



Impact Report

April 2021 - March 2022



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



Introduction from the chair

This year has been an exciting one for the charity being our first full year of the 'Pets at Home Foundation' and establishing our mission of 'Creating a better world for pets and the people who love them'.

Over the last year, the charity has continually adapted to the needs of the pet rescue sector and the challenges they face, ensuring that our support and funding avenues remain relevant and effective. We have awarded £2.3 million to help rescues either through grant funding or the community partner programme.

This time last year we expanded our objectives to support organisations which promote and nurture the unique relationships pets have with the people who care for them. I am so pleased that we have been able to support 16 organisations with funding of over £550,000 (pledging a further £720,238 over the following two years).

I am very proud of everything the charity has delivered this year. On behalf of the charity and the board I am pleased to share with you our impact report.

Thank you to all of our supporters who make this work possible.

Louise Stonier

Chair of Trustees



Our year in numbers



**Over
£2.3m**

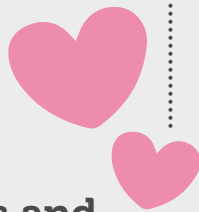
donated to rescues
through grant funding and
community partnerships...

**...plus over
£550,000**



awarded through
our people grants...

**...totalling
over £3.5m**



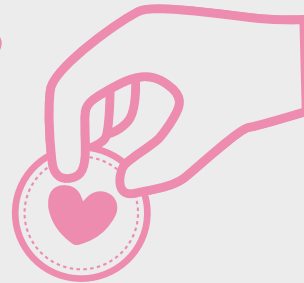
**donated to help pets and
the people who love them**
(including £720,238 pledged)



1,172 pallets

donated to pets in need

**Over
£5m**



raised 2021-2022

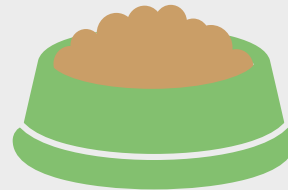
342



Community relationships
between Pets at Home
stores and rescues

£445,000

of essential
products
donated to
pets in need



Over £2.1m
raised for Santa
Paws Appeal

Including online donations
and merchandise sales





Our focus areas

Fundraising

Despite the continued challenges of the pandemic, the charity has had one of its most successful years, raising over **£5 million**.

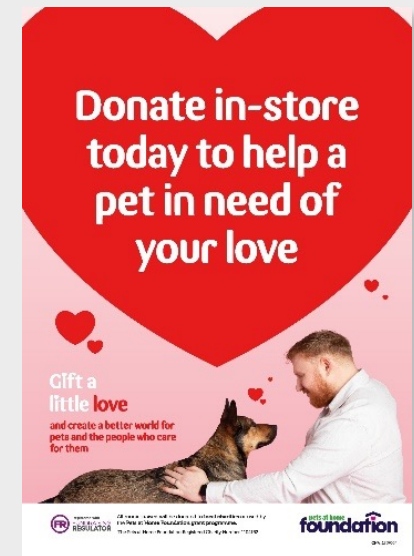
Our Pedal for Paws Summer Appeal ran in the month of July, during which customers could donate in Pets at Home pet care centres across the country. This appeal raised £554,015.

The highlight of our year came once again in the form of our Christmas Santa Paws Appeal, which raised over £2.1 million in the five week run up to Christmas Eve. This year, Pets at Home's Groom Room ran a dedicated

Christmas Spa package. With each package sold, £1 was donated to the Foundation. This was a huge success raising over £20,000 for the Foundation.

In February 2022 we launched a new Valentine's fundraiser for our community partners across the UK. The fundraiser ran for one week and was a huge success, raising over £150,000.

Most of our funding comes via the Pets at Home Group, thanks to the dedication of colleagues and veterinary partners and the generosity of their customers and clients. We would like to thank all those who have supported our work this year. Every donation makes a huge difference to pets and the people who love them.





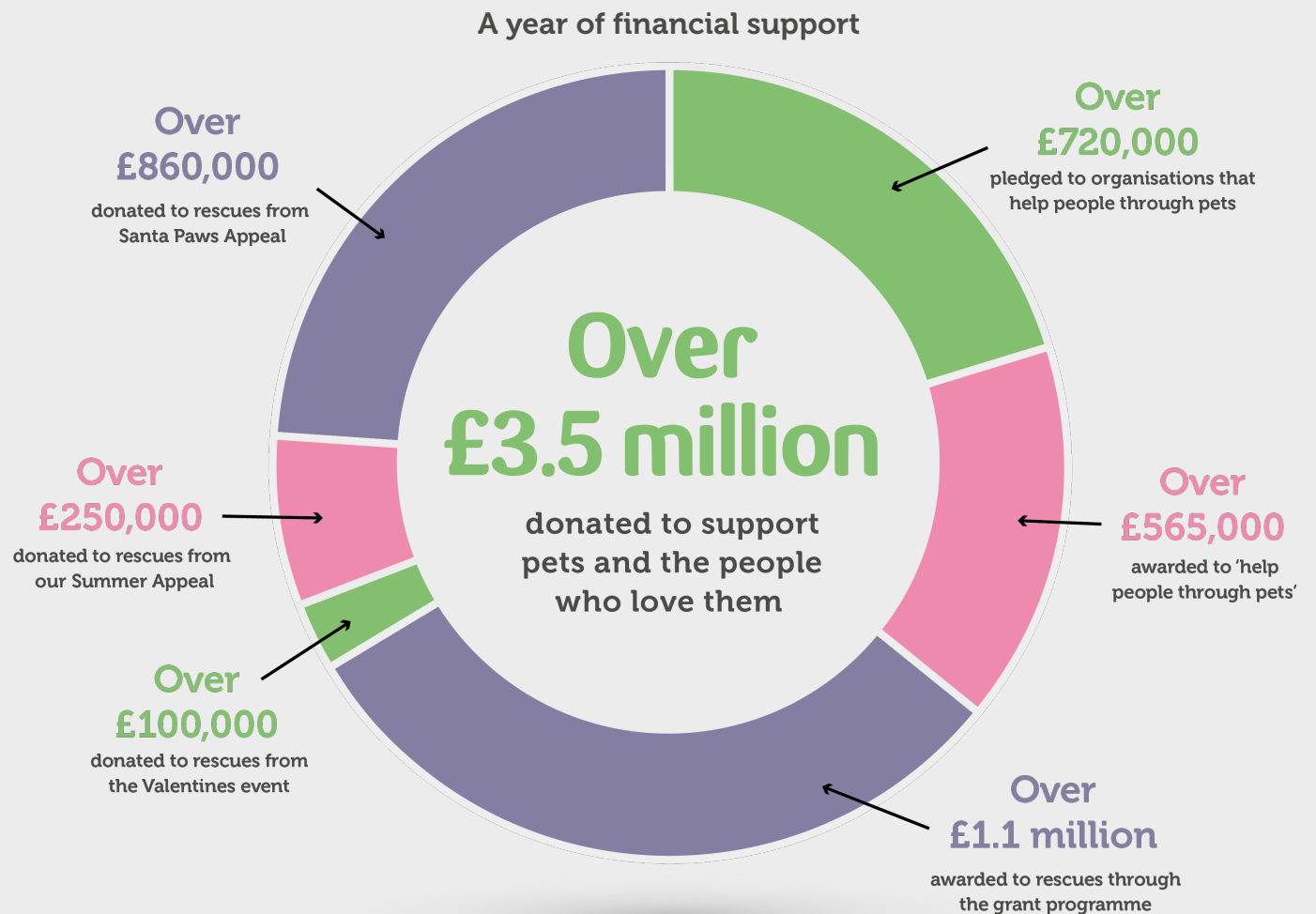
Our focus areas

Grant funding and financial support

This year the Foundation expanded its remit to support charities who either provide temporary support to keep pets with their owners, or change the lives of children and adults through the provision of pet-based activities.

Our 'Helping Pets Through People' grant programme was incredibly well-received, with £565,757 being awarded to 16 organisations, and a further £720,238 being pledged over the next two years.

Alongside the new programme, the Foundation continued to support rescue and rehoming organisations across the UK with £1,130,556 million being awarded to 70 organisations.





Grants Case study



In February 2022 the Foundation awarded £75,634 to expand their pet food bank project across the North West (with a further £84,212 pledged for second year).

In these unprecedented times more people are unable to afford basic necessities, and the demand for services from food banks is ever growing. Many of these families are also pet owners. The emotional and psychological benefit of keeping pets with their owners through uncertain times is widely acknowledged. Pets are part of the family, and no loving owner wants to give up their companion, especially during a time of crisis.

The RSPCA Pet Food Bank Partnership is a collaborative working project between the RSPCA Inspectorate, RSPCA branches and local food banks. The project aims to keep pets and their owners together by providing dog and cat food to local food banks, which can then be distributed alongside human food. RSPCA officers can also refer families in crisis to their nearest participating food bank.

As an inspector, I was hearing stories about people who would skip meals themselves in order to pay for pet food for their dog or cat and it was heartbreaking to hear.

We know that our pets are part of the family and so we wanted to support people who are struggling to ensure that loving owners who have just fallen on hard times can still remain with their pets.

The scheme is now working alongside 52 food banks across the North of England and it is projected that these numbers will more than double over the next two years. The funding provided by the Pets at Home Foundation is simply amazing and will allow the project to be supported by a full time, dedicated role, plus much more. The funding will mean that assistance to struggling pet owners will be readily available to many more people and more pets will be able to stay in loving homes alongside their families. Thank you!

Insp Alison Fletcher

RSPCA Inspector & Pet food bank partnership coordinator





Grants Case study



The Foundation awarded £99,296 (with a further £199,260 over the next two years) to expand their services into Scotland, with a focus on their dementia dog project.

The Dementia Assistance Dog Programme provides specially trained assistance dogs to people in Scotland who are living at home, where one person has an early stage diagnosis of dementia and another is a full time unpaid carer. These incredible animals provide practical and emotional support to families affected by dementia, allowing their owners to live with more confidence, independence and joy.

Dogs for Good were delighted to receive the funding which will enable us to build on a pilot programme to deliver pet dog support workshops for families living with dementia, and build capacity for training future assistance dogs to place with couples where one is in their early stages of dementia and the other is a carer. The grant will also allow us to expand our Dementia Community Dog service, where a specialised handler and a trained dog work one-to-one with a person living with dementia to help them regain confidence and life skills.





Grants Case study



Leicester Animal Aid is an independent rescue charity that has been operating for over sixty years, rescuing and rehoming cats and dogs from its centre in Huncote.

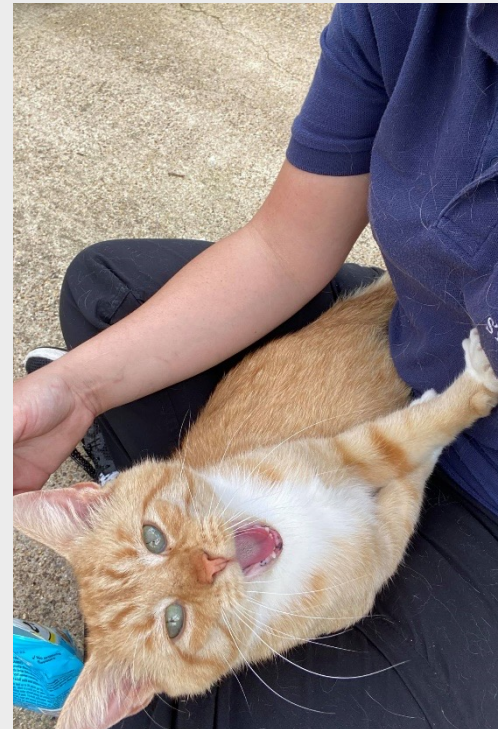
The team provide excellent care to their animals, but some cats do not adapt well to a cattery environment. Two large, outdoor pens provide these cats, or litters of kittens, with a much bigger space to live in and explore. We were pleased to give the charity £21,919 to completely refurbish these two pens, making them lighter, warmer, and a much more comfortable home for their feline residents. Leicester Animal Aid also participate in our Community Partner programme, and through their local store have received an additional £3,491 in the last year.

Pets at Home's ongoing and substantial support has made such a significant difference at Leicester Animal Aid. As an independent, local Charity, this level of support and the relationship we have with Pets at Home is hugely beneficial. From helping us to provide animal transport, to improving our enrichment and training facilities, supporting our Community Pet Support Scheme and most recently supporting the renovation of our cat sanctuary areas.

We are so grateful for the multi-level support through the Foundation, fundraising and profile raising in store makes such a huge difference dogs and cats in need of love, care and new homes.

Izzy Tutcher

Philanthropy Manager





Our focus areas

Small pet adoptions

The Pets at Home Foundation believes every pet deserves a happy and loving forever home. We therefore continue to care for and rehome small animals inside adoption centres across the country in over 450 Pets at Home pet care centres.

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 that are needed, taking care of the pet until a loving new home is found.

When a rabbit is adopted from one of our centres, it leaves with vouchers for a free health check, vaccination and neutering, which can be redeemed by the new owner at their local Vets4Pets or Companion Care veterinary surgery, many of which can be found inside Pets at Home pet care centres.



2021 - Our year in the adoption centres

35,099

Pets rehomed



10,162

Rabbits rehomed



9,561

Guinea Pigs rehomed



15,376

All other small animals rehomed

..... **£125,000** - spent on rabbit neutering



Our focus areas

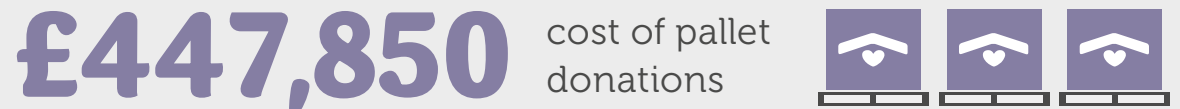
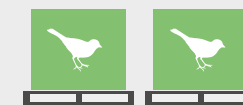
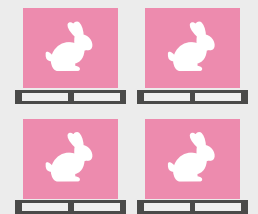
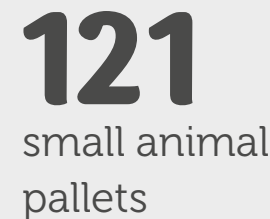
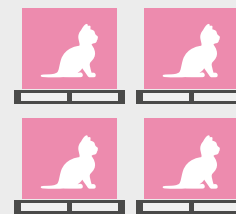
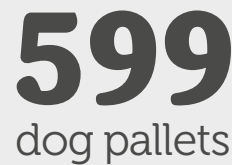
Community

The Foundation exists to help pets and people within local communities. This includes building relationships between charitable organisations and their local Pets at Home store.

To reflect the importance of these relationships, this year we relaunched our Charity of the Year programme under a new name, 'Community Partners.' We are really proud to have worked alongside 342 organisations in the heart of local communities. Due to the ongoing pandemic, organisations were unable to hold face to face events in store. Despite this, Pets at Home colleagues and veterinary partners continued to demonstrate their energy and determination to raise funds for their local community partners, with over £1.2 million being donated throughout the year.

Donated stock

Pets at Home donate any imperfect, damaged or surplus stock to pets in need across the UK. The Pets at Home Foundation team arrange for these pallets to be delivered where it is needed most. This support programme has a huge impact on rescues across the UK and we look forward to continuing to support pets in need through donated stock.



Looking ahead



As we head into our second year as the Pets at Home Foundation, we are incredibly excited to see how our expanded remit will impact more beneficiaries, to the benefit of pets and people.

We will also launch a new online system so organisations can more easily apply for funding from our grant programme. We hope this change will make the grant programme more accessible to those who need our support.

This year will see the charity trial a new format for the Summer fundraiser, with one national charity benefitting from funds raised across the Pets at Home Group. A large number of charities applied to be the beneficiary charity of the Summer fundraising appeal; we were really impressed with their commitment and enthusiasm for the activities they undertake. The work of the charity Hearing Dogs for Deaf People clearly resonated with colleagues across the Pets at Home Group who voted to select them as our partner for the appeal.

Summer 2022

Hearing Dogs is incredibly grateful to Pets at Home and the Pets at Home Foundation for choosing the charity for 2022's Summer Fundraiser. This support means we can train and support more hearing dogs and help more deaf people to leave loneliness behind and reconnect with life. A huge thank you to everyone at Pets at Home."

David Robson 'Head of Marketing' Hearing Dogs for Deaf People

Now that covid restrictions have eased, we are incredibly excited to start welcoming back our community partners into Pets at Home, so they can hold fundraising events and raise awareness of the work they do in their local communities. We will continue to build relationships and support pets and the people who love them across the UK.

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
(resigned Feb 2022)



George
Lingwood



Jill
Shields

We thank all of our trustees for their contributions and support over the last 12 months.

Contact us

Please get in touch!

To find out more about the Pets at Home Foundation and how we help pets and people in local communities please visit www.petsathomefoundation.co.uk

Contact the trustees or the team on:

info@petsathomefoundation.co.uk

Registered address:

Pets at Home Foundation, c/o Pets at Home, Chester House, Epsom Avenue, Stanley Green Trading Estate, Handforth, Wilmslow, Cheshire SK9 3RN.

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Thank you to everyone who has continued to contribute to our work, enabling us to create a better world for pets and the people who love them.

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