

To the companies, large and small, which worked with us or supported us in 2016 in lots of different ways.

PHOTO CREDITS

©iCatCare/Paul Brown
©iCatCare/Rachel Hunter
©iStockphoto.com/kirin_photo
DyrlægeRingen’s Tommerup clinic
The London Cat Clinic
©iStock.com/Johanna Vaurio-Teräväinen
©iCatCare/Tulyawat Mahawong
©iCatCare/Carol Fraser
©iCatCare/Igor Taranenko
Registered charity, Charity No. 1117342 and a company limited by guarantee, Company No 6002684

The International Society of Feline Medicine (ISFM) is the veterinary division of International Cat Care (iCatCare).