



Business Plan & Annual Report

Charity Name	The Starlight Trust
Registration Number	
Principal Address	63 Tharp Road Wallington Surrey SM6 8LG

Charity Management & Activities

Managing Trustee Details

Name	Office	Dates Acted
Sarah Argrave	Managing Trustee, Animal Care Manager, Webmaster, and Wildlife Services Manager	All year
David Argrave	Managing Trustee, Animal Care Assistant, Treasurer, and Animal Collection & Transport Officer	All year

Other Trustee Details

Name	Office	Dates Acted
Amanda Lynch	Trustee	All year
Louise Gale	Trustee, Foster Carer (Releasable Pigeons), Deputy Wildlife Services Manager, and Animal Collection & Transport Officer.	All year

Constitution and Activities

Type of governing document	Constitution
How the charity is constituted	Trust
Charity Objectives	<p>For the benefit of the public, to relieve the suffering and distress of animals in such ways as the trust shall decide including (but not exclusively) the following ways: -</p> <p>(a) to rescue, take in and provide care, shelter and sanctuary for stray, lost, neglected, abandoned, ill-treated and unwanted pets, primarily small pet rodents, and to rehome these animals wherever possible.</p> <p>(b) To promote humane behaviour towards animals by providing appropriate care, protection, treatment and security for animals which are in need of care and attention by reason of sickness, maltreatment, poor circumstances or ill usage.</p> <p>(c) to educate the public in matters pertaining to animal welfare in general and the prevention of cruelty and suffering among animals.</p>
Activities Undertaken	<p>Founded in 2008, the trust operates a rescue and sanctuary for small pets and feral pigeons from founders Sarah and Dave Argrave's home. In general, there are around 40 animals in our care at any one time. We tend to focus on animals which are vulnerable, in neglect situations, or which have been refused help elsewhere, and on quality over quantity.</p> <p>The trust also runs two websites which offer advice and assistance to the public caring for animals.</p> <p>Helpwildlife.co.uk was set up in 2005 and offers advice on what to do when finding a sick, injured or apparently orphaned wild bird or animal, who to turn to for help and how to resolve conflicts with 'pest' species holistically and humanely.</p> <p>Smallpetsmatter.co.uk was set up in 2012 and aims to promote better care for pet rodents. It offers advice about the husbandry of the most popular species of small pet and a directory of rescues which can help if looking to rehome or adopt such animals.</p>

The Year Ahead

Charity Structure and Management

This year, we aim to start the process of registering with the Charity Commission. It may be necessary to recruit another trustee, one with experience of charity administration, to achieve this.

Financial Plans and Expectations

It is anticipated that we will exceed the £5000 annual income needed to register with the Charity Commission. We are likely to need to run an appeal in order to increase our pigeon capabilities.

Planned Activities

Increase pigeon capacity by:

- securing further aviary sites
- installing a shed with Louise Gale for stage 2 pigeons
- reconfiguring the animal room at HQ to provide more space for stage 1 pigeons

Gain the ability to check faecal samples to enable faster diagnosis and treatment of pigeons

Make improvements to helpwildlife.co.uk to update advice pages and improve the structure of the directory

Make improvements to the recording and management of 'Community Heroes' details

Ensure record keeping is compliant with GDPR

Quarter 1: January - March

Financial Summary

Income this period totalled £1339.28, comprising £1233.28 in donations and £106 from fundraising and other activities.

Expenditure exceeded income at £1614.58. £1370.49 was spent directly on animal care and £244.09 on other activities.

Animal Intake

36 animals were admitted this quarter - 17 rats, 1 mouse, 1 russian hamster, 2 degus, 1 domestic pigeon, 12 feral pigeons and 2 woodpigeons.

HelpWildlife.co.uk

This is the quietest quarter for the site generally. 30,539 visits were made to the site. This was measured using a new stats system so it's hard to make a direct comparison to the 48,505 recorded for the same period last year. However, there does seem to have been a fall in visitor numbers. 7 new rescues were added to the directory. 36 people were helped through the HelpWildlife Advice Group on Facebook.

SmallPetsMatter.co.uk

There were 9594 visitors to the site which is a decrease on the number for the same period last year. This is to be expected given that the site is not currently being updated due to lack of resource.

Progress against goals

Planning commenced for increasing our pigeon capacity

Quarter 2: April - June

Financial Summary

Income was £1376.11 of which £1316.86 was donations and £59.25 came from fundraising and other activities.

Expenditure was within income at £1274.04. £1178.64 of this was spent directly on animal care and the remaining £95.40 on other activities.

Animal Intake

50 animals were admitted - 8 rats, 3 syrian hamsters, 3 racing pigeons, 1 diamond dove, 2 domestic pigeons, 1 wood mouse, 1 stock dove, 25 feral pigeons and 6 wood pigeons

HelpWildlife.co.uk

The site became busy again with the arrival of the Spring breeding season and 76,343 people visited the site. This was measured using a new stats system so it's hard to make a direct comparison to the 113,017 recorded for the same period last year. However, there does seem to have been a fall in visitor numbers. 17 new rescues were added to the directory. 119 people were helped via the HelpWildlife Advice Group on Facebook.

SmallPetsMatter.co.uk

There were 6822 visitors to the site which is a decrease on the number for the same period last year. This is to be expected given that the site is not currently being updated due to lack of resource.

Progress against goals

In March we celebrated our 10th anniversary.

In May we launched our 'Big Pigeon Plans' appeal and started work on increasing our pigeon capacity. 'Penny Place' was installed at Louise's. This shed will house five pigeons who are at stage 2 - i.e. they have finished treatment and need a period of recovery in a larger cage before moving to an aviary.

Quarter 3: July - September

Financial Summary

Income was £4454.18 of which £4055.79 was donations and £398.39 came from fundraising and other activities. A little over £1000 was received as part of our 'Big Pigeon Plans' appeal.

Expenditure was within income at £4207.74, with a considerable amount of this being spent on new pigeon housing. £3858.94 was spent directly on animal care and the remaining £348.80 on other activities.

Animal Intake

We admitted 71 animals this quarter - 21 rats, 1 syrian hamster, 3 racing pigeons, 2 house mice, 39 feral pigeons and 5 woodpigeons

HelpWildlife.co.uk

Typically, visitor numbers reduced slightly in the second half of the busy season and totalled 63,928. This was measured using a new stats system so it's hard to make a direct comparison to the 96,890 recorded for the same period last year. However, there does seem to have been a fall in visitor numbers. 4 new rescues were added to the directory. 138 people were helped through the HelpWildlife Advice Group on Facebook.

SmallPetsMatter.co.uk

There were 6598 visitors to the site which is a decrease on the number for the same period last year. This is to be expected given that the site is not currently being updated due to lack of resource.

Progress against goals

In August, we set up 'Trafalgar Oblong', our third aviary for non-releasable pigeons. The aviary is expected to house 12 birds.

In September, we set up 'Oscar's Hut', our first dedicated release aviary. We'd been releasing pigeons at Paul's for some time but the birds had to recuperate at HQ in the Purple Pigeon Palace and then move to Paul's for a fairly 'hard' release. Although this had been very successful, installing a release aviary at Paul's meant we'd be able to keep releasable and non-releasable birds separate, set the releasable aviary up to encourage exercise, and provide a softer release which would hopefully further encourage the birds to stay around at Paul's and receive support and monitoring. The aviary is expected to house groups of up to 6 pigeons at a time, with most birds spending 2-3 weeks there prior to release.

Quarter 4: October - December

Financial Summary

Income was £2621.81 of which £2427.04 was donations and £194.77 came from fundraising and other activities.

Expenditure was within income at £1421.37. £1158.38 was spent directly on animal care and the remaining £262.99 on other activities.

Animal Intake

We admitted 28 animals this quarter - 6 rats, 2 domestic pigeons, 19 feral pigeons and 1 woodpigeon

HelpWildlife.co.uk

We started serious work on updating the directory to make it easier to keep up to date. Funds were spent on a plugin which would achieve this for us and we hope to be able to launch the new look directory early in the new year.

SmallPetsMatter.co.uk

There were 7889 visitors to the site which is a decrease on the number for the same period last year. This is to be expected given that the site is not currently being updated due to lack of resource.

Progress against goals

This was a rather hectic quarter! In September, Dave was given a date for a long awaited operation so we paused intake of domestic animals. The operation was cancelled at the last minute, delaying our reopening, and eventually went ahead on the 8th October.

Before we could reopen to domestics, the pigeons at our release site were affected by a virus. We admitted five affected birds and had to pause releases which meant we had considerably more pigeons than we were resourced for.

Work on our Big Pigeon Plans was complete but some anticipated funding did not materialise. We refreshed the appeal in late September and the total raised was £2438.43 at the end of the year, against a target of £2500.

Annual Summary

Financial Summary

Total income for the year was by far our highest to date at £9791.38. Around £2500 of this can be attributed to the Big Pigeon Plans appeal. The vast majority - a little over £9000 - was received in donations with £758.41 being received through fundraising and other activities.

Expenditure was within income at £8517.73. £7566.45 was spent directly on Animal Care with the largest areas of expenditure being Housing and Enrichment (mostly new pigeon accommodation) and Veterinary Care and Medical. £951.28 was spent on Other activities, mostly IT/Telephony due to the work on upgrading the websites.

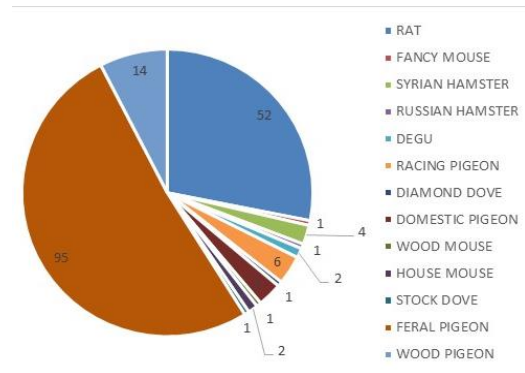
Animal Intake and Success Rate

A total of 185 animals were admitted in 2018 (compared to 116 in 2017).

The chart to the right shows the species breakdown.

During the year 59 animals were rehomed (compared to 65 last year) and 63 were released (compared to 36 in 2017).

Overall, we achieved an 84% success rate against the animals admitted during 2018, compared to 80% in 2017.



HelpWildlife.co.uk

A new stats system tells us that, in total the site received 189,980 visitors in 2018. It's hard to do a direct comparison to the figures in our 2017 report since they came from a different system. However, the new stats system estimates there were 215, 136 visitors in 2017 so there does seem to have been a decrease. It's hard to know why this is but perhaps the role of facebook groups, including our own, in providing direct advice, has led to fewer actual visits to the site. The site has also been suffering some performance issues which may have affected its google ranking. It will be interesting to see what affect the planned upgrade has on these figures.

On that note, at the end of the year the new directory plugin had been purchased and installed. We are waiting to hear whether there might be a way of transferring listings from the old directory to the new automatically. We hope to have the new version of the site up and running early in the new year.

SmallPetsMatter.co.uk

Late in the year, the decision was made to take SmallPetsMatter.co.uk down. The information contained on the site was now so out of date that it was doing more harm than good. We have an offer from a volunteer to migrate the site on to Wordpress and the directory plugin used for HelpWildlife.co.uk should be utilisable here too. I'm hoping that the second half of 2019 will see the site resurrected in a much improved format.

Progress against goals

We are really proud of the success of the Big Pigeon Plans appeal. Almost all the funding was received through donations by the end of the year which was so encouraging. We were able to increase the capacity at HQ, install a shed for Stage 2 birds, set up a soft release aviary and installed a third aviary for resident pigeons. We also gained the ability to check pigeon's faecal samples for ourselves - our thanks go to Kathy from East Sussex WRAS for all her help and advice on this.

We started work on upgrading the directory on HelpWildlife.co.uk, installing a plugin which will make maintaining the directory far simpler and allow rescue owners to claim the listings and edit them themselves.

We also set up the HelpWildlife Advice Group on Facebook as a way to provide tailored advice to casualty finders. The group helped over 300 people in its first year.

Our main regrets are not having completed an application for registered charity status this year. It's almost complete, but the HelpWildlife upgrade took priority. I would have liked, too, to have upgraded the aviary at HQ this year since that is now over full and showing signs of age. However, that looked like being a more expensive prospect than we'd anticipated so it was paused when the Big Pigeon Plan funding looked shaky. I'd also really wanted to improve the Community Heroes scheme data management so more use could be made of these volunteers. The things will certainly be priorities for 2019. Once the HelpWildlife upgrade is complete, the same plugin can, hopefully, be used to manage the Community Heroes information. Extra funding has now been received which will make the HQ aviary upgrade possible.

Assets

The receipt of £1000 worth of donated goods via our Amazon Wishlist made a sizeable contribution towards keeping expenditure within income levels.

Liabilities

The trust holds no liabilities

Balance

We end the year with a balance of £4459.54

Annex A: Detailed Animal Stats

				ADMISSIONS IN PERIOD					ANNUAL SUCCESS RATE*	ANNUAL OUTCOMES			
				Q1	Q2	Q3	Q4	TOTAL		RELEASED	REHOMED		
				01/01/2018	01/04/2018	01/07/2018	01/10/2018						
				31/03/2018	30/06/2018	30/09/2018	31/12/2018						
DOMESTIC	MAMMALS	RATS	RAT	17	8	21	6	52	100%	-	48		
		MICE	FANCY MOUSE	1	-	-	-	1	0%	-	5		
		HAMSTERS	SYRIAN HAMSTER	-	3	1	-	4	100%	-	5		
			RUSSIAN HAMSTER	1	-	-	-	1	100%	-	1		
			CHINESE HAMSTER	-	-	-	-	-	-	-	-	-	
			ROBOROVSKI	-	-	-	-	-	-	-	-	-	
		FIBREVORES	GUINEA PIG	-	-	-	-	-	-	-	-	-	
			DEGU	2	-	-	-	2	-	-	-	-	
			CHINCHILLA	-	-	-	-	-	-	-	-	-	
		GERBILS/JIRDS	GERBIL	-	-	-	-	-	-	-	-	-	
	OTHER PETS	DOG	-	-	-	-	-	-	-	-	-		
	TOTAL DOMESTIC MAMMALS				21	11	22	6	60	98%		59	
	BIRDS	PIGEONS & DOVES	RACING PIGEON	-	3	3	-	6	75%	-	-		
			DIAMOND DOVE	-	1	-	-	1	100%	-	-		
DOMESTIC PIGEON			1	2	-	2	5	-	-	-			
TOTAL DOMESTIC BIRDS				1	6	3	2	12	80%		-		
TOTAL ALL DOMESTICS				22	17	25	8	72	97%		59		
WILD	MAMMALS	RODENTS	WOOD MOUSE	-	1	-	-	1	100%	1	-		
			HOUSE MOUSE	-	-	2	-	2	100%	1	-		
			YELLOW NECKED FIELD MOUSE	-	-	-	-	-	-	-	-	-	
	TOTAL WILD MAMMALS				-	1	2	-	3	100%	2	-	
	BIRDS	PIGEONS & DOVES	COLLARED DOVE	-	-	-	-	-	-	-	-	-	
			STOCK DOVE	-	1	-	-	1	0%	-	-		
			FERAL PIGEON	12	25	39	19	95	76%	51	-		
			WOOD PIGEON	2	6	5	1	14	71%	10	-		
		OTHER	CROW	-	-	-	-	-	-	-	-	-	
	TOTAL WILD BIRDS				14	32	44	20	110	74%	61	-	
TOTAL ALL WILD				14	33	46	20	113	75%	63	-		
TOTALS						36	50	71	28	185	84%	63	59

*Success rate is calculated by taking the number of animals admitted, discounting any which are ongoing or have a neutral outcome, and then dividing that by the number with a successful outcome. Neutral outcomes are, for example, animals which are dead or dying on arrival, those which remain here as permanent residents and then pass away at an expected point, or animals passed to other rescues. Successful outcomes are animals which are released or rehomed.



Receipts and Payments Accounts

2018

Receipts	Q1	Q2	Q3	Q4	TOTAL	LAST YEAR
Donation						
<i>ADOPTION</i>	45.00	115.00	100.00	30.00	290.00	565.00
<i>SURRENDER</i>	30.00	110.00	400.00	190.00	730.00	185.00
<i>SUBSCRIPTION</i>	247.00	283.00	222.00	316.15	1,068.15	856.00
<i>GIFT AID</i>	-	-	-	-	-	-
<i>HELPMWDLIFE</i>	-	-	-	-	-	30.00
<i>APPEAL</i>	-	238.00	1,033.04	584.36	1,855.40	86.85
<i>OTHER DONATION</i>	911.28	570.86	2,300.75	1,306.53	5,089.42	4,326.13
TOTAL DONATIONS	1,233.28	1,316.86	4,055.79	2,427.04	9,032.97	6,048.98
Fundraising						
<i>SALE</i>	-	20.00	80.00	30.00	130.00	-
<i>GRANT</i>	-	-	-	-	-	753.73
<i>EVENT</i>	-	-	-	-	-	-
<i>ONLINE</i>	43.76	36.26	35.00	78.78	193.80	235.13
TOTAL FUNDRAISING	43.76	56.26	115.00	108.78	323.80	988.86
OTHER	62.24	2.99	283.39	85.99	434.61	86.54
TOTAL RECEIPTS	1,339.28	1,376.11	4,454.18	2,621.81	9,791.38	7,124.38

Payments	Q1	Q2	Q3	Q4	TOTAL	TOTAL
Animal Care						
<i>FOOD</i>	124.44	71.80	105.97	50.53	352.74	61.00
<i>HEALTH/HYGIENE</i>	101.73	26.30	279.14	414.82	821.99	758.42
<i>HOUSING/ENRICHMENT</i>	29.99	418.90	2,107.53	102.00	2,658.42	1,331.04
<i>VET/MEDICAL</i>	1,114.33	661.64	1,366.30	591.03	3,733.30	2,649.59
TOTAL ANIMAL CARE	1,370.49	1,178.64	3,858.94	1,158.38	7,566.45	4,800.05
Other						
<i>FEE</i>	2.40	7.04	16.32	9.11	34.87	26.56
<i>IT/TELEPHONY</i>	122.87	40.17	69.28	124.07	356.39	99.83
<i>PETROL</i>	45.00	-	70.80	35.00	150.80	74.86
<i>FUNDRAISING/ADMIN</i>	2.85	48.19	-	32.17	83.21	143.69
<i>MISC</i>	70.97	-	192.40	62.64	326.01	742.80
TOTAL OTHER	244.09	95.40	348.80	262.99	951.28	1,087.74
TOTAL PAYMENTS	1,614.58	1,274.04	4,207.74	1,421.37	8,517.73	5,887.79

POSITION AT YEAR END

BALANCE CARRIED OVER FROM LAST YEAR 4,785.89

LIABILITIES -

END OF YEAR BALANCE **4,459.54**

Signed: _____

Date: _____

Signed: _____

Date: _____