

5 year Strategy

Creating a better
world for pets and the people
that love them



Our Story

We are pets people, and we know and understand the difference pets make to people's lives. That is why The Pets at Home Foundation exists; to create a better world for pets and the people who love them.

Our team of pet loving colleagues, trustees and supporters are all dedicated to making a real difference by:

- Supporting pets and people through our grant programme and activities.
- Finding pets in rescue a forever, loving home, through our adoption centres and community partners.
- Working with partners to make a positive impact in local communities.

What we have achieved since we began our journey

- Supported over 1,400 rescues.
- Awarded over £30 million.
- The number one financial supporter of pet rescues in the UK.
- Also supporting organisations that help people through Pets.



Our Story

Our work 2022-2023 included:

Our year in numbers

Our year in numbers



Over £2.2m
awarded to rescues

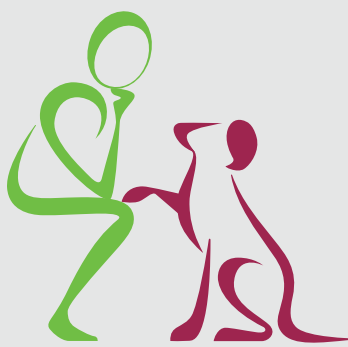
through grant funding and
community partnerships...



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

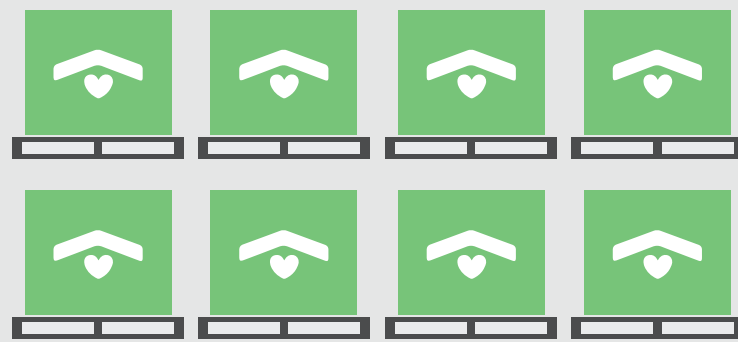
...over £570,000

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

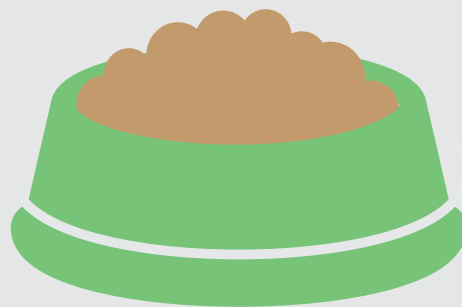
353



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 Purpose

Create a better world for pets and the people who love them

Our vision

- To improve the lives of rescue pets, working alongside the rescue sector to drive standards and giving every rescue pet a forever-loving home.
- Bringing pets and people together in order to enrich and improve the lives of both.

Our values

We put pets first

Pet welfare is our first priority. It is at the heart of everything we do.

We help pet owners be their best

We know the power of the pet owner bond.

We're experts in our field

We are experts and trusted advisors.

We're proud of what we do together

We are proud of our achievements as a group.

We lead the way

We never stop striving to support our communities and the pets and people within them.

Supporting the Better World Pledge Targets

- By 2028 help 500,000 pets





Our Four Strategic Priorities

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.

Strategic Priority 1

Income

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

Currently

1. Raising over £6 million with nearly £2million raised in the annual Santa Paws Appeal.
2. Our current income model heavily relies on Pets at Home Group colleagues either donating funds or asking for funds to be donated.
3. We are incredibly grateful for the continued support of our colleagues, customers and clients.

Going Forward

We will develop new and innovative fundraising opportunities by:

1. Exploring digital channels.
2. Developing commercial product opportunities with Pets at Home.
3. Raising the awareness of the work of the Foundation.





Strategic Priority 2

Pet relinquishment prevention

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

Currently

1. We work alongside the rescue sector by improving the lives of pets whilst they are looking for their forever home.
2. The majority of support currently is given to rescues at point of relinquishment.
3. We support rescues across the UK with veterinary support, dog socialisation rooms and exercise facilities.

Going Forward

We will develop behavioural support for the following:

1. Identifying the cause for relinquishment and how the Foundation is best placed to support.
2. As part of our ongoing engagement and listening programmes we will continue to review and develop our support and focus.
3. Developing the existing grant programme to provide rescues with the resources needed to tackle issues of animal behaviour.

Strategic Priority 3

Developing long term strategic relationships

Driving systemic change by working with like minded partners

Currently

1. Working alongside over 400 rescues annually including continuing to build relationships with national charities
2. Conducting quarterly listening events with the rescue sector
3. Introducing multi year funding through our grant programme to fund long term strategic relationships.
4. In our first year of supporting organisations that help people through pets, the Foundation awarded 16 grants with over £500k, pledging a further £720k for the next two years.

Going Forward

1. Continuing to focus on long term relationships to identify more impactful interventions.
2. Identify key skill sharing opportunitites.





Strategic Priority 4

Engagement and communications

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

Currently

1. We are not maximising the opportunity to share the work and impact of the Foundation.

Going Forward

1. Establish a clear communications and engagement plan across all our channels.
2. Optimise communication delivery through all available channels.
3. Developing our theory of change model enabling us to report more effectively on our outputs and value as a Foundation.

Creating a better world for pets and the people that love them

Pets at Home Foundation

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Registered Charity No: 1104152