

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)**

TRUSTEES' REPORT AND UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 JANUARY 2009



Charity Registration No. 1114880

**Company Registration No.
05664701 (England and Wales)**

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	P A Sketchley M Bellingham J Nunn
Charity number	1114880
Company number	05664701
Registered office	3 Crossfield Chambers Gladbeck Way Enfield Middlesex EN2 7HF
Accountants	WKH 22/24 Kneesworth Street Royston Herts SG8 5AA
Bankers	Lloyds TSB Bank plc 5 Rowland Place Green Lane Northwood Middlesex HA6 1AB
Solicitors	Park Woodfine 1 Lurke Street Bedford Beds MK40 3TW

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
CONTENTS**

	Page
Trustees' report	1 - 4
Independent accountants' report	5
Statement of financial activities	6
Balance sheet	7
Notes to the accounts	8 - 11

NATIONAL PET MONTH (A CHARITY LIMITED BY GUARANTEE) TRUSTEES' REPORT

FOR THE YEAR ENDED 31 JANUARY 2009

The trustees present their report and accounts for the year ended 31 January 2009.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the company's memorandum and articles of association, the Companies Act 1985 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005.

Structure, management and governance

Incorporation of the charity

National Pet Month (registered charity number: 1114880) was incorporated on 3 January 2006 with company number: 05664701. The charity's registered office is 3 Crossfield Chambers, Gladbeck Way, Enfield, Middlesex EN2 7HF.

Management of the charity

During the period, the company was governed by three trustees as named below. The Trustees must meet three times each year to review the company's operations and to decide on policies.

P A Sketchley representing The National Office of Animal Health, M Bellingham representing The Pet Food Manufacturers Association, J Nunn representing The Pet Care Trust.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

Working together

The strength of National Pet Month is based on its ongoing support by other professional bodies, charities, businesses and organisations operating in the area of pet care as well as individual pet lovers. Many of these organise National Pet Month events to promote National Pet Month aims, while also often raising money for their chosen animal welfare and education charities.

Governance of the charity and investment powers

The charity is a company limited by guarantee. The charity's memorandum and articles of association are the documents the company is governed by. The investment powers are regulated by these accordingly.

The charity is authorised to:

- Accept funds or property to be applied solely for the purpose within the charitable objects of the charity;
- Invest the charity's money in any property or investments, of whatever nature and wherever situated as the Trustees shall in their absolute power think fit, subject to conditions imposed or required by law;
- Expend the funds of the charity in the furtherance of the charitable objects.

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

NATIONAL PET MONTH (A CHARITY LIMITED BY GUARANTEE) TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 JANUARY 2009

Objectives and activities

The charity's objectives, per the governing documents, are to promote and protect the good health, both mental and physical, of the general public by advancing the general public's education in the therapeutic benefits of animal ownership. This is achieved by promoting responsible pet ownership in all its manifestations. More specifically, the stated aims are to:

- Promote responsible pet ownership
- Make people aware of the benefits of pets to people
- Increase public awareness of services available from professionals involved with pet animals
- Raise awareness of working animals

A business plan was adopted for the period 2006-09, and sponsorship secured to cover the administration of the charity, and to allow for a more extensive public relations plan to be put in place.

Annually, since 1989, National Pet Week, now National Pet Month, has acted through printed and broadcast media to raise awareness of pets and the need to look after them responsibly, creating a backdrop to hundreds of local events throughout the country which take place during the month which reinforce the messages.

Review of the year to 31 January 2009

The 2008 theme for National Pet Month was 'Great British Pets', and the charity was pleased once more to secure Platinum sponsorship from IAMS (with a two year commitment), with additional support from Companion Care, Countrywide and Mikki. This enabled the charity's PR work with Brave PR to continue and build on the extension of National Pet Week to National Pet Month.

The campaign was launched to long lead media in the autumn, with extensive mailings to potential event holders and supporters (both existing and potential) being undertaken in February and a launch to the public at Crufts in March. The month was highlighted to the veterinary profession by a rolling presentation being displayed at the annual congress of the British Small Animal Veterinary Association in April.

The core messages of responsible pet ownership and the associated 'top ten tips' once more were the primary focus for National Pet Month. The Great British Pets theme also allowed the charity to celebrate the diversity of pets enjoyed by the British public and the positive benefits they bring.

Following the 2008 Month, a theme of 'Healthy Pets Make Happy Pets' was agreed and sponsorship for 2009 agreed - again Iams were principal sponsor and Countrywide once more supporting. The charity was delighted to secure Pfizer Animal Health as gold sponsor for 2009.

Work with Brave PR will continue, with the PR campaign being devised and agreed.

Over the winter extensive work was done on the database and website to make supporting the charity easier through the site, and cut down on administration of paper forms. A decision was taken to employ, during the run up and duration of NPM 2009, some part-time administrative support to the charity.

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2009**

Achievements and performance

Media interest continued to build both nationally and regionally.

Over 80 million people had the opportunity to see National Pet Month articles in the national, regional or specialist press - an increase of 30% on 2007 coverage.

50% of this press coverage highlighted the promotion of responsible pet ownership.

A photographic competition in conjunction with Your Dog/Your Cat magazine, with the winners displayed at Selfridges through Snappy Snaps increased awareness, with a large number of entries and extensive media use of the winning photographs.

Over 8800 people visited the National Pet Month website www.nationalpetmonth.org.uk in the run up and during the month.

324 events the length and breadth of the UK were registered on the National Pet Month website - with more undeclared. These events were organised by diverse businesses (such as vet practices, pet product retailers etc through to groomers), charities, local authorities, educational establishments and individual animal lovers.

A substantial information pack was sent to each contact on the NPM database to reinforce the campaign objectives and to help them set up their NPM fund raising events.

At least £53K was notified to the NPM as being raised for at least 37 animal charities during the month.

'NOAH's art' schools painting competition with the theme Great British Pets helped reinforce the benefits of pets to children - won by St Mary's Cathedral School. They were rewarded with an animal welfare presentation from a local veterinary practice on responsible pet ownership as well as a visit by celebrity veterinary surgeon Marc Abraham: other regional winners also received visits from NPM and local rescue centres or vet practices.

Great collaborative 'best event' from Mount Stewart and Jubilee Vets which highlighted how organisations can work together and will be used as a model in future years for collaboration.

Financial review

Within this financial year, on which this report is based, Platinum Sponsorship was secured from Procter and Gamble, who manufacture the IAMS range of pet foods, at £40,000, Silver sponsors were Companion Care (£8,000) and Countrywide and Mikki were Bronze sponsors (£5,000) making a total of £69,500, thus providing greater income and hence the ability for a continued strong PR campaign. Most of the costs for the PR and planning for forthcoming events in the subsequent years activities (2009 NPM) are incurred in the period prior to the end of the financial year ending Jan 2009 e.g. mailings and web updates etc. But with the surplus carried forward at January 31st 2009 of £54,383 and with commitment for further continued sponsorship from IAMS for 2009 the Trustees are confident of further progress and success in growing the awareness to National Pet Month and more importantly achieving our overall aims and objectives to foster responsible pet ownership in the UK.

For 2009, the trustees were pleased to receive sponsorship money in good time to meet the expected costs of marketing the Month and conducting the supporting PR campaign.

Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The trustees considers that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2009**

Plans for the future

Pending the anticipated success of the National Pet Month events being planned for April 2009, the Trustees are enthusiastic towards continuing their 3 year business plan and achieving their overall objectives. This involves a wider range of sponsors, further developments of the web site with the introduction of the ability for supporters to create a supporter account on line.

Statement of Trustees' responsibilities

The trustees are responsible for preparing the accounts in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources, including its net income and expenditure for the year.

In preparing these accounts, the trustees are required to:

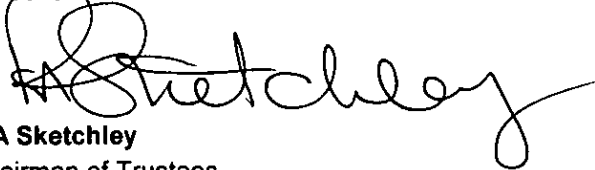
- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the accounts comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small company rules

These accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

On behalf of the board of trustees



P A Sketchley
Chairman of Trustees

Dated: 5th June 2009.

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
CHARTERED ACCOUNTANTS' REPORT TO THE TRUSTEES ON THE
UNAUDITED ACCOUNTS OF NATIONAL PET MONTH**

In accordance with the engagement letter dated 30 June 2008, and in order to assist you to fulfil your duties under the Companies Act 1985, we have compiled the financial statements of the charitable company (the charity) on pages 6 to 11 from the accounting records and information and explanations you have given to us.

This report is made to the Charity's Board of Trustees, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Charity's Board of Trustees that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Charity's Board of Trustees, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet for the year ended 31 January 2009 your duty to ensure that the charity has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 1985. You consider that the charity is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

WKM

Chartered Accountants
22/24 Kneesworth Street
Royston
Herts
SG8 5AA

Dated: 17/6/09

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2009

	Notes	31 January 2009 £	31 January 2008 £
Incoming resources			
Incoming resources from generated funds			
Voluntary income	2	2,265	4,616
Activities for generating funds	3	69,500	53,000
Investment income	4	129	209
Total incoming resources		71,894	57,825
Resources expended			
Costs of generating funds			
Other costs of generating funds		31,438	45,917
Charitable activities		16,415	4,431
Governance costs		4,080	1,739
Total resources expended	5	51,933	52,087
Net income for the year		19,961	5,738
Net movement in funds		19,961	5,738
Fund balances brought forward		34,422	28,684
Fund balances carried forward		54,383	34,422

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 1985.

All the above activities were continuing operations of the company and all income and expenditure is unrestricted in nature.

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
BALANCE SHEET
AS AT 31 JANUARY 2009

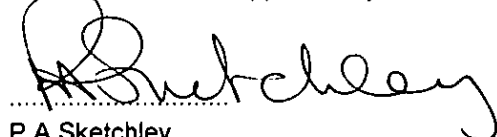
	Notes	2009 £	£	2008 £	£
Current assets					
Debtors	8	19,337		56,400	
Cash at bank and in hand		46,441		1,886	
		<u>65,778</u>		<u>58,286</u>	
Creditors: amounts falling due within one year	9	(11,395)		(23,864)	
Total assets less current liabilities			<u>54,383</u>		<u>34,422</u>
Income funds					
Unrestricted funds			<u>54,383</u>		<u>34,422</u>

In preparing these financial statements:

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985;
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The Directors responsibilities for:
 - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2007).

The accounts were approved by the Board on 5th June 2009



P A Sketchley
 Chairman of Trustees

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS**

FOR THE YEAR ENDED 31 JANUARY 2009

1 Accounting policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

The charity has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small charity.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 1985.

The charity has taken advantage of the provisions of Schedule 4 of the Companies Act and adapted the Companies Act formats to reflect the special nature of the charity's activities.

1.2 Incoming resources

Income is recognised in the year to which it relates. There are no restricted sources of income.

1.3 Resources expended

Charitable activities:- comprises all expenditure relating to the objectives of the charity.

Costs of generating funds:- comprises the costs in relation to the promotion of pet ownership.

Governance costs:- comprises the costs of compliance with the constitutional and statutory requirements.

Expenditure is allocated directly to the expenditure headings as far as practically possible to reflect the activities of the charity.

1.4 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity. There are no restricted funds.

2 Voluntary income

	2009 £	2008 £
Annual donation	1,538	3,449
Collection boxes	727	975
Publication income	-	192
	<u>2,265</u>	<u>4,616</u>

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2009

3 Activities for generating funds

	2009 £	2008 £
Sponsorship income	<u>69,500</u>	<u>53,000</u>
Net activities for generating funds	<u>69,500</u>	<u>53,000</u>

4 Investment income

	2009 £	2008 £
Interest receivable	<u>129</u>	<u>209</u>

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2009

5 Total resources expended

	2009 £	2008 £
Costs of generating funds		
Publicity	1,035	2,526
Public relations campaigning	27,668	24,220
Public relations freelance	284	-
	<u>31,438</u>	<u>45,917</u>
Charitable activities		
Insurance	24	577
General expenses	862	159
Printing, postage and stationery	11,904	870
Website costs	3,625	2,825
	<u>16,415</u>	<u>4,431</u>
 Legal and professional fees	 1,573	 1,028
Accountancy and professional fees	2,352	711
Travelling	155	-
	<u>4,080</u>	<u>1,739</u>
	<u><u>51,933</u></u>	<u><u>52,087</u></u>

Governance costs includes payments to the accountants of £nil (2008: £711) for the independent examination fee and £2,352 (2008: £nil) for other services.

6 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year and no trustees were reimbursed for travel expenses.

The charity relies on its trustees (and the organisations they are a part of) for administrative support and in so doing, utilises staff and resources from these organisations at no charge. The support provided is on a voluntary basis and so no value is attributed to this in these accounts.

7 Employees

There were no employees during the year.

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2009

8 Debtors	2009	2008
	£	£
Other debtors	18,400	56,400
Prepayments and accrued income	937	-
	19,337	56,400

9 Creditors: amounts falling due within one year	2009	2008
	£	£
Taxes and social security costs	9,462	7,747
Other creditors	933	14,367
Accruals	1,000	1,750
	11,395	23,864

10 Liability of members

At 31 January 2009, National Pet Month had three members. In the event of a winding up of the company, the liability of each member to contribute to the assets of the company is limited to £10.