

RSPCA's mission statement

Our mission is to ensure animals have a good life by rescuing and caring for those in need, by advocating on behalf of all animals and by inspiring everyone to treat them with compassion and respect.

Our vision: A world where all animals are respected and treated with kindness and compassion.

Why support the RSPCA? (See our [Key Stats & Myth Busting](#) Page)

- We're open 365 days a year
- In the summer months, we rescue an abandoned animal every hour
- In 2021 alone, we received over 1 million calls from the public to our cruelty line, that's 1 call every 30 seconds!
- We have approximately 408 frontline rescuers working all hours of the day and night
- We are a charity organisation and rely on the support of individual donations to do what we do, all the money donated to us is put back into our day-to-day costs.

We work tirelessly and endlessly to stop animal abuse and abandonment, making sure every animal is treated with kindness. We need you and others like you, to fundraise, donate and raise awareness through your communities.

Your support will mean:

- We can stop animal cruelty before it happens
- We can continue to save animals that are abused, neglected or abandoned
- We can reach more members of the public who can help us save more animals by sharing our vision and educating their friends and families about our vital work

Your support means we will be one step closer to achieving our goals for a kinder world where all animals are respected and treated with kindness and compassion.

Our bold ambitions to achieve by 2030

1. Reduce animal neglect and cruelty by half
2. Stop illegal puppy and kitten trading
3. See more than half of all UK farm animals reared to RSPCA welfare standards
4. End severe suffering for animals used in science
5. Secure legal protection for animals. Establish an Animal Protection Commission
6. Achieve statutory powers in England and Wales for RSPCA inspectors
7. Secure a UN declaration for animals
8. Inspire a one million-strong movement for animal welfare by 2030



How to host a charity live stream for the RSPCA

Download our Twitch overlays to use during your stream, you can find the link on our webpage!

Stream theme ideas:

Does the game you play allow you to have an animal companion? Can you make custom companions? Why not let your audience choose what your companion looks like and change it when the next milestone is reached?

We all love our animal companions, why not have a digital photo wall where every donor can also send a photo of their pet which you can add to your 'pet' wall.

Gather your streaming friends for a team fundraising event! Set your stream times and slots as a team or choose a fundraising month where you raise vital funds and awareness for the RSPCA!

Hosting a charity stream for the RSPCA:

You know your audience, your community, what works and what doesn't, but below are some tips that might be useful for your charity stream in support of the RSPCA:

Fundraising on [Tiltify](#) or [JustGiving](#)? You can find great advice and support on their websites. There are some great resources on the [Twitch website](#) to help you get started with streaming.

Suggested video games to play during your charity stream:

- Mario Kart 8 Deluxe
- Beyond Blue
- Animal Crossing
- Pokémon

Live streaming best practices

Here are a few good practices we wanted to highlight for you (primarily for Tiltify and Twitch)

Spread the word! Publish your Tiltify fundraising page and promote it on social media- the more time in advance that it's public, the more time people have to donate, support, help promote and get ready for the big event!

Set your target: When setting up a fundraiser, it's a great idea to set the amount to aim to raise. This gives you and your community something to work towards. Set it to something you know you can realistically achieve and if you go beyond that, set a new target as you go!

Milestones are a great way to engage with your audience and do something fun when you achieve your first £50, £100, £500 and beyond! These are mini-targets you can set up on the road to your overall target.

Chat commands: Sometimes we can get lost in all the fun and we can forget to share the links we want our communities to engage with. By setting up chat commands, you don't have to worry about posting it manually and your community can simply put in the command needed to prompt the Twitch automated chat.

Connect your Tiltify fundraising page to your Twitch stream so that your community can see your milestones and progress as they're watching.

Things to do, share and discuss with your audience:

- [It's our 200th Anniversary in June 2024!](#) That's right, we've been around since 1824. Back then, compassion for animals was regarded as strange. Most people thought animals were commodities used to supply food, transport or sport, but our founders were determined to prevent cruelty to animals and their work has continued through to today.
- [Latest news stories, rescues and RSPCA reports](#)
- [Strategy to 2030](#): read about our goals for the next 10 years
- [Take our quiz](#): how kind are you to animals?
- Find out what we're currently [campaigning for](#)
- From dogs, cats, rodents and fish to chickens, horses and reptiles, [we have advice to help with any pet query you have!](#)
- When should you [call the RSPCA](#) and how?
- Check out the [animals looking for homes](#) on our website
- Browse our merch on the [RSPCA shop](#)

Key facts and figures you might want to share:

- A total of 51,505 complaints of alleged cruelty were investigated in 2021
- The animals with the highest number of incidents reported in 2020 were dogs (56,563 incidents), the second was cats (55,667 incidents)
- Every investigation we carry out is prompted by a call from a member of the public
- Our national cruelty line is open 365 days a year
- It costs us £140 million pounds a year to run and as a registered charity (with no shareholders) and all money is put back into day-to-day costs
- In the [summer](#), cruelty peaks and we collect an abandoned animal every hour
- When the weather is hotter we've been known to receive up to 1,000 extra calls a day to our national cruelty line
- For our [prosecutions](#) in 2021, we secured 751 convictions in court - up 19.4% from 629 in 2020

Our top tips for safe streaming

- Block, report and mute people who bully spam or troll you while playing video games
- Take regular breaks if you're playing or streaming for longer than an hour
- Don't share any personal information with people in games
- Check the age limit of the games you decide to play
- If you are under 18, you will need permission from your parent/guardian to take part

If gaming or streaming is no longer fun, you're feeling stressed or you're concerned you might be addicted to gaming, please read Childline's [Online Gaming](#) Advice and tell a trusted adult.

Helpful links

[General RSPCA fundraising resources](#) in case you'd like to decorate your stream environment!

Fundraising platforms:

- [Tiltify](#)
- [JustGiving](#)

RSPCA social media channels:

- [Twitch](#)
- [YouTube](#)
- [X \(Twitter\)](#)
- [Instagram](#)
- [Facebook](#)
- [TikTok](#)
- [Threads](#)

Informative links:

- [Facts, figures and myth-busting](#)

- [Latest reports and news](#)
- [Strategy page](#)
- [Strategy film](#)
- [Report cruelty or neglect](#)
- [RSPCA Education](#)
- [RSPCA Science](#)
- [RSPCA Assured](#)
- [Kindness Index](#)
- [Fundraising T&Cs](#)

Contact information:

- [RSPCA contact page](#)
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