

*Te Rōpū Aukati Tūkinō Kararehe*



# Annual Report

2021



## SPCA BOARD 2020-21:

**David Broderick** (Chair)  
**Robyn Kiddle** (vice Chair)  
**Geraldine Brookman** until Dec 2020  
**Siobhan Hale-Pennington**  
**Steve Merchant**  
**Bobbie O'Fee**  
**Gordon Trainer**  
**Natasha Whiting**  
**Logan Williams**

## SPCA SENIOR LEADERSHIP TEAM: 2020-21

**Andrea Midgen**  
Chief Executive

**Sam Powell**  
General Manager, Operations

**Dr Arnja Dale**  
Chief Scientific Officer

**Tony Lemmens**  
General Manager, Finance & Shared Services

**Julia Wiegandt-Goude**  
General Manager, People, Culture, Safety

**Dominique Leeming**  
General Manager, Marketing & Fundraising

**Susan McGregor-Bevan**  
General Manager, Social Enterprise

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SPCA Financial Statements can be found at [www.spca.nz](http://www.spca.nz)

# Purpose

**To advance animal welfare and prevent cruelty**

*Te kōkiri i ngā mahi atawhai kararehe me te aukati tūkino*

# Vision

**All animal lives matter in our communities**

*He mea nui te oranga o ngā kararehe katoa kei ō tātau hapori*

# Founding ethos

**We speak for those who cannot speak for themselves**

*He reo mātau mō rātau kāore e taea te kōrero*

# Values





David Broderick and Andrea Midgen outside Queenstown Op Shop

# Chair and Chief Executive's Report

**The role of SPCA in New Zealand is to protect animals from harm, and to care for those animals who have been subject to cruelty, neglect and abuse. We also focus on enhancing and encouraging the relationship between animals and people in our communities, through advice and education.**

As we approach our 150<sup>th</sup> anniversary in 2022, forward planning across all areas of SPCA is essential to help us remain viable in this fast-changing world. We are committed to further strengthening the connections with all of our stakeholders so we can fulfil our purpose with empathy, competency and always with better animal outcomes at the forefront.

Internally, a focus on the functionality of our Centres, supportive training for our teams, introducing more efficient and streamlined processes, and more vet partnerships where it makes sense, are all ultimately

benefitting both the animals and SPCA staff.

Externally, it's important we communicate these changes and continue to tell our story to ensure the public understand SPCA's core purpose and services, and that we remain one of New Zealand's most respected and outcome driven charities. It's also vital that our donors, supporters and communities from north to south feel like they're part of the SPCA family. We are building towards our vision of an SPCA where all communities feel empowered to be part of the solution to the animal welfare issues they care about.

Our Science and Education teams continue to lead the way in prevention and advocacy, celebrating major wins with the banning of live exports by sea within a two-year time frame, and being 'at the table', holding the greyhound racing industry to account. Our education portals for teachers and students is also bearing fruit in the key area of prevention, with new animal welfare educational initiatives produced for pre-schoolers.

SPCA Certified launched (rebrand of Bluetick) and products are now available on grocery shelves for consumers throughout the country. Customers and producers are flocking to the programme which ensures better animal welfare farming practices. We are excited about the change in direction from some of New Zealand's largest food producers – making animal welfare their top priority.

We introduced a new social enterprise arm of the organisation to secure new sources of income into the future and we are focussed on expanding in the coming year.

The first collaborative workshops with other animal rescue groups were held in October 2020 in Christchurch, Wellington and Auckland. We shared information about our work and started the conversation about how we can all ensure the huge animal need across Aotearoa is effectively managed. There was real consensus that the need outweighed the resources available, something we are determined to keep advocating for with Government.

In late 2020, a research project was undertaken and we now know that desexing and stronger animal welfare laws are top priorities from our communities. This information confirms what we believe; desexing is the number one strategic priority for SPCA and we are planning to extend our desexing programme over the next few years.

It has been nearly seven years since the last major amendment to the NZ Animal Welfare Act and SPCA continues to push for improvements so that our animals have the best protection in the world. We have introduced high-tech tools to give supporters a better online experience with SPCA, recently launching a new adoption system, Adopets. SPCA's social media platforms are attracting thousands of people to engage with us on a daily basis, and the SPCA website is recording high engagement statistics as more people go online.

We are absolutely determined to see the day when animal welfare is a priority for Government, local government and industry — where everyone, everywhere, recognises we all have a collective responsibility to care for animals in New Zealand. They deserve at least that much. We can't wait to celebrate that day with you.

We'd like to say a heartfelt thank you to every SPCA volunteer and staff member for your commitment. To all of our donors, supporters and stakeholders, thank you for giving a voice to the animals through your generous donations and unwavering support.

**We couldn't do it without you!**

David Broderick, SPCA Chair

Andrea Midgen, SPCA Chief Executive

# Centre & Affiliate Operations

After three years as one national organisation, reshaping the operational structure of SPCA was top of the agenda, reducing eight areas to six to allow greater agility in decision-making. With 35 Centres in operation, the focus over the past 12 months was to ensure consistency and increased communication from Centre to Centre.

**35**  
SPCA Centres

**7**  
Affiliates

**34,161**  
Total animals cared for by SPCA

Under new General Manager Operations, Sam Powell, the Area Managers have a clear mandate to roll out consistent policies and procedures, as well as being tasked with implementing key operational initiatives; the new Animal Welfare Operating Standards and the Online Adoption Management System (Adopets), to name a few.

Working more closely together is bearing fruit. New vet partnerships/affiliate models were announced in Southland, Otago and Lakes District with VetSouth and Vetlife. By working in partnership with local vet clinics, we can provide support to the sick, injured, and vulnerable animals in smaller communities in a sustainable way.

As desexing is one of SPCA's top priorities, a new National Desexing Manager role was created to oversee the Snip 'n' Chip programme.

Animal rescue groups around the country were invited to participate in three SPCA-led forums to discuss shared animal welfare concerns and how best to support each other. We were delighted with the outcomes and look forward to continuing to work together to ensure the best outcomes for New Zealand's animals.

This was typified in June when a deluge of winter weather caused flooding havoc in South Canterbury. We worked closely with MPI, Animal Evac and HUHA to rescue animals all over the region and bring them to safety.

### STAFF AND VOLUNTEERS HAVE;

- survived a lengthened kitten season with the young felines still arriving at Centres in winter
- coped with more Covid lockdowns
- delivered blankets to dog owners in the greater Wellington region
- travelled hundreds of kilometres to service the animal welfare needs of East Coast communities.

What we do know about our staff and volunteers is that they put their hands up every time, with positive animal outcomes at the very core of what they do.



# Snip'n'Chip

Desexing is one of the best ways we can make a tangible difference for companion animals in New Zealand and it's a key priority for SPCA.

We have invested heavily in making desexing services more accessible to pet owners through our discounted Snip 'n' Chip desexing and microchipping campaigns. More than 41 campaigns took place over the last year with animals from Hāwera to Wairoa, Oamaru to Masterton, Kaitaia to Thames benefitting from Snip 'n' Chip. Two longer-term campaigns in Auckland and Northland have proven especially successful, with thousands of cats and dogs on the operating table to ensure they will not reproduce more unwanted litters.

This year we travelled hundreds of kilometres to bring desexing services to Aotearoa's East Coast –

a community without local access to veterinary services and rife with unwanted animals - through our SPCA desexing caravan. For seven weeks, teams of SPCA vets and vet nurses travelled around the East Coast to operate in a mobile fit-for-purpose veterinary clinic on wheels.

By the end of the campaign, approximately 600 animals had been through the doors, bringing the cycles of unwanted litters to a halt.

We were thrilled to be able to make a real difference for a community in desperate need of it.

## OUR EAST COAST CAMPAIGN IN A NUTSHELL

- almost 600km travelled from SPCA's Masterton Centre
- 4 locations on the East Coast, including Tolaga Bay, Tokomaru Bay, Ruatoria, and Te Araroa
- 8 SPCA vets and vet nurses performing desexing and veterinary procedures
- 5 SPCA Centres involved; Gisborne, Wellington, Masterton, Palmerston North and Napier
- 600 animals desexed

Pip, Lindy and Ben on the East Coast



Photo Courtesy: Gisborne Herald.

# Science & Advocacy

SPCA’s dedicated team of scientists work behind the scenes to advance animal welfare through engaging with key stakeholders, such as Government and industry. SPCA’s Science team has had an outstanding year with two huge and high-profile advocacy wins.

As part of One SPCA, our team works to support consistent animal care across all of our Centres and provides expert animal welfare support to other teams within SPCA. Advancing welfare through this ‘top of the cliff’ work has the potential to improve the welfare of many thousands of animals in New Zealand!

In April 2021, the Government announced a ban on the live export of farmed animals by sea, which will come into force in 2023. It is hard to believe that SPCA has been actively advocating for a ban since 1985! This ban on the live export of farmed animals is an historic moment for animal welfare in New Zealand and SPCA is proud to have been at the forefront of this movement.

Key dates leading up to the announcement of the live export ban:

- **September 2019** - SPCA participates in pre-consultation for live export review
- **January 2020** - SPCA submits on Government review of live export
- **September 2020** - SPCA submits on Government review after the Gulf Livestock tragedy
- **March 2021** - SPCA sends letters to all 120 Government Ministers
- **April 2021** - Government announces ban



## GREYHOUND RACING REVIEW

A few weeks following the Government’s announcement of the live export ban, they launched a review into the welfare of racing greyhounds. This is the third independent review into the welfare and safety of animals within greyhound racing in the last eight years.

SPCA has worked to have a seat at the table to advocate on greyhounds’ behalf by sitting on their Animal Welfare Committee for the past five years. We were also invited to provide feedback into this latest Government review and have highlighted welfare concerns, advocated for greater transparency and pushed for a more fundamental review of the greyhound industry.

*SPCA is calling for a ban on greyhound racing due to the significant animal welfare concerns regarding current practices within the greyhound racing industry.*



# SPCA Certified

*SPCA Certified is SPCA’s voluntary animal welfare certification which raises the bar of welfare for New Zealand’s animals in both the farming and pet care sectors.*

SPCA Certified members are required to meet our animal welfare standards in order for their products or services to display the SPCA Certified logo. Since SPCA Certified launched in October 2020 (relaunch of Bluetick), we have seen a surge in new members, products and services.

We also Certified our very first Doggy Daycare and are currently developing new standards for salmon, dairy cattle, dog trainers and dog kennels.

Find out more at [www.spcacertified.nz](http://www.spcacertified.nz)



*“Here at Fernglen Farm, we have always had a passion for working with animals, ensuring their wellbeing is at the top of the priority list.*

*SPCA’s animal welfare programme has been great to be a part of to highlight the extra lengths we go to ensure they live well. We believe it sets a good, practical benchmark for farmers to follow and helps consumers choose products they know they can trust.”*

*Cameron Ravenwood, Fernglen (SPCA Certified member)*



Cameron Ravenwood, Fernglen Dairy Sheep Farm



Zoe, Savannah and Laura at Hobsonville Doggy Daycare

## STANDARDS LAUNCHED THIS YEAR:

- Layer hens (eggs)
- Meat chickens
- Pigs
- Beef cattle
- Dairy sheep
- Sheep farmed for meat
- Doggy daycare

## CURRENTLY BEING DEVELOPED

- Salmon
- Dog trainers
- Dairy cattle
- Dog kennels

43

new members (bringing us to 73 members total)

7

standards published

4

new standards in development

17

SPCA Certified products/services

# Seeking Justice

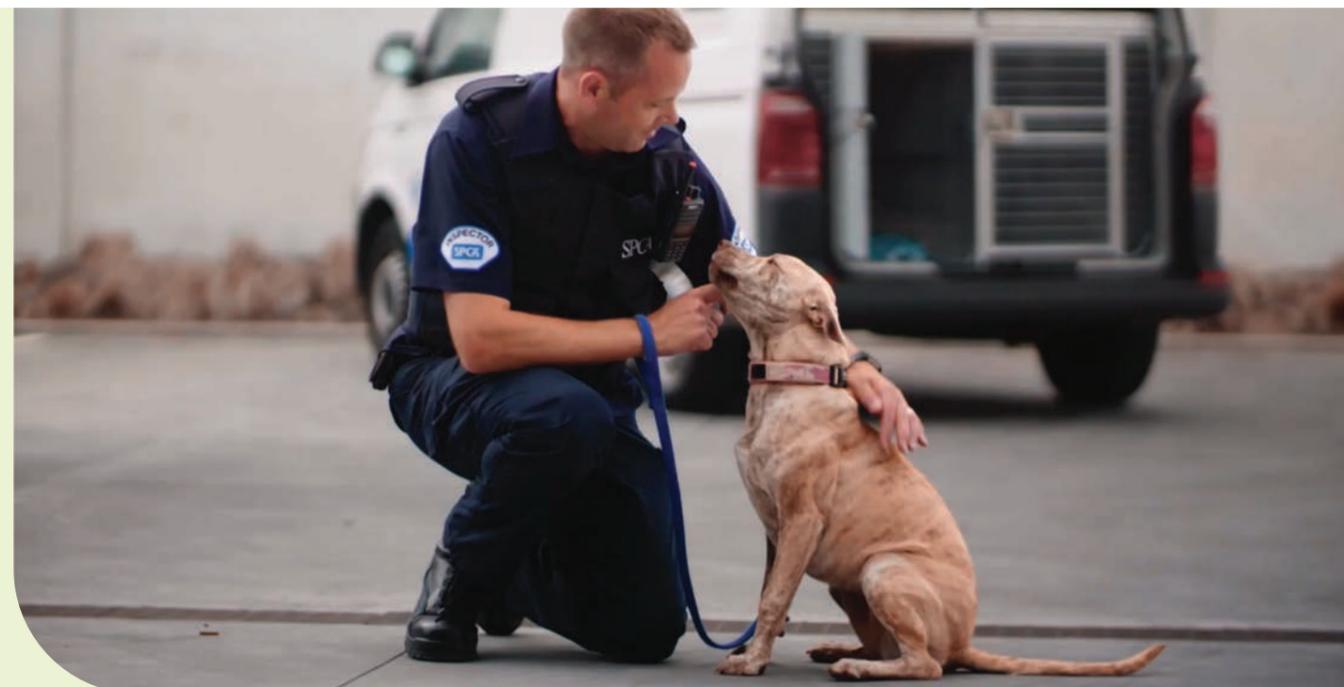
**Financial hardship and gaps in knowledge are behind many of the animal welfare concerns reported to SPCA. A compassionate approach, offering support, guidance and information, often leads to the best outcome for much-loved animals and their owners.**

The work of SPCA's Inspectorate service has shone in a year shaped by lockdown interruptions, a change in internal structure and the appointment of a new National Inspectorate Manager. This appointment makes sure the team is united under one leader, ensuring resources are balanced out, and consistent practices are implemented from one end of New Zealand to the other.

The Inspectorate are becoming more effective at creating behaviour change by using regulation and

compliance notices, with an emphasis on working alongside animal owners guilty of lower level offending, reducing the need to take them to court. We have found that long-term change in how people treat their animals often works better with an educative and collaborative approach.

For more serious offenders, the Inspectorate is focused on thoroughly investigating each case and responsibly taking cases to court for a judge to determine the outcome.



(Above) Inspector Damian and (Below) Inspector Julia



**“ My favorite boy Mello has gone today. I rescued him from an awful environment where he was never exercised and was very thin when I took him in.**

**Today he goes to a new home with one of our wonderful volunteers.**

**Have fun Mello.”**

*Inspector Vinne*

This year we have seen more disqualification extensions due to ongoing infringements, we've closed down a number of puppy mills and freed hundreds of animals from ongoing neglect and cruelty. What we have noticed is an increase in animal abuse cases due to owners dealing with mental health issues, and often, our teams are required to multi-task by taking the role of rescuer and counsellor as well as enforcing the Animal Welfare Act.

We have implemented a new internal Inspectorate structure with nine team leaders across the country, charged with overseeing their regions. This has resulted in our services being more efficient and we now have more resources and 'tools in our tool belt' to ensure the needs of our communities are met. Reintroducing our Inspectorate intern programmes has seen some fabulous new recruits joining the SPCA ranks.

**SPCA work incredibly hard to protect the nation's most vulnerable animals, but it is only possible for us to continue our fight for justice, on behalf of these animals, with ongoing public support.**



# List of Shame

*Our List of Shame this year featured ten cases, and sadly, there were hundreds of examples we could have included. Each year the list reminds New Zealanders of the worst cases of animal neglect, abuse and abandonment to come through SPCA doors over the past year.*

It's important that when people see or suspect animals are being abused, it is reported to us immediately, so we can investigate and take these most serious cases to court. Some of the harrowing stories from this year's list include: a dog that was left emaciated beyond belief, a duffle bag full of puppies bound with tape and deliberately dumped in a river, a number of horses and

sheep left emaciated, in pain and covered in maggots and cats left in a dire state.

Pet owners must be responsible and physical abuse of an animal is not only unacceptable, but a breach of the Animal Welfare Act. A lot of the abuse and cruelty we see is entirely avoidable.



## DUCK STORY

An SPCA field officer received a call while on a late shift in November regarding a mother duck and her two ducklings. The mallard duck had sustained severe injuries to her eyes, head and beak. The injuries were suspected to have come as the result of burns from fireworks.

All three ducks were collected immediately and transported to an afterhours vet. The vet stated the duck had suffered third degree burns. Her beak was also fractured with a hole through both the bone and the beak exposing the tongue. There was also mild bruising on her wing and body. She was humanely euthanised. Her ducklings were taken to bird rescue, unharmed and made a full recovery.



## LOUIE STORY

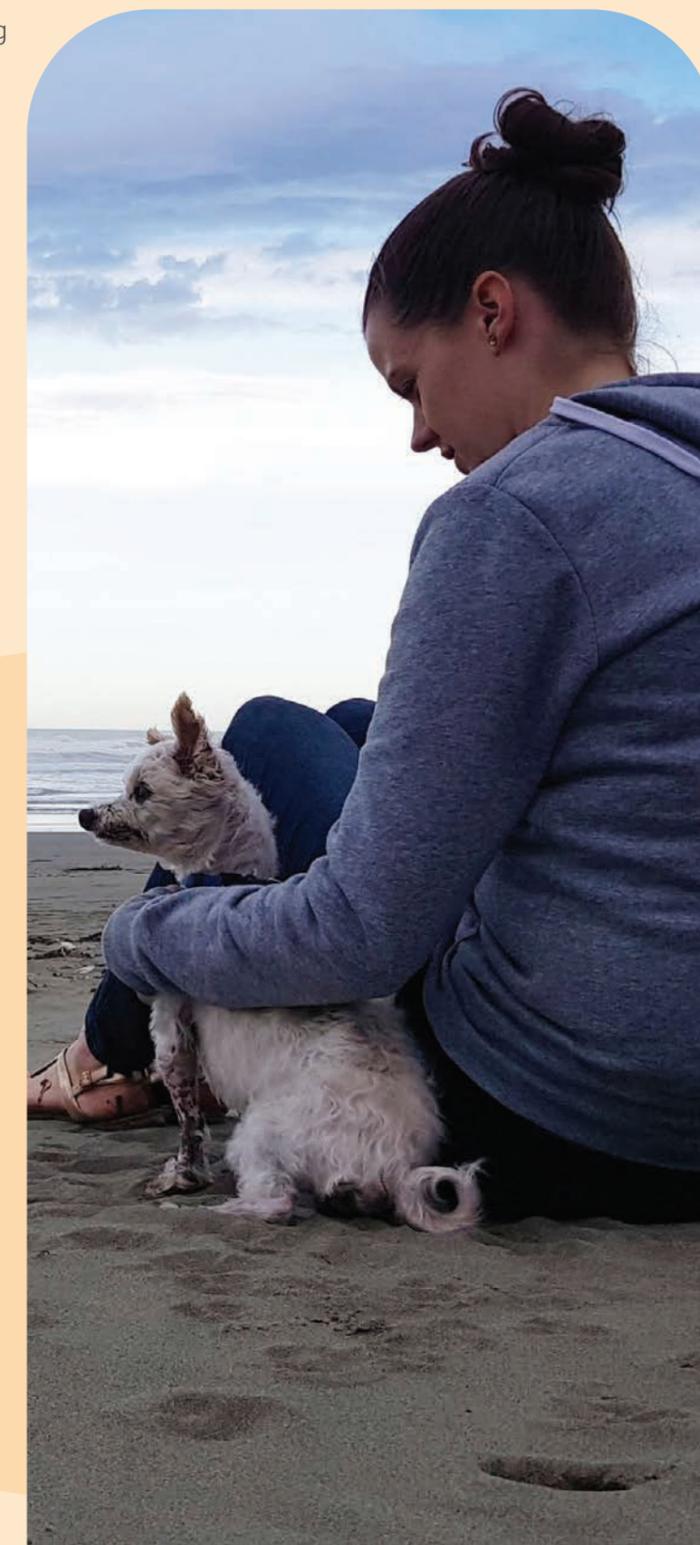
Almost unrecognisable as a dog, Louie was seized by SPCA Inspectors after being found in a terrible condition. He was covered in fleas, and the skin on his leg had almost been degloved from elbow to paw due to the severe matting. Louie's teeth were rotten and exposed outside his mouth and he was dribbling pus and smelt like rotting flesh.

SPCA vets carried out multiple surgeries to treat Louie and while recovering, he lived his best life, experiencing unconditional love and care. He made an incredible transformation in SPCA's care.

Unfortunately, seven weeks later, despite several surgeries, including the removal of all of his teeth, Louie started having severe seizures which affected his ability to heal from his injuries, and the heartbreaking decision was made to end his suffering.

SPCA Inspectors successfully prosecuted Louie's owner and they were disqualified from owning animals for five years.

*The story of Louie is a stark reminder that not all animal rescues have a happy ending. In some instances, SPCA must make heart-breaking calls for the greater good of the animal in our care.*



# SPCA Impact

## EDUCATE AND ADVOCATE:



25

Submissions to Government, local authorities and industry bodies

11

Expert and informal opinions written for cruelty investigations

304

Stakeholder meetings attended to advocate and advance animal welfare

13

Involvement in advisory groups and committees

1,126

primary and intermediate schools using the SPCA Teachers' Portal

3,904

SPCA Kids' Portal sessions per month

531

Different SPCA Teachers' Portal sessions per month

## PROTECT AND SEEK JUSTICE:



14,276

Cruelty complaints received

9,819

Ambulance jobs recorded

### WHICH INCLUDES:

28%

Sick/injured stray animals

27%

Sick/injured wildlife

473

Animal rescue jobs

## REDUCE, REHABILITATE AND REHOME:



34,161

Total animals cared for

Almost 5,000

SPCA volunteers

7

New vet partnerships/affiliate models in Southland, Otago and Lakes District with VetSouth and Vetlife

3

SPCA-led forums in Christchurch, Wellington and Auckland with animal rescue groups

## SNIP 'N' CHIP:



27,964

Total animals desexed

### INCLUDING:

14,313

Animals desexed in SPCA Centres

13,651

Snip 'n' Chip/community desexing

More than 41

Snip 'n' Chip campaigns across NZ



# Education

SPCA’s Education department is continuing to flourish, launching another exciting new initiative in the past year – the Early Childhood education portal. This comprises of a brand new collection of animal care and welfare teaching and learning resources for our early childhood educators.

More ‘*Learning at Home with SPCA*’ resources have been produced, and six issues of *Kind Matters*, SPCA’s seasonal publication for children and young people is as popular as ever. Our education content (teaching and learning materials and Kids’ Portal content) has been updated from the Five Freedoms model for animal welfare to the Five Domains model to align messaging across the organisation.

## WE HAVE BEEN VERY ACTIVE INTERNATIONALLY:

Our neighbours in Australia were so impressed by our Learn-to-read books that RSPCA Victoria purchased

SPCA NZ Series 1 books and distributed to all primary schools in the state of Victoria.

Series 2 was also purchased by RSPCA South Australia and distributed to all primary schools across the state. This is after they purchased and distributed Series 1 in 2019-2020. All books destined for Australian children were adapted for the Australian context.

And we also worked with Read Pacific to donate, ship and distribute 3,000 copies of each title from Series 1 (18,000 books) and 900 copies of each title from Series 2 (5,400 books) to schools in the Pacific Islands, including Rarotonga, Vanuatu, Niue, Solomon Islands and Kiribati.



SPCA Education Engagement Officer, Caroline visiting a primary school

# Legacies in support of SPCA

We would like to recognise the kindness of the following people from whom SPCA generously received a gift left in their Will in 2020-21. These gifts will make a difference to New Zealand’s animals for generations to come.

- |                            |                      |                       |                       |                      |
|----------------------------|----------------------|-----------------------|-----------------------|----------------------|
| Adams, William             | Delaveau, Marcia     | Jeffery, Ronald       | McPherson, Joyce      | Sheridan, Francis    |
| Adie, Edna                 | Denton, Enid         | Jenkin, Raymond       | McQuoid, David        | Sinclair, Colleen    |
| Ambrogio, Rosalie          | Dewhurst, Colleen    | Jobe, Cecile          | McRae, Alan           | Sinclair, Lorraine   |
| Anderson, Cynthia          | Dickens, Suzanne     | Johnson, Vicki        | Mechen, Lorna         | Sinclair, Margaret   |
| Anderson, Ethelwyn         | Dieckermann, Violet  | Jonas, Clarice        | Miller, Elizabeth     | Sissons, Mavis       |
| Anderson, Harry            | Donaldson, Margaret  | Jones, Martha         | Minnis, Betty         | Slade, David         |
| Andrews, Robyn             | Douglas, John        | Jones, Pamela         | Mottram, Lois         | Slemint, Isabel      |
| Arthur, Morgan             | Downey, Valma        | Jowitt, Paul          | Mould, Janice         | Smith, Ian           |
| Ashton, Eric               | Dunbar, William      | Kinley, Walter        | Natali, Raymond       | Smith, Maurice       |
| Attwood, Frederick (Peter) | Edson, Maureen       | Knight, Elisabeth     | Nicholls, Mark        | Snape, Diane         |
| Baker, Bernard             | Eichholtz, Carolina  | Knowles, Irene        | Nodder, Mervyn        | Spiers, Christina    |
| Banks, Elsie               | Ellis, Sandra        | Knox-Thompson, Elaine | Norris, Christopher   | Staal, Emerencia     |
| Bargrove, Jennifer         | Ensor, Thomas        | Lake, Roy             | Nott, Thelma          | Stafford, Raymond    |
| Barlow, Harold             | Fergus, Peter        | Lance, Michael        | O’Neil, Kerry         | Steer, Sheila        |
| Barrett, Leah              | Fitzgerald, Daphne   | Landers, Roseleen     | Osborne, Hilda        | Stephenson, Colleen  |
| Barrett, Peter             | Fitzpatrick, Deborah | Lautour, Gabrielle    | Pasche, Bernard       | Stevens, Raynor      |
| Bennett, Wayne             | Flather, Dorothy     | Lawson, Gwendoline    | Patten, Josephine     | Stockdill, Joyce     |
| Benson, Jean               | Foster, Brian        | Lazet, Daniel         | Pellow, Maxwell       | Sullivan, Helena     |
| Bentley, Judith            | Foster, Glenda       | Lepper, Gladys        | Philip, Valerie       | Sutherland, Wisha    |
| Beryl Walsh Trust          | Fraser, Pamela       | Lindsay, David        | Pickford, Irene       | Swale, Carol         |
| Bisset, Elizabeth          | Frew, John           | Linnell, Denise       | Pratt, Lorraine       | Swindell, Christine  |
| Boyce, Raymond             | Frost, Jeanette      | Lomas, Patricia       | Pratt, Martha         | Symonds, Lorna       |
| Britton, Robert            | Gee, Warwick         | Low, Ronald           | Purvis, Virginia      | Taylor, Dorothy      |
| Brown, Audrey              | Gibson, Linda        | Loxton, Elizabeth     | Quinn, Jean           | Taylor, Marion       |
| Brown, Colin               | Gin, Narline         | Lucas, Margaret       | Ramage, Arthur        | Thawley, Susan       |
| Brown, Margaret            | Goodchild, David     | Lummis, Lorna         | Reading, Sidney       | Thomas, Dorothy      |
| Brown, Marie-Therese       | Goody, Madeleine     | Lyng, James           | Reed, Diane           | Thomas, John         |
| Brown, Mavis               | Gorton, Elaine       | MacDonald, Colin      | Reid, Hilda           | Thomas, Patricia     |
| Bruce, Margaret            | Gray, Jamie          | Macdonald, Hugh       | Roberts, James        | Thomson, Elizabeth   |
| Bruggemans, Valerie        | Green, Nola          | Mackay, Catherine     | Roberts, Joy          | Thomson, Shirley     |
| Buchanan, June             | Greenwood, John      | Mackay, Elizabeth     | Robertson, Joan       | Toomey, Albert       |
| Buckley, Dawn              | Grieve, Melvyn       | MacKay, Stuart        | Robertson, Malcolm    | Tooth, Douglas       |
| Burman, Elizabeth          | Groom, Kenneth       | MacKenzie, Helen      | Robertson, Stella     | Tubbs, Robert        |
| Butterworth, Cheryl        | Groube, Geraldine    | Mackie, Valmai        | Robinson, Sheena      | Van Bergen, Marjorie |
| Cairns, Owen               | Haigh, Marjorie      | Magill, Anne          | Rogers, Judith        | Verhaegen, Joseph    |
| Cathcart, Celia            | Hall, Yvonne         | Malone, Robert        | Ross, Ngaio           | Vosper, Thomas       |
| Chancellor, Barbara        | Hanham, Alison       | Mandler, Isobel       | Rouse, Kay            | Wahren, Keiko        |
| Chappell, Iona             | Harding, Dianne      | Marks, Jill           | Rowe, Ainsley         | Waldron, Christine   |
| Childs, Jocelyn            | Harper, Jean-Clare   | Marshall, Jeannie     | Russell, Jonathan     | Walker, Violet       |
| Collings, Margaret         | Harris, Beryl        | Maskell, Alma         | Sandom, Barbara       | Wangler, Hilda       |
| Connolly, Brian            | Hay, Margaret        | Masson, Ruvea         | Sare, Dawn            | Ward, Erica          |
| Cording, Ellen             | Hayman, Dorothy      | Masters, Lyndon       | Sare, Ronald          | Ward, June           |
| Couling, Judith            | Heasman, Ivor        | Matheson, Lynly       | Saul, Dympha          | Warren, Lois         |
| Cresswell, Michael         | Heinzmann, Pamela    | McCracken, Agnes      | Sayers, Margaret      | Weldon, Sheelagh     |
| Creswell, Dorothy          | Hessey, Barbara      | McDougall, Lorna      | Schutz                | Wells, Shirley       |
| Cretney, Robert            | Hibbert, Johan       | McGaughey, Glenda     | Scott, Aurelia        | Wilkinson, Margaret  |
| Cullen, David              | Hill, Betty          | McGregor, Verona      | Scott, James          | Willis, Gillian      |
| Culpitt, Mirian            | Holdaway, Julie      | McKenzie, Denise      | Scott, Violet         | Wilson, Josephene    |
| Curd, Audrey               | Hooper, Douglas      | McMillan, Bruce       | Scrimgeour, Catherine | Woodman, William     |
| Curtis, Malcolm            | Hopkins, Peter       | McMillan, Lola        | Scurrah, Cynthia      | Worrall, Linda       |
| Darling, Noeline           | Horne, Nigel         | McMillan, Shirley     | Seabrook, William     | Wright, Miriam       |
| Davidson, Margaret         | Hoyles, Joan         | McPherson, Alison     | Shepherd, Keith       | Young, Frances       |
| Davies, Florence           | Hunt, Johanna        |                       |                       |                      |
| De Simas, Robin            | Imlach, Dorothy      |                       |                       |                      |
| Dear, George               | Jackson, Marie       |                       |                       |                      |

**33,279**  
SPCA Guardians

**2,814**  
Giving Hearts members

# Engagement

## How You Helped the Animals

So much of what we do depends entirely on the generosity of our donors and supporters around Aotearoa. It is thanks to these kind people that we can secure a better future for animals in need.

From the simple gesture of knitting mice, taking part in an SPCA fundraising event, contributing financially as an SPCA Guardian, or making the important decision to leave a legacy to SPCA in your will – there are hundreds of ways people have helped our organisation, and tens of thousands of animals who have benefitted as a result. For that, we cannot thank our generous community enough.

We are constantly blown away by the compassionate efforts of our supporters every day. Our Jump to the Rescue 2020 fundraising event was the most successful to date, with hundreds of thrill-seeking kiwis skydiving for the animals. When changes to the COVID-19 Alert Levels meant the cancellation of our Annual Street Appeal in March - one of our biggest fundraising events of the year - our community rallied behind us, raising over \$400,000 for New Zealand's animals.

Every small action and every dollar makes a difference, helping countless animals go on to lead a happy, healthy life. We want to express our deepest thanks and gratitude to every person who has contributed to SPCA and the animals - your dedication has changed the lives of thousands of animals.

The ongoing success of these events not only shows your unwavering support of SPCA but demonstrates that the community supports and respects the work we do. Thank you!

**175,048**

people who subscribe to our e-newsletter

**62,761**

individuals who gave a donation to SPCA



SPCA Ambassadors - David Nyika and Karen Walker

# Digital

With such wide and varied communities around New Zealand, the challenge for communications is to engage the hundreds of thousands of people who make up the community of passionate animal lovers and animal owners to ensure they understand the purpose and key objectives of SPCA.

Social media is an important marketing and engagement tool for SPCA. Our purpose on social media is to engage our audiences in the power of storytelling.

## AMBASSADORS

Our SPCA Ambassador programme exists to access audiences we do not reach through other platforms, and to amplify SPCA's voice to the New Zealand public through well-known, well-loved and trusted individuals.

Our social media following on the Instagram platform has increased substantially with our Ambassadors helping us tell the SPCA story and promoting our fundraising events. They are hugely supportive and engaging and we are so thrilled to have them onboard with SPCA.

SPCA Website: total number of page views

**13.5million** (+13%)

Instagram followers

**20.4k** (+29%)

LinkedIn followers

**3.5k** (+22%)

Facebook followers

**448k** (+7%)



SPCA Ambassadors - Jono Lester and Kim Crossman

# Op Shops

SPCA's important work is supported by nearly 50 Op Shops around the country. Every day our wonderful Op Shop staff and volunteers receive donations of clothing, homewares, books and more from people keen to have a clear out, do their bit for the environment and support New Zealand's animals.

We couldn't do it without the support of our communities who donate, volunteer and shop with us.

As well as playing an important role in their communities, Op Shops are a vital part of SPCA's income so this year the management of the Op Shops moved to be one team with dedicated Op Shop area managers leading and supporting our Op Shop network. This means our Centre managers can focus on their important job of looking after animals in need.

In the last year we opened two new shops in Christchurch and Queenstown and plans are in place to expand the SPCA Op Shop network in more communities throughout the country.

Lower Hutt Op Shop volunteer, Tira

This year's Op Shop volunteer team award went to the Motueka store whose wonderful team saved the shop following the devastating Boxing Day hailstorm. These wonderful volunteers not only give their time and energy to raise funds for the charity, but they've shown unrelenting commitment to the store.

The storm ripped through the region over the holiday season causing major damage to the Op Shop in Motueka, causing its ceiling to collapse. In the days that followed, this team gave up their time to move everything out of the shop and help dry out the interior. Three weeks later they were back with buckets and mops to give the shop a complete clean and restore it to its former glory, so it could reopen. Great effort team!



Wellington Centre volunteers - Diana, Flo, Ian and Peter

# Volunteers

Without our dedicated and committed volunteers, SPCA would not be able to function. Our dedicated group of almost 5000 volunteers are the lifeblood of our organisation, donating their time to help the vulnerable animals who need us each year.

This includes the volunteers in our Centres, on the shop floor of our SPCA Op Shops, those walking SPCA dogs, on the street at SPCA fundraising events, at home fostering SPCA animals, making enrichment items, or out in the community.

Volunteers are involved in every facet of our organisation and make a significant difference to animals and their welfare every single day.

The reality is our vital work is only possible because of this very special and committed group of people. People like Graham, who has had an immeasurable impact during his 12 years volunteering at our SPCA Centre in New Plymouth. As well as fostering hundreds of animals and volunteering each week, Graham also maintains the Centre's lawns and goes out into the community to collect food from community donation bins. The contributions that Graham, and the thousands of volunteers across the country, make each day are invaluable.



Photo credit: Stuff Limited

New Plymouth volunteer, Graham



# Piglet's story

Piglet was just three months old, a young puppy, when she was found wandering all alone on the streets, covered in one of the worst cases of mange our vet team had ever seen.

In unimaginable pain and discomfort, Piglet had already endured more in her short life than any dog should ever have to. After starting treatment, her

condition unfortunately worsened and she needed months' worth of intensive care. It all paid off, and today Piglet is completely transformed.

**Thank you so much to everyone who helped provide to her care... we aren't exaggerating when we say your support saves lives, and for Piglet, it means the world. Just look at her!**



# Grant funders & trusts

**In 2020-21 the following grant funders, charitable estates and trusts generously supported SPCA. We would like to acknowledge and thank these groups for helping to make our work possible.**

- |  |  |   |
|--|--|---|
| Acorn Foundation   | Gledhill Charitable Trust  | Morris & Mary Evans Charitable Trust                          |
| Alan & Fey Frewer Charitable Trust                           | Goodwill Charitable Trust  | Mrs I V Braithwaite Charitable Trust                          |
| Alison Jenkins Foundation                                    | Grey District Council  | Myra Heinekamp Perpetual Trust                                |
| Allan & Louisa Stewart Charitable Trust                      | Greymouth Masonic Lodge Charitable Trust                               | Nancy & Maurice Vance Trust                                   |
| Auckland City Council  | Grumitt Sisters Charitable Trust, managed by Perpetual Guardian        | Nightingale Trust   |
| Audrey Simpson Trust Fund                                    | H & K Reynolds Charitable Trust  | Nikau Foundation, Public Trust                                |
| Beverley Tregae & Dorothy Bromley Trust                      | Hamilton City Council  | Norah Hamblin Memorial Trust                                  |
| Brian Ramsden Trust  | Hilda Curtis Charitable Trust, Public Trust                            | Norman Francis Paton Charitable Trust                         |
| Brian Whiteacre Charitable Trust, Pubic Trust                | Ian Joseph Bate Trust  | Northland Community Foundation                                |
| Burns Family Charitable Trust                                | Invercargill Licensening Trust   | Pamela Webb Charitable Trust                                  |
| Charles & Vera Thrush Charitable Trust                       | Irene & Stanley Sawtell Charitable Trust                               | Perpetual Guardian  |
| Cicely Petre Memorial Trust                                  | Irene Erica Cowan Charitable Trust                                     | Phillip Verry Charitable Trust                                |
| Clark Charitable Trust                                       | Irene Marjorie Davis Trust   | Phyllis & Roy Thomas Charitable Trust, Public Trust           |
| Crawshaw Milligan Animal Charitable Trust                    | James & Mabel Thorburn Family Charitable Trust                         | Reed Charitable Trust, Public Trust                           |
| Darcy Christopher Foundation                                 | Jean Anderson Meredith Funeral Trust                                   | Reginald & Alma Langley Trust                                 |
| Des & Rochelle Godfrey Fund                                  | Joyce & Laurence Olliver Charitable Trust                              | Robert and Barbara Stewart Charitable Trust                   |
| Doris M Partridge Trust                                      | Joyce Fisher Charitable Trust  | Roberta & Enid Griffin Fund                                   |
| Dorothy, Arthur & Diana Topp Charitable Trust                | Kathleen Whyte Charitable Trust  | Robin Elspie Philip Charitable Trust                          |
| Dragon Community Trust                                       | Kelleher Charitable Trust  | Room-Simmonds Charitable Trust, managed by Perpetual Guardian |
| Eastern and Central Community Trust                          | Leonard Taylor Trust   | Rotorua Energy Charitable Trust                               |
| Edith L G Tongue Trust                                       | Lion Foundation  | Ruth Petty Trust  |
| Elaine Gurr Charitable Trust, managed by Perpetual Guardian  | Lottery Minister's Discretionary Fund                                  | Shacklock Charitable Trust                                    |
| Eleanor May Pharazyn Charitable Trust                        | Mac & Tui Chapman Charitable Trust                                     | Skye Hamilton Charitable Trust                                |
| Estate of Agnes Elizabeth Fraser                             | Madeleine Joyce Adams Charitable Trust                                 | Southern Trust  |
| Estate of Cecil Napier Champ                                 | Maisie Hayes & Charlie Warr Memorial Trust                             | Stanley V Ratley Estate                                       |
| Estate of Douglas Hooper                                     | Margaret (Peggy) & Erick Kershaw Endowment Fund                        | Sybil Mary Gaudin Charitable Trust                            |
| Estate of Helen B Sullivan                                   | Margaret Olive Russell Charitable Trust, managed by Perpetual Guardian | Thames Coromandel District Council - Thames Community Board   |
| Estate of John James Gracie                                  | Marg-Rose Linder Charitable Trust                                      | The Southern Trust  |
| Estate of Leslie Charles Doubleday                           | Martha Helen Baldwin Trust   | The Sunrise Foundation  |
| Estate of Ronald L Jeffery                                   | Masterton District Council   | Trillian Trust  |
| Estate of William Hanna                                      | Matheson Animal Trust  | Wag's Trust   |
| Eunice L Chick Endowment Trust                               | Maurice J A Woods & Grace E Taylor Memorial Trust                      | Waitaki District Council                                      |
| Frances Muter Charitable Trust                               | Melville Robert & Themla Eleanor Overend Perpetual Trust               | Wellington Sisters Charitable Trust                           |
| Frederick & Audrey Adams Trust                               | Michael & Kathleen Nuttal Memorial Trust                               | Whakatane District Council                                    |
| Garry & Norah Madden Trust                                   | Mona Gane Charitable Trust   | Woodville Charitable Trust                                    |
| Geyser Community Foundation                                  |  | Zelda Roberts Charitable Trust, Public Trust                  |
| Githa Bender Charitable Trust                                |  |   |
| Gladys Howie Charitable Trust, managed by Perpetual Guardian |  |   |

# Partners



MinterEllisonRuddWatts



**DAME PATSY REDDY**

SPCA has been extremely fortunate to have had the support of former Governor-General Dame Patsy Reddy throughout her tenure in the role over the past five years.

Dame Patsy is a passionate animal lover and has supported us in so many ways, including; hosting our Giving Hearts launch at Government House in Wellington and Auckland, opening our new SPCA Centre in Hobsonville, facilitating hundreds of cupcakes to be baked in her kitchen at Government House to raise money for our Cupcake Day fundraiser and giving so generously from her own pocket.

*Thank you Dame Patsy, we are so grateful for your support!*



**Together,  
we can give**



**them a better life.**