

# Companions

Winter 2018 | [pdsa.org.uk](http://pdsa.org.uk)

SINCE 1917  
**pdsa**  
SAVING PETS CHANGING LIVES

*Saving pets, changing lives*



THE NEXT 100 YEARS  
OF THE PDSA STORY  
STARTS HERE

ENJOYING THE WINTER  
MONTHS SAFELY ❄️

WE LAUNCH OUR NEW  
PETWISE MOBILE UNIT

PLUS

PLENTY OF SHOPPING  
IDEAS FOR CHRISTMAS ❄️





# HAVE YOU HAD CHANCE TO TAKE THE BIG PET QUIZ?

Fun, quick and informative, our quiz will get you thinking about what's best for your pets and how to keep them happy and healthy.

Just visit [pdsa.org.uk/BigPetQuiz](https://pdsa.org.uk/BigPetQuiz) and test yourself on the 5 welfare needs of your pet.



*Environment*



*Diet*



*Health*



*Behaviour*



*Companionship*



# welcome

Hello and welcome to the winter 2018 issue of *Companions* – your quarterly update on all things PDSA.



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After such a blazing hot summer, the dark nights that are now upon us seem that much longer this year and the winter temperatures all-the-more bitter. Some animals adapt better than others to seasonal changes, so we've got plenty of advice to keep you and your companions healthy and happy over the coming months.

In this edition we've also got a really important feature on pet first aid because no matter how well prepared we are as pet owners, accidents can happen; often when we least expect it. So would you know what to do in

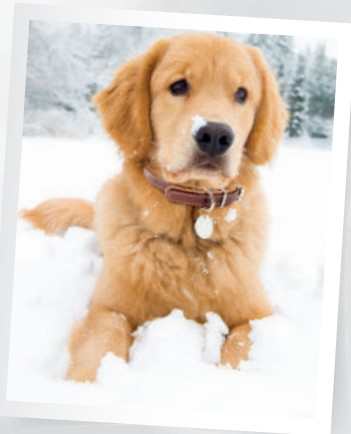
an emergency situation? Our special report on pet first aid, which features a remarkable real-life story that shows the importance of learning the basics, is a must read.

As a charity reliant on the generosity of our fabulous supporters, we thought it would be fitting in our Centenary year to come up with 100 Ways to raise funds for PDSA. To check how we're doing – and maybe get some inspiration – turn to page 8 where you'll find people getting up to all sorts to help pets in need.

I do hope you enjoy this festive issue of *Companions*.

Until next time ...

Jan McLoughlin  
PDSA Director General



We know winter can be a fun time for pets but it's also important to keep them safe in the cold weather, so we've got lots of great tips to do just that in this edition.

## The five welfare needs are at the heart of everything we do



the need for a suitable environment

### Environment



the need for a suitable diet

### Diet



protection from pain, suffering, injury and disease

### Health



the need to be able to express normal behaviour

### Behaviour



the need to live with, or apart from, other animals

### Companionship



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# the news

The latest from  
PDSA's newsroom

## Lights, camera, vets in action!



### Some of our favourite stars from the series

#### BUDDY THE CHIHUAHUA

Tiny pup Buddy is quite the little hero to his young owner, Connie, who was sadly present at the tragic Manchester Arena bombing last year. He has helped her overcome the trauma of being there and helped make her smile again.

But even little heroes need a little help themselves sometimes, so when Buddy injured his paw, he was brought along to our Kirkdale Pet Hospital\* to get it checked out. Senior Vet Stephen was concerned that he could have a tiny fracture but an x-ray thankfully revealed that there was no visible injury, just some bruising. Buddy was able to go home with his owner and a week or so later he was back to his usual bouncy self.

#### BELLE THE CAT

When beautiful Belle had suddenly started limping, her worried owner Belinda took her to our Huyton Pet Hospital to get it checked out, only to discover that something terrible had happened to her beloved puss.

Vet Anne examined the little black cat and spotted a tiny puncture wound on her shoulder. X-rays revealed that Belle had been shot with an airgun and the pellet was lodged in her leg. As it was very close to the joint, there was a chance that an operation to remove the pellet would cause even more damage. So the pellet stayed where it was and Belle was able to go home. She went on to make a full recovery and now has four working legs – but only eight lives left!

For more heart-warming stories  
from the show, visit:  
[pdsa.org.uk/peoplesvet](https://pdsa.org.uk/peoplesvet)

**H**ave you spotted us on Channel 4? Our amazing vets – and some of the treasured pets they look after – are the stars of a new feel-good TV show that has been entertaining the nation on Saturday afternoons.

The 20-part series, *The People's Vet*, gives a fascinating insight into day-to-day life at two of our busiest Pet Hospitals. Our dedicated vets and nurses treat everything from life-threatening illnesses and injuries, to cuts and bruises, as well as providing expert advice to owners on how to keep their furry friends healthy and happy.

The show introduces some of our staff, like Senior Vet Stephen, who is actually allergic to animals. And a dog called Prince William even makes a royal visit to have his 'crown jewels' removed,



showing just how important preventive treatments like neutering are to our pets' health.

PDSA Head of PR & Marketing Communications, Mary Bawn, said: "Reaction to the series has been immensely positive. The show is a great opportunity to spread the word about our vital charitable service in saving and protecting the lives of pets in need and highlights just how much we rely on generous public support to fund our amazing work."

# Meet the inspirational dog behind our Christmas appeal

Read all about a very special dog whose real life story is helping us to highlight our vital work this Christmas



"HE WAS MY CHRISTMAS MIRACLE LAST YEAR, SO WHEN I WAS ASKED IF BOBBY COULD BE THE STAR OF THEIR CHRISTMAS APPEAL THIS YEAR I WAS SO PLEASED."

At PDSA our vets and nurses perform miracles every single day; saving and protecting pets in need when there is nowhere else to turn. The theme of our Christmas fundraising campaign this year focuses on those miracles and we've used just one of our thousands of miracle pet stories as the inspiration for our festive appeal.

## Here's Bobby's story ...

Bobby is a seven-year-old Border Collie-cross, who collapsed with a mystery illness shortly before Christmas last year. Bobby was out on his regular Sunday morning walk last November when his owner, Jill, noticed he wasn't his usual energetic self. Jill cut their walk short and sadly, when they got home, Bobby took a dramatic turn for the worse and suddenly collapsed.

Jill rushed Bobby to her nearest PDSA Pet Hospital where his condition continued to deteriorate rapidly and the veterinary team faced a race against time to find the cause of his sudden life-threatening illness. Tests revealed he had an immune system disorder and his life hung in the balance.

PDSA Head Nurse, Steph Williams, who looked after Bobby said: "Bobby was in a critical condition when he arrived. It was touch and go whether he would survive as he was deteriorating in front of our eyes."

The next few hours and days were critical for Bobby. He was placed on a drip and given a high dose of steroids to help fight the condition.

His frail body was slow to respond to treatment but, day-by-day, Bobby grew

## Above: a sneak preview of our Christmas campaign

stronger until he was well enough to go home thanks to the care he received.

Steph added: "Bobby was so weak that we were feeding him by hand at one point. We were prepared for the worst, but he hung in there and slowly improved. Not all pets would have survived, but Bobby is a fighter and is a real-life Christmas miracle.

Jill said: "I can't thank PDSA enough for saving Bobby's life. He was my Christmas miracle last year, so when I was asked if Bobby could be the star of their Christmas appeal this year I was so pleased. It means that more pets will get life-saving treatment, just like Bobby did."

## A wonderful new Pet Wellbeing Centre – and so much more

Previously in Companions we have reported how we are striving to raise a whopping £2.4 million to build our brand new Pet Wellbeing Centre in Manchester, to replace our old, outdated Pet Hospital in Old Trafford.



We're very excited to report that – thanks to our fantastic army of supporters – fundraising is going really well. So much so that we have now been able to make a start on the new site, in Gorton, to the east of the city.

We're now working flat out with a view to opening for business next summer. This development is going to be so much more than just a pet hospital.

Treating sick and injured pets is, of course, at the very heart of it.

But we want to do more to prevent and educate – stopping problems arising in the first place which is why there will be dedicated community and wellbeing areas in the new Pet Wellbeing Centre which will allow us to deliver vital education on all aspects of pet care.

• **Main image:**  
• **Artist's impression of the new Pet Wellbeing Centre**

• **Top: A photo of how our new Pet Wellbeing Centre will be kitted out with lots of new equipment like this.**

THIS WILL BE OUR VERY FIRST FACILITY DEDICATED TO 'WELLBEING' - SPECIFICALLY DESIGNED TO HELP OWNERS PROVIDE EVERYTHING THEIR PETS NEED TO LEAD HEALTHY AND HAPPY LIVES.



# Hero dogs of Manchester honoured

Here are some of the amazing features that will make up our new Pet Wellbeing Centre in Manchester:

## THE RECEPTION AND WAITING ROOM:

The busy frontline – where four-legged family members are checked in for treatment. Our new waiting room will have separate areas for dogs, cats and small furry pets so everyone has their own space, which will help reduce stress and anxiety for already poorly patients.

## THE FELINE RECOVERY AREA

Perfect for cats who don't like too much noise (especially from dogs) ensuring they feel safe and secure and help them towards a speedy recovery.

## SMALL FURRIES RECOVERY AREA

Rabbits, guinea pigs and hamsters are all prey animals, and therefore easily frightened. So a nice, warm and secluded space away from the noisy pets makes for happy small furries!

## STATE OF THE ART OPERATING THEATRES

From planned operations to emergency surgery, this is where pets' lives are saved.

Our new centre's state-of-the-art theatres, for major and minor operations, will provide an ideal environment for our vet teams to perform miracles. Every single day.

## OUR COMMUNITY HUB

This will provide an ideal space to host educational sessions and classes – all designed to help people provide a healthier, happier life for pets. Seven consulting rooms and two pet wellbeing rooms give our dedicated vet and nursing teams the right environment to meet more pets and owners, discuss their pet's wellbeing, carry out health checks and provide invaluable help and advice.

PD Mojo (right) received his award for his work for British Transport Police, while Echo (below left) and Cracker (below right), are recognised for their work with the Greater Manchester Fire Service.



Three heroic hounds have been honoured with the PDSA Order of Merit for their service to the people of Manchester and the north west.

Two of the dogs, Echo and Cracker, spent years with Greater Manchester Fire Service and received their awards for their years of outstanding devotion and service to society.

As well as serving locally, yellow Labrador Echo (14) was deployed to Haiti in 2010 to assist in the aftermath of a devastating earthquake.

Cracker (13) – also a yellow Labrador – attended over 650 incidents, resulting in over 200 years of custodial sentences for arson-related crimes, during her 10 years of service.

The presentation also honoured Mojo (8) – the first British Transport Police dog on the scene following the devastating terror attack on Manchester Arena in 2017. He too received the PDSA Order of Merit – the animal equivalent of the OBE.

*the news*

# 100 ways to put the



PDSA staff (above) prepare to abseil from the Transporter Bridge in Middlesbrough (main image).

.....

OUR STAFF HAVE TAKEN  
INSPIRATION FROM MANY  
OF OUR DONORS TO SCALE  
NEW HEIGHTS TO RAISE  
MONEY FOR PDSA





# 'fun' into fundraising ...



**T**hroughout our centenary year, our staff and volunteers have been working incredibly hard on marking this incredible milestone by completing some amazing fundraising challenges.

Collectively we're aiming to raise £50,000 this year alone. Throughout the year our teams have been rising to the challenge and we wanted to share some of our fundraising highlights of the year so far:

- The Centenary Cycle Challenge saw four PDSA Directors and a team from Bow Pet Hospital riding 100 miles on exercise bikes.

- A team of brave fundraisers abseiled from the famous Transporter Bridge in Middlesbrough (pictured opposite), raising more than £1,000.
- A group from Stoke Pet Hospital conquered Snowdon and our Human Resources team hit the trail for the Yorkshire Three Peaks Challenge.
- Plus the Tough Mudder obstacle race, dress up days, a 10,000 steps a day challenge and many more.

**We won't stop until we reach our target and there are still lots more challenges coming up.**



# First aid for



**W**e can't stop our furry friends getting ill or having accidents but knowing what to do in an emergency can be the difference between life and death. Being prepared will give you peace of mind, help you stay calm and could even save your pet's life.

For minor injuries like cuts or grazes, it might be best to give first aid to your pet. **Keep a basic pet first aid kit** for minor injuries at home and don't forget to take one with you when travelling.

A basic pet first aid kit should include bandages, blunt-ended scissors, cotton wool, wound dressings, tweezers, gloves, 'tick' tweezers, self-adhesive tape, foil blanket and antiseptic wipes. For larger animals, like big dogs, keep a blanket or sheet available to use as a stretcher.

## IF YOUR PET COLLAPSES THEY MAY NEED CPR.

If you think your pet needs CPR, remember your ABCs.

### **A IS FOR AIRWAY:**

- Gently and carefully pull the tongue forward.
- Check there's nothing in the animal's throat. If there is something obvious blocking the throat, carefully remove it.

### **B IS FOR BREATHING:**

- Watch for the chest rising and falling or feel for airflow using the back of your hand or a compact mirror next to their nose to see their breath.
- If the pet isn't breathing, extend its neck, close the mouth and blow down the nose. Use your hand as a 'funnel' so that you don't put your mouth directly over your pet's nose.

### **C IS FOR CIRCULATION:**

- Check for a heartbeat or pulse by placing your hand on their chest.
- Place your pet on their right side on a firm, flat surface. Dogs with barrel-shaped chests need to be lying on their backs.
- If you are sure there is no heartbeat, at the midpoint compress the chest twice per second vigorously enough to achieve obvious chest compression.

Visit [pdsa.org.uk/first-aid](https://pdsa.org.uk/first-aid) for advice on how to give CPR to pets. You'll even find a video with step-by-step instructions.

# pets

REAL  
STORY



## FIVE TOP TIPS FOR DEALING WITH EMERGENCY PET SITUATIONS

- 1 Don't panic.** If your pet is injured, you'll be more help to them if you can stay calm and remain focused.
- 2 Call your vet.** Explain what's happened and let them know that you're on your way. If it's an evening or weekend, you should be able to contact a local out-of-hours vet so ensure you have all of the numbers in your phone or readily available.
- 3 Don't risk further injury (to the pet or yourself).** Be very cautious when trying to give first aid for a serious injury, as animals can often lash out when in pain and distress. Rather than risk further injury (to you or your pet) it may be best to take your pet straight to the vets for treatment. If you're not sure how best to transport them because of the nature of their injury, call your vet before moving them.
- 4 Don't give your pet anything to eat or drink** unless your vet tells you to.
- 5 Be prepared.** Keep your vet's details and any out-of-hours numbers in your mobile phone or in a safe place around the home. Make sure you have them to hand when out and about with your pet.

## Owner puts life-saving lessons into practice – after just a week!

**T**hanks to support from players of the People's Postcode Lottery we were able to run a series of Pet First Aid courses across the UK this year to help pet owners like Janice and her beloved pooch Milton. Did you spot them on BBC's The One Show earlier this year?

Springer spaniel-cross Milton almost choked to death on a plastic toy – but was saved by his owner using first aid skills she had learned on a PDSA course just a week before.

Janice Latreche, from Oldham, was at home when her beloved puppy began gasping for breath. She said: "Milton had somehow got hold of one of my grandson's action figure toys and was choking on it. I could see that he was struggling to breathe but I didn't panic and remembered the skills I had learned

on the PDSA course. I used a technique which is like an animal Heimlich manoeuvre – and it just popped out."

As soon as the toy became dislodged Milton was able to breathe and Janice took him immediately to her vet for a check-up.

Kylie Jones, the PDSA vet nurse who taught Janice, said: "Life-threatening emergencies can occur at any time and require speedy action, so it's important to know what to do. Speak to your vet about attending a veterinary-led first aid course, to learn how to deliver CPR and other techniques."

Janice added: "If I hadn't attended the PDSA course I don't think Milton would have made it. I think a pet first aid course is something every pet owner should consider doing."



Download our Pet First Aid guide at [pdsa.org.uk/petfirstaid](https://pdsa.org.uk/petfirstaid) for tips and advice on a wide range of emergencies from heatstroke to traffic accidents.

Always call your vet for advice if you're worried. Even if you treat a minor injury at home, you should still let your vet check your pet over.

# Baby, it's cold outside



Visit  
[pdsa.org.uk/  
wintercare](https://pdsa.org.uk/wintercare)  
for more advice  
on keeping your pet  
happy and safe  
this winter.

**A**s the cold weather sets in and daylight quickly fades, it's tempting to stay inside with your pets. But letting your cat explore a wintry garden or taking your dog on a crisp morning walk will do them good. Just be aware of winter hazards that could harm curious cats or be a danger to dogs; turning a trip outside into a trip to the vets.



## WINTER HAZARDS

⚠️ **Antifreeze and de-icer.** These have a sweet taste that pets, especially cats, love but both are very toxic. Keep these items out of reach and mop up any spills.

⚠️ **Salt and grit.** These can irritate your pet's paws and can upset their tummy if they lick their paws clean. Rinse your pet's paws if they come into contact with salt or grit.

⚠️ **Poisonous plants.** Festive favourites like holly, ivy and poinsettia are all toxic to pets if eaten. Keep them out of your pet's reach or use artificial plants to decorate your home.

⚠️ **Cars.** Cats often shelter under cars in cold and wet weather. A loud knock on the bonnet is usually enough to disturb them. But before setting off, always check your car for feline visitors who may have climbed up inside the engine or taken a nap on top of a wheel.

**Remember: Cold cars can be just as deadly as hot ones to dogs. Never leave your pet in a cold car.**

⚠️ **Festive food.** Lots of our winter treats – raisins, chocolate and, of course alcohol, – are dangerous to pets. Stick to pet-friendly festive treats (and make sure they don't overeat).

## PROTECTING OUTDOOR PETS FROM THE COLD

Some pets can be kept happily outdoors most of the year but you'll need to make different arrangements for the winter. To make your small furrries' winter more comfortable, move them indoors or into a car-free garage or shed and make sure they have plenty of warm bedding. If it's very cold they'll also need a heat source like a covered pad or a heat lamp. If you provide a lamp then do make sure there is no fire risk and there's a cooler area to retreat to.

If they have to stay outside, move them to a sheltered part of the garden and cover their hutch with old blankets or a tarpaulin (but make sure fresh air can still get in). To avoid freezing, wrap the water bottle in bubble wrap or an old sock and check up at least twice a day. Many rabbits also enjoy drinking from a water bowl, similar to cats and dogs, so put both in their hutch to offer them the choice.

## ARTHRITIS IN COLD WEATHER

As they get older, some pets may suffer with arthritis, which is a condition that causes the joints to become inflamed. The affects of this condition can often be felt even more in the winter months.

## REMEMBER THE WARM FORMULA TO KEEP OLDER PETS COSY AND COMFORTABLE THIS WINTER

**WARMTH** Keep those senior pets toasty with soft, padded bedding. Add a heat pad with an automatic temperature cut-off under their favourite bed to soothe sore joints. Always make sure the heat pad is covered to avoid burns and ensure that pets can easily move away if they get too warm.

**ACTIVITY** Gentle movement can help with stiffness and help prevent obesity. Being overweight adds extra strain and makes sore joints more painful.

**RAMPS** A helping hand up to higher spots such as the sofa, resting places or the car boot can help, as many arthritic pets will be reluctant to jump if their joints are sore.

**MEDICATION** can really help with arthritis. If you suspect your pet is starting to feel their age, visit your vet.

REAL STORY



Poppy back to enjoying a full and happy life again

## PDSA eases Poppy's pain

Poppy, the Golden Retriever from Blackpool, was a very special arrival in the family home. Her owner's husband decided to get Poppy when he was diagnosed with terminal cancer. He didn't want his wife to be alone and knew that Poppy would make the perfect companion – and he was right.

Poppy loved to chase birds and play with her favourite toys until a fall in the garden led to her needing two operations. Unfortunately, her injuries resulted in Poppy developing arthritis – but with regular medication to support her mobility and relieve her pain, and regular check-ups, she still lives a full and happy life. Her ongoing treatment is funded by our generous supporters. Poppy's owner says, "She loves to lie on the sofa and rest her head on my lap. I couldn't imagine life without her."

## DOES YOUR PET SUFFER WITH STIFF JOINTS?



The cold weather can affect the joints of older pets much like our own. Maybe your pet could benefit from PDSA's Nutritional Joint Supplement from our Vetcare range – selected by our vets.

To find out more visit [pdsa.org.uk/vetcare](http://pdsa.org.uk/vetcare)

EVERY YEAR PDSA TREATS AROUND 26,000 ANIMALS WHO ARE SUFFERING FROM ARTHRITIS.

# WALKING IN A WINTER

WINTER DOESN'T MEAN YOU HAVE TO KEEP YOUR PET INDOORS. HERE ARE SOME TIPS TO KEEP THE COLD AT BAY.



**W**inter walkies can be fun for both of you – but as the nights draw in, you need to make sure your dog is safe outside.

## SEEN AND NOT HURT

It's best to walk your dog while it's light but we know that's not always possible in winter. If you do need to walk your dog in the dark, it's really important to make sure you can both be seen by other road users.

A reflective or flashing collar, lead and hi-vis dog jacket will make your dog easier to spot in the dark, while light coloured clothes and a jacket with reflective patches will make sure you're safe too.

## STAYING WARM AND DRY

Wrap up warm and be prepared for the weather to turn while you're out. Most dogs have lots of fur to keep them toasty, but if your pet has thin, fine fur or

is a little bit older then you might think about getting a winter coat. Make sure any coat is practical and well-fitting to avoid tangled legs or paws. Waterproof coats are better than fabric ones, as once wet, a fabric coat can stay damp and actually make your pooch colder. Get warm and dry as soon as you can when you get home. A good rub with a towel will have your friend dry and toasty in no time.

# WONDERLAND

BEWARE  
HYPOTHERMIA

If your pet is out in the cold for too long, or experiences a sudden temperature drop, for example from falling into freezing water, they could develop hypothermia. This is a really dangerous condition and can cause your dog's body to shut down.

The best way to protect your pooch is to keep them warm on walks and limit the amount of time they spend outside in really cold weather.

#### SIGNS OF HYPOTHERMIA INCLUDE:

- Shivering** (but be aware that your pet will stop shivering if their body temperature drops even lower)
- Check if lips are pale.** Dogs' lips should be a healthy pink – like ours
- Low energy** and seeming very sleepy
- Bad co-ordination** (stumbling or bumping into things)
- Coma** (where they fall asleep and you can't wake them up).

**Hypothermia is an emergency and you should phone your vet right away.**

WET AND WINDY WINTER WEATHER MIGHT NOT BE VERY APPEALING FOR US BUT IT PROBABLY WON'T STOP YOUR DOG FROM WANTING TO GET OUT AND ABOUT.



## FINDING THE PERFECT WALK

If you fancy a wintry wander with your doggy pal, *The Outdoor Guide* have a great list of our favourite dog-friendly walks throughout the UK. Whether you want a hike across the heather in the Highlands or a stroll on the sand on the South Coast, you'll find everything you need for a great walk with your best friend.

Visit [www.theoutdoorguide.co.uk/walks/dog-friendly-walks](http://www.theoutdoorguide.co.uk/walks/dog-friendly-walks)



**W**e all know Christmas food is one of the best parts of the festive period. All those sweets and chocolates, Christmas pudding, roast potatoes – who can resist?

At Christmas time it can be tempting to dish out treats and leftovers to our pets too, but are those fattening festive favourites turning our four-legged friends into podgy pets?

The latest *PDSA Animal Wellbeing (PAW) Report*, shows that many vets are reporting seeing more and more overweight patients. This is bad news for pets as obesity can cause or worsen health problems like arthritis, breathing problems and diabetes and can shorten their lifespan.

The most common factors in pet obesity are big portions and the feeding of inappropriate foods.

In addition, many owners simply don't know what their pet should weigh or whether they are a healthy body shape. We can help you learn about Body Conditioning Scores which is a way of finding out what a healthy shape for a pet should be.

Visit [pdsa.org.uk/dog-bcs](http://pdsa.org.uk/dog-bcs) for your dog or [pdsa.org.uk/cat-bcs](http://pdsa.org.uk/cat-bcs) for your cat.



## KEEPING TRIM WITHOUT THE TRIMMINGS

To help keep pets at a healthy weight throughout the year, feed your pet the right amount of food for their breed, weight, age and lifestyle and give them plenty of exercise. Dogs will appreciate a walk even in the coldest weather, while a bit of vigorous indoor play will help keep both dogs and cats in shape. And if you do feed them treats, remember to reduce their main meal accordingly to avoid them piling on the pounds. Tempting as it is, you should never feed your pet leftovers as these almost certainly contain too many calories, not to mention ingredients that might actually be toxic for your pet, like raisins or onions.

**Your vet can help if your pet needs to lose weight. They can create a tailored diet and exercise plan to get them back to a healthy weight.**

Pets featured on these pages: Pepsi (cat) and Sasha (dog) are taking part in the 2018 Pet Fit Club. See how they're doing at [pdsa.org.uk/petfitclub](http://pdsa.org.uk/petfitclub)

**91%**  
of dog owners  
and **81%** of  
cat owners  
give treats to  
their pet

**16%**  
of dogs  
(1.4 million)  
are walked less  
than once  
a day

**1%**  
of dogs  
(89,000)  
are never  
walked  
at all

## FESTIVE FOOD FACT

Did you know that one portion of roast potatoes for a medium sized dog is the same in terms of calories as us eating two mince pies – or the equivalent of five if you feed them to your cat!





*Christmas  
is coming...  
the pets are  
getting fat*



# *12 Days of Christmas*

Pets are part of the family and we love to involve them in our Christmas celebrations. But, suddenly having your familiar home full of people, decorations, strange new sights, smells, sounds and tastes can be bewildering, or even dangerous, for our pets.

To help keep your four-legged family happy and safe this festive season, we've adapted this classic Christmas song. All together now...

**On the first day of Christmas  
my true love sent to me...**



### 1 **A BAUBLE ON A FIR TREE**

Dangling decorations can be very tempting for inquisitive paws. Small baubles can be accidentally swallowed causing choking or serious blockages in your pet's stomach or gut. Make sure decorations are well out of your pet's reach and try not to leave them unattended around the tree or in any decorated rooms.

### 2 **TWO TURKEY BONES**

Everyone loves Christmas food but some food can mean a festive trip to the vets for your pet. Turkey bones, onions, garlic, raisins, sultanas, dates, alcohol and chocolate can all be really dangerous if eaten by pets.

### 3 **THREE CHRISTMAS DINNERS**

Did you know giving a medium-sized dog a full-sized Christmas dinner is the equivalent of you eating three Christmas dinners in one go? Eating human food is one of the biggest causes of obesity in pets. So if you do give in to those puppy dog eyes on Christmas Day, reduce the amount of normal food you give your pet so they are not taking on extra calories.

### 4 **FOUR POISONOUS PLANTS**

Some of our favourite festive flowers like poinsettia, mistletoe, holly and ivy can make pets very poorly. Deck the halls with these and you could have a Christmas catastrophe on your hands, so keep them out of reach of playful paws.

### 5 **FIVE LOVELY TREATS**

Lots of us will be treating ourselves to a mince pie (or five) over Christmas but overindulging is a no-no for our pets. If you want to give your furry friend a Christmas treat, a small slice of bone-free turkey, boiled vegetables or a pet-safe choccie is fine – a good play or a walk is even better.

### 6 **SIX PRESENTS WRAPPING**

In all the excitement of wrapping and opening presents, make sure your furry friend doesn't pick up, chew or swallow anything that could cause them problems. Wrapping paper, wire and ribbons can cause your pet to choke, while batteries from kids' toys can cause serious burns to a pet's throat or stomach. If your gift contains items that might be harmful to pets – you might want to consider including one of our printable pet-friendly gift labels to advise that the contents may be harmful. You can download these at [pdsa.org.uk/christmas-survival-guide](https://pdsa.org.uk/christmas-survival-guide)



### 7 **SEVEN PETS A-PLAYING**

Bored pets can get themselves into trouble by playing with shiny decorations or sniffing out toxic foods. If you get a minute on Christmas Day, take your dog out for a good run around or play with your cat using feline-friendly toys – it'll do you both good.

### 8 **EIGHT DOORS A-CLOSING**

Hot ovens and boiling pans make kitchens a dangerous place for your pet on any day of the year. With a big dinner on the go, it can be even more dangerous on Christmas day. Keep kitchen doors closed so your pet can't get under your feet.

### 9 **NINE DRIVERS DRIVING**

Many of us will be on the road over the Christmas period visiting friends and family. If your pet is coming along too, make sure they're properly strapped in so they don't distract you – both of you could be badly hurt if you have an accident. A pet seat belt or a secured pet carrier will help to keep everyone safe.

### 10 **TEN MINUTES SLEEPING**

Dinner's finished, the presents are opened, the Queen's speech is over, it's time for a quick snooze. While you're taking a nap, your pets might be taking the opportunity to sniff out an extra treat. Before you shut your eyes, make sure you shut the doors to keep them – and your leftovers – safe.



### 11 **ELEVEN NOISY PARTIES**

Are you having guests over to join the festivities? Some pets love the extra attention but suddenly having lots of strangers in your home can be stressful for others. Make sure they have a quiet area to escape to if they need to unwind. A doggy den in another room or a high up hideaway for a cat is perfect – and don't forget your small furrles; they might be happier in a quieter room.

### 12 **TWELVE TAILS A-WAGGING**

Check out our *Christmas Survival Guide* for lots of tips from our vets to make sure your much-loved pets have a happy and healthy Christmas.





# *Time to say goodbye?*

We all slow down as we get older, and our beloved pets are no different. It's normal for them to need more help from you or to have more health issues. But it can be difficult to tell exactly how much this is affecting their quality of life - and this can be a big worry for their loving owners.

No-one wants their pet to suffer, but it can be hard to accept that things are getting too much for them and it might be time to think about saying goodbye. On the other hand, even serious illnesses can be managed to give your pet the best quality of life – and a bit longer by your side. That’s why the decision whether or not to put a pet to sleep is one of the toughest pet owners face.

### **HOW CAN I TELL IF MY PET STILL HAS A GOOD QUALITY OF LIFE?**

Quality of life is difficult to measure as it takes into account many elements of your pet’s mental and physical wellbeing. Your vet can help you assess your pet’s quality of life but, as you see them every day, you’ll be best placed to tell how they are really coping with daily life. Sometimes, if they’re really struggling it’s kinder to let them slip away peacefully. If your pet is old or ill it’s important to regularly check on their quality of life. You can use this checklist to help you spot when things are starting to change.

- 1 Are they in pain?
- 2 Are they struggling to get around?
- 3 Are they eating and drinking irregularly?
- 4 Are they going to the toilet irregularly?
- 5 Have you noticed a problem with cleanliness?
- 6 Has their behaviour changed?
- 7 Are you coping with looking after them?
- 8 Are they coping overall?

However, each pet is different. What would seriously affect one pet’s quality of life might not bother another as much.

### **WHAT TO DO IF YOU’RE WORRIED**

Talk to your vet about your pet’s quality of life and all the things you’re concerned about. They can guide and support you; helping you make the right decision for your pet. They will only suggest putting a pet to sleep, as a last resort, if it will stop them suffering.

If you feel that euthanasia would be the kindest thing for your pet, there’s lots of advice on our website to help you prepare.

### **REMEMBERING YOUR PET**

Losing a much-loved friend can be one of the hardest things to go through. The pain and grief can be as overwhelming as if a human family member had died – which is testimony to the special bond between people and their pets.

At PDSA we understand what that loss can feel like and, while we can’t make it easier, we can help owners celebrate their pet’s life and create a fitting and lasting legacy for them.

### **THE PDSA PAWS FOREVER PET TRIBUTE GARDEN**

This beautiful garden, next to our PDSA Pet Hospital in Ilford, is the perfect place to commemorate special pets. The tranquil setting which is also the last resting place of some of the UK’s bravest animals – makes it the ideal spot for quiet reflection about much-missed, four-legged friends.

### **PERSONAL TRIBUTES**

Owners can keep your pet’s memory alive in this special garden with a tribute tag featuring their pet’s name or a unique wall plaque, which can also include a personal inscription. Anyone who chooses to mark their pet’s passing in this way can also set up an online memorial page so that their friend will be remembered forever in the National Collection of Pet Memories.

So that we can continue to maintain this beautiful space, we ask for a suggested donation of £25 for a Tribute Tag or £250 for a Wall Plaque.

Find out more at [pdsa.org.uk/inmemory](https://pdsa.org.uk/inmemory)

### **HELPING OTHER PETS**



Leaving a gift for PDSA in your Will is a fitting way to commemorate your beloved pet. It will ensure we can be there to care for poorly and injured pets long into the future. Find out more at [pdsa.org.uk/giftsinwills](https://pdsa.org.uk/giftsinwills)

*Dealing  
with*  
**WINTER  
STRESS**

Halloween, Bonfire Night, Christmas, New Year's Eve – lots of traditions at this time of year involve strange sights and sounds. These can make your pets anxious and fearful, which can lead to unwanted behaviour.

From fear of fireworks to destroying the furniture, the latest PDSA Animal Wellbeing (PAW) Report reveals that 78% of dog owners and 77% of cat owners would change at least one aspect of their pet's behaviour if they could. And rabbit owners are not exempt either; 54% report bad behaviour in their bunnies.

On top of that, more than half of veterinary professionals say that they have seen an increase in dog behaviour issues in the last two years. So what is causing our pets to misbehave?

One of the reasons is a lack of socialisation and training. Socialisation has a big influence on your pet, as it teaches them about the world they live in and how they should react to normal, everyday events. Without socialisation when they're young, pets can become stressed when faced with unfamiliar situations and this can lead to unwanted behaviour. **Check out the socialisation schedule on our website for lots of great tips.**

[pdsa.org.uk/puppyschedule](https://pdsa.org.uk/puppyschedule)

## BUYER BEWARE



Puppies bought from puppy farms or dodgy breeders often have long-term behavioural and socialisation problems which can make them fearful, anti-social and even aggressive. They could also already be seriously ill when you bring them home. Always get your dog from a reputable source.

1.1 MILLION  
DOGS IN THE UK  
HAVE RECEIVED NO  
TRAINING AT ALL



The PAW Report also tells us that there are 1.1m dogs in the UK who have received no training at all. Early training is particularly important for puppies. It can prevent lead pulling, jumping up and aggression towards other dogs: all of which are major concerns for many dog owners.

Much unwanted behaviour can be solved with simple interventions. Speak to your vet about this and for advice on how to get through the seasonal stresses.



SOCIALISATION HAS A BIG  
INFLUENCE ON YOUR PET,  
AS IT TEACHES THEM ABOUT  
THE WORLD THEY LIVE IN

## TOP TIPS FOR COPING WITH FESTIVE FIREWORKS

GET PET-READY FOR NEW YEAR!

- ❄ Start preparing your pet early with a desensitisation CD.
- ❄ Take your dog for a daytime walk, well before fireworks are due to begin.
- ❄ Give your pet a safe place like a den to hide (high up is best for cats) but let them be near you if they prefer.
- ❄ Comfort them as you would normally and stay calm yourself to avoid making them more unsettled.
- ❄ Use a pheromone plug-in to calm them.
- ❄ Keep doors, windows, and cat and dog flaps closed.
- ❄ Draw the curtains and play music with a repetitive beat to help mask the sounds.
- ❄ Never punish your pets. It's not their fault they're scared and it adds to their anxiety.
- ❄ Get your pet microchipped. Then, if they do ever run away from home, there is far more chance you'll be reunited.

Our **#FireworkReady checklist** will help you make sure you've got everything covered for your pet.





# Ask the

## Doggy dilemma

**I would love to get a dog, but I'm unable to do a lot of walking so I'm worried that I wouldn't be able to provide enough exercise. Can you suggest a breed that doesn't need much exercise?**

Smaller breeds can require less exercise each day than, say, a Border Collie, which requires at least two hours of vigorous exercise each day.

It is good that you are considering whether a dog is a suitable pet for you, because dogs that don't get enough exercise can become overweight and suffer other medical and behavioural problems.

One option for you might be to rehome an older dog that doesn't require as much exercise; or employ a dog walker to take your dog out for exercise.

Alternatively, a different type of pet may be more suitable for your lifestyle – for example, cats generally have fewer physical demands but offer great companionship, though you'd want to be sure you could meet their unique needs too.

Take our  
PetWise quiz  
to help you find the  
perfect match:  
[pdsa.org.uk/  
getpetwise](http://pdsa.org.uk/getpetwise)



## 'Hands off' time for Hamster?

Sometimes, like us, pets just need a bit of 'r' and 'r'

**M**y hamster seemed to 'faint' the other day. What could have caused this, and what should I do if it occurs again?

Your hamster may have been having a seizure. Signs can range from seeming hypnotised, to serious seizures lasting for several minutes or even hours. Stressful experiences, such as being handled (if they're not fully tame or being introduced to a new living environment), can bring on the fits.

The condition can be inherited, so don't breed from affected hamsters.

Inherited seizures in hamsters usually start at around two months of age and last until six months. Try minimising all unnecessary stimulation (so best to keep your hamster's home in a quiet, undisturbed place) until you can get them checked by your vet.

If it happens again, take a video for your vet to see. Your vet can check for any underlying conditions, like low blood sugar or an ear infection. They can also help you with any treatment or support for your hamster.



# vet

Our Pet Health Team is here to answer any questions you have about your pet.

If you have a question about your pet please email [companions@pdsa.org.uk](mailto:companions@pdsa.org.uk)  
Please type 'Ask the vet' into the subject header.

## Introducing our new PetWise Health Hub

**T**hanks to players of the People's Postcode Lottery, you can now find lots of useful information, pictures and videos about your pet's health at the click of a mouse on our new online PetWise Health Hub.

As well as getting advice on what to do if your cat, dog or rabbit is ill, and when to contact your vet, you can also find plenty of information about specific conditions.

We'll continually be adding lots of new content and it would be great to hear what you think.

The PetWise Health Hub is not a substitute for visiting your vet. If your pet is ill or if you are at all concerned about their health you should contact your vet immediately.



PDSA'S ONLINE PETWISE HEALTH HUB IS THE PLACE TO GO FOR NON-EMERGENCY EXPERT ADVICE

Get the facts from the experts  
[pdsa.org.uk/phh](http://pdsa.org.uk/phh)



# Brand new PetWise vehicle boosts pet wellbeing

**P**DSA is not only here to treat the sick and injured pets of our eligible clients. We also strive to improve pet wellbeing generally by promoting preventive care and educating pet owners, in order to keep their companions healthy and happy.

For years, our PetCheck service has travelled the length and breadth of the nation, bringing PDSA to people and places that need us most. Our distinctive vans can often be seen at shopping malls, community centres and parks; offering free wellbeing checks to dogs

and advice on the care of other pets. Well, we've had a bit of a makeover and PetCheck is now known as **PetWise**. Our vans will still be touring the UK each year but now, thanks to our brand-new, state-of-the-art PetWise Mobile Unit, we can offer an even better service to keep more pets happy and healthy.

Thanks to the support from players of People's Postcode Lottery, the wonderful new £250,000 vehicle not only offers our familiar range of microchipping, nail clipping and ear cleaning services, but can host vital

vaccination clinics – and even minor surgical procedures.

But its benefits don't end there because the truck can also open up to host classroom lessons for schoolchildren or even pet first aid courses.

The new unit boasts two vet consulting rooms with oxygen facilities, moveable seating, a widescreen TV and built-in iPads so schoolchildren can take part in interactive educational games.

Our PetWise Mobile Unit joins our two existing PetWise vehicles; kindly donated by benefactors Julie and Robert Breckman.

CASE STUDY

# PetWise already proves a game-changer for Scrabble



Above: Scrabble with her owner, Collette, and PDSA Head Nurse Sally. Inset: Kaya performs a Petcheck on another patient

**R**escue dog Scrabble was given another turn at the game of life after a chance visit to our PetWise tour helped detect a tumour.

The 12-year-old German Shepherd cross was brought along to our mobile van in Erewash, Derbyshire, by her owner Collette Harrington, after she spotted we were offering free health checks for local dogs.

During the check-up, vet nurse Kaya Hawrylak identified a large swelling in Scrabble's mammary gland. With Scrabble being unneutered, Kaya feared it could be serious as around half of breast lumps in unneutered female dogs are cancerous.

Collette took Scrabble in for an urgent appointment at her local vets and was horrified to learn that the lump was a tumour. The vets confirmed Kaya's suspicions and carried out surgery to remove the lump and stop the tumour from spreading.



Collette, who adopted Scrabble from a local animal shelter when she was nine-months-old, said: "I'm so glad I took my beloved girl to PDSA PetWise tour that day. If it hadn't been picked up then, she probably wouldn't be here today.

"I think PDSA's free health checks are a great idea. I'm incredibly grateful to PDSA for everything they've done for Scrabble and can't thank them enough."

Vet nurse Kaya said she was delighted that Scrabble had made a full recovery.

She said: "Scrabble is an older female dog and wasn't neutered so that increases the risk of mammary cancer. Her story really highlights the importance of regular check-ups to ensure your pet is in full health. Scrabble has been neutered now, which will help reduce her risk of developing further breast cancer and will also ensure she won't be at risk of a life threatening womb infection in the future either."

**Check our website to see when PetWise is coming to a town near you.**



Main picture: Our new PetWise Mobile Unit arrives on the scene. Above: Our PetWise team looks forward to delivering even better services to pets and their owners.

"I'M SO GLAD I TOOK MY BELOVED GIRL TO PDSA PETCHECK THAT DAY"





# PetWise School Award



Do you want to support your children's or grandchildren's school to help pets enjoy healthy and happy lives?

We're launching a brand new school scheme called PetWise School Award and you can get involved by encouraging schools to take part. It's easy to sign up and it's free too!

Children will work their way through bronze, silver and gold levels and once they've collected enough points, the school will be awarded with its PetWise status and a 'paw'some plaque to display in their foyer.

All the school has to do is visit [pdsa.org.uk/education](https://pdsa.org.uk/education) for information about how to sign up.

All of our sessions are linked to the current National Curriculum and will teach children how to be responsible pet owners by helping them understand the 5 Welfare Needs of pets (Health, Environment, Diet, Companionship and Behaviour), ensuring the nation's pets are both happy and healthy.

THESE ARE JUST SOME OF THE FUN INTERACTIVE SESSIONS IN WHICH CHILDREN CAN LEARN:

- ✓ GET PETWISE
- ✓ ANIMAL HEROES
- ✓ CANINE COMMUNICATION
- ✓ IN THE PET HOSPITAL
- ✓ GET SET FOR THE RIGHT PET

PERFECT GIFT FOR CHRISTMAS!

# Do you know a child who loves pets or wants to be a vet?

## Sign them up to be a PDSA Pet Protector ...

Just  
**£20**  
for a year's  
subscription

**FREE**  
surprise  
gift

### Members get:

- \* 6 issues of *Animal Antics* magazine a year
- \* A fantastic welcome pack
- \* A free surprise gift

### Inside *Animal Antics* magazine:

- \* Meet our pet patients
- \* Get tips from our expert vet nurses
- \* Find out about animal careers
- \* Win VIP tours around our Pet Hospitals
- \* Fun competitions and fantastic prizes



Sign them up at [petprotectors.org.uk/join](http://petprotectors.org.uk/join)  
or call us on 0800 019 9144 using the code 'Comp18'

SINCE 1917  
**pdsa**  
SAVING PETS CHANGING LIVES

# Lady B's Big Night In



Lady B's 'Big Night In' not only means quality time with her beloved dogs but raises money for PDSA too!

**Y**ou might think the life of a Countess is all long lunches with friends, afternoons in the spa and glamorous soirees with celebrities. Not for the Right Honourable Countess Bathurst – or Lady B, as she's affectionately known. As patron or president of 14 charities, custodian of the Cirencester Park Estate and enthusiastic community champion, Lady B is also a big supporter of PDSA.

With her already hectic calendar quickly filling up and Christmas just around the corner, she came up with the idea of Lady B's Big Night In – a chance for everyone to relax, unwind and spend time with family, friends and, of course, our beloved pets, while raising money for PDSA.

"We're all so busy these days," says Lady B, "but especially at Christmas time. We don't often give ourselves permission to take a break. Wouldn't it be lovely to strike out an evening, put

your feet up, watch some bad TV and just do nothing? No need to dress up, get a babysitter or go out in the cold. Just curl up with your pets and donate what you might have spent on a night out to pets who need help."

A lifelong dog-lover, Lady B knows exactly who'll be sharing the sofa with her on her Big Night In.

"I've always had dogs," she says. "My first dog was a Golden Retriever called Micky and I've got six dogs now. A black Labrador called Dora, three



“JUST CURL UP WITH YOUR PETS AND DONATE WHAT YOU MIGHT HAVE SPENT ON A NIGHT OUT TO PETS WHO NEED HELP.”

## YOUR GUIDE TO THE MOST GLAMOROUS NON-EVENT OF THE YEAR!

**Date:** You choose

**Venue:** Your house

**Dress code:** Whatever you like

**Guests:** You and your two- or four-legged friends

Enjoy a relaxing night in snuggled up with your nearest and dearest and raise money to support our vital work.

### SUGGESTED DONATIONS

Don't spend money on a night out, save a pet and change a life instead. Think how much you'll save and could donate to PDSA by staying in.

One drink in a pub = £5

Cab into town = £10

New shirt = £20

Babysitter = £30

Hair done = £40

Meal for 2 = £60



Cocker Spaniels, Sweep, Gracie and Maude, Susie the Sprocker and Medley, who's the matriarch of the family.

“I love them all but I rarely get to spend any proper time with them. Whenever I pick up my handbag and keys and head to the door, I can see the disappointment in their eyes – ‘oh, she's going out again’. It will be nice to say ‘no, you don't have to stay at home and look after the house this evening, we're having a night in!’ I'm sure lots of people feel the same way so why not do

it together and raise money for sick and injured pets at the same time?”

Lady B has been a supporter of PDSA's work for several years after meeting Jan, our Director General, at a police dog award ceremony; one of the 436 engagements she undertook during her year as High Sheriff of Gloucester. After visiting Bristol Pet Hospital and seeing our work first hand, she has attended many PDSA events and wanted to do something to help. “I really admire what PDSA does,” she says. “It is so distressing

to think of any animal suffering because their owners can't afford to take them to a vet. Free or subsidised pet care is essential for some people and a lifeline for their pets. I've always been hands-on so I wanted to do something meaningful and that everyone can join in with. To be honest, I just need a good night in too!”

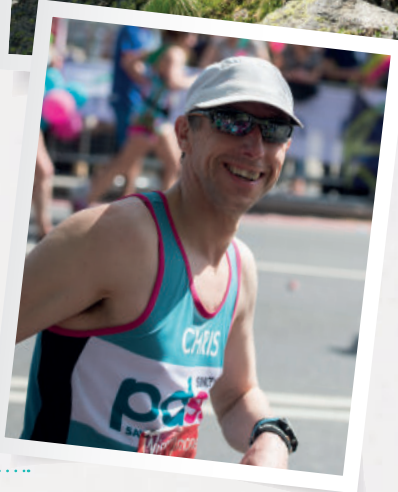
Will you be joining Lady B and chilling out for charity? Check out our website for more details and don't forget to post your pics on our Facebook page. We'd love to hear all about your Big Night In.



Chris with his dog, Ruby, making sure she is getting plenty of exercise too

## A DAY in the LIFE...

Chris Sherwood  
Veterinary Surgeon



**G**rowing up, Chris always loved animals and knew he wanted to become a vet one day. In 1991 he graduated as a vet from Cambridge University and joined PDSA in 1998 as a Veterinary Surgeon at our Leicester PDSA Pet Hospital. Since then he has treated countless sick and injured pets and also taken on many challenges to raise vital funds for pets in need. Chris is now sharing his story of what it's like to be a vet at PDSA.

### EXPECT THE UNEXPECTED

"You never know what is going to happen in this job. Some days are very hard and tiring but they are also very rewarding. The things I do on a typical day can include emergency treatments, major surgery, repairing fractured legs, ear canal resections or hernia repairs. As well as treating, we also offer a lot of advice and education to owners these days. This ranges from the five welfare needs of their pets to preventive treatments like vaccinations, worming and neutering. That's one of the biggest changes I've seen over the last two

*"NOT ONLY DO WE TREAT ANIMALS WHO NEED US THE MOST, WE ARE KEEPING FAMILIES TOGETHER WITH THEIR PETS"*

decades. Being able to offer preventive treatments helps us keep more pets happy and healthy."

### MEMORABLE MOMENTS

"There have been so many memorable moments over the last 20 years, but one of my favourites has to be when a young crossbreed dog came in who was named 'Dipsy' after one of the Teletubbies. He was suffering from Peritonitis due to a gut rupture after swallowing a chicken bone and the infection was so bad we had to keep the wound open in order to treat it. While I was changing his bandages I just remember, despite this, how happy he was – his tail wagging away."

### MORE THAN JUST A JOB

"It's so important that PDSA continues to provide support for pet owners long into the future. Not only do we treat animals who need us the most, we are keeping families together with their pets. Pets help us in so many different

ways, especially people who suffer with mental health issues and loneliness. I think it's great that we are there to help these people and their pets. That's why I have tried to do my bit over the years. I am a keen runner and have run the London Marathon ten times in the last eleven years – and I always try and raise as much money for PDSA as I can. More recently, I organised a 100 mile walk/run around Leicester which members of my hospital team and my running friends took part in to help celebrate PDSA's 100th Birthday."

## Quickfire Q&A

**Do you have any pets?**  
I have a black Labrador, Ruby

**What's your favourite food?**  
Thai Green Curry

**If you could have any job what would it be?**  
I'd love to be a guide in the Alps and take people trail running.

**What's your dream holiday destination?**  
Chamonix, France





# Festive fundraising

**G**ive a deserving pet the gift of good health this Christmas by taking on a festive fundraising challenge for PDSA.

You could arrange a Christmas jumper day in the office or organise a post-Christmas charity dog walk to burn off those extra treats. Or simply donate the money you would spend on cards to save a pet and change a life this year.

Take some inspiration from PDSA's very own choir 'Pitch Pawfect' (pictured) and go carol singing door-to-door (or pub-to-pub).

The New Year is also a great opportunity to try something new – or give something up. Always fancied running a 5k race? Climbing a mountain? Doing a skydive? Make 2019 the year you realise that dream – and

raise some much needed funds for PDSA at the same time. If you need to cut down on the cakes after Christmas, why not lose pounds to raise pounds with a sponsored slim?

So, whether you're rapping or wrapping this Christmas, give the gift of life to a poorly pet.

**For more inspiration check out**  
[pdsa.org.uk/get-involved](https://pdsa.org.uk/get-involved)

# Give without giving

You can support PDSA by doing your weekly food shop, online retail therapy, or by scrapping your car. Intrigued...? Read on.

## **GIVE AS YOU LIVE (GAYL)**

M&S, Debenhams, Topshop and Booking.com are just some of the names amongst the 4,000+ retailers signed up to GAYL. You can raise FREE donations for PDSA every time you shop online, by shopping through Give as you Live.

- 1 Sign up to GAYL at [giveasyoulive.com](http://giveasyoulive.com)
- 2 Choose PDSA as your charity to support
- 3 Shop as normal via GAYL website or app
- 4 We receive a free donation!

## **SUPERMARKETS**

Be sure to keep a lookout for PDSA in your local Asda, Waitrose or John Lewis and show your support by giving us your green token. PDSA is one of the chosen charities across several stores nationwide. Help save poorly pets by dropping your token into our collection box.

## **AMAZON SMILE**

Amazon Smile is the same Amazon you know, but by signing up at [smile.amazon.co.uk](http://smile.amazon.co.uk) and choosing PDSA as your charity to support – Amazon donates 0.5% of the net purchase price of anything you buy to us.

## **GIVE A CAR**

Got an old banger cluttering up your garage or street? Then why not donate your four wheels in aid of four paws.

Visit Give a Car at [www.giveacar.co.uk/charities/pdsa](http://www.giveacar.co.uk/charities/pdsa) for more details – they can arrange collection and will pass on 70% of the car's value to us.



# PDSA SHOP

SUPPORTED ENTIRELY BY VOLUNTARY CONTRIBUTIONS



## High Street heroes

From 1967 to the present, profits from our PDSA shops have funded life-saving work and care for pets

### How PDSA shops help poorly pets

**O**ur charity shops have been raising vital funds for our veterinary work since our very first store opened its doors in 1967.

Today, we have more than 120 shops on high streets across the UK. This Christmas, there are two special ways you can help our veterinary teams provide treatment for sick and injured pets.

We have a fantastic range of brand new products in store which will make

the perfect gift for someone you cherish, so pop down to your local PDSA shop and browse our brilliant bargains – there's something for everyone.

We always need stock to sell in our shops. So if you receive a present that doesn't quite fit, or isn't to your liking, please consider donating it to PDSA, where it will make a difference to sick and injured pets.

**Find your local shop at [pdsa.org.uk/charityshops](https://pdsa.org.uk/charityshops)**



1



2



# Deck the Halls

Create your very own winter wonderland with our brand new Christmas home and gift range - and help pets in need at the same time.

From an elf for your shelf to exclusive online cards, we've got Christmas shopping covered. And it couldn't be easier - just pop into one of our high street shops or visit [pdsapetstore.org.uk](http://pdsapetstore.org.uk) and get ready for a paw-fect Christmas.

6



7



8

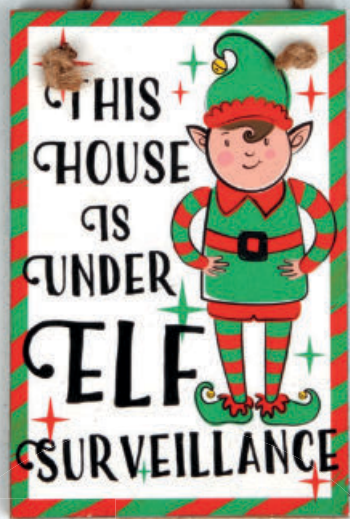


Subject to availability from September. Items shown are not to scale.

3



4



5



9

- 1 Winter white owls 2 versions – £3.99 each
- 2 Nativity ornament – £3.99
- 3 Sequin decoration 3 versions (Reindeer, Penguin & Tree) – £3.50 each
- 4 Elf plaque – £2.99
- 5 Unicorn decoration – £3.50 each
- 6 Elf mug – £3.99
- 7 Elwin elf – £4.99
- 8 Robin decoration 4 versions – £3.50 each
- 9 Woodland fawn – £25.00

DO CHRISTMAS THE EASY WAY  
WITH OUR  
VIRTUAL CHRISTMAS GIFTS

Our Christmas gift cards are the purr-fect way to tick a loved one off the gift list and feel good about the life-saving difference it makes. To view our full range or order online visit [pdsapetstore.org.uk](http://pdsapetstore.org.uk)

★ **HOW IT WORKS:**  
Choose a gift card from our range

We will send you a special gift card within 14 days of purchase

★ You can then write your message and send to the recipient in the envelope provided

The recipient receives a lovely gift card and knows that their gift from you is helping sick and injured pets too



## BEST FRIENDS

### Kerry, Max and Paddy

Doggy duo give Kerry new 'leash' of life

Kerry, Max and Paddy pictured with vet, John Faulkner, receiving a PDSA Commendation for their inspiring work.



**E**nglish Springer Spaniels Max and Paddy gave their owner a reason to live after a car crash left him with crippling depression. Now their daily online walkies are bringing joy and comfort to thousands of people across the world.

In 2006, Kerry Irving from Keswick suffered serious injuries when his car was hit by a truck. The accident left him with chronic neck and back pain, rendering the active, outdoor-loving 53-year-old housebound and on 27 tablets a day.

Kerry explains: "The change in my lifestyle and the constant pain plunged me into a deep depression. I had six spinal injections and two operations to try and relieve my suffering. I don't say this lightly, but I was on the verge of suicide.

"When I was at my lowest point, I met Max and there was something very special about him. Going out to walk him, even if it was just to the end of the road and back, helped me to get out."

In 2017, Kerry and his wife Angela adopted Paddy. The puppy became Max's 'apprentice' and joined him and the Irvings on their regular walks around Keswick. A keen amateur photographer, Kerry started the Facebook page 'Max and Paddy out in the Lake District' to allow friends to share in their walks across the fells. Just over two years later, almost 70,000 fans regularly check in to see the plucky pooches' online videos, stories and adventures.

Kerry said: "We receive daily messages from people all over the world, saying how the boys make them smile and bring joy to their life. I have met soldiers who have served in Afghanistan who say they used to look at Max and Paddy's page to remind them of home."

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### Our vets say...

John Faulkner, Principal Vet from PDSA, said: "Max and Paddy's story shows the fantastic impact that animals have on our lives. Kerry describes Max and Paddy as 'virtual therapy dogs', given the thousands of lives they have touched with their beautiful photos and heart-warming stories."





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