

Friends
of Bransby Horses 



Exclusive
2020 Review

This year, more than any other, has been a truly testing time for us as a charity; firstly with the floods at the end of 2019 which changed our vision and plans instantaneously, through to the worldwide pandemic which continues to affect us all both professionally and personally.

We felt it was so important to say thank you to you, our Friend of Bransby Horses, for continuing to support us during such an unpredictable time. The truth remains that without this support we cannot continue to rescue and rehabilitate horses, ponies, donkeys and mules.

We are pleased to say that for the most part, the equines on site remain unaware of the effects of the pandemic. Adjustments in ways of working and fewer team members on shift has been a challenge, however the care we deliver remains the same. While it was impossible for us to receive any intakes during lockdown, our external welfare team work tirelessly via phone and Zoom to support and continue to educate owners struggling during such a testing time.

As a way of thanking you for your continued support you will find an update enclosed, in which you'll discover just how much your money has helped us over the last 12 months; a welfare story about our beautiful Christmas Miracle, Ariel and a short survey which we would appreciate you taking five minutes to complete and return.

Finally, just a quick reminder that our winter sale starts on the 28th December and you can order discounted products online through our website. The team here wishes you a wonderful Christmas and we look forward to a prosperous 2021.

Very best regards

Executive Director of Engagement and Income Generation;

Sally Crawford, and the Fundraising Team



BRANSBY
— HORSES —

EFCC *a year on*

Thank
you

Just before Christmas last year the charity faced its very own local crisis. By now, many of you will have read the impact that the floods had on the charity. Losing 40% of our land in a matter of days was truly devastating, and today we are still recovering financially from this unexpected loss.

Thanks to generous people like you through our Emergency Flood Crisis Campaign (EFCC) we raised over £50,000, helping to develop our Barlings site with shelters, fencing and equipment.

A year on and we celebrate the success of Barlings. To date it is home to 44 horses, all happy in their new environment. Additionally, 7 horses have found their forever homes through the Perfect Partner rehoming scheme.

The land at Barlings provides a peaceful, natural environment for the horses to graze. The welfare team are working hard with bespoke handling programmes for our horses and providing some enjoyable off road woodland riding for those that are ridden.

TopSpec
generously
donated a
weighbridge

£4,962 of
Amazon wish
list items
purchased

You can see the struggles of the first few weeks here:
BransbyHorses.co.uk/efcc

99

Advice calls/emails

91

Private intake requests

18

Equine sector intake requests

145

Welfare calls received

69

Welfare emails received

72

Field Officer assessments

35

Repeat visits

328

New equines seen

187

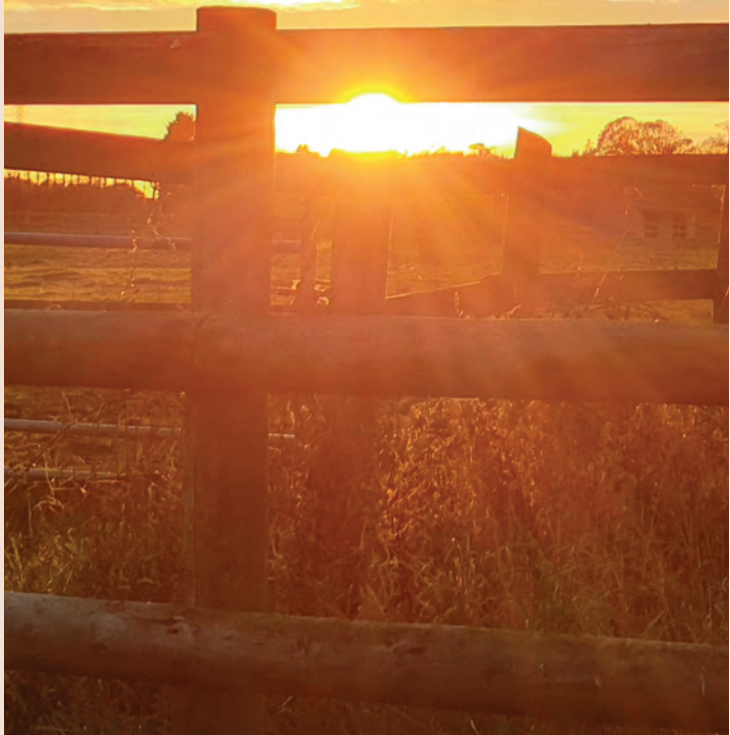
Repeat equines seen

Where and how your donations are used

Our main objectives are to prevent and relieve cruelty to horses, to protect them from unnecessary suffering and to promote knowledge of their care. Sometimes that may mean supporting an owner, who through no fault of their own is struggling with the care of an equine, or this could mean we are involved in large scale multiagency rescues.

Thanks to your support we are able to continue working nationwide and support many more horses, ponies, donkeys and mules.

Here you can see a snapshot of support that our External Welfare team provided up until October 2020. During the first lockdown they were able to provide telephone support but not off site visits.



Project Hay

2020 sees the end of a 2-year hay provision project, that has addressed some of the issues below:

- A consistent supply from a known source.
- 2 year fixed price to even out the highs and lows of pricing.
- Paying in tonnes to ensure best value.
- Improved purchasing and administration for accounts and tracking.
- Building a relationship with suppliers so we can influence development of the crop for our needs.
- A commitment to purchase/ supply so no competition.

The hay that we now have for our horses is a crop that is not available 'off the shelf'. We have spent time working to develop different types of forage that is specific to the needs of the equines we have on site:

- One farmer grows a very low calorie hay which will serve for most horses, however it is also low protein so is not be ideal for the our older or young horses whom we currently supplement.
- Another farmer has now grown for us a Timothy hay which is not so low in sugar but has a better protein content. This will suit those equines needing the additional nutrition and will be our first full winter with this forage available to us.
- We hope this means we can ensure good quality forage intake but not overload the calories.
- This will also reduce the amount of expensive haylage we purchase.

Welfare costs*

Across our two sites in Lincolnshire, we employ teams of skilled individuals to support in the health and education of all equines, both in our care and within foster homes. This includes on-site vets, the provision of which saves us a huge amount of time and money. Our incredible vets are able to execute minor surgeries, being on-site allows them continually follow the journey of the equines in their care and their unique medical needs. We also work closely with external specialist, who provide additional skills to the team of welfare experts already on-site. These essential services are evaluated on a regular basis. This includes the need to provide additional specialist veterinary services and support; costing £75,000 per annum, along with a provision of medicines and health related care products; costing over £150,000. For services such as our farriers and dentists, we spend over £100,000 each year. We also engage the services of specialist horse training providers, to work with some of our potential foster horses before they are ready to be rehomed on the Perfect Partner Scheme. Last year this investment cost the charity £33,000.

Despite having hundreds of acres of grass, hard feed supplements costs over £50,000 per year. Hay costs are over £100,000 and bedding £31,000 per year. To help manage these costs, we work closely with a local farmers and have a 'muck for straw' agreement, whereby we exchange the muck we need to dispose of, for an equivalent value of straw. Repairs, maintenance, fencing and land costs are significant, costing over £230,000 per year and this is likely to be higher again by the end of 2020, given the problems we have faced due to the flooding last year.

*Based on 2019

Harry's story



Harry was reported as a welfare concern to Bransby Horses by a concerned member of the public earlier this year. Thanks to the non-judgemental support offered by the charity, our team were able to work closely with Harry's owner, in order to reach a good outcome. In this case, this was for Harry to come into our care. During his initial checks, a visit from the dentist showed Harry had a very aged 'wave mouth' so he requires visits every 3 months to gradually even out his teeth. His vetting in bloods revealed moderate chronic, active inflammation and anaemia, so he started on a supplement to improve his red cell count. Harry's faecal worm egg count and tapeworm saliva results revealed he was not suffering from a worm burden, therefore the likely cause for his malnourished state was that his teeth were affecting his ability to chew and process his food efficiently. A feeding plan was implemented and Harry was turned out in a big grassy field. We soon started to see an improvement in his weight. From arriving in July, after just 6 weeks at the Animal Reception Centre, Harry gained a whopping 70kg and his body condition score went from 1.5 to 3 (ideal).

Harry came into our care in July 2020, after receiving several months of care and handling he is now healthy and has the opportunity for a second chance in a foster home.

Harry is described by the team as a true gentleman and it has been a pleasure to watch him flourish and return to full health. After receiving several months of care and handling, he is now healthy and will have the opportunity for a second chance in a foster home. To find out more on rehoming Harry or other equines visit our website.

Welfare 2021

Throughout 2021 we are committed to delivering the following objectives:

To carefully monitor and access the training progress of our horses.

To increase the number of horses in foster homes.

To increase the number of horses impacted by our external work.

To review and really understand the operational requirement and purpose for each of the yards, with a view to maximising throughput.

To develop the employee to horse ratio for each of the yards.

Continue to build on collaborative working relationships with other charities.

To consider the future impact of the Agricultural and Environmental Bills 2021.

Charity Plans for 2021

With much of the activity and plans from 2020 put on hold because of the COVID-19 pandemic, we plan to revisit these plans in 2021.

The charity exists because of the trust our supporters have in us, to help horses suffering as a result of cruelty or neglect. The work we do is vital. We deliver upon a duty to ensure that money is spent in the best possible way.

We are making fundamental changes to the way we operate because now is the time to plan our future. What does this mean for 2021:

- We will not develop our facilities further: instead ensure that only key repair work or that needed for compliance and legislative purposes will be undertaken.
- We will concentrate on our core purpose of delivering welfare, rather than adding any new activities.



Ariel - a Christmas *miracle*



“She was cold, hungry and very weak, and had she been left there any longer she would have died. I have no idea how she was stood upright and not in a collapsed state.”

Donna, Field Officer

The latest Bransby Life introduced the fictional story of Pudding's Christmas Miracle - a beautiful and magical children's book created by the Bransby team about a pony rescued on Christmas Eve.



The story is based around a sad reality that we face regularly at Bransby Horses.

Ariel's Christmas Miracle (The real life Pudding)

Beautiful Ariel (pictured on the front cover) was found with no food or shelter in a waterlogged field shortly before Christmas. She was alone, with nothing but cold, damp and hunger to keep her company.

On arrival to Bransby she was immediately assessed by the team of experts; fed and wrapped warm in rugs to help her cope with the freezing temperatures we faced.

Help horses like Ariel and make miracles happen this Christmas



Gifts with a difference

You can support horses, ponies, donkeys and mules like Ariel. Without you, they don't have a voice - they only feel pain and fear.

A gift of *movement*

Provide physio support to horses like Ariel who had a twisted hip due to malnutrition.

£25

A gift of *warmth*

Give horses like Ariel the gift of warmth with a well fitted rug and watertight shelter during the colder months.

£40

A gift of *wellbeing*

Support horses like Ariel who, when they first arrive, need round the clock care and medication for the rest of their lives with us.

£100

Our welfare work

Every day of the year including Christmas Day, we care, we feed, we're there. But we can't do it without your help.



Bransby Horses currently cares for 336 horses on site and an incredible 522 in homes. Correct as of Aug 2020



Feedback

Here at Bransby Horses, your feedback is important to us. We're particularly interested in finding out how you feel about the charity, the communications we send you and the ways in which you can support the equines in our care. We'd be grateful if you could spare a few minutes of your time to complete the short questionnaire below and return to us in the self-addressed envelope.

What are your preferred methods of communication with Bransby? Please select all that apply.

- Phone
- Text
- Post
- Email

How likely would you be to donate to Bransby Horses by text message?

- Highly likely
- Likely
- I don't know
- Unlikely
- Highly unlikely

Over the next 12 months, how likely are you to interact with us digitally?

- Social media
- Email
- Website
- Donate online (via our website or Just Giving)
- Use the web shop to order goods online

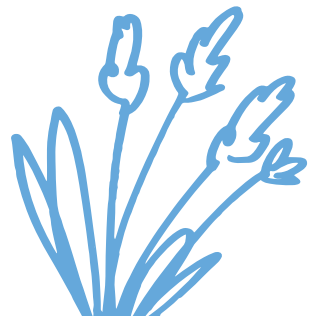
Please tell us what you like most about communications from Bransby Horses:

- General News and updates
- Welfare stories about recently rescued equines
- How your money is used to support us
- Gift Guide
- Different ways you can support us (sponsorship, donation methods, etc.)
- Education features
- Events
- Other
- Rehoming updates

Please let us know what you like least about communications from Bransby Horses:

- General News and updates
- Welfare stories about recently rescued equines
- How your money is used to support us
- Gift Guide
- Different ways you can support us (sponsorship, donation methods, etc.)
- Education features
- Events
- Other
- Rehoming updates

Thank you. In truth we couldn't care for these wonderful animals without your ongoing support.



YOUR DETAILS

Supporter Number:

Title: Forename: Surname:

Address:

Postcode: Email:

Telephone: Mobile:

DOB: Date:

KEEPING IN TOUCH

Thank you for supporting Bransby Horses. You're a very important part of the welfare and rescue work we do and from time to time, we'd like to send you updates which may include campaigns and fundraising information. Please tell us if you are happy to hear from us:

By email By SMS

By providing us with your phone number and email, you consent to us contacting you by these methods. If you'd like to change your preferences, you can do so by calling us on 01427 788464. You have the right to withdraw your consent at any time. For more information on how we use your personal information, please visit our Privacy Notice on our website: bransbyhorses.co.uk/privacy-cookie-policy/ or contact us for a copy.

The Gift of Movement £25.00

The Gift of Warmth £40.00

The Gift of Wellbeing £100.00

Donation

TOTAL

BOOST YOUR DONATION BY 25P OF GIFT AID FOR EVERY £1 YOU DONATE BY TICKING THE CONSENT BOX BELOW

I can confirm that I would like to Gift Aid my donation and any donations I make in the future or have made in the past four years to Bransby Horses. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

giftaid it

Please notify the Charity if you: • Want to cancel this declaration • Change your name or home address • No longer pay sufficient tax on your income and/or capital gains • If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you (you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code).

I wish to pay by Cheque Postal Order Mastercard Visa Monthly Direct Debit (separate form)

I enclose a Cheque/Postal Order for £ _____ made payable to **Bransby Horses**.

Gift (£25 minimum) £ _____ Other donation £ _____ TOTAL £ _____

My card number is:

Expiry date: / Security Code (last digits on reverse of card):

Signature

Date

Thank you

Is your membership due for renewal?

Did you know you can now pay monthly by direct debit?

Tick here if you would like to know more

