

Support Adoption For Pets Impact Report

April 2019 – March 2020



**SUPPORT
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FOR PETS™**

Loving homes wanted



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Support Adoption For Pets

Why We Exist

Every year thousands of pets end up living in rescue centres across the UK. Some have been neglected; others are much loved by owners who can no longer care for them. All of them are homeless through no fault of their own.

Support Adoption For Pets supports the work of rescues across the country aiming to help find these pets their second chance of happiness. Set up by Pets at Home in 2006 and with their continued support and resource we have been working alongside them ever since to transform the lives of pets in need as well as working with our local communities to educate about responsible pet ownership.

Our Objectives

- Invest in rehoming programmes and rescue centres
- Raise awareness for local rescue centres and rescue pets
- Support local animal organisations and build community relationships
- Improve public perception of rescue pets
- Encourage responsible pet ownership

Our Achievements

- The number 1 financial supporter of pet rescues in the UK
- Over £5 million raised last year to support abandoned pets
- Over £2.6 million awarded to rescues across the country through grant funding and Charity of the Year programme
- 77,096 small animals rehomed through our adoption centres inside Pets at Home stores
- Supporting and working alongside over 400 rescues



Introduction from the Chair

This year has seen Support Adoption For Pets once again raise a record breaking figure. All of this means that we are able to help more pets less fortunate than our own.

Pets at Home colleagues and customers continue to amaze us with their incredible determination and generosity and I would like to take this opportunity to thank everyone who has supported the work of the charity and our mission to give every pet a second chance of happiness.

This year our charity supported 77 rescues across the country through our grant programme, a highlight for the board was when we were able to award our biggest ever grant to the Woodlands Animal Sanctuary based in Holmeswood. You will see the story from the rescue within this report which shows the difference we are able to make to rescues because of the kindness and generosity of our supporters.

As the financial year came to a close our attention was turned to the far reaching and devastating impact of Coronavirus. The pandemic hit rescues centres hard across the country. Support Adoption For Pets reacted quickly to this impact, launching an emergency funding programme supporting rescues with £400,000 to help them through the challenging times ahead. This year will see us focusing our energy on reacting quickly to the changing times ahead, providing timely and effective support to rescues across the country.

On behalf of the charity team and the trustee board, we are delighted to share with you all the results from April 2019 to March 2020.

Louise Stonier
Chair of Trustees



*Louise Stonier
and Skye*

Grant Funding

Support Adoption For Pets is a grant giving organisation. We use the money raised and award it as financial grants to pet rescues in need.

Any eligible animal rescue in the UK can apply for funding from Support Adoption For Pets. Each application is assessed by the team and reviewed at meetings by our trustee board. It is our greatest pleasure to supply vital funds where we can have the biggest impact.



Woodlands Animal Sanctuary

£176,422 awarded to build a new cattery

Based in Holmeswood, near Southport, Woodlands Animal Sanctuary was awarded our largest ever grant to date. The old cattery consisted of wooden pens which were over 30 years old. In times of bad weather, which is quite common for Southport, the pens leaked and despite the rescues best efforts the pens were difficult to keep clean due to the old fashioned building materials.

The rescue applied for funding to completely transform the existing cattery consisting of a rehoming block, an isolation area, a maternity wing, separate feeding and wash rooms, a treatment room, storage facilities and a resident's lodge along with an exercise run.

"The new cattery gives us first class facilities for our cats with much better infection control and ease of cleaning than pens we had previously. We have proper isolation and maternity facilities completely separate from our cats for rehoming which is a huge improvement on what we used to have. We can't thank Support Adoption For Pets enough for helping us turn our dream of a purpose built state of the art cattery into a reality"

Liz Gould
Trustee Woodlands Animal
Sanctuary



Liz Gould





Cat Watch Project

Cats Protection was awarded a grant of £100,000 towards the development of their Cat Watch Projects in Nottingham and Liverpool.

Cat Watch aims to improve our understanding of the unowned cat population in urban areas and to work with, and alongside, communities to improve cat welfare. Its long term aim is a citywide welfare approach to the community cats in our society.

“The Cat Watch project helps the cats in our society that may not otherwise be reached by working with communities and offering support in unique ways. The interventions in place mean that cat caretakers have the opportunity and capability to improve the welfare of these cats. The grant received from Support Adoption For Pets has been so valuable in enabling this work to develop and recognises the impact it has had, for which we are very grateful”

Jane Clements

Head of Neutering, Cats Protection



ADCH Bursary Programme

This year saw Support Adoption For Pets fund 10 bursary places for 5 rescues to attend the two day Association of Dogs and Cats Home (ADCH) annual conference.

The rescues that attended took some key learnings away from the conference and sessions. It also allowed lots of different rescues to meet and compare policies and best practices. The time away from the rescue enabled the participants to consider how they could help to reach more animals in need and have an even bigger impact, developing contacts within the pet rescue community to support and work with.

Fundraising

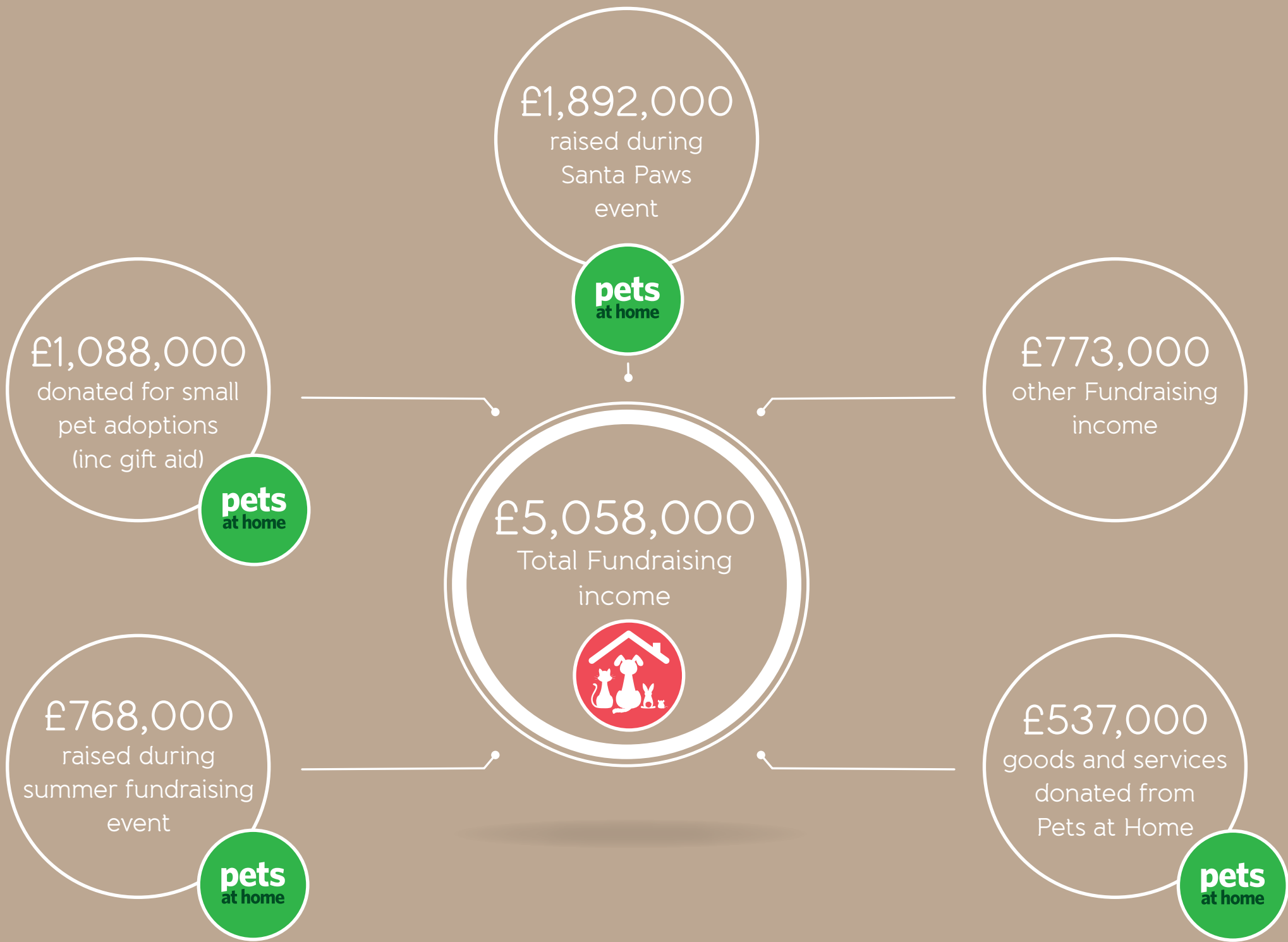
The majority of our funding comes from Pets at Home, thanks to the dedication of store teams and the generosity of their customers. This income primarily comes from our two nationwide fundraising events, alongside adoption centre donations, sales of merchandise, lottery initiatives, loose change donations and individual and team sponsorship.

The summer fundraiser was designed to help fill the 'Empty Tummy' of a rescue pet. The simplicity of the appeal had a positive impact on the money raised with £768,333 being donated in the 4 weeks of the event.

The 2019 Christmas Appeal – Santa Paws - ran for just over four weeks, and broke records by raising over £1.8 million. The appeal asks Pets at Home customers to donate 50p to help a rescue pet in need at Christmas and this simple message inspired more than three and a half million donations. Rescue centres were in store to support the appeal and benefitted directly from the money raised.

We'd like to extend a huge thank you to all of our supporters, to Pets at Home customers and to the amazing store teams who have made a huge difference to rescue pets in need.

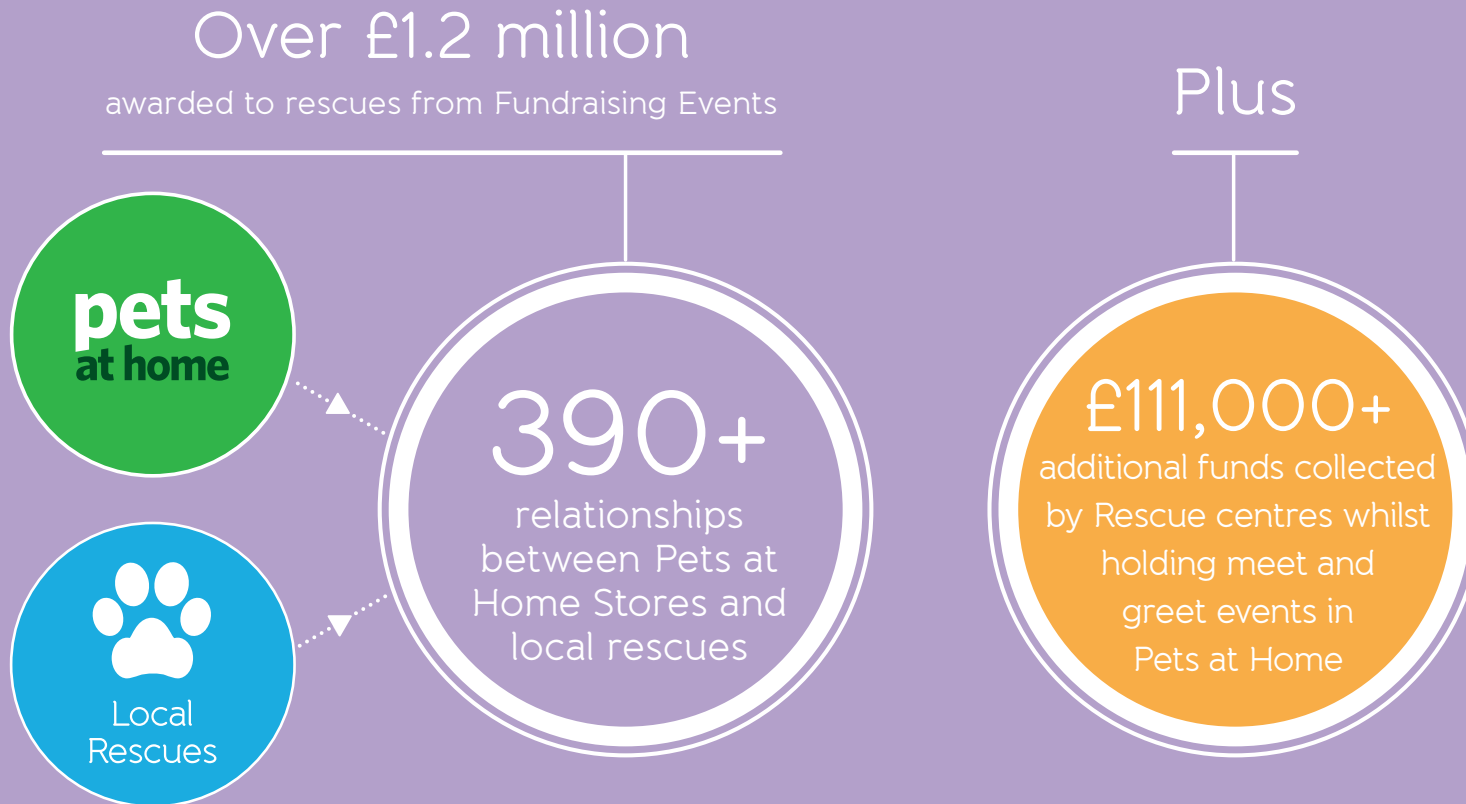




Charity of the Year Programme

This year Support Adoption For Pets launched its 'Charity of The Year' programme. This gave an opportunity for one pet rescue and one Pets at Home store to work together to raise funds and awareness for the rescue. At the end of a successful year of fundraising and working collaboratively

together the store award the rescue with half the funds that have been raised by the store within that year. The other half of the funds raised is used within the grant programme to help more rescues in need across the country.



Donated Stock

Pets at Home donate any surplus, damaged or imperfect stock supplies to rescues on the Charity of the Year Programme. Support Adoption For Pets arranges for pallets of food, litter and other supplies to be sent across the UK which provides a further lifeline to support rescues and the pets in their care.

133 pallets of small animal and bird food and supplies distributed

855 pallets donated to rescues across the country



430 pallets of dog food and supplies distributed

292 pallets of cat food and supplies distributed



Adoption Centres

As well as supporting local pet rescues across the UK, Support Adoption For Pets also rescue and rehome thousands of small animals in our own Adoption Centres located inside Pets at Home stores, all of our pets are cared for by Pets at Home colleagues until they find their forever home.

Any owner can bring in a small pet that they can no longer care for and our charity will take them in, covering any required medical care and providing a safe home and loving care until a new home can be found. Customers are actively encouraged to consider rescue pets for adoption first.

Each pet leaves our adoption centre with a voucher for a free health check at a Vets 4 Pets or Companion Care veterinary practice (many of which are in store) at Pets at Home. To promote responsible ownership our rabbits also leave with a free neutering voucher and vaccination voucher for redemption by their new owner.

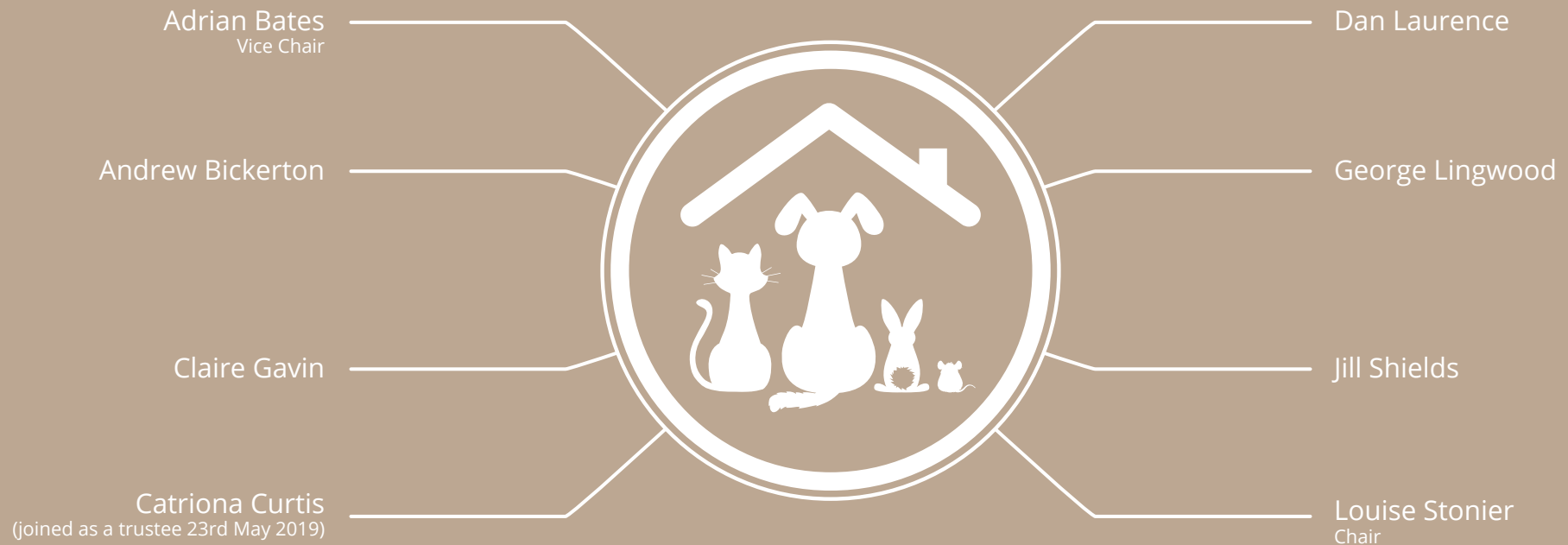
Helping small animals finding their forever home



The Trustees

The trustees received no remuneration from the charity for their work.

Trustees are appointed for a term of two years and must be reappointed at the end of this term.



Our Response to Covid 19

Throughout the first few weeks of Covid 19 and the 'Lockdown period' we saw first-hand how the pandemic hit the rescue centres hard across the country, Support Adoption For Pets reacted quickly to this impact, launching an emergency funding programme of £400,000 to help rescues through the challenging times. The news of this programme was really well received from the sector and we were able to support over 100 rescues across the country through April.

Since April the charity has restructured the grant funding and the grant funding criteria. This has meant that the charity can focus donating funds to help rescues with day to day running of the rescues through salaries, food and consumables etc. with a maximum up to £10,000 grant to be awarded to a rescue at a time. The restructure of the meetings has meant that the team and the trustees are able to review applications on a monthly basis enabling a more effective and timely support schedule to rescue and rehoming organisations across the UK.

In response to Covid 19 the charity recognised that the usual summer fundraiser would be needed for rescues across the country this year more than ever so ran the 'Save Our Rescues' appeal for four weeks from the beginning of June. All the funds were awarded out to each Pets at Home stores chosen rescue, breaking away from the usual ways of working whereby half the funds are awarded to the rescue and the other half raised in the event would be utilised by the grant programme. This was welcome news to many rescues, allowing us to support over 300 rescues in the heart of local communities.

Looking ahead the outlook for the year remains uncertain, however we believe now more than ever that the charity plays a crucial role in helping rescues and rescue pets in need across the country.

Get In Touch

To find out more about Support Adoption For Pets, the support we offer and the rescues we help, please visit www.supportadoptionforpets.co.uk

Contact the trustees or the charity team on:
info@supportadoptionforpets.co.uk

Registered Address: Support Adoption For Pets, c/o Pets at Home, Chester House, Epsom Avenue, Stanley Green Trading Estate, Handforth, Wilmslow, Cheshire, SK9 3RN

Registered Charity Number 1104152

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www.instagram.com/supportadoptionforpets

The impact we have had this year has only been made possible due to the kind generosity of our supporters. We would like to say a huge thank you to everyone who has contributed to our work.





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