



Impact Report

April 2020 - March 2021



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Pets at Home Foundation
(formerly Support Adoption For Pets)
Registered Charity Number 1104152



Introduction from the chair

Our financial year coincided with the start of the first lockdown in March 2020 and it was a difficult year for us all. The pandemic has completely reshaped the way in which we live and work and has placed restrictions on all of our daily lives. The impact of Covid 19 has also been felt by rescue and rehoming organisations across the country.

Rescues experienced a huge reduction in income, with charity shops forced to close and other fundraising opportunities severely curtailed. Whilst some rescues remained open for animal emergencies, all of them had to close their doors to public visitors.

Throughout the last year, as the number one financial supporter of UK pet rescues, Pets at Home Foundation has continued to make a direct impact on pet loving communities.

Over the last year we have continued to adapt whilst remaining a vital lifeline to rescues, donating over £2.4million to organisations across the country.

We have also taken the opportunity to review our own priorities and focus. As Support Adoption For Pets, we proudly acted as a lifeline to rescues across the UK. As the newly renamed Pets at Home Foundation, we look forward to expanding our support to organisations which promote and nurture the unique relationships pets have with the people who care for them.

Throughout the last year Pets at Home has been classified as an essential retailer enabling it to continue to feed the nation's pets and provide critical veterinary care. During this time they have continued to provide support and fundraising revenue, which has enabled us to support the rescue sector during this difficult year.

I am deeply proud of everything we have delivered, and on behalf of the charity and the trustee board I am pleased to share with you our impact report for the last year.

None of this would be possible without our supporters, so thank you.

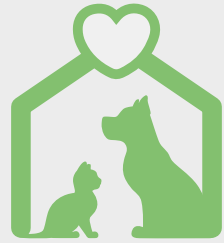
Louise Stonier

Chair of Trustees



Our year in numbers

200
grants awarded



Over £2.4m
donated to rescues

through grant funding and charity
of the year donations

Over

£190k



raised in
online donations

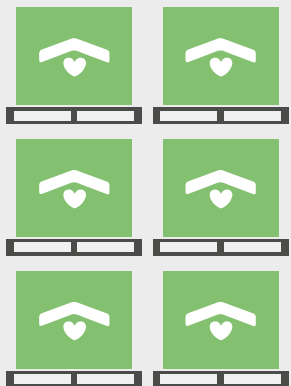
278 
rescues who we
shared the love with
on Valentine's Day 2021

**Over
£4m** 
raised 2020-2021

338



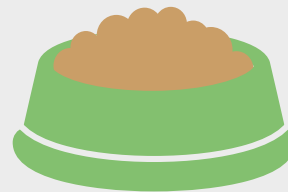
Community relationships
between Pets at Home
stores and rescues



**Over
1,100**
pallets
donated to
pets in need

£443,300

of essential
products
donated to
pets in need



Over £2m
raised for Santa
Paws Appeal

Including online donations
and merchandise sales





Our focus areas

Fundraising

Like many charities The Foundation has had a challenging year, seeing our income decrease due to several factors linked to Covid 19 and the lockdown restrictions.

Despite the challenges faced as a result of the pandemic, both of our annual national events, the Summer Fundraiser and Santa Paws Christmas Appeal went ahead. The focus of the Summer Fundraiser was to 'Save our Rescue Centres' raising awareness of the impact of the pandemic on rescue centres, with closed charity shops and re-homing stopped. The simplicity of the 'ask' proved successful raising over £450,000 during the four weeks of the appeal.

Like many charities we embraced virtual events and the opportunities of online donations via digital platforms through the year, notably undertaking in the 2.6 challenge back in April. We witnessed our supporters running 2.6 miles a day for 26 days, fancy dress walks over 2.6 miles, teddy bear picnics with 26 bears and many more creative activities for the event. The 2.6 challenge was a huge success, fun for those involved and raised an incredible £45,641.

A new and significant income from the digital world were the donations made by customers visiting the Pets at Home website. Thanks to those online shoppers, and donations from our own website, over £190,000 was raised last year.

We introduced face coverings to the merchandise range in July and during the last eight months of the year sales exceeded £225,000.

The highlight of our fundraising year came in the shape of our annual Santa Paws Christmas Appeal, raising over £2 million through fundraising across Pets at Home stores, face covering sales and also donations online.

The majority of our funding comes via Pets at Home, thanks to the dedication of store teams and the generosity of their customers. We would like to extend a heartfelt thank you to all of those who support our work. Every donation made a huge impact to those that needed it most.





Our focus areas

Grant funding and financial support

Our grant funding and financial support throughout the year has been reactive to the announcements made by the government in regards to Covid 19, ensuring we gave support when it was needed most.

A year of financial support





Our focus areas

Small pet adoptions

As well as supporting rescues across the UK, Pets at Home Foundation rescues and rehomes small animals inside our own adoption centres based in most Pets at Home stores.

Due to the pandemic many rescues up and down the country closed their doors in the most restrictive months of lockdown. Like these rescues, we closed our Adoption Centres at the end of March and paused the intake and rehoming of any small animals to members of the general public. Little was understood about Covid 19 at this time and it was crucial that we were fully equipped, with the relevant processes in place, to ensure the safety of store colleagues and customers alike whilst adopting pets or taking pets in. We were pleased to put policies in place alongside government guidance to allow our Adoption Centres to open again from the start of June.

Our centres exist for any owner who can no longer care for their small pet. Our charity will take the pet in, covering any medical care costs and providing them with a temporary home, until a new loving forever home is found.

When a rabbit is adopted from our centre into its loving home, it leaves with vouchers for a free health check, vaccination and neutering which can be redeemed by the new owner in their local Vets4Pets or a Companion Care veterinary practice, many of which can be found inside Pets at Home stores.

2020 - Our year
in the adoption
centres



31,919
Pets rehomed



8,191

Rabbits rehomed



8,968

Guinea Pigs rehomed



14,760

All other small
animals rehomed

£110,000 - spent on rabbit neutering



Our focus areas

Community

This last year has been like no other for us all. Due to the pandemic rescue centres have faced a difficult year; with all fundraising put on hold, their income has been significantly and seriously impacted.

During our 'Save our Rescues' summer appeal, every local rescue supported by a Pets at Home store received all of the funds raised by that store, enabling them to continue the great work they do despite a difficult fundraising landscape. This was greatly appreciated by rescues, with over £325,000 donated to the sector.

Our support continued throughout the year, with the highlight being our donation of over £650,000 to rescues from our successful Santa Paws Christmas appeal.

Going forward into 2021-22 we will continue to support rescues through a post-pandemic recovery. We also look forward to expanding our support to organisations who work with both pets and people to the benefit of both.

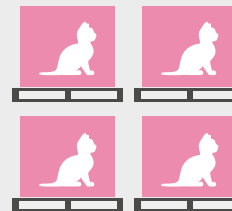
Donated stock

Pets at Home donated any imperfect, damaged or surplus stock to rescues. The Pets at Home Foundation team arranged these pallets of stock to be delivered to those that needed it most. This year this support programme has been really well received, allowing rescues to utilise funds which they would normally set aside for food/bedding towards other ongoing rescue costs. This programme has a huge impact on rescues across the UK and we look forward to it continuing.

Pallets distributed

568

dog pallets

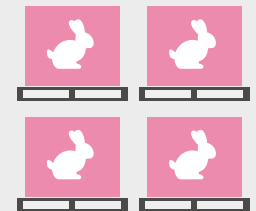


446

cat pallets

118

small animal
pallets



52

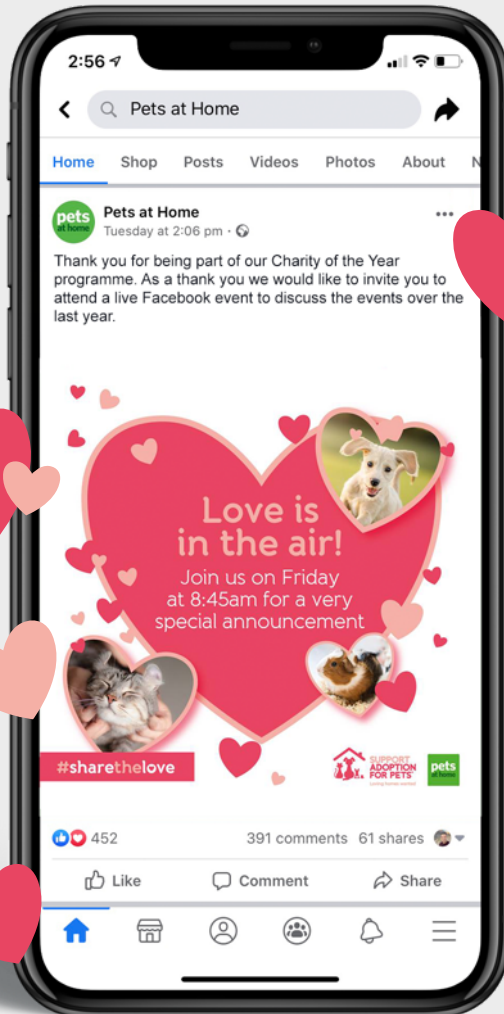
 bird
pallets

£443,300

cost of pallet
donations



Share the love - Valentine's Day 2021



As we approached Valentine's weekend, we wanted to take a moment to thank and recognise the tireless work of rescues across the UK. We invited all 278 rescues that were a current participant of our Charity of the Year to attend a live Facebook session on 12th February. The event highlighted the struggles from the sector over the last year and the challenges still being faced. Thanks to our amazing supporters and colleagues from across the Pets at Home Group we were able to surprise the rescues with a £2,000 donation each. Within ten minutes of the live event starting £556,000 of funding was awarded to rescues; organisations at the heart of our communities who make a difference to the lives of pets in need.



Looking ahead



As we head into our first year as Pets at Home Foundation we are filled with excitement for what the future holds. Being able to support more pets and people in need is a priority for the charity, whether that is through grant donations, relationships with Pets at Home stores, community days or workshop events; we are committed to supporting those who need it in local communities.

We are looking forward to launching our new 'Community Partners' programme in 2022, enabling us to help more rescues and charities. We will continue to focus our energy on supporting rescues recovering post Covid 19 and also work towards reintroducing rescues back into the stores so they can support the fundraising efforts of the store team.

As part of our rebrand, we will be updating all our point of sale and in store adoption centres with our new branding. All programmes, initiatives and fundraising activity will be rebranded as Pets at Home Foundation. We will also be looking to launch a new sustainable and eco-friendly merchandise range across our website and Pets at Home stores.

The grant program will continue in the format launched at the end of last year, however, in addition to the day to day costs of veterinary bills and food we are excited about expanding our support to invest in a rescue's future, supporting vehicle purchases and building projects. We also look forward to working with those charities who support people through pets, with the launch of our new grant funding criteria 'Helping People through Pets'.

Trustees

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

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



Louise Stonier
Chair



Adrian Bates
Vice Chair



Andrew
Bickerton



Catriona
Curtis



Claire
Gavin



Dan
Laurence



George
Linwood



Jill
Shields

Contact us

Get in touch!

To find out more about Pets at Home Foundation, the support we offer and those that we help please visit www.petsathomefoundation.co.uk

Contact the trustees or the team on:

info@petsathomefoundation.co.uk

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Chester House, Epsom Avenue, Stanley Green
Trading Estate, Handforth, Wilmslow,
Cheshire SK9 3RN.

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The impact in this report has only been made possible due to the kind generosity of our supporters.
Thanks to everyone who has contributed to our work enabling us to help pets in need and the people who love them.

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