

2025

# Community Partners

An overview

# What is Community Partnership?

The Community Partner programme invites eligible charities to create a relationship with their local Pets at Home store.

Partnered charities have the exclusive ability to go into store throughout the year to hold events. This can be for:

- fundraising (cash and contactless donations)
- recruiting volunteers
- promoting animals looking for a home
- encouraging customers to choose your charity to benefit from their Pets Club points

Pets at Home colleagues act as your charity's advocates, recommending you to customers and fundraising on your behalf.

Partnered charities are also expected to participate in National Fundraising Appeals organised by the Foundation.

Stores can only partner with one charity.



# What are the benefits?

- Meeting pet friendly customers – and recruiting them as supporters, donors and volunteers
- Building a relationship with a Pets at Home store team, who can advocate for your cause
- Fundraising opportunities
- Promote events using the instore noticeboard
- Collect donated items from the instore donation bin
- Be eligible to receive pallets of donated stock (dependent on geography)



# National Fundraising Appeals

## What are National Fundraising Appeals?

These are fundraising events organised by the Pets Foundation which run in every Pets at Home store.

In 2025 there are two events:

- an Easter appeal (7<sup>th</sup> April to 21<sup>st</sup> April, including the Easter Bank Holiday weekend)
- Santa Paws (24<sup>th</sup> November to Christmas Eve)

Store teams fundraise over the full appeal period, asking customers to donate. The Foundation provides store teams with materials such as posters and t-shirts to advertise the event. Most store teams will also organise their own activities.

During Easter, Community Partners must support their store by promoting the event on social media (using assets provided by the Foundation). Partners are also encouraged to come into store during the event. Participating partners will receive 50% of the funds their store raises.\*

During Santa Paws, Community Partners must again support their store on social media, but are also required to spend time in store over the period (20 hours in store over the four and a half weeks). The average donation from Santa Paws 2024 was over £2,000, so we do require all Partners to fulfil the 20 hour requirement. Partners which participate fully, will receive 50% of the funds raised by the store team.\*

In general, the more time a charity spends in store (both during the appeals and throughout the year), the more engaged customers and colleagues are and the more money is raised.

\*The remaining 50% goes to the Pets Foundation to fund our grant programme.

# Questions?

Any questions please contact the Pets Foundation Partnerships team on:

[partnerships@petsfoundation.co.uk](mailto:partnerships@petsfoundation.co.uk)

