



servicing animals since 1897

**DURBAN & COAST SOCIETY
FOR THE PREVENTION
OF CRUELTY TO ANIMALS**

NPO Reg. No. 002-312

**114th
ANNUAL REPORT**

For the year ending 31 March 2011





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DURBAN & COAST SPCA

Patron

Councillor Mr Obed Mlaba *eThekwini Mayor*

President

Mr P E Chrystal

Management Committee

Dr J H Morton

Mr N C Aubert

Mrs T L Pedlar-Wright

Ms T Costas

Mr M Hands

Mr Y Saib

Chairman

Vice Chairman

Honorary Treasurer

Honorary Secretary

Representatives

eThekwini Municipality

Councillor A Gobey

Councillor M Abraham

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114TH ANNUAL REPORT

For the year ending 31 March 2011

Notice is hereby given that the 114th Annual General Meeting of the above Society will take place at the Durban & Coast SPCA, 2 Willowfield Crescent, Springfield Park on **Saturday 9 July 2011 at 14h00.**

1. Notice convening the Meeting.
2. Confirmation of Minutes of the 113th Annual General Meeting on 10 July 2010.
3. Chairman to move the adoption of the Management Committee Report and Balance Sheet.
4. Appointment of the Auditors for the year ending 2012.
5. Election of President.
6. Election of Officers.
7. Long Service Awards.
8. General.

By Order of the Management Committee
Dr. J H Morton, Chairman

Minutes of the 113th Annual General Meeting, Balance Sheet and Accounts will be available at the meeting.

CHAIRMAN'S REPORT

A warm welcome to you all!

I once again would like to start off by thanking all our members, supporters, volunteers, staff, Management Committee, Trust and the general public who have contributed to keeping the Durban & Coast SPCA and our branch offices in Phoenix and Dolphin Coast functioning efficiently and effectively in this year of continued recession.

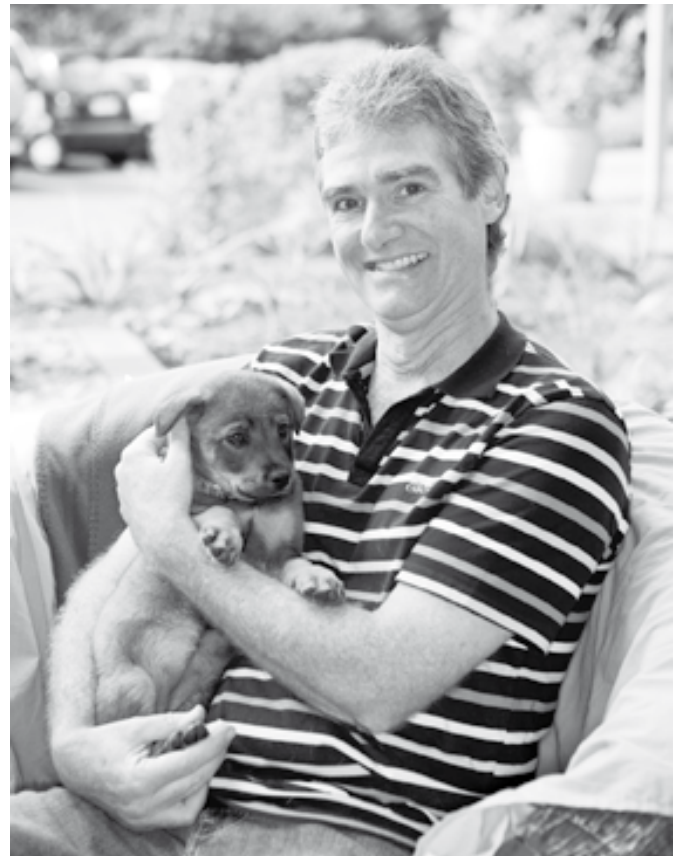
We are fortunate to have a wonderful and very capable staff and management complement that under the management of Chris has been able to keep our Society functioning well. Our Inspectorate has a difficult and often emotionally draining task and a special vote of thanks to them as they continue to carry the load at the "coal face of cruelty and ignorance". A special vote of thanks to Claire, our veterinarians and our hospital team who attend to injured animals and do a massive number of sterilizations and treatments.

Financially we depend on funds or goods from bequests, direct appeals, bank debit orders, generous sponsors, fundraising and donors. Our golf day, charity shop and other fundraising instruments also play a vital role in keeping us financially viable. Without these generous individuals and organizations we would be unable to run our Society and help the number of animals we do. I would like to thank Caroline and her PR team for the great work done in maintaining our website and facebook group. Take a look at www.spcadbn.org.za. There is something on there for all!

I would like to thank the Management Committee for giving their time and expertise to our Society. This year in particular a special vote of thanks should go to Michael Hands for the advice offered on a number of issues.

We are ably assisted by our exceptional secretary, thanks Liz. I would also like to thank Mike Oldham and the other members of our Trust who help manage and secure our assets.

Finally, keep up the good work as it will enable us to continue to help and protect the number of animals we do!



J MORTON
Chairman





MANAGER'S REPORT

At the end of February 2011 we will have been in our new premises for 3 years.

Even after such a short period the memories of Cato Manor begin to fade particularly when we look around at our new home and reflect on how fortunate we are.

All the buildings are still in excellent condition and the gardens are looking wonderful.

We are very fortunate in having Ladybird Garden Services looking after our gardens at no cost to the SPCA. They do it as their contribution towards animal welfare.

Due to the support we get from the public in the form of donated goods and second hand books we have had to build an additional book processing room.

The success of our charity shop and the sales of second hand books is truly amazing and my sincere thanks to all our volunteers for their support of the society.

My sincere thanks also to all the other volunteers who help to make our society the success it is.

For a number of years we have housed dogs for various security companies. To prevent any unfortunate incidents we have had to construct a fenced and gated facility in which the animals are loaded and unloaded from their trailers.

The value of bequests left to our society last year is the highest in the history of our society. Our grateful thanks to those who help in such a tangible way to ensure the future of our society.

Any organization is only as good as the people it employs and our society is indeed fortunate to have such committed staff. My thanks to them for their dedication.

I must thank the Management Committee for their unfailing support and interest in all aspects of the running of the society and for all their time so freely given.



C S MATHESON
General Manager

INSPECTORATE

This year has brought about changes in personnel in this department and we welcome the following new members to our department:

Claire Buisman, Head of Operations, Inspector Candice Sadayan from Amanzimtoti SPCA, Jaythoon Metedad as our new Controller and Sahara Madanlall as Switchboard Operator.

The department was shocked by the sudden death of Dees Moodley. Our sincere condolences go out to his family and friends. He will be sorely missed.

Trainee Inspector Alfred Mntungwa passed the Inspector Course at the NSPCA. Well done Alfred!

We would like to thank the Marketing Department and all who responded to our appeal for funds. This has enabled us to purchase much needed equipment.

Various meetings and lectures were held with the S.A. Police at the SPCA premises and the Durban Central S.A. Police offices. Members of the Police were educated on the Animal Protection Act and animal welfare matters. More than one hundred S.A. Police members attended the meetings and as a result of this, we have already had better co-operation from them.

One of the most complicated rescues recently was a puppy stuck in a drain in Phoenix. The "snake cam" was used and after 40 hours of continuous digging and breaking of concrete the puppy was eventually located 5 ½ meters underground. The puppy was joyously reunited with its family.

KEVIN O'CONNOR



INSPECTORATE STATISTICS

	2008/2009	2009/2010	2010/2011
Investigations	7776	6541	7380
Follow Up Investigations	1104	1268	1030
Prosecutions	12	14	25
Warnings Issued	446	646	969
Security Companies Checked	186	115	171
Pet Shop Checks	364	345	264
Rescues	495	332	335
Pre-Home Checks	987	1069	1022
Post-Home Checks	796	607	738
Abandoned Animals	310	203	208
Spot Checks	397	200	264
Ritual Slaughter	110	10	48
Animal Farm Checks	39	9	46

KENNELS & CATTERIES

There has been a reduction in the number of animals adopted this past year which we hope is just a general reflection of the downturn in the economy and not a trend that is going to continue. All dogs and cats that are adopted have microchips inserted, another step to helping us reunite stray pets with their owners.

The “fireworks” seasons this year were quieter than previous years. The sales of calming medication for pets during these times increased by 75% from the previous year. We believe that this is a good indication that people are learning to be more responsible about their pets.

The number of dogs boarded this past year has decreased from last year, but we have found that during the holiday seasons the kennels are full to capacity.

We have installed chlorinators at each kennel block, including the hospital, for disinfecting the kennels. The chlorine eliminates all bacteria and disease and keeps the kennels smelling clean.

The donations of food continue every month and we have been able to assist the smaller SPCA's with food from time to time.

Our group of volunteers who walk our dogs continue to do so, come rain or shine and we know that all the effort that they put in does make a difference.

Thank you to all the staff in the kennels office and the reception for their hard work and continued loyalty.

CLAIRE BUISMAN
Operations Manager



THE MARKETING DEPARTMENT

The launch of our new website last year marked a move to offer donors the opportunity to give online. Since launching, we have seen online income increase steadily. This is in response to monthly electronic appeals and newsletters mailed directly to subscribers and databases. We are also now able to process regular monthly credit card payments online, which has boosted our monthly giving programme. Our Facebook group now has 3500 fans and is growing. Visit www.spcadbn.org.za.

Our direct mail appeal programme showed a pleasing net income of R448 076 and we gained 191 new donors in the 2010/11 financial year. This programme is bolstered by "Animal People", our biannual newsletter, packed with news and accompanied by a donation form and reply envelopes, resulting in additional donations.

These online and offline communications programmes have enabled us to grow closer to our supporters and donors. The next challenge is to more effectively integrate our online and offline databases and programmes and, more importantly, to meet the specific needs of donors. In keeping with this, this year we are launching our "Major Donor Club" – a move towards more targeted communications to segments of our donor database.

An important component of our marketing strategy has been to promote our adoption programme in an attempt to increase the adoption rate of our orphans. The online gallery and pre-adoption form on our website has helped somewhat. We partnered with jet-setting canine ambassador for shelter dogs, "Oscar" and his owner, Joanne Lefson, for a campaign sponsored by Pedigree last year. We look forward to welcoming them back to Durban to become an intrinsic part of our adoption campaign at the ECR House & Garden show in July.

We have welcomed to our team Lauren McCallum, Marketing Administrator, whose integration into the department has been seamless.

The Charity Shop and external book sales at Bluff Spar, The Crescent, and Glenwood Village Mall are going strong. We have such a generous influx of gifts-in-kind from the public that we have had to build a separate room specifically for the sorting, cleaning and pricing of books! I am sure that our "book volunteers" will be thrilled with their new space.

Our Bequest Society now boasts 160 members who have left a legacy in order to secure the long term future of our organisation. Income through bequests this year amounted to an incredible R7.3 million.

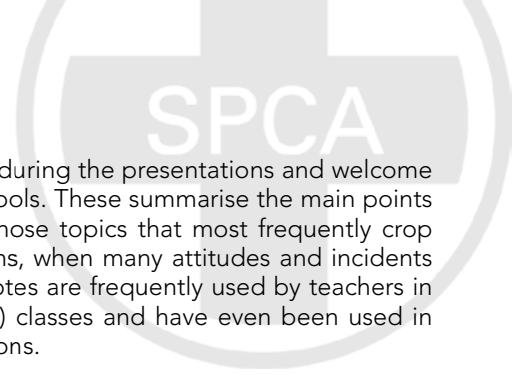
The overall success of our fundraising efforts is only made possible through the invaluable help of our wonderful volunteers – whose commitment to the animals we serve is truly amazing.

Thank you to my team, our volunteers, members, donors, and Management Committee for another wonderful year marketing a cause which is so close to all of our hearts.

CAROLINE SMITH
Marketing Manager







HUMANE EDUCATION PROJECT

In August 2011, our Humane Education programme will have been running for six years. The worth of the programme is evident in the continuing positive feedback received from children, teachers and principals. Some months ago, we passed a milestone: the programme had reached 100,000 primary school children.



Most teachers sit in during the presentations and welcome the notes left at schools. These summarise the main points of talks as well as those topics that most frequently crop up during discussions, when many attitudes and incidents are revealed. The notes are frequently used by teachers in Life Orientation (LO) classes and have even been used in English reading lessons.

Many children are totally unaware of animal sentience. Although there are always children who love their pets and understand the need to look after them and behave kindly towards them, a typical reaction is surprise at hearing that animals are sentient creatures. Many have been accustomed to seeing animals as impervious to feelings, and even to pain, and are shocked to find that they have been mistaken about this.

When schools are revisited after a couple of years, there are always children who are keen to say they have remembered about how wrong it is to chain or use big-bang fireworks or treat animals harshly in any way. One does thankfully become aware that as a result of the programme, many children will never look at animals in the same unfeeling way again. And it is not rare for teachers to comment that they have themselves not properly understood the needs of animals and will introduce this new information into their communication with their classes.

Teachers feel that children need to be alerted to animal care at an early age before they become influenced by unacceptable peer group behaviour and environmental influences. Perhaps one day a willing sponsor will come forward to allow for a valuable early training programme for junior primary schools that our present primary school presentation could build on during the next educational stage.

One point needs to be made: deliberate cruelty towards animals by children is an all too common occurrence. Education is absolutely essential, not only because cruelty towards animals is totally abhorrent, but because there is much evidence to show that violence towards animals often develops into violence against human beings.

SHIRLEY BELL
Editor - Animal Angle





HOSPITAL

There has been a slight variance in the number of animals attended to during this past year with an overall increase of 713 dogs and cats attending the clinic and hospital. On the vaccination side there has been an increase of 224 animals vaccinated at our clinics. Considering that many people are still feeling the economic pinch, overall we are pleased that more animals have been attended to and vaccinated.

Dr Jones, Dr Augustyn and Sister Henderson were fortunate enough to be able to attend the Annual SAVA Congress in July and they returned with a wealth of new ideas for the animals in our care.

The Phoenix Clinic has continued at a steady pace this year, with very little change from the previous year.

Thank you to all the hospital staff that has ensured that the hospital and clinics are successful due to their hard work and enthusiasm.

CLAIRE BUISMAN
Operations Manager

	ANIMALS ATTENDED TO				VACCINATIONS			
	DOGS		CATS		DOGS		CATS	
	09/10	10/11	09/10	10/11	09/10	10/11	09/10	10/11
SPCA Hospital and Clinics	34245	33590	14128	15496	8069	8232	736	797
	DOGS		CATS		DOGS		CATS	
VARIANCE	-655		+1368		+163		+61	



BEQUESTS RECEIVED

We acknowledge the following bequests received during the year under review:

E F GYGAX

F D FERNS

M F LESTER

J E CURRIE

P F COWELL

T A NEWSON

M A BROHIER

B GILBERT

D J DAVIES TRUST

D C REID

V NELSON

D L RETHMAN

F M HASTIE

S E COOK

M REDDY

T A FORBES

W K JAMES WILL TRUST

G BOBISCH

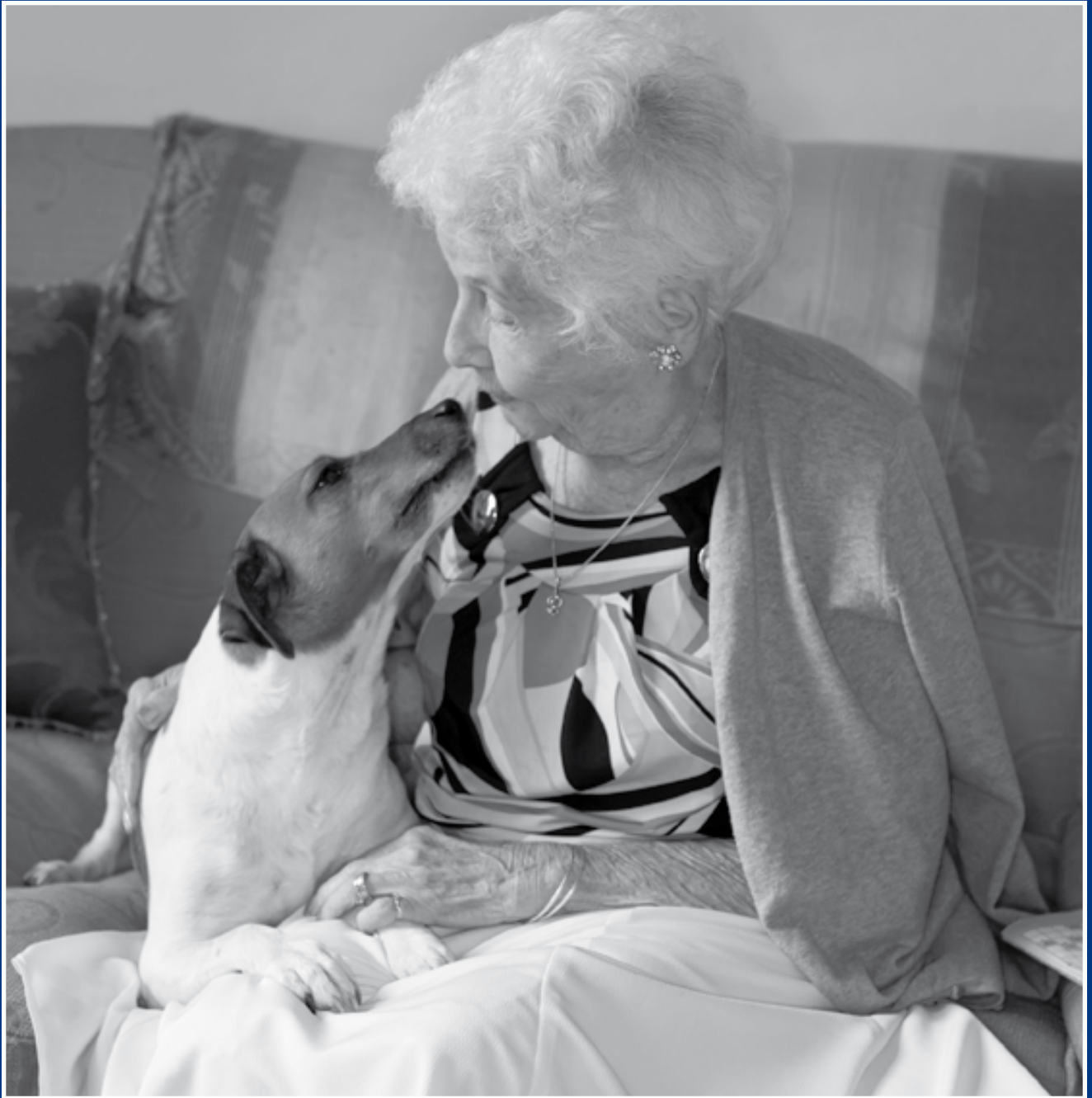
M NORTHEAST

S E FELLNER

P J DAVIDTZ WILL TRUST

M DAVIS







TRUST ALLOCATIONS

Thank you to the following Trusts for their valued contributions:

THE DENNIS HART CHARITABLE TRUST

CECIL RENAUD CHARITY TRUST

THE ANDREW & PAMELA SOMERVILLE TRUST

THE EDNA BURFORD TRUST

THE VICTOR DAITZ FOUNDATION

HARRY BRUNSKILL EDUCATIONAL & CHARITABLE TRUST

GREENHALGH CHARITABLE TRUST

E A STEWART TRUST

TIMOTHY HANCOCK CHARITABLE TRUST

WL HANCOCK GIFTS TRUST

LANTRUST CHARITABLE TRUST

KATHLEEN HASTIE TRUST







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"An animal's eyes have the power to speak a great language"

Martin Buber