



**ANNUAL
REVIEW** **2020**

CONTENTS

03

Welcome from our Chair

04

A message from our Patron

05

2020 in numbers

06

Helping dogs, cats and communities in crisis

13

Raising awareness and funds

14

Coronavirus: adapting to a crisis

16

Our work overseas

18

2020: the journey

20

2021: a look ahead

22

Financial review

Vision

A society where people understand the importance and value of animal welfare.

Mission

We promote animal welfare by delivering a broad range of community-based veterinary, care and education services in the UK and overseas.

“When I reflect on 2020, I always come back to the importance of community and connection. We may have been forced apart, but we found new ways to be close and to support each other through this shared crisis. For many of us, this was made all the easier with our pets by our side”.

The Duchess of Sussex
Our Patron

Who we are

Mayhew is an animal welfare charity working to improve life for cats, dogs and the communities we work in. We achieve this through the rescue, welfare, clinic, preventative and rehoming work carried out from our base in London, as well as overseas.

The trustees have carefully considered the Charity Commission's guidance on what benefits the public and believe that Mayhew's work does so in a number of ways. Throughout this annual review, the significant activities undertaken by Mayhew in 2020 will be reviewed, demonstrating that Mayhew's endeavours in pursuit of our charitable purposes have created material public benefit for the communities we serve, and readied the organisation to further its public benefit in the coming years.



Welcome from our Chair

2020 was a tumultuous year that affected everyone. At Mayhew there were unforeseen challenges but also achievements to be proud of.

We worked within restrictions and lockdowns, adapting our programmes and services wherever possible so that we could continue to help the animals and pet owners in need in our communities. We delivered dog and cat care packages of vital supplies to vulnerable owners and their pets, and provided telephone support for members of the public looking to us for advice. Our TheraPaws™ programme went digital, with virtual calls replacing in-person visits so that we could continue to provide the consolation of interacting with dogs to those who needed it most.

We understand how much comfort pets give, and over the past year it has become apparent that more people are recognising this than ever before. Hundreds of cats in our care found their forever homes in 2020 via an innovative virtual adoption process, and through our Pet Refuge programme we looked after cats and dogs of those who were sick and isolated, offering a helping hand to temporarily care for their beloved pets, giving their owners the time to recuperate, so they could be happily reunited once they were well enough.

Internationally, our teams' resilience was stronger than ever. We overcame multiple obstacles and there were some standout achievements: in Kabul, Afghanistan, we celebrated the first year of our Animal Birth Control Centre and I am so proud to report that our team hit the significant milestone of 10,000 free-roaming dogs neutered in the capital. In Georgia, on one particularly impressive day in June, Mayhew Vet Dr Ana, together with Dr Dato, neutered 30 dogs in the

fully equipped mobile veterinary clinic we run in collaboration with the organisation Doggie Doc.

It became clear that decades of our community outreach approach to animal welfare work had prepped us well and we had the services, the experience and the resources to reach the animals and people that needed us. I have been impressed at how everyone at Mayhew has responded to these challenges with professionalism, resilience and complete dedication. One of the toughest parts of the pandemic restrictions was having to ask our amazing Mayhew volunteers not to come on site. The huge number of hours of unpaid work they dedicate and the gallons of love and care that they pour into our cats and dogs has been immensely missed.

Working through the pandemic was undeniably a time of learning for Mayhew, and you can read about some of the lessons we learnt alongside our accomplishments over the following pages. Much has changed the world over in the last year – I hope that we can now look to harness the better parts of that change to build a brighter future for pets and their people. 2021 has already got off to a great start for Mayhew with investments made to enable increased impact both in our domestic and international work – you can read more about our exciting future on page 20.

Thank you to all our staff, students, volunteers and supporters for all they have done for animals and people in 2020. I'm thrilled that you can take some time to read about their year of achievements.

Julianne Hicks,
Chair of Mayhew's Board of Trustees

A message from our Patron, The Duchess of Sussex



Over the last year, each of us have felt the profound effects of the global Covid-19 pandemic. Be it the loss of a loved one, the health challenges far too many faced, or the disproportionate life changes everyone has experienced, it has been an overwhelming process of grief, growth and also of gratitude.

I have heard from so many of you about the impact of having a pet with you at home during the isolation of lockdown; you have mentioned the therapeutic effect of having your animal by your side and the solace and comfort you found in their company. This effect is something Mayhew strives to deliver day in and day out to people throughout the UK and beyond.

This work was something Mayhew took pride in well before the pandemic and will continue to do so long after. Between their TheraPaws™ program, advocacy

for pet rescue and work with the homeless community and their pets, Mayhew continue to meet us where we are as a society and foster the healing connection between animal and human.

I want to thank every animal lover across London, the UK and the world who has supported Mayhew during the past year. Your help has meant that, despite the hardship, Mayhew has been able to continue providing vital support to cats and dogs, and the communities around them.

I have been proud to witness Mayhew adapting to the moment – through virtual rehoming, TheraPaws visits over Zoom and delivering care packages to animals and pet owners in need. The organisation has rescued and rehabilitated cats and dogs in critical situations and, of course, delivered vital animal health services overseas in countries also gripped by the pandemic.

When I reflect on 2020, I always come back to the importance of community and connection. We may have been forced apart, but we found new ways to be close and to support each other through this shared crisis. For many of us, this was made all the easier with our pets by our side.

Mayhew – and thousands of small, community organisations like them – will continue to listen, adapt their services, and provide the resources that people and pets need to stay together and persevere through hardships. As we collectively build to the future, my sincere hope is that we do so with ongoing support and appreciation for organisations like Mayhew, who continue their vital work in days of crisis and in days of calm. Their commitment to the cause of animal welfare is steadfast and their effect on our community wellbeing is self-evident.

2020 in numbers



WE REHOMED



38

DOGS REUNITED
WITH THEIR OWNERS



305

THERAPAWS
VISITS



1,360

ANIMALS BROUGHT
TO OUR **VACCINATION**
CLINICS IN LONDON



837

ANIMALS **NEUTERED**
ACROSS OUR UK OUTPATIENT
AND WELFARE WORK



14,503

DOGS **NEUTERED**
OVERSEAS



17,421

DOGS **VACCINATED**
AGAINST RABIES



140

DISTRICT ELDERS AND
VETS REACHED AS PART OF
OUR INTERNATIONAL VET
TRAINING AND EDUCATION
OUTREACH WORK

HELPING DOGS, CATS AND COMMUNITIES IN CRISIS

At Mayhew, we know that our cats and dogs make a powerful contribution to our mental and physical wellbeing. They can provide a reason to get out of the house in the morning, are a comforting sofa companion as long evenings stretch out and give us strength and resilience when times get tough. While Mayhew has long worked to protect the bond humans and animals share, never has that bond felt more critical – or more in need of protecting – than in 2020.

January 2020 marked the start of the final year of Mayhew's current strategy, under which we planned to consolidate, enhance and expand our rescue, rehoming, clinic and community projects here and overseas, while looking to the future to develop a new four-year

strategy. As the coronavirus pandemic swept the globe, Mayhew – like many charities – had to put these plans aside and switch into crisis mode. The long-term strategy cycle was placed on hold and a 2021 'bridging' strategy established in its place. The animals and communities we serve needed our support urgently and in its most fundamental form, and our staff and volunteers stepped up to this challenge heroically.

This review will demonstrate how Mayhew responded to the animals and people who needed us, and the impact we have had in the last 12 months. The events and consequences of 2020 will never be forgotten, so we will also look back at everything we learned during this monumental year.



All images used in this review were taken following Covid-19 regulations at the time.

LOOK OUT FOR THESE ICONS OVER THE COMING PAGES TO SEE HOW OUR WORK FITS TOGETHER:

- COMMUNITY SUPPORT
- THERAPAWS
- CLINIC
- INTERNATIONAL
- RESCUE AND REHOMING
- EDUCATION
- RAISING AWARENESS
- FUNDRAISING
- VOLUNTEERS

THE POWER OF ANIMALS IN A CRISIS: KEEPING ANIMALS AND PEOPLE TOGETHER



When the pandemic hit, Mayhew's first priority was ensuring that our elderly and more at-risk service users and their companion animals were safe. Our Animal Welfare Officers (AWOs) immediately called round to check in and find out what support we could provide.

People were worried about getting vital supplies for their cat or dog while isolating and how their pet would receive treatment when local vet services were reduced. Mayhew's clinic cut back outpatient slots and worked closely with our AWOs to identify

the animals that needed us most. We also began delivering bespoke care packages including pet food, medical treatments and other supplies to people in at-risk groups who were shielding and to homeless shelters. We delivered 106 of these packages in the final quarter alone.

234

animals neutered under our Pick & Snip scheme

31

cats and dogs temporarily cared for through our Pet Refuge programme



At the start of 2020, Angela was diagnosed with breast cancer and her beloved cat Kevin started to have problems with his eyes.

Lockdown meant both of their treatment options were very limited and Angela was advised that euthanising Kevin might be her only option. Heartbroken and determined to not lose her companion, Angela called our Animal Welfare Officer Alisa (AJ). AJ and Mayhew's vets were able to help Angela manage Kevin's frequent visits and ongoing care safely despite the restrictions, including supporting her as she made the difficult decision to remove one of his eyes.

"Although they tried their best, they couldn't save Kevin's eyesight or one of his eyes, but I have a happy, pain-free cat. I don't think I would have coped with my operation and treatment without Mayhew's help and support. They all cared so much. They kept in touch constantly and Kevin was so brave and took his treatment like the gentleman he is. I thank AJ and her team and the vets from the bottom of my heart. Both Kevin and I are now well and that is thanks to them." Angela

LESSONS LEARNED: AJ Ford, Animal Welfare Officer

"Of course, no one predicted what 2020 would bring, but in many ways the work we did remained the same. We've worked hard for over 20 years to establish ourselves in the community as the place for pet owners to turn when crisis hits. Because we are so trusted, and people know we are non-judgmental, it meant they felt they could pick up the phone and call us. We quickly understood the struggles people had in lockdown and could adapt our services, approaching the right networks and hubs and delivering support and supplies to them, as well as to our individual clients."





THE POWER OF ANIMALS IN A CRISIS: THE BENEFITS OF ANIMAL ASSISTED THERAPY



We know that interaction with animals, whether they're your own pets or otherwise, can have a huge impact on quality of life, so Mayhew's TheraPaws™ programme has fought to continue providing this for people in hospitals, care homes and mental health facilities throughout 2020.

A week before the national lockdown in March, we made the difficult decision to pause all in-person visits for the safety of venue residents and our TheraPaws teams and quickly trialled virtual visits over Zoom. We also reached out to NHS key workers to see if a video call with one of our four-legged therapists would provide some comfort to them and their families – and were delighted to find that it did.

"The TheraPaws session was lovely," says NHS worker Jenny. "We talked for ages and the kids thoroughly enjoyed the session. They had been feeling so flat for a long time (as had I) and to

238

in-person TheraPaws visits and 67 virtual visits

"TheraPaws gave my girls something to look forward to each week when the whole world came to a stop. It gave them enjoyment seeing the dogs and allowed them to focus on something positive."

Lisa, NHS nurse

meet Luna and her owner gave us a real lift. We talked about it for days afterwards and it is a really nice memory in that difficult time."

LESSONS LEARNED: Zoe Edwards,

Head of Animal Welfare

Not only were NHS workers on the front line protecting people and saving lives, but they had to return home and try to safeguard their children from all that worry. Moving our TheraPaws sessions to a virtual format allowed us to offer the service to these families, and I'm proud of the small role that we played in supporting their mental health. The crisis showed how important interaction with animals is, but also the crucial role our volunteers play, with their friendly, loving and empathetic conversation.



Mike with Roobarb

The whole Mayhew family was saddened when our wonderful kennels volunteer Mike Ciniglio passed away late in 2020. He was a dedicated, passionate animal lover and gave many years of his life to supporting Mayhew's residents, as well as cheering the whole team with his great humour and stories. He even adopted one of our cats: Bert. Mike received a special TheraPaws visit during his final days and will be terribly missed by everyone at Mayhew – both two and four-legged.



While virtual TheraPaws was a welcome solution for many, some venues in particular missed the closeness of the physical sessions. Once the first lockdown ended, Claire and Roobarb were able to resume their visits to Lawnfield Care Home, where they have been regulars since August 2017, thanks to Claire's commitment to getting tested weekly for Covid-19.

"For the few weeks before virtual visits started, I sent photos of Roobarb, which seemed to make everyone happy – some residents had even been kissing her photos! A few residents found it difficult to engage over a screen for a period of time, and we had the usual challenges of internet connection and background noise. We are so lucky to have been able to visit most weeks since July." **Claire**

KEEPING ALL ANIMALS SAFE



In 2020, Mayhew worked hard to ensure that non-owned animals stayed as safe and protected as possible.

In the face of many challenges, we fought to keep our vital Trap, Neuter, Return (TNR) programme going for the health and welfare of London's feral cats. Battersea recognised our expertise and awarded a grant to target five postcode areas. In just six months, despite Covid-19 restrictions, we neutered 237 cats, helped many more with health issues and rehomed or reunited strays with loving owners.

We supported local people who monitor feral cats with supplies and advice across the year. In June 2020, our annual survey* revealed that only

51% of Londoners understand the term 'feral cat', so we launched our Feral AdvoCAT campaign to educate a wider audience about these animals and give guidance on how to help local colonies. An amazing 574 people signed up to hear more and we plan to work more closely with this group in 2021.

38

dogs were reunited with their owners through our stray contract with Brent council



Doreen Beresford has become known affectionately as 'the cat lady' thanks to her care for the local feral population. Doreen has created something of a community for neighbours – including many isolated and older people – to bond over their shared love for these animals and their commitment to keeping them safe.

"I have one cat in particular who visits me every day, which is lovely because he has kept me company. The man down the road, who also looks out for the cats, comes and speaks to me outside often (with our masks on, of course) about the cats and how they are all doing. Mayhew have done a great job this year, especially ensuring people can order or collect supplies and treatments for the animals. I've had my first Covid-19 vaccine now and can't wait to be able to bake for the staff again!" **Doreen**



Luckily for feral cat Denzil, his colony is watched over by a carer who one day noticed he had got himself into a sticky situation: his neck had become trapped in an empty roll of tape. Mayhew's Animal Welfare Officers brought Denzil to our clinic to have the roll removed. Thanks to his carer, Denzil made a full recovery and was safely returned to his colony.

LESSONS LEARNED: Georgina Costi,

Cat Welfare Coordinator

"Feral cats have been badly affected by the impact of the pandemic on animal welfare: their food sources were reduced due to restaurants being closed, and restricted neutering programmes meant a huge boom in breeding, which led to even more competition for resources. We also saw many more heavily pregnant cats and sickly kittens needing urgent attention.

"We expect to see an increase in overcrowded colonies and new colonies popping up, paired with a spike in deaths as a result of illness, injury and lack of resources. We are readying ourselves for this dual challenge in 2021 and will continue to pause outpatient neutering services for cats so our team can use the slots to tackle the feral neutering crisis."

*Of 1,000 adults living within the M25 in London.

REHOMING DURING LOCKDOWN



Our Animal Care and Veterinary teams have been true animal heroes in 2020 as they continued to provide the care, treatment and stimulation our on-site cats and dogs needed. Mayhew quickly adapted its rehoming processes to work within government restrictions, never giving up on the cats and dogs who deserve a safe and cosy home. We began virtual interviews and home visits, and our Animal Welfare Officers safely delivered animals to their new families.

With neutering programmes slowed down or on hold, we saw a kitten boom in 2020, leading to more tiny residents than ever to care for at Mayhew. So thank you to **Pets at Home**, whose vouchers helped us stay well stocked in kitten toys and treats!

LESSONS LEARNED:

Tanya Madden,

Deputy Head of Animal Welfare

"The biggest learning curve for our adoption work in 2020 was 'going virtual', but I'm pleased to say that while it's sped up the process of animals finding their forever homes, we haven't compromised on the quality of our work. We've seen no spike in pets being returned to us and have been extra vigilant to ensure people are planning for life after lockdown – not just their current lifestyle. Trust me, we can spot an impulse application a mile off!"



331

cats and **54** dogs rehomed

Some animals found virtual rehoming worked in their favour – cats with ongoing health issues and even black cats, who tend to take longer to get adopted, found loving homes. Shy Linda was one such cat. She was rescued by Mayhew in February 2019 and thankfully was with one of our fantastic foster carers when lockdown hit just over a year later. A couple of unexpected medical scares delayed her adoption progress, but finally Linda found a home in 2020 after becoming Mayhew's longest-staying cat.

"We fostered Linda for over a year, so it was always going to be hard saying goodbye to her. With lockdown and the adoption processes turning virtual, I was at first, selfishly, worried as I wouldn't physically meet the people who were going to adopt my precious foster girl. But I needn't have worried – the new process really suited Linda. Whenever new people previously visited my flat, Linda would run and hide away, but on camera she was none the wiser to the strangers on the other end of the phone and they could see her true personality. The process worked so smoothly, and she has found the perfect home with her new adopters!" **Alissa, foster carer**

REHOMING OUTSIDE THE SHELTER



While animals receive the highest level of care and support during their time at Mayhew, we know that nothing compares to a home environment.

When the first coronavirus restrictions were announced in March 2020, we were inundated with offers to foster cats and dogs. We recruited eight fantastic new cat and kitten foster

carers, and many of our own staff members and students took animals home temporarily so they wouldn't spend lockdown in the shelter. Not only was this crucial for the wellbeing of those cats and dogs, but it meant our Animal Care team and Animal Welfare Officers could focus their efforts on the much-needed emergency response instead.



Mayhew's Rehome from Home scheme enables dogs to find a new home without needing to enter the shelter environment.

Eighteen-month-old Dexter joined the scheme after his original owners found themselves unable to cope and could no longer look after him. They cared for Dexter greatly and wanted to stay involved in his adoption process and meet his new owners. Dexter is an incredibly friendly and energetic young dog but he is also anxious, so he benefited from being able to remain in a familiar home environment throughout. We were relieved to be able to help with his adoption before the first lockdown came in.

"Dexter is getting along wonderfully – he is very well behaved and is getting less and less scared of the outside world. The seamless transition worked out perfectly for all of us." **Dexter's new owners**

29

dogs adopted via our Rehome from Home scheme

LESSONS LEARNED:

Lisa Guiney,

Dog Adoption Officer

"I'll remember 2020 as the year that demand for dogs went sky high. I'm hopeful this can be a positive thing, with more people and pets forming that precious bond. I've found myself taking many more calls from new pet owners seeking advice and guidance and, working remotely, I've managed to find more time to talk to them. I've also engaged more with people calling us wanting to give up their dog and I'm pleased that almost 15% decided to keep their animals as a result of our advice. It's reminded me that we are such a trusted source of expertise in our community, so we'll be working on making much more advice available on our website next year. Of course, we're also monitoring the pet boom very closely and will be here for animals that need us once life returns to normal."

110,136

hours volunteered by our cat foster carers and **13,920** by our dog foster carers



NEW WAYS TO DELIVER QUALITY VETERINARY CARE



Mayhew's on-site Community Vet Clinic may have had to close its doors to external clients for much of 2020, but the vets, vet nurses and support team have found new and innovative ways to work.

The team continued to provide emergency medical care and maintain the welfare of our on-site cats and dogs throughout, and once the Royal College of Veterinary Surgeons confirmed lockdown exemptions for shelter and welfare veterinary work due to its unique pressures, we were able to expand our services.



The clinic staff worked closely with our Animal Welfare Officers to treat stray and feral cats, who needed us more than ever, and the team also managed to continue student training, taking on one new vet nurse student, Raquel, in November. We were proud in the early days of the first lockdown to be able to donate our medical-grade personal protective equipment (PPE) to local care homes during the height of the PPE crisis. While social distancing demanded reduced staff numbers on site, the wider team used their homeworking set up to create countless advice articles for

our website, as well as conducting virtual consults, reassuring our welfare clients by phone and establishing a new medicine delivery service. We also introduced a new quarterly clinic e-newsletter to stay in touch with our clients and share advice and best practice.



Sadly, serious illness meant 13-year-old blind shih-tzu Barnaby's owner could no longer look after him and he came to Mayhew for rehoming. During his health check, the vet spotted Barnaby's pot-bellied abdomen and hair loss. We quickly ran a full medical examination on him, including blood and urine tests, which confirmed early-stage Cushing's disease. This means Barnaby's body is making too much of a hormone called cortisol, which can result in a variety of side effects and symptoms. Our vets employed a conservative treatment plan based upon Barnaby's advanced age, keeping a close eye on him ready to give medication if required. Barnaby also needed teeth extracting after which he was soon rehomed with Susan and her family, who also adopted Tess from Mayhew in 2019.

315

animals delivered flea and worming treatment at home

LESSONS LEARNED:

Justin Ainsworth,
Head Veterinary Surgeon

"The story of how we managed to cope with such unprecedented challenges, I think, begins many years ago with the work Mayhew's fantastic team has done to promote responsible pet ownership and timely neutering and deliver preventative veterinary care. It meant that when the unthinkable happened and we had to temporarily close our doors, the community's pets were in the best health possible. I want to personally thank our loyal clinic clients for their understanding during times we couldn't be there in 2020, and I'm proud that we can maintain some of our adapted services like medical deliveries once the pandemic is long behind us, as we know this has become highly valued by people who can't come in to see us."

1,360

outpatient vaccination clinic appointments

RAISING AWARENESS AND FUNDS



Raising awareness and income for the charity during the crisis was a huge focus in 2020 as Mayhew had to make the difficult decision to cancel its in-person events. We missed seeing supporters at our annual Open Day and other calendar highlights, and of course we saw a huge drop in the income we usually rely on.

We quickly developed virtual events, including a weekly quiz and Hounds in Your Home – an online version of our beloved annual dog show Hounds on the Heath – hosted by Sue Perkins, and a fantastic evening of digital talks about our international work, which featured live video links to Georgia and Afghanistan. Our online Christmas event was a high point, with sparkling VIP guests and performances, and it raised over £4,500 in much-needed funds.

2020 was a challenging year for our corporate partnerships as businesses across the country faced their own crises. Despite this, taxi company Bolt helped 'drive' some fantastic initiatives for us: we received an amazing £5,000 from an International Dog Day post on their Instagram channel, and they even provided free taxi rides for Mayhew staff who needed to get into work on Christmas day. **Thank you, Bolt!**

£60,440

total value of corporate income



£539,461

in grants from trusts and foundations for our domestic and international work

LESSONS LEARNED:

David Milsom,
Head of Fundraising

"We faced a really bleak outlook when the pandemic hit: not only did we have to rethink our events and partnership work, but legacy income – which has accounted for half our usual funds in previous years – was hit by a freeze in property markets and significant delays in the probate process. The amazing generosity of our supporters undoubtedly helped Mayhew to survive one of the most challenging periods in our history. We saw an increase of 35% from 2019 to 2020 in the income from our magazine appeals; people donated tens of thousands of pounds to our plea for care packages; and our digital fundraising saw a big uplift too, with more than double the donations coming through our website compared to 2019. We are committed to continuing to show our supporters the impact of their generosity on cats and dogs in need as we move into 2021 and beyond. Thank you."

In January, we launched 'A life, shared' across London's underground stations, accompanied by an animated video online voiced by the brilliant Louis Theroux and Emily Raymond. The awareness campaign included poems that beautifully demonstrated how interwoven our lives and our pets' lives are. Throughout the pandemic, this human-animal bond became even more vital. A new poem to reflect the times and celebrate our cats and dogs became Mayhew's first radio advert and was voiced by Jason Flemyng and Philippa Gregory. The radio and digital campaigns reached almost 6 million people, while over 8 million Londoners had the opportunity to see the tube adverts. Some lucky commuters even met Miriam Margolyes who joined us to fundraise at one tube station for the launch.

Our Senior Digital Communications Officer, Alissa Johnson, was recognised with an Inspiring Communicator Award by CharityComms for her fantastic work in 2020. **Well done, Alissa!**



CORONAVIRUS: ADAPTING TO A CRISIS



In March 2020, a week before the nation went into lockdown, Mayhew took the decision to close the Home to all but essential animal care staff, who themselves began a skeleton rota to keep each other as safe as possible. All office staff began working from home and we sadly had to tell volunteers to stay away. Our doors were closed to the general public – and they stayed that way for most of 2020.

Our animal care staff and Clinic and Facilities teams worked fast to make the Home Covid-19 safe, completing risk assessments, reacting quickly to guidance from the government and our sector bodies, sourcing PPE, developing processes and installing screens. Our Animal Welfare Officers and TheraPaws™ volunteers did what was needed to be able to operate safely outside of the Home, while our Clinic team personally drove medical supplies round to worried clients in the early days of lockdown. They have all worked on the front line of the pandemic to care for Mayhew's animals and meet the new needs of our community, and they deserve our highest praise and thanks.

Supporting our people

Anyone at Mayhew who could work from home did so for the rest of the year. This meant an overnight overhaul of the ways in which many of our staff worked: we adopted Microsoft Teams and other remote video conferencing solutions, upgraded our servers to cope with the new demand, and provided the team with equipment and at-home assessments. We are so proud of the resilience of each and every member of staff in adjusting to this new world. It is one that is here to stay: Mayhew has taken the difficult decision to give up its second office space – home of the Fundraising and Marketing teams – and is focusing on long-term agile working policies to



become a more attractive and flexible place to work.

This huge change has, of course, a substantial impact on wellbeing and organisational culture, and Mayhew's HR team called every member of staff personally during the first lockdown to check in. Mental health is a priority going into 2021 and beyond, as will be a review of our approach to equality, diversity and inclusion.

32

staff took up the furlough scheme in some way across 2020

125,712

hours given by volunteers

Staying in touch with volunteers

Due to the pandemic, sadly, Mayhew hasn't welcomed volunteers on site since early March 2020. Instead, we have stayed in touch through Zoom calls, virtual training (such as a session on calming anxious animals around fireworks), Facebook updates, emails and phone calls. Volunteer retention has been very high and their messages of support have kept the team going through the hardest days.

96%

of volunteers felt volunteering at Mayhew was rewarding

We are so grateful to the volunteers who have continued to donate their time to us from afar, including our amazing TheraPaws teams, brilliant foster carers, home visitors, the drivers who dropped staff to the Home on Christmas day, our fundraising and communications support, and three wonderful volunteers who have been making us protective face coverings.

Securing income and awareness

Mayhew's supporting teams worked hard in the early weeks of the pandemic to ensure our operational teams had the awareness and funds they needed to keep going. Our Digital team reworked Mayhew's website to make it easy for people to find our ongoing services and source advice and information while vets and behaviourists were out of action. The revamp also highlighted how to support us by donating and – importantly – encouraged visitors to find moments of relief and comfort through uplifting cat and dog content. Our website traffic increased by 16% compared to 2019.

The Fundraising team got to work on our biggest digital appeal, asking the public to donate towards pet care packages that our Welfare team

would direct to those in need. A huge £10,000 was raised in April alone and we launched a second appeal for winter care packages in December through the magazine and our digital channels, which added a further £20,000.



Thank you to our supporters for helping fund vital care packages. A special thank you to **Burns Pet Food**, who not only supplied the food for the Home this year, but also contributed much-needed food for the care packages and rehoming packs to adopters.

194

care packages delivered



In partnership with
HM Government THE NATIONAL LOTTERY COMMUNITY FUND

THE
JULIA AND HANS RAUSING
TRUST

Animal charities were not eligible for government Covid-19 funding, so we are immensely grateful to the **Julia and Hans Rausing Trust** for recognising how vital our work is and supporting us to care for the vulnerable in our communities and their most beloved companions. Their donated funds helped us to continue our outreach work in the community and keep people and animals together.

We also want to say a massive thank you to the **National Lottery Community Fund** for supporting TheraPaws in 2020, enabling us to continue bringing invaluable emotional enrichment via our animal-assisted interventions, both virtually and in-person where possible.

OUR WORK OVERSEAS: MAYHEW AFGHANISTAN



Despite a three-month lockdown in Kabul from March, Mayhew Afghanistan had some incredible achievements in 2020: we neutered 9,193 dogs and vaccinated 12,210 against rabies. Our annual dog population survey showed the beginnings of a reduction in the number of free-roaming dogs, which was down by around 2,000. Support from Dogs Trust Worldwide, the Brigitte Bardot Foundation and new international partners the Edgard & Cooper Foundation was crucial in keeping our services running.



Working with the district elders

Tragically, a young boy in District 12, located on the outskirts of Kabul, passed away from dog-mediated rabies in November 2020. The local residents were shaken, angry and scared by the terrible news and many requested for all the dogs in the area to be culled. Dr Abdul-Jalil Mohammadzai (Dr Mo), Country Director for Mayhew Afghanistan, arranged a meeting with local leaders – the district elders – to explain how culling would not help and provided an insight into the benefits of our mass vaccination and large-scale spaying and neutering programme instead. Our field teams are now working more closely and effectively with the local elders across all districts in Kabul to ensure they are more engaged in the delivery of these projects, and we have had positive feedback from them already.



Tiny pup Roki was brought into our Animal Birth Control Centre in Kabul by a concerned local lady after she spotted some children dragging him along the street. Roki received care from our vets and then recuperated with foster carer Moqadas, who is also one of the drivers for our Trap, Vaccinate, Neuter, Return programme. We were delighted to hear that not only has Roki been doing very well, but Moqadas and his family have decided to make his living arrangements permanent and have adopted him!

LESSONS LEARNED:

Dr Jawid Mohammadi,
Mayhew Afghanistan Surveyor

"The pandemic has definitely made a difference to both animals and people here. With most of the locals staying inside, we've noticed that the dogs are coming out onto the roads and streets more. Before, a lot of them used to hide away under containers, damaged cars and bridges. This has made things easier for our team members when they are out catching and surveying the dogs. With restaurants and other food sources closing, locals have felt more compassion towards the stray dogs and we've noticed a lot of people feeding them regularly. However, we have experienced a few cases where we have had to reassure locals who were worried about dogs transmitting Covid-19 to humans. We were called out to help two dogs that had a severe skin disease and the locals were very frightened, mistakenly believing that the dogs were infected with the coronavirus."

20
vets trained

OUR WORK OVERSEAS: MAYHEW GEORGIA



Despite various lockdowns halting their work, the Mayhew Georgia team managed to surpass their target to neuter and vaccinate more than 1,000 dogs in 2020. Two new clinics, VetLife and Vetex, came on board, providing more Mayhew-trained vets to deliver the team's programmes in Tbilisi. The team also partnered with Doggie Doc to trial a mobile Trap, Vaccinate, Neuter, Return (TVNR) project in regions outside the capital, which will be a focus of 2021.

Our Communications team supported Mayhew Georgia by developing and launching a new website, in both English and Georgian, to help spread the word and raise income on the ground.

We were thrilled to welcome two very special new Friends of Mayhew Georgia who will help promote and amplify our work: Artistic Director of the State Ballet of Georgia and prima ballerina Nina Ananiashvili, and Ambassador of Georgia to the UK Sophie Katsarava MBE.



LESSONS LEARNED:

Dr Ana Metskhvarishvili,
Mayhew Georgia Veterinary Surgeon

"When the lockdown started, our lives changed drastically. We needed to begin working under the rule of only having three people on site, which meant that everything apart from emergency care had to be postponed. We were steadily, if inconsistently, able to run our TVNR project, and of course I was worried for the street dogs. It's been very heart-warming to see that local people have been working together to take turns feeding the stray dogs in their areas, and I have also heard of people walking long distances with 10kg of food, just so they can ensure the stray animals are well fed."



A group of volunteers brought 17 dogs from western Georgia, where there is very limited veterinary provision, to be vaccinated and neutered at the clinics in Tbilisi that deliver our programme. The Mayhew Georgia team was pleased that awareness of the importance of these preventative measures had spread, as well as the knowledge that Mayhew Georgia is a place to come for support. We attended to the dogs over three days before they were safely returned.

1,054

dogs vaccinated and neutered in Georgia

4

vets trained

SUCCESS IN INDIA

For over 15 years, Mayhew has supported local charity Helping Organisation for People, Environment (HOPE) & Animal Trust in Ranchi, northern India, to improve the lives of free-roaming dogs and protect communities. In 2020 we wrapped up our partnership, and we are so proud that today Ranchi has a stable dog population, with no significant growth in the number of dogs on the street. More than 92,000 dogs have been neutered and vaccinated, which equates to about 72% of the free-roaming dog population, and there have been no recorded human rabies deaths in the city since 2017. Forty-seven local vets have been trained during our collaboration, and well over 500,000 adults and children have been reached by the charity's educational initiatives, many of which have been run by a Mayhew-funded Education Officer.

2020: THE JOURNEY

Continued working to increase the number of mental health-focused TheraPaws™ visits.

Monitored income closely in anticipation of the financial impact of the coronavirus and adapted our fundraising priorities to focus on areas in which we were performing well over those income streams that had fallen away.

Completed as many dog assessments in a home environment as possible, avoiding animals spending unnecessary time in the shelter.

Supported student vets with their university practical studies and provided two veterinary nurse training positions.

Launched a new clinic e-newsletter to improve delivery of information and maintain engagement with our customers.

Reached our Mayhew Afghanistan annual target of 10,000 dogs neutered at the Animal Birth Control Centre.

Undertook a successful spay and neuter pilot outside of Georgian capital Tbilisi, which will be expanded in 2021.

Continued optimising benefits for Mayhew employees, including switching to a new health cash plan provider.

Invested in our infrastructure and IT systems to enable better remote working.

2021: A LOOK AHEAD

The twelve month period from January 2021 is set to be exciting as we gradually move out of Covid-19 restrictions and bring our essential services – including those provided in our Community Vet Clinic – to full capacity. The year will see Mayhew developing its new longer-term strategy, welcoming back our much-missed volunteers and expanding our most impactful community projects.

Mayhew has started 2021 with some significant changes which demonstrate an investment in both our domestic and international work, and which increase our potential for impact many-fold. After 14 years as CEO, Caroline Yates took up a new position, Head of International Projects and Relations, which will see her dedicate her full time to creating, driving and delivering the strategic vision for Mayhew's international endeavours.

We are incredibly excited to have welcomed Howard Bridges as Interim CEO in spring 2021. Howard brings extensive experience as CEO in a number of animal welfare organisations and will support the team to adapt to the changing needs of our dogs, cats and communities as we move out of the pandemic and deliver our strategic aims, while a permanent CEO is recruited.

Mayhew will continue to follow all government Covid-19 guidelines to ensure the safety of our staff, volunteers and service users. As at spring 2021, we remain working from home where appropriate and possible, and unfortunately have continued to ask our volunteers to stay away. As restrictions are lifted, we will be proactive with encouraging staff to work more flexibly while maintaining the highest level of services for those in need.

We are pleased to be moving out of the challenges faced in the early part of 2021 and, though we are still unable to look forward to any fundraising events, we are heartened that income from physical services is now showing an improvement. We continue to rely on voluntary income to fund our operations, and again need to thank our amazing supporters for their ongoing and consistent help.

As our financial review on page 22 shows, Mayhew's financial position is significantly better than original expectations. The legacy income of £1,408,169 includes £552,108 that we were notified of before the year end, where the funds have been received or are receivable into 2021.

The trustees believe that Mayhew has sufficient cash and reserves to continue our activities where possible within the bounds of current restrictions. In light of the pandemic, Mayhew has a 'bridging' strategy for 2021, and the following areas of focus will guide us as we build a new strategy for 2022 onwards.



"I first became aware of Mayhew in 2003 while living in Moscow, where I was fascinated by the street dog population there and wanted to do something to help. I'm now incredibly excited to have the opportunity to create and implement the vision to elevate our international efforts and build upon the exceptional work that our teams have been doing for many years."

Caroline Yates, Head of International Projects and Relations



"I feel privileged to be leading Mayhew into an exciting period of opportunity post-pandemic. It's an honour to be involved with one of London's most respected animal welfare charities, known for serving dogs, cats and communities for 135 years."

Howard Bridges, Interim CEO



CLINIC

- Work to clear the vaccination and neutering backlog caused by Covid-19 restrictions, initially prioritising feral cats and our welfare cases and moving to outpatient services from late spring onwards (in line with government guidelines).
- Thanks to The Hobson Charity and other generous donations, we will be able to purchase and install a vital dental x-ray machine for our veterinary clinic to enable us to begin rolling out outpatient preventative dental services.
- Welcome students under extramural studies placements and restart UK vet student training.

COMMUNITY

- Work closely with the Clinic team to tackle the cat population crisis in our local community that will result from a lack of neutering in 2020 through our Trap, Neuter, Return and Pick & Snip programmes and other rescue projects.
- Enhance and promote our Pet Refuge programme so that we can help more cats and dogs who's owners are facing a crisis situation.

- Support TheraPaws™ volunteers to safely and gradually return to in-person visits. There is a backlogged demand for hospital visits, and we will continue to support the NHS however possible.

MAYHEW INTERNATIONAL

- Complete the fourth year of our rabies vaccination programme in Afghanistan and continue our Trap, Vaccinate, Neuter, Return (TVNR) work from the Animal Birth Control Centre in Kabul.
- Expand our TVNR work in Georgia by continuing our collaboration with Doggie Doc to take our services to five regions outside of Tbilisi. In the capital, we will start work with a fifth partner clinic.

REHOMING

- Deliver preventative advice – in partnership with the Welfare and Clinic teams where needed – to keep owners and animals together and mitigate the potential fallout of the 'lockdown pets' boom. Prepare ourselves for a potential spike in unwanted dogs in particular.

- Increase cat rehoming as we deal with the impact of the cat population crisis.

SUPPORTING SERVICES

- Launch a new advice hub on the Mayhew website to provide a findable and fully searchable portal of Mayhew expertise, with new content regularly added.
- Maintain the momentum of our fundraising appeals through compelling storytelling and proving the impact of our donors' support on cats, dogs and communities.
- Support staff with the ongoing move to more flexible working, including vacating our rented second office space, ensuring IT is fit for purpose and consulting staff on their wellbeing to ensure we are meeting the mental health and social needs of our team in this new environment.
- Safely welcome our volunteers back on site and ensure they receive thorough refresher training and updates.

FINANCIAL REVIEW

Mayhew receives no government funding and we are dependent on the generosity of our supporters in order to continue and develop our essential animal welfare work. In 2019, we reported an increase in total income of 25%; this year has seen a reduction of 10% on total income in what has been a unique year for everyone.

In 2020, non-legacy donations made up 47% of our overall income (in 2019, this was 33%). This year saw an increase in the value of non-legacy donations, with the final amount received coming in well over £1.4 million. This increase reflects the results of continuing to engage with our supporters albeit remotely. We continued to invest in raising funds and awareness, while managing to decrease expenditure in this area by 3%. This investment, which in 2020 accounted for 23% (2019 23%), ensured that we can secure sufficient income in the future to continue our valuable and essential animal welfare work. Thank you to everyone for this amazing support in 2020.

In 2019 our legacy income had increased by 34% from 2018 to over £2 million; in 2020 we have seen a drop to approximately £1.4million. We never cease to be grateful to

all those who remember Mayhew in their wills and without these amazing gestures of kindness and support, we would be unable to carry out our charitable activities so extensively.

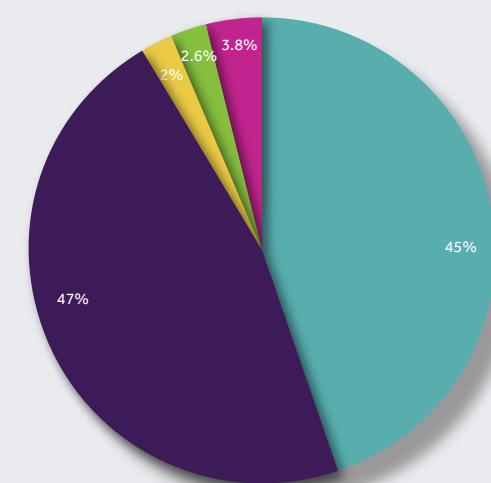
Our direct and indirect expenditure on animal welfare in the UK decreased only slightly on last year, reflecting the fact that to continue our vital work our staffing levels in our Animal Welfare and Clinic teams remained constant.

Our welfare programmes in Afghanistan and Georgia were able to continue during 2020 despite some periods of reduced capacity due to pandemic restrictions.

For the year, our total expenditure exceeded income by £47,275 (in 2019 income exceeded expenditure by £362,006). If non-cash elements such as depreciation, amortisation and loss on revaluation of investments are excluded, for 2020 there was a surplus of £115,254. Mayhew has managed to maintain a level of reserves to form a good footing for 2021, which we believe will help us mitigate ongoing challenges from the Covid-19 pandemic.

TOTAL INCOME: £3,139,595

2019: £3,480,566



Legacies: £1,408,169 (44.8% of total income)
2019: £2,092,019 (60%)

Donations: £1,472,560 (46.9%)
2019: £1,135,628 (33%)

Fundraising events: £11,056 (0.4%)
2019: £41,166 (1%)

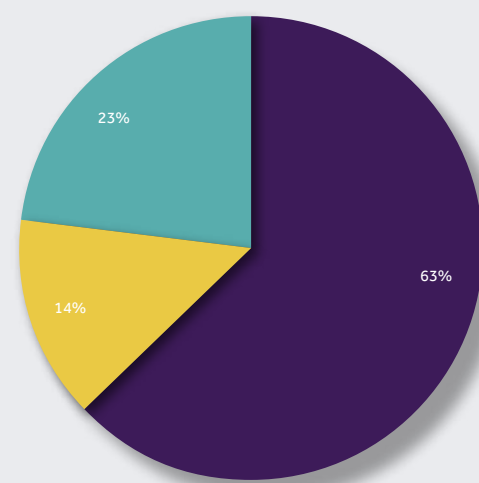
Trading income: £49,305 (1.5%)
2019: £74,802 (2%)

Vet clinic and rehoming fees: £80,170 (2.6%)
2019: £120,996 (3.5%)

Investment and other income: £118,336 (3.8%)
2019: £15,595 (0.5%)

TOTAL EXPENDITURE: £3,162,293

2019: £3,157,059



Animal welfare (not including Afghanistan and Georgia): £2,007,872 (63% of total expenditure)
2019: £2,092,344 (67%)

Animal welfare in Afghanistan and Georgia: £433,199 (14%)
2019: £253,127 (8%)

International grants for animal welfare: £5,062 (0%)
2019: £72,176 (2%)

Raising funds and awareness: £716,161 (23%)
2019: £739,142 (23%)

Based on the income and expenditure figures included in our audited Annual report and accounts 2020. All costs include applicable support costs.

THANK YOU

Battersea
Diana Mary Symon Charitable Trust
Dogs Trust Worldwide
Edgard & Cooper Foundation
Fondation Brigitte Bardot
Julia and Hans Rausing Trust
Marjorie Coote Animal Charity Trust
Monteverde Charitable Trust
Petplan Charitable Trust
RJ and AH Daniels Charitable Trust
Rosemarie Nathanson Charitable Trust
Sylvanus Charitable Trust
The Barry Green Memorial Fund
The Dominic Trust
The D'Oyly Carte Charitable Trust
The Gallimore Trust
The Hilary Awdry Charitable Trust
The Hobson Charity
The Mahavir Trust
The Marchig Animal Welfare Trust
The National Lottery Community Fund
The N Smith Charitable Trust
The Pauline Bishop Charitable Trust
The Rose Foundation
The South Square Trust
The Violet Mauray Charitable Trust
The Walker 597 Charity
The Ward Family Fund

Business members

LDC Funeral Services Ltd
ProtectaPet

Companies

Bolt
Bought By Many
Burns Pet Food
Butternut Box
Co-op Local Community Fund
Edgard & Cooper
Pedigree Pens
PetsPyjamas
Wayne Leighton Solicitors

We want to say a special thank you to some of our wonderful staff who reached milestone work anniversaries at Mayhew in 2020.

5 years

Lena Bishop, Veterinary Nurse

Carla Pedronho, Cleaner

Alissa Johnson, Senior Digital Communications Officer

Georgina Costi, Cat Welfare Coordinator

Sam Martin, Donor Development Officer

Tania Mazzoni, Animal Welfare Officer

10 years

Kayleigh Kilcommons, Head of Cattery

15 years

Rona Towns, Facilities Officer



mayhew
for dogs, cats and communities

 info@mayhewanimalhome.org

 www.themayhew.org

 020 8962 8000

 Mayhew, Trenmar Gardens, Kensal Green, London NW10 6BJ



Registered charity number: 1077588



Designed and produced by www.arc-cs.com