



**SUPPORT
ADOPTION
FOR PETS™**

Loving homes wanted



Support Adoption For Pets Impact Report

April 2018 - March 2019



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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.

In 2006 Pets at Home founded the charity Support Adoption For Pets to help these pets find their second chance at happiness. Ever since, we've been transforming the lives of pets in need through our schemes of support, working side by side with our friends at Pets at Home.

Our Objectives

- Invest in rehoming programmes and rescue centres
- Raise awareness for local rescue centres and rescue pets
- Support local animal charities 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 £4.5 million raised last year to support abandoned pets
- Over £1.5 million awarded through grant funding
- Over £1 million awarded through our partnership scheme
- 76,578 small animals rehomed through our adoption centres inside Pets at Home



Introduction from the Chair

This year has been a great year for Support Adoption For Pets, once again celebrating a record breaking year of donations, meaning that we were able to help even more pets in need.

Now thirteen years old, this year our charity awarded 86 rescues with grants over £1.5 million to support the work they do and help many more pets in need. As a charity we are constantly reviewing how we can support rescues and pets more effectively. This year we extended our criteria to support organisations whose main activity is the provision of temporary or ongoing assistance to ensure that pets can remain with their owners.

Pets at Home continues to be our funding lifeline, thanks to the teams raising funds in stores and vet practices nationwide, and thanks to millions of customers showing their incredible generosity for rescue pets in need.

Thank you to everyone who has supported the charity and our mission to give every pet a second chance at happiness; with your help we can make a real difference.

On behalf of the team and the trustees, we are delighted to share with you all the results from April 2018 to March 2019.

Louise Stonier
Chair of Trustees

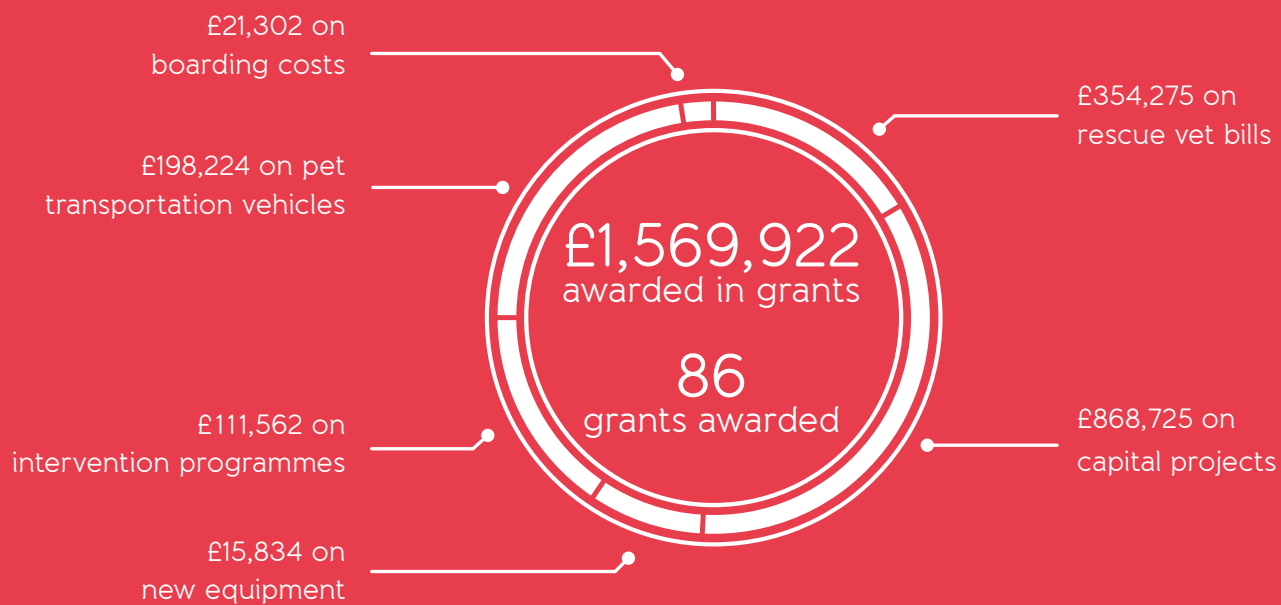


← Louise Stonier
and Skye

Grant Funding

Support Adoption For Pets is a grant giving organisation. We use the money raised in Pets at Home stores and award it as financial grants to pet rescues in need. This year saw us award our largest grant to date to the Greyhound Trust of £150,000 for a kennel build at their new national centre in Surrey.

Any eligible rescue in the UK can apply for funding from Support Adoption For Pets. Each application is assessed by the team and reviewed at regular meetings by our trustee board. It is our greatest pleasure to supply vital funds where we can have the biggest impact, from the smallest, local foster-based rescues through to the biggest national rescue charities.



Grant Funding Case Studies

Bleakholt Animal Sanctuary

£100,000 awarded to build new dog exercise areas

Based near Ramsbottom, Bleakholt Animal Sanctuary rehome over 450 dogs every year. The old exercise areas were very old, made of concrete, rotten wood and rusting metal. Funding of £100,000 allowed the rescue to build brand new exercise facilities, giving dogs access to safe, secure and exciting environments in which to play, learn, and get to know potential adopters.



Lothian Cat Rescue

Not only does Lothian Cat Rescue rehome over 700 cats a year, they also care for a number of feral cat colonies living in rural and remote Scotland. A grant of £21,900 helped this Edinburgh-based rescue to purchase a brand new vehicle able to traverse the often snowy terrain.



Cat Homing And Rescue

The very small team at Cat Homing And Rescue in Warrington care for older cats with complex medical needs. A grant of £2,000 helped pay for the care of cats like Oli, a 10 year old Bengal sold multiple times on the internet before finding his forever home thanks to CHAR.

Fundraising

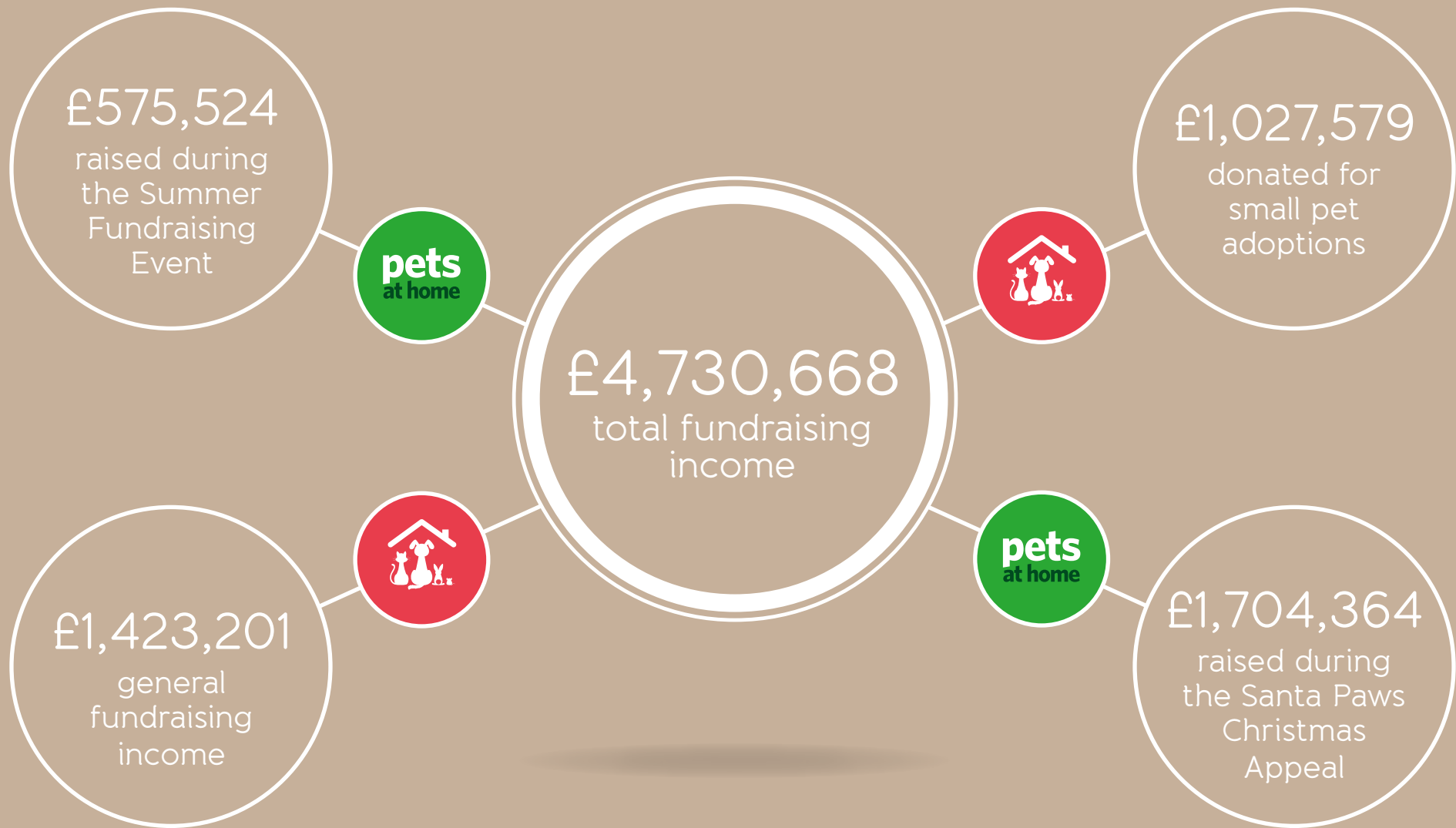
The majority of our funding comes from Pets at Home, thanks to the dedication of store teams and the generosity of their customers. This income primarily comes from our two nationwide fundraising events, alongside adoption centre donations, sales of merchandise, lottery initiatives, loose change donations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

In June 2018 we launched the #ScratchPatch Summer fundraising drive. This event utilised a scratch card mechanic over a four-week appeal in Pets at Home stores. The popularity of the drive had a positive impact on the money donated across the stores with £575,524 raised within the four weeks. Rescue centres partnered up with their local Pets at Home store to take part in the event, receiving 50% of all funds raised by their store for their support, with the other 50% being awarded via our grant programme.

The 2018 Christmas Appeal – Santa Paws - ran for just over four weeks, and broke records by raising over £1.7 million. The appeal asks Pets at Home customers to donate 50p to buy a Christmas dinner for rescue pets in need and this simple message inspired more than three million dinner donations. Once again 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 stores teams who have made a huge difference to rescue pets in need.





The Partnership Scheme

Support Adoption For Pets operates a partnership scheme between all Pets at Home stores and local rescue centres within their communities. This scheme enables the rescues to fundraise in stores, promote the work they do and the pets that they care for, and raise awareness within the

local community. Chosen partnered rescues are also eligible to take part in the two major fundraising events within their store – receiving 50% of all the money raised in that store by supporting the event.



Donated Stock

Pets at Home donate any surplus, damaged or impaired stock supplies to local rescue centres through Support Adoption For Pets' Donated Stock Scheme. Our charity arranges for pallets of food, litter and other supplies to be sent across the UK – providing a further lifeline of support to rescues.

757 rescues on
the Donated
Stock Scheme



480 pallets
of dog food
and supplies
distributed

209 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 inside Pets at Home stores.

Anyone 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), and to promote responsible ownership our rabbits also leave with a free neutering voucher and vaccination voucher for redemption by their new owner.

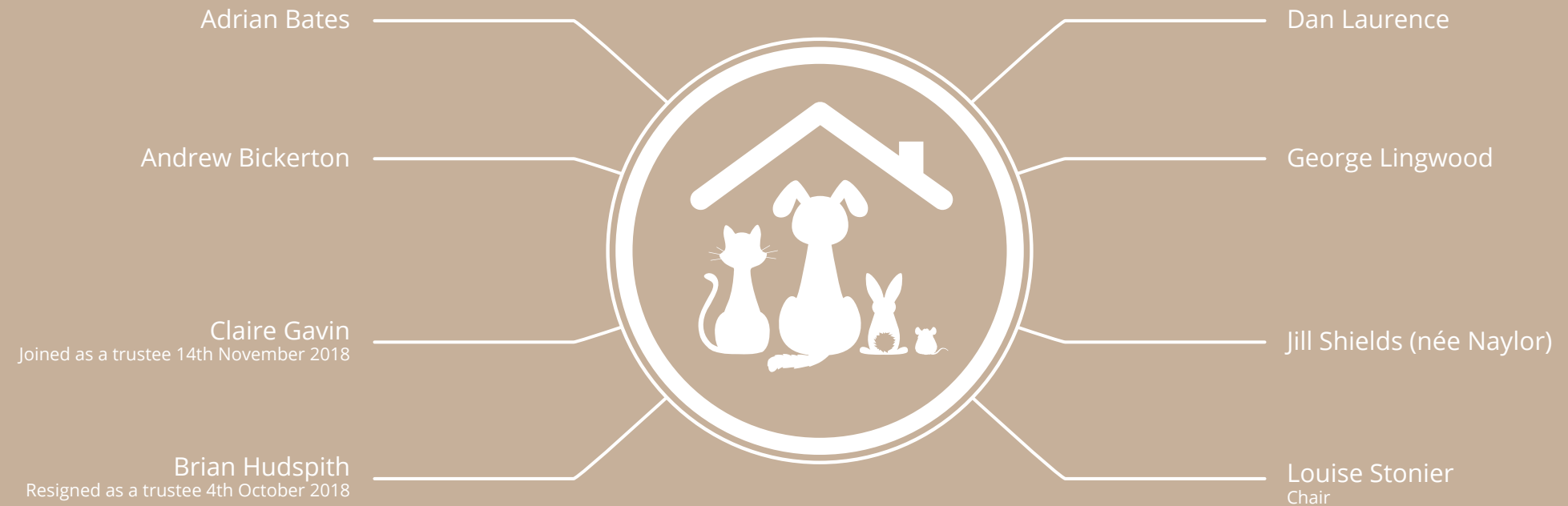
Helping small animals finding their forever home



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.



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

Follow us on social media:

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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.

