



# Impact Report

April 2022 - March 2023



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**Pets at Home Foundation**  
Registered Charity Number 1104152



# Introduction from the board

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**This year we have continued to be there for pets when they need our help, making a direct impact on pet loving communities.**

We are really proud that this year we have donated over £4 million to pets and the people who love them; this is a record-breaking year in terms of financial donations for the charity.

Following on from the success of this last year, we are incredibly excited to support Hearing Dogs for Deaf People for a second year for our national summer appeal, building on the great relationship that has already been established, and supporting their mission to help deaf people leave loneliness behind.

This year we will continue to build on the strong foundations we have laid down with the pet food bank initiative in line with our strategic pillar of supporting projects that help keep pets in loving homes.

This year we are excited to launch the Foundation's five year strategy, continuing its core work to create a better world for pets and the people who love them, focussing on four key areas:

The Foundation will focus on the following four key strategic pillars:

## **Priority 1**

### **Income**

Diversify our income streams, exploring alternative channels. To reduce risk and ensure sustainable income streams are secured for the future.

## **Priority 2**

### **Pet relinquishment prevention**

Working to identify critical interventions which would have a significant impact on keeping pets in loving homes.

## **Priority 3**

### **Developing long term strategic relationships**

Driving systemic change by working with like minded partners.

## **Priority 4**

### **Engagement and communications**

Communicating the work of the Foundation to all stakeholders with a consistent approach to thanking our supporters.

We are deeply proud of everything we have delivered and look forward to the year ahead. We are pleased to share with you our impact report for the last year. None of this would be possible without our supporters, so thank you.

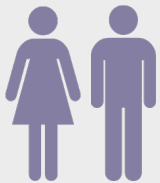
## **Board of Trustees**

# Our year in numbers



**Over £2.2m**  
awarded to rescues

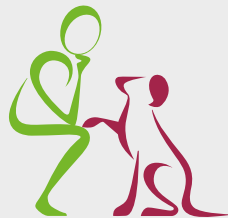
through grant funding and  
community partnerships...



**...plus over £1.2m**  
awarded through our  
people grants...

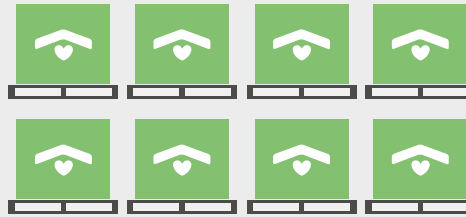
**...over £570,000**

donated to Hearing  
Dogs for Deaf People  
after our summer appeal



**...totalling  
over £4 million**

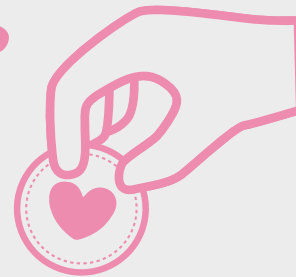
**to help pets and the  
people who love them**  
(including £818,046 pledged)



**1,268 pallets**

donated to pets in need

**Over  
£6m**



raised 2022-2023

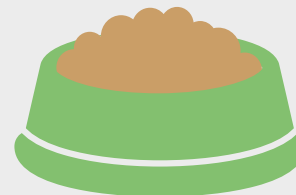
**353**



Community relationships  
between Pets at Home  
stores and rescues

**£648,800**

of essential  
products  
donated to  
pets in need



**Nearly £2m**

raised for our  
Santa Paws Appeal

Including online  
donations and  
merchandise sales





# Our focus areas

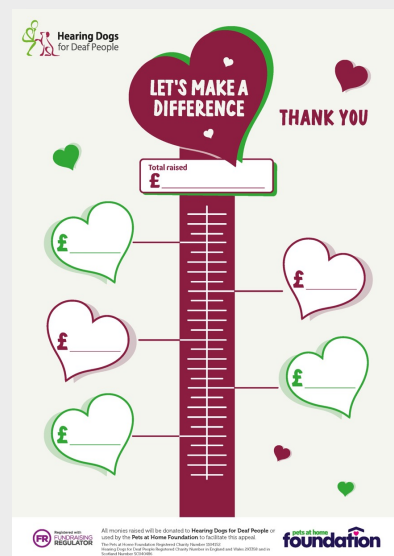
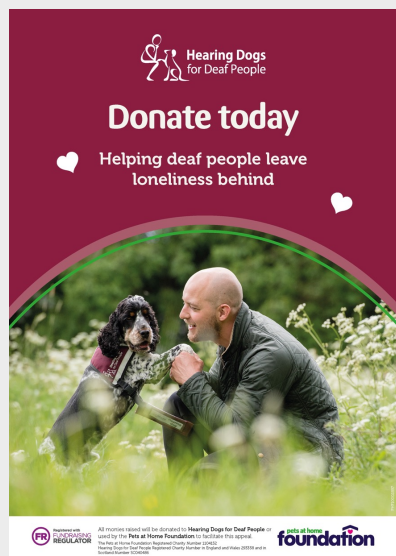
## Fundraising

**Despite the continued challenges of the pandemic, the charity has had its most successful year, raising over £6 million.**

This year we launched our new summer appeal working with one national charity benefitting from funds raised across the Pets at Home Group. The work of Hearing Dogs for Deaf People was supported through the month of July 2022, which clearly resonated with colleagues and customers, as the four week appeal raised over £630,000.

The highlight of the fundraising year came once again in the form of the annual Christmas Santa Paws Appeal, which raised nearly £2 million in the five-week run-up to Christmas Eve.

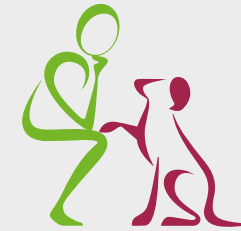
At the end of this financial year we celebrated raising £50 million since the charity began. Much of our funding comes via the Pets at Home Group, thanks to the dedication of colleagues and veterinary partners and the generosity of their customers, clients and suppliers. We would like to thank all those who have supported our work this year. Every donation makes a huge difference to pets and the people who love them.





# Our focus areas

## Fundraising



**Hearing Dogs**  
for Deaf People

**In July 2022 the Pets at Home Foundation supported the key work of one national charity. Charities applied for the opportunity and went through a selection process which included colleagues from across the group voting for the charity they wanted to support.**

Hearing Dogs for Deaf People were the chosen charity. After a hugely successful summer appeal, Hearing Dogs were awarded over £570,000. They have since been selected for support in a second summer appeal which will take place during July 2023.

The funds have supported 377 hearing dog partnerships, which equates to over a third of all their partnerships in the UK.



*Pets at Home's support of Hearing Dogs has made a huge difference to the lives of deaf children and adults across the UK.*

*By raising money across all areas of the business, Pets at Home and their customers are funding the support of all of our hearing dog partnerships for a year.*

*The support we provide our partnerships through dedicated regional Partnership Instructors includes home visits, health and welfare advice, dog training refresher sessions, the provision of new essential equipment, and much more. The support of Pets at Home has been incredibly important to the charity and to the dogs we train and deaf people we help, so thank you to everyone involved.*

### Steve Heyes

Director of Communications and Fundraising  
Hearing Dogs for Deaf People

#### Since the donation from Pets at Home, Hearing Dogs for Deaf People have:

Made  
**1,044**



support visits to  
partnerships

Had  
**295**



attendees at  
in-person  
community days

Hosted  
**546**



video support  
sessions



# Our focus areas

## Grant funding and financial support

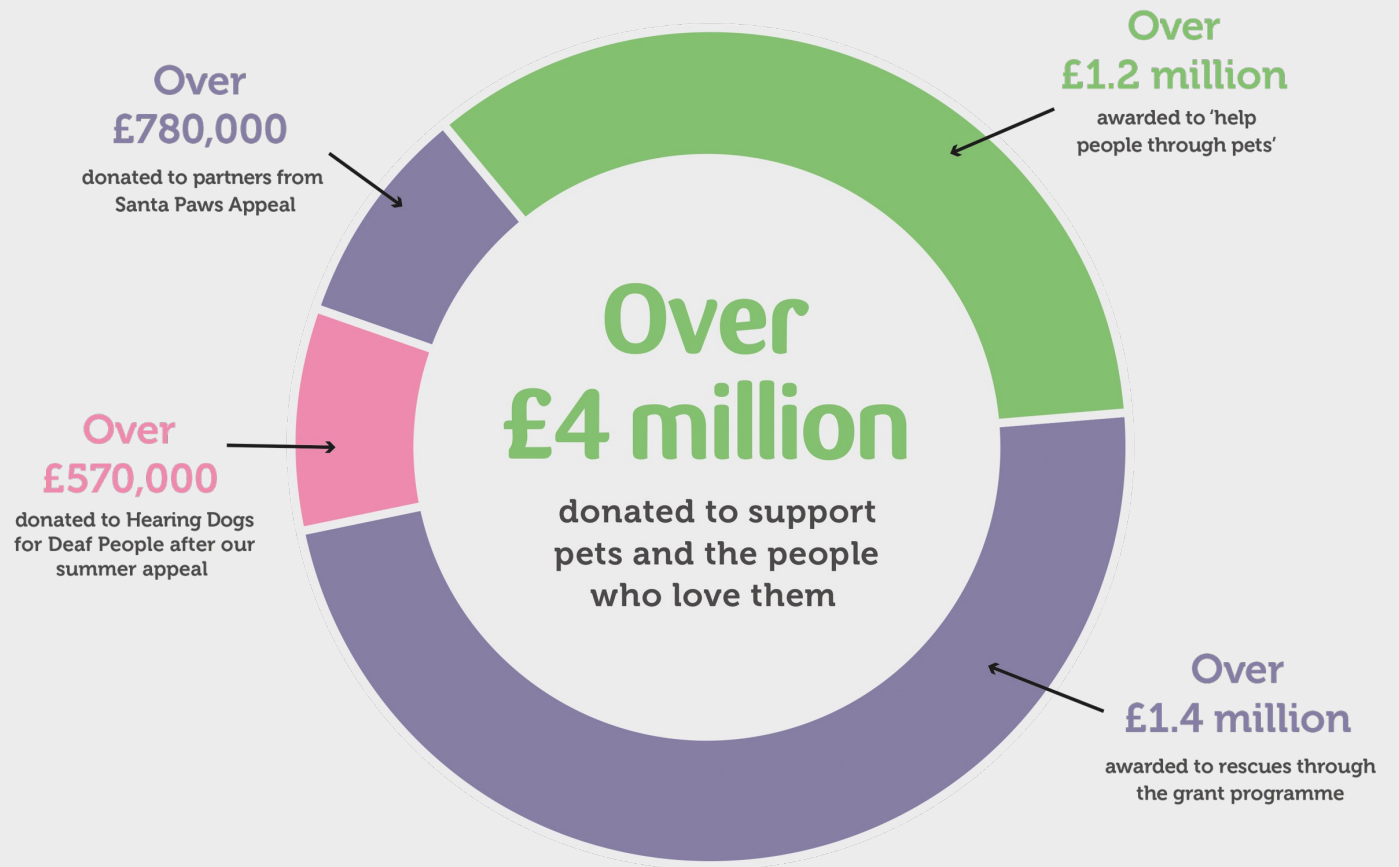
**This year we supported 63 pet rehoming organisations through our grant programme, to help care for pets until they find a loving home.**

This was also the second full year of our grant programme that supports charities helping people through pets, enabling the Foundation to further extend our impact. We are pleased to report that this year we supported 30 organisations with over £1.2 million.

**This year we have focussed our grant funding on the following:**

- Keeping pets in loving homes
- Helping people through the love of pets
- Supporting rescue centres

**A year of financial support**





# Grants

## Case study



### **Cats Protection run Paws Protect, a service which provides fostering placements for cats so their owners can escape domestic abuse.**

Too often survivors of domestic abuse find themselves either unable to leave a situation or they cannot access safe accommodation without risk of being separated from their pet. Pets themselves can also be victims, either of violence or neglect.

Paws Protect is a lifeline to cat owners. Cats Protection arranges for cats to be cared for in a safe foster home, with regular updates given to their owners until they can be reunited. Cats Protection pay for all the cats' needs, including food and any veterinary treatment.

The Foundation gave Cats Protection a grant of £315,000 over three years (£100,000 in year one, £105,000 in year two, £110,000 in year three) in November 2022 towards the expansion of Paws Protect across the UK. **This will enable Cats Protection to help around 730 families and approximately 1,262 cats per year by the end of 2025.**

*We are extremely grateful to the Pets at Home Foundation for their incredible support of Paws Protect, Cats Protection's specialist cat fostering service for survivors of domestic abuse. This support will help us to provide a lifeline to people fleeing domestic abuse, enabling them to escape to safety whilst knowing that their beloved cats will be safe and cared for too. We know that the bond between cats and their owners is incredibly special, and we are proud to be able to provide a safe haven for these cats during times of crisis. This generous support from the Pets at Home Foundation will enable us to expand the service significantly over the next three years, allowing us to reach areas currently without a dedicated fostering service and ensuring more cats and their owners can be protected from harm.*

**Amy Hyde**

National Paws Protect Manager Cats Protection

**Keeping pets in loving homes**







# Grants Case study



**As the UK continues to experience a rise in the cost of living, we know that pet owners will do everything they can to ensure their pets don't go without, but we also understand that some owners may be facing difficult choices as their finances become stretched.**

This year we are really proud to have funded a foodbank project alongside Blue Cross. The Pets at Home Foundation awarded Blue Cross with over £320,000 to support a National Pet Food Bank offering. In November 2022, we launched a trial in a small number of Pets at Home stores, and now have over 200 stores collecting food to support foodbanks within local communities. Every donation point in our stores support a foodbank within ten miles of the store. The Pets at Home donation points that are being rolled out complement donation points also in place at 33 Blue Cross sites across the UK.

*The grant Blue Cross has received from the Pets at Home Foundation has allowed a rapid and appropriate response to the cost of living crisis.*

*The Pet Food Bank Service has now fed over one million pets across Northern Ireland, Wales, Scotland and England. This means so much to our organisation and the pet owners we have helped. Ultimately more pets have been able to stay at home with their families during these difficult times. This huge effort would not have possible without the grant, not least of all to fund the community project team who do wonderful work supporting local foodbanks and their aligned Pets at Home stores nationwide. We are proud to announce the Pets at Home full estate will be live in June. This means 400 plus foodbanks will be supported far and wide. A huge thank you from all at Blue Cross for the ongoing support.*

**Clare Robertson**

Community Project Lead, Blue Cross



## Keeping pets in loving homes



# Grants Case study



**Pets As Therapy are the recipients of the Foundation’s biggest ever grant. We awarded the organisation with £346,237 over three years (£71,851 in year one, £137,052 in year two, £137,334 in year three); this was awarded in May 2022.**

Pets as Therapy take their temperament assessed dogs into settings such as hospitals, schools, care homes, hospices and more, bringing a smile to many faces. People get the chance to chat to someone, and stroke and cuddle a friendly dog or cat. Pets As Therapy volunteers and their pets bring comfort and companionship to people living in residential care who may feel lonely or isolated; they support schools to help young people improve their literacy skills and concentration; their hospital visits can aid in a patient’s recovery and improve mental health and wellbeing.

The grant from the Foundation is being used to restructure the organisation, expanding their team into the North West so they have local staff able to recruit new volunteers, build relationships with more establishments, and fundamentally touch the lives of more people. By the end of the first year the charity aims to increase the number of volunteers in the North West to nearly 400, it aims to work with over 500 different establishments, and to conduct over 140,000 visits to individual pet lovers.



*“The funding provided by the Pets at Home Foundation has facilitated a step change for Pets As Therapy. We have initiated our new regional hub structure, hub one is in place and we have another planned to launch this year. Each regional hub will enable us to better support our volunteers and all other stakeholders that we work with. We could not be more grateful to the Pets at Home Foundation for their belief and generous support of Pets As Therapy”*

**Clare Davis**  
CEO Pets As Therapy

## Helping people through the love of pets



# Grants Case study



**The Cats Whiskers is a small cat charity based in Alva, near Stirling, Scotland.**

To help local cats in need, its small team established a network of fosterers to care for the cats in their own homes. Many are strays, or arrive because their owner has gone into care or can no longer look after them. The charity also works to help feral cats. In 2022 it was given the opportunity to start its own cat rehoming centre, but without extra funds all they had was an empty industrial unit. A grant of £80,500 from the Foundation in July 2022 allowed the charity to fit the unit out with cat pens and supporting facilities. They have been able to secure the charity's long-term future, helping hundreds of cats for years to come.

*Without the Pets at Home Foundation we would not have come so far in the time that we have. We have recruited more volunteers, acquired our license and have an amazing working shelter, a huge thank you to the Pets at Home Foundation and all its supporters who have made this possible.*

**Cats Whiskers Team**



## Supporting pet rescues



# Our focus areas

## Community

### Community Partners – supporting pets and people within the local community.

One of the Foundation's core activities is the 'community partner programme.' This gives every Pets at Home store an opportunity to partner with a local organisation, raising funds and awareness of their work within the community.

This year 342 partners were supported across the UK. As Covid restrictions were lifted this meant that our community partners were all welcomed back into stores to take part in our diary highlight of the year the 'Santa Paws Appeal.'

Our community partners embraced this news and attended Pets at Home stores for over 10,000 hours through the Santa Paws Appeal. Over £780,000 was donated to our partners after the appeal.



*Having the support from Pets at Home in Fort Kinnaird has made their customers aware of our rescue and some have come to the rescue to volunteer or adopt a cat.*

*With the funds that have been donated to us from the community partner programme we have managed to update our safety systems new smoke alarms and CCTV that now allows us to watch vulnerable cats and kittens 24 hours daily when needed.*

**Irene Shillington**  
Trustee Lothian Cat Rescue



*Bristol DAWG (Greyhound & Lurcher Rescue) feel extremely privileged to be one of Pets at Home's chosen charities and they been an amazing support not only throughout the year, but previously during COVID.*

*Following COVID it was lovely to get back in store to undertake collections and see the store colleagues as we are always made to feel so welcome.*

**Gerry Watkins**  
Trustee, Bristol DAWG

# Community Partners spent over 10,000 hours in store

During our Santa Paws 2022 Appeal



# 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 453 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, vaccinations and neutering, which can be redeemed by the new owner at their local participating Vets4Pets or Companion Care veterinary surgery, many of which can be found inside Pets at Home pet care centres.



## Our year in the adoption centres

# 39,727

Pets rehomed



## 10,667

Rabbits rehomed



## 12,792

Guinea Pigs rehomed



## 16,268

All other small animals rehomed

..... **£167,105** - spent on rabbit neutering



# Our focus areas

## Community

### Donated stock

Pets at Home donate any imperfect, damaged or surplus stock to pets in need across the UK.

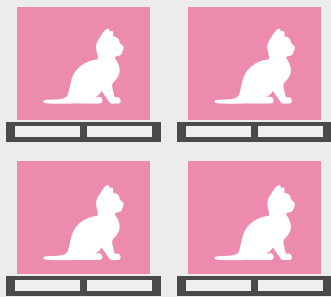
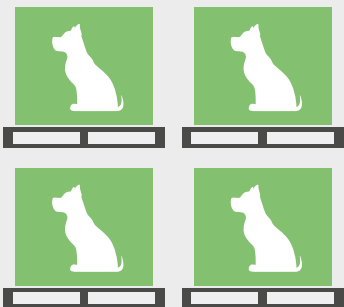
The Pets at Home Foundation team arrange for these pallets to be delivered where it is needed most. This support programme has a huge impact on rescues across the UK, helping them support the pets in their care.

**1,268** total pallets distributed



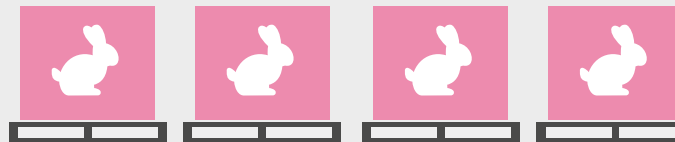
**709**

dog pallets



**448**

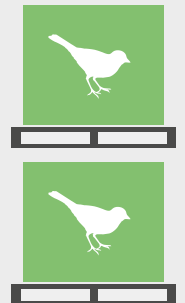
cat pallets



**84** small animal pallets

**27**

bird pallets



**£648,800**

cost of pallet donations



# Trustees

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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.



Adrian Bates  
Vice Chair



Andrew  
Bickerton



Catriona  
Curtis



George  
Lingwood



Jill  
Naylor

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

# Contact us

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## 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](http://www.petsathomefoundation.co.uk)

## Contact the trustees or the team on:

[info@petsathomefoundation.co.uk](mailto:info@petsathomefoundation.co.uk)

## Registered address:

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

## Follow us on social media:



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<https://www.linkedin.com/company/pets-at-home-foundation>



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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