

Newsletter

ROCHDALE ANIMAL CENTRE



Rabbit...rabbit...
See inside

THE NEW ANIMAL WELFARE LAWS
Abandoned at the Centre
OUR FUNDRAISING TARGETS

ROCHDALE ANIMAL CENTRE

Welcome

A few days before I sat down to write this welcome to our newsletter I attended the RSPCA Annual General Meeting in London. Part of the day was devoted to the presentation of awards to people who had acted in a variety of ways to help animals. It included Richard Adams author of Watership Down who has devoted his life to animal welfare. There was also an RSPCA Inspector and an animal collection officer who had both gone the extra mile in response to animal cruelty. I was pleased to be in the company of such good and compassionate people. We were also shown a film of some of the cases which had been dealt with by the RSPCA Inspectors. I was really shocked and saddened to see the way evil people treat defenceless animals. Animals give us so much we owe it to them to give them the care and compassion that they deserve and to fight cruelty wherever it occurs.

At the Rochdale Animal Centre we have a great team of staff and together with all our volunteers and our friends in other local animal charities we work hard to provide a safe and caring environment so that the pain and suffering of animals that come to us will always be in the past.



On behalf of more than 450 animals that we have helped this year can I say a big thank you. Together with my full time assistant (that's him on the right) I know that we can count on your support in the future.

Best Wishes
David Canavan
Branch Secretary

Help us to



RSPCA branches - and there are 174 in England and Wales - are all separately registered charities responsible for finding their own funds.

raise an extra £80,000

Here in Rochdale, the Animal Centre continues to be a great success but running costs put a huge burden on our fundraising efforts and hold back our vision for the future of the Centre.

Nevertheless we are determined to produce a Centre which more than answers the needs of animals in this area. Over the next 12 months we need to raise an extra £80,000 to secure its future.

We try and attract funds from a number of different sources:

Flag days and fundraising events

Our town has always been generous when we've had flag days and publicity events and, while they can be long days for our volunteers, the funds they generate help every single animal in the Centre. Please look out for the next event- we will advertise it through our shops, the Rochdale Observer and our newsletters.

Our shops

We rely a great deal on our five RSPCA shops around the district. The funds they generate are a vital part of our income. Please call in whenever you can.

Donation schemes

A growing band of supporters have committed to giving a monthly amount and this is already making quite a difference but we still need more people to sign up. A leaflet is available from the Centre.

Legacies

Money left to us in wills is always put to good use and we feel it is our responsibility to ensure it goes directly to our needy animals as the donor would have wished. Donors wishing to help animals, in our area should make sure that the wording in their will states 'Rochdale RSPCA' (not just RSPCA).

Corporate Sponsorship

Our very first Corporate Sponsor for this campaign was Vodafone so, a big thank you Vodafone for helping us to get the ball rolling. Louise Clough from Vodafone said:

"We feel corporate sponsorship of the new Rochdale Animal Centre is a great idea to put our company ethos in the public eye and to demonstrate our support for the local community. The Centre is well managed and deserving of our support."

Louise Clough, Manager, Vodafone Rochdale



The RSPCA

The National Society will sometimes provide support for specific projects and they also fund the RSPCA Inspectors, with whom we work so closely.

Come and visit us. We welcome small groups who have an interest in animal welfare and who would enjoy seeing the Centre. Please ring us to see when the next available tour is planned and we will do our best to ensure you have an enjoyable visit.

ABANDONED with a curt note!

At the Rochdale RSPCA we respond to as many animal needs as possible. Every new animal is given prompt attention and we try and make our funds and space (not to mention our patience) as elastic as we can. As this little story shows our patience gets tested on a regular basis.

A week or two ago a woman came into the Centre with a cat she clearly didn't want. The cat was beautiful; he was two or three years old, sleek, relaxed and in perfect condition, but the woman insisted he was a stray and that we had to have it! As it happened the Centre was full and we explained that the best thing to do was to take him back – we would provide her with some food and look into providing accommodation if necessary. The woman went but later, in our foyer, we found the cat with an astonishing note by his side (see picture). The Rochdale Observer ran the story, 'Sign of the times stuns shelter' and all we could do was wait and hope that someone recognised him.

This story has a happy ending as a young woman from Preston contacted us. She told us that she used to live in Rochdale with her father but had moved to Preston. No sooner had she left than her father's new partner decided the cat had to go! However, through the power of publicity, a little reunion has now taken place – the little cat was clearly delighted. It's gone to Preston to start a new life and we hope it will be very happy. All in a day's work.

We were very sorry to hear of the death of Bernard Manning. Bernard was a keen supporter of animal welfare and together with Cyril Smith laid the first stone of the new Animal Centre in 2004.



Picture: Rochdale Observer

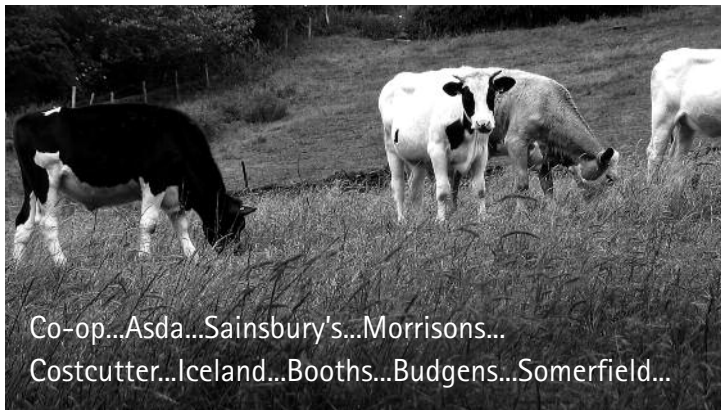


www.freedomfood.co.uk

Freedom Food is the RSPCA's farm assurance and food labelling scheme, working to improve farm animal welfare standards.

The Freedom Foods scheme is working well and expanding quickly. It is dedicated to improving the lives of the 900 million farm animals reared for food each year in the UK.

Many millions more animals are now included in the Freedom Food scheme than this time last year. Food producers, from poultry farms to salmon hatcheries, are getting on board the scheme. More good news is that Freedom Food has the approval of 12 major supermarket chains and is getting bigger all the time. The Co-op in both Rochdale and Littleborough is selling food with the Freedom Food label and others are joining in. Please look for the Freedom Food label when you are shopping - let's try and make it as popular as we can.



Co-op...Asda...Sainsbury's...Morrisons...
Costcutter...Iceland...Booths...Budgens...Somerfield...

The Animal Welfare Act

The RSPCA works hard to keep animals on the political agenda. The biggest shake-up of animal welfare legislation for almost a century took place in 2006 when the Animal Welfare Act received Royal Assent and passed into law at the end of 2006.

For the first time owners and keepers have a legal responsibility to meet the welfare needs of their animals. The Animal Welfare Act is an enabling act which means that, in the future, further regulations and codes of practice on particular animal welfare issues will be introduced.

To raise awareness, RSPCA headquarters produced a TV advertising campaign which ran in March 2007. It also appeared on YouTube where it was viewed over 10,000 times. Following the campaign the number of people who said they had heard of the new law rose by a massive 33% (MORI Ipsos). The Rochdale Branch is doing all it can to help raise awareness of the new law. The full wording of the Act can be found via www.rspca.org.uk

"Our whole purpose is to prevent animals from suffering and this new law will help us in that mission"

Jackie Ballard
RSPCA Director General



Keep it up

'Making a difference' is becoming an overrated phrase for some people, but here at the Rochdale Animal Centre you can see it happening before your very eyes.

The Centre is the front line where animals are constantly being brought in. Lost, injured frightened and hungry. Without us here to help them, where would they go? Although distressing cases have to be dealt with, the Rochdale Animal Centre bounces with life as animals recover and prepare for new owners. The staff at the Centre work tirelessly to keep everything in balance. They also know that everything relies on team effort, so whether you are a volunteer, a Friend of the Centre, a trustee, an RSPCA member or a Corporate Sponsor, the message is - you are making a difference so please, please, keep it up.

Rabbit...rabbit...rabbit

We've had some fab rabbits in the Centre recently and we plan to do a feature on rabbit care in a future newsletter. Many rabbits suffer terribly because their owners aren't aware of their real needs and some rabbits come to us in a very sorry state indeed. However, with the right care regime they can really blossom. Our star on the front cover has the most fabulous white coat

and enormous brown eyes. He also loved to be in front of the camera whenever he got the chance. He was rehomed a few weeks ago but we now have a new star in the making - meet Oscar!

Oscar was in very good condition when he came to us. He was in fact just too larger-than-life for his family to handle. He's a great character and fast becoming our star rabbit. If he stays with us a while longer we might include him in our rabbit feature - see next issue.



Thanks to our business sponsors

Businesses, large and small, contribute a great deal to the success of the Rochdale Animal Centre. We would like to thank all those who have contributed, in a whole variety of ways, to the running of the Centre:

Arien Refrigeration, Rochdale
AJ Cocker & Co
Jackson, Jackson and Sons
Vodafone
Rochdale Borough Council
Tesco Stores
Morrisons Supermarkets
Rochdale Observer
The Beehive Inn
PetPlan Pet Insurance

Batleys Pet Products
MPM Products
Ron Chalker (The Potato Man)
Greater Manchester Fire Service -
Rochdale
The Griffin Inn
WG Harvey Trust
Greater Manchester Police
Boots Rochdale
Wendy Lane Veterinary Practice

This year the WG Harvey Trust have provided support to help us with our dog provision aims. A big thank you to the trust; we are now well on the way to being able to take cruelty case dogs.

Diary Note: AGM

The AGM of the Rochdale Branch will be held at the Animal Centre, Redcross Street, on 6 September starting at 7.00pm. Open to both RSPCA members and non-members, we do hope you will be able to come and join us. A buffet will be provided and you will also have the opportunity to look around the Centre.

The Centre is used to catering for unusual animals at a moments notice. Some have very specific needs like this tiny tortoise who was found near Hog Fold in Atherton just wandering down the road. It was in great danger and facing an uncertain future, however, it was brought to us and is now safe and well, enjoying extra warmth (a heat lamp), and being well fed - lettuce, grapes, celery, cabbage, apples! Our tortoise has settled in well (we think - although it doesn't say much) and we've named it Toto. We hope we can soon find Totos' owner.



WANTED

Volunteers to help our 'home visits' team. This is an opportunity to be involved with placing our animals with new owners. You should have a mature attitude and a confident and friendly outlook. Full training - which takes place here at the Centre - will be provided. Clean driving licence essential. Please ring Jean Spencer 01706 861897. 9.00-5.00pm.

Temporary closure

The Rochdale Animal Centre has been visited by a very aggressive virus – the Calici virus. Only cats are affected but to safeguard the Centre, movement of all animals in and out of the Centre has to stop, effectively closing us. Two full weeks have to pass after the all clear before we can reopen. This probably means the end of July. We apologise for any inconvenience which this may be causing you.

The situation is constantly monitored and, at the time of writing, has thankfully stabilised. All the cats are receiving medication and the vets who are helping us have been doing a wonderful job. The little cat who brought in the virus died but all the other cats are pulling through. The virus is dangerous but thankfully very rare. It remained undetected in the cat all through our usual, very thorough, veterinary checks and also throughout the standard isolation period and even for some time beyond. With the situation now slowly improving we are all looking forward to getting back to normal.



Peggy – just a flying visit?

It's nice to have a peacock strutting about the place – very civilised! This one though (Peggy, we call her) is a peahen and can't strut at all well because her feet got wound around some fishing line. She had pecked her feet almost off, trying to get free, poor thing. Peggy won't be with us long, she's already much better and is going to a bird sanctuary where she will be able to recover – well away from any anglers.



Become a volunteer

Have you thought about it? How it would make you feel? We think you would find it engrossing! Your time would be appreciated by every animal you come in to contact with. This is what one of our volunteers had to say:

“The Centre is always busy and you feel really appreciated, whatever you decide to help with. I love the rabbits, guinea pigs and ferrets and making sure that they are all well looked after.”

Clare: volunteer

You will find it a richly rewarding experience and even if you think you can only spare a small amount of time, please ring us to discuss it further. Ring Jean Spencer 01706 861897 between 9.00–5.00pm.

To report an animal in distress contact 0870 555599
The RSPCA's 24 hour cruelty and advice line

Rochdale Animal Centre 1 Redcross Street, Rochdale, OL12 0NZ



Registered Charity 232257