



Pets
Foundation

Impact Report

2024

We extend our
heartfelt gratitude
to everyone who
has continued to
contribute to our
mission, enabling
us to create a better
world for pets and
the people who
love them.



For more information:
www.petsfoundation.co.uk

Making a direct impact on pet loving communities

Introduction from the board

We are proud to announce that we have continued to make a significant impact, donating over £3.9 million to initiatives across the UK.

This is a testament to our dedication to creating a better world for pets and the people who love them.

One of the year's highlights was the start of our digital project, marking the beginning of an exciting transformation that will continue to roll out through this year. This strategic initiative not only signifies a visual evolution but also serves to align more closely with our funding model.

We are delighted to celebrate the resounding success of our summer appeal this year, donating over £580,000 in support of Hearing Dogs for Deaf People. This substantial contribution supports their mission of helping deaf people leave loneliness behind.

Looking ahead, we are delighted about our upcoming summer appeal, which will directly support over 400 food banks within local communities. Building upon the solid foundation laid by our pet food bank project alongside Blue Cross, this initiative will continue to support keeping pets and people together, which is one of our strategic priorities.

This year we are also excited to announce the launch of our new grant funding programmes, focusing on three key pillars: pet rescues, pet relinquishment initiatives, and assistance and therapy programmes. This reflects our commitment to addressing the diverse needs of pets and their owners while supporting causes in local communities.

As we present our annual impact report, we would like to say thank you for your continued support and belief in our mission. Together we continue to create a better world for pets and the people who love them.

Thank you!

Board of Trustees

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Community Impact

Over £3.9 million
of total financial
support



Over £6.8 million
raised this year

323 community
relationships

between Pets at Home stores and charities



Grants of **over £1.4 million**
awarded to people organisations

(including pledges released in this year)

Over £580,000 donated to Hearing Dogs
for Deaf People

1,210 pallets donated
to help pets in need,
equivalent to over
£620,000 of essential
products

Over **35,000** small
pets rehomed
through our
adoption centres

Fundraising

Building upon strong foundations

Thanks to the incredible support of our generous supporters and the unwavering dedication of colleagues across Pets at Home, we are thrilled to announce that this year we have raised over £6.8 million.

Partnerships

Building on the success of previous years and the invaluable feedback from our colleagues, we once again supported Hearing Dogs for Deaf People throughout July. The efforts of our store teams meant we raised over £650,000, supporting more than 350 hearing dog partnerships across the UK. With this year's achievement and the success of our previous collaboration, our total donation to this cause has now surpassed £1.1 million.

Colleague Engagement

This year we have been delighted to welcome back challenges and fun events with colleagues, from biking and skydiving to running. The dedication of our supporters and colleagues is incredible to see. Notably this year, over 60 colleagues participated in the Manchester Half Marathon in October, collectively raising over £10,000. We are keen to build on this success in the future, introducing more events to engage and inspire colleagues to help us with our mission.

Celebrating Milestones and Impact

Another significant highlight of the year was the return of the Pets at Home Charity Ball in November. This memorable event hosted by Clare Balding CBE provided a platform to celebrate the remarkable work of the Foundation, showcasing its impact on both a national and local scale. The evening was a huge success, raising over £105,000 thanks to Pets at Home and its suppliers.

Santa Paws

The pinnacle of our fundraising year was once again our annual Santa Paws Appeal, which raised an incredible £1.9 million in just four weeks leading up to Christmas Eve. This remarkable achievement shows the generosity and compassion of our supporters, whose donations make a difference to pets and people in local communities.

Thank you

Much of our funding is made possible through the dedication of colleagues and veterinary partners within the Pets at Home Group and the generosity of their customers and clients. Thank you to all our supporters who donate, helping us to create a better world for pets and the people who love them.



A big thank you from **Hearing Dogs**

We thank you wholeheartedly for your donation of £584,591.29 from the 2023 Summer Fundraising Appeal and have pleasure in providing you with this interim report, which demonstrates the significant impact of your support.



July 2023 Fundraiser

Your donation will fund the cost of training 46 young hearing dogs during the period from November 2023 to October 2024. Since your donation, 28 little life-changers have been born; six Labradors and 22 Cocker Spaniels. They spent the first eight weeks with their mum in the home of our dedicated volunteers, after which they each moved to a volunteer puppy trainer to start learning the good behaviour and potentially life-saving skills they'll need to partner with their eventual deaf companion.

One of the litters, The F litter, seen here with mum Wanda, was born early October and they moved to volunteer homes at the end of November. Since then, they've been working on their first lessons. Each pup has milestones they need to complete along the way.

We call these 'Puppy Stars'. This helps us to see how our four-legged friends are doing with their basic training, behaviour, and social skills. The majority of our puppies pass first time, but we give them a few tries to get it right.

The total donations from both 2022 and 2023 have funded the annual costs of providing specialist support to 382 hearing dog partnerships. This represents a third of all partnerships. Chloe and Elvis (pictured) were partnered in November 2022.



Case study**Chloe works for the NHS and needs to travel to London for work.**

Towards the end of his training, Elvis was matched with Chloe and our team started to tailor his training so that he would be able to accompany Chloe on the daily commute to London and to her work. Chloe's greatest fear used to be not hearing a fire alarm, so as well as getting Elvis used to alerting her to the sound of the alarm at home, he was trained to do the same for the alarm at work. With Elvis by her side, Chloe is no longer afraid.

“

Now I have Elvis, I'm so much more relaxed, because he will let me know. At home with Elvis, I feel completely safe.”



Unwavering dedication to supporting rescues

As the leading financial supporter of rescues in the UK, our dedication to this sector has been unwavering since our charity first started. This year, we proudly continued this support by providing over £966,000 in grant funding with a further £447,000 being pledged in funding to support rescue and rehoming organisations.



These funds are crucial in supporting essential expenses, from veterinary costs to kennel builds. We have also expanded our support to include initiatives addressing pet relinquishment. We recognise the significance of this issue; we are committed to identifying the underlying reasons behind pet relinquishment and supporting pet owners.

By focusing on pet relinquishment programmes, we aim to keep more pets in loving homes, reducing the number of animals entering rescues. This strategic approach supports individual pets and their families and strengthens the entire sector.

We thank all rescue and rehoming organisations for their tireless dedication and invaluable contributions to animal welfare.



Case study

Birmingham Dogs Home awarded £240,000 to support the building of a behavioural unit

"Creating a dedicated, peaceful environment suitable for the emotional rehabilitation and training of the homeless dogs in our care, has been key to our charity's long-term plans at Birmingham Dogs Home.

The majority of the homeless dogs we care for at Birmingham Dogs Home have been abandoned or neglected and arrive at our centres with a range of complex emotional (as well as medical) issues. Creating a dedicated Behaviour and Training centre to offer a peaceful environment for anxious dogs, away from the distractions and noise of our busy kennel blocks, was crucial for us to give the best possible support to these dogs and to give them the very best chances of finding new homes.

With the support of the Pets Foundation we have created a brand new centre, with eight spacious, calm, comfortable rooms with adjoining outside spaces, where we can provide the very best dedicated behavioural support, enrichment and focused training to dogs who are struggling to cope. Dogs in the Behaviour and Training Centre also benefit from enjoying time in our new "real life room", where they can get used to the sights and sounds of a home and can take their time to learn and explore without feeling overwhelmed, as well as enjoy much-needed cuddles with their carers on the sofas.

Having the backing and belief in our vision from the Pets Foundation team has been truly transformational for our charity. Their commitment to match our own fundraised income and collaborate as partners on this project will be truly life-changing for thousands of dogs for many years to come. We believe that every dog matters and our mission is to give the very best support we can to the dogs that need our care and expertise the most. With the backing of the Pets Foundation, they have made this possible."

Giles Webber,
CEO Birmingham Dogs Home



Case study

Hope Rescue based in South Wales – awarded £43,718 towards a community fundraiser

"The Pets Foundation grant has enabled us to recruit a Community and Events Fundraising Manager. We welcomed Alan to the Hope Rescue team back in October 2023 and since joining Alan has already made some significant positive changes. Alan is responsible for managing three members of the team, our two community fundraisers who look after all third party activities and our events fundraiser who organises our Hope Rescue events. He has settled in incredibly well and brings a lot of experience to our ambitious team.

Alan has introduced an enhanced stewardship journey, meaning that supporters are being contacted sooner and raising even more money.

Alan has supported the events fundraiser to produce an exciting portfolio of events lined up in 2024/25 including a new flagship Waggy Walk and an overseas trek. The community team are benefitting from Alan's support and knowledge, they are growing our third party support and working on recruiting an army of volunteers and volunteer fundraising groups.

Since Alan joined we have already seen an uplift of 28% compared to the same period last year in Community and Event income. We have been busy preparing the budget for the new financial year with a predicted income of £417,600 in community and

events compared to a budget of £211,721 this year, meaning the investment and support from the Pets Foundation is helping us to support even more dogs in need."

Cheryl George,
Fundraising Manager

Predicted income of

£417,000

compared to a budget of £211,721 in community and events

**Over £996,000
of grants**

awarded to rescues in the last year

Pet Relinquishment Grants

Providing help to people and pets that **need it most**

Oak Tree Animals' Charity based in Cumbria – awarded £24,277 every year for two years towards the expansion of their outreach work. This helps local pet owners through advice, training, pet food banks and emergency pet fostering; and also neuters feral cats.



Oak Tree Animals' Charity aims to keep pets and owners together wherever possible and appropriate, providing proactive support services at the heart of the community as well as animal rehoming from their base at Oak Tree Farm.

"We are so grateful for the support of the Pets Foundation. Their generous grant will enable us to continue to develop our community services, adapting and expanding our provision to meet the increasing needs of pet owners throughout our region as they face the challenges caused by pet ownership issues and the increased cost of living.

No one gets a pet with any thought of having to give it up, and the rehoming process is usually heartbreaking for both owner and animals involved. By helping us fund our community services the Pets Foundation is helping Oak Tree keep the pets in loving homes for life!"

Caroline Johnson,
Chief Executive,
Oak Tree Animals' Charity

Case study

Ralphie was a very large French bulldog who broke both his front legs as a puppy. As a result, he never had the opportunity to be socialised and he became reactive to other dogs. The couple who owned Ralphie were elderly and struggled when he pulled. Unfortunately, this meant they were unable to walk him and were reluctantly thinking about rehoming him. Our team worked extensively with Ralphie over three sessions, and he responded brilliantly to training. He overcame his reactivity and is still happily living with the couple and even going on holidays! "Our lives have been vastly improved due to his behaviour change, thank you so much."



Refuge4Pets based in Cornwall – awarded £85,469 over three years to support the resource within their project worker team.



“At least 66% of victim-survivors of domestic abuse will delay leaving, stay or return to an abusive relationship if they cannot take their pets with them. This is where we come in. We provide a free, confidential and specialist animal fostering service in Devon and Cornwall so that victim-survivors of domestic abuse can escape to safety with their much-loved animals.

‘I dread to think where I would be if Charlie had not been fostered. I was in such a low place and didn’t see a way out. I could not handle another beating. Charlie was the only reason I could not leave.’ **Sheila.**

On 30th November we received a grant from the Pets Foundation which funds a key role within our team – our fabulous animal fostering project worker, **Rhiannon.**

Rhi is one of the animal heroes on our team who work directly with all of the animals who come into our service, as well as providing support to our fantastic team of volunteer animal foster carers. Last year alone the team supported 53 new families to escape domestic abuse by fostering 91 animals. Our services are in high demand and this April we hit an all-time record where we had 67 animals in our care.

The support that we receive from the Pets Foundation through grants, Lifeline vouchers and donated pallets enables us to deliver this life changing and in some cases lifesaving service to people and animals.”

Mary Wakeham,
CEO Refuge4Pets

Case study

Diane had been hospitalised for nearly three months due to the injuries she sustained following a violent attack by her partner. While in hospital Diane disclosed the extent of abuse that she had experienced over decades. She has a dog, Angel who is her world and we were able to care for Angel while Diane was in hospital and following her discharge when she went into a refuge.

When we first met Angel she was in very poor condition as the perpetrator had not allowed Diane to take her to the vet. We took her straight to the vet and she received the treatment she needed. Angel is doing really well in foster care and is now in much better health. We look forward to reuniting her with Diane when she is in permanent, safe accommodation.

**Over 123,000 pets
were impacted**

through our financial support in the past year

Enriching people's lives through pets

In our third year of supporting organisations dedicated to assisting people through pets, we're thrilled to announce that we awarded over £1.4 million (including pledges released) to support initiatives helping those who need it most. We know that pets enrich people's lives as companions and are often lifelines for individuals facing various challenges. We take great pride in collaborating with these charities, recognising their invaluable contributions to our local communities.



Give a Dog a Bone, based in Scotland, received £30,000 a year for three years towards the running costs of their three Community Hubs. These provide dog-friendly spaces and dog-friendly activities to tackle social isolation amongst older people.

"The three year grant we have received from the Pets Foundation has provided us with security and stability towards staffing costs. As a small charity, this has been invaluable – knowing we have multi-year support has made a huge difference to us."

Louise Russell BEM,
Founder and Chief Executive

Case study

"I haven't always had dogs but we had a family dog when I was a boy. Funnily enough, it was a poodle – like Ruby – and we had her for 14 years.

I didn't have a dog through my working years and, when I retired, I had lots of time on my hands and was living on a Scottish Island. It was a lovely environment and it would be good to have a dog to walk with. So, I rescued Ruby or – rather – she rescued me... I left Arran and came to live in Troon with Ruby.

I had followed GADAB online and took part in their art auction. I knew they had a location in Troon and wanted to visit the community space... Coming here gives me a purposeful outing once or twice a week – I don't go out a lot so, when I do, I look forward to meeting others and having a chat. The space allows me to mingle in a non-formal setting, whilst knowing there is always a listening ear. Having this in my community helps me to overcome my inherent social anxiety – this is something that I've always had and it's held me back a lot in life, unfortunately. When I go out for walks with Ruby, she attracts people over and, of course, we start talking. That is the great thing about having a dog companion!

Having a GADAB community space in the area gives me a sense of belonging and increased self-worth. It's somewhere Ruby can meet other humans and their doggy companions. The courses they provide give me the added enjoyment of participation and learning. There's always someone to talk to and I really look forward to coming here. I feel like GADAB is my anchor and I don't want to lose it."

Michael (71) and Ruby (14)





**Over 81,000 people
were impacted**

through our financial support in the past year

Bravehound, based in Scotland – awarded £95,000 over two years towards a project supporting veterans and their companion dogs, including delivering training and supporting with pet food and vet transportation.

“The grant awarded to BRAVEHOUND means a great deal to everyone at the charity. With our fantastic new van we are able to get out into the community where veterans live and ensure that we are providing the best service to them. Our beneficiary veterans are isolated and lacking in confidence and knowing that we are able to get out to see them and to provide transport when needed make a huge difference. Working with the amazing team of colleagues at the Dunfermline store has helped to build confidence and a sense of community.”

**Fiona MacDonald,
Founder and CEO**

Case study

One of the beneficiaries BRAVEHOUND supports is veteran Chris Buswell and his BRAVEHOUND Lynne. Chris and his wife, who is also a veteran, live over 150 miles from BRAVEHOUND'S base in Lennoxton. Thanks to the van funded by the Pets Foundation, BRAVEHOUND is able to see Chris and Lynne regularly. With Lynne at Chris's side he has been able to take up writing courses. The grant has also supported the costs of dog trainers, supporting veterans who need training for their pet dogs.



Our positive community impact

The Pets Foundation is committed to ensuring that every pet finds a happy and loving forever home.

Adoption centres

As part of our commitment to pet rehoming, we operate adoption centres across the country in over 445 Pets at Home stores.

Our adoption centres care for small animals whose owners can no longer care for them. When a pet is surrendered to us, we cover all necessary medical care costs and provide a safe and nurturing environment until we can find them a forever loving home.

For those who choose to adopt a rabbit from one of our centres, they leave with vouchers for a free health check, vaccination, and neutering.

The new owner can redeem these vouchers at their local Vets4Pets or Companion Care veterinary surgery, many of which are located within Pets at Home pet care centres.

We believe every pet deserves a forever loving home. That's why we run adoption centers; to give small mammals a second chance at happiness.

Thanks to our colleagues in Pets at Home we have rehomed over 35,000 small pets across the UK this year.



Donated stock

Pets at Home generously donates any imperfect, damaged, or surplus stock to pets in need across the UK. The Pets Foundation team coordinates the delivery of these pallets to areas where the support is needed most. This initiative has a significant impact on rescues throughout the UK. We are proud to play a part in supporting these rescues and helping them to support the pets in their care.

This year, we distributed 1210 pallets and over £620,000 of essential products were donated to pets in need.

Community Partners – supporting pets and people in the local community

At the Pets Foundation, we are dedicated to making a difference in the lives of pets and people within local communities. One of our key initiatives is the Community Partner Programme, which allows every Pets at Home store to collaborate with and support a local charity. Through this programme, we aim to raise both funds and awareness for the invaluable work being done within our communities.

This year, we are proud to have supported 323 partners across the UK.

We are immensely grateful to our community partners for their unwavering commitment and tireless efforts in supporting pets and people in need within our local communities.

Contact us and Trustee details

A huge thank you to all of our trustees for their contributions and support over the last year.

Our Trustees

Our Trustees received no remuneration from their charity work. Trustees are appointed for a two year term and must be reappointed at the end of this term.



William Hewish
Chair



Adrian Bates
Vice Chair



Andrew Bickerton
Trustee



Jill Naylor
Trustee



Catriona Curtis
Trustee

Get in touch!

Please feel free to reach out to us to learn more about the Pets Foundation and our efforts to support pets and people in local communities.

Visit our website at www.petsfoundation.co.uk

We look forward to hearing from you!

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