

2024

# Community Partners

An overview

# What is Community Partnership?

The Community Partner programme is an opportunity to build an exclusive relationship with a local Pets at Home store (stores can only be partnered with one charity).

Partnered charities can go into store throughout the year to hold fundraising events, collect donations, and raise awareness of their cause. Store teams act as your advocates, recommending you to customers and fundraising on your behalf.

Partners also participate in National Fundraising Appeals organised by the Foundation.

## What are the benefits?

- Meeting pet friendly customers – and recruiting them as supporters, donors and volunteers
- Building a relationship with a Pets at Home store team, who can advocate for your cause
- Fundraising opportunities
- Promote events using the instore noticeboard
- Collect donated items from the instore donation bin
- Be eligible to receive pallets of donated stock



# In store awareness days

## In store awareness

These are an opportunity throughout the year (outside of National Fundraising Events) to host events in store to fundraise, recruit volunteers, collect donations, and raise awareness of your cause.

These are essential in building a meaningful relationship with the colleagues in store, ensuring that they can talk to customers throughout the year about your cause and how customers can support your work.

In 2024 we are asking Community Partners to do a **minimum** of 18 hours in store over the year. Wherever possible these should be booked in three six hour stints on the following:

- Six hours over 16<sup>th</sup>, 17<sup>th</sup> or 18<sup>th</sup> of February
- Six hours over 17<sup>th</sup>, 18<sup>th</sup> or 19<sup>th</sup> of May
- Six hours over 6<sup>th</sup>, 7<sup>th</sup> or 8<sup>th</sup> September

The Foundation will support these events with communications to stores and on social media. If you cannot do one of the weekends above, let us know and please book hours on an alternative weekend.

The funds from any In Store Awareness days, including any held on the weekends above, should be taken away with you at the end of each day.





# National Fundraising Appeals

## What are National Fundraising Appeals?

These are fundraising events organised by the Pets Foundation which run in every Pets at Home store.

In 2024 there are two events:

- an Easter appeal running over the Easter bank holiday weekend (22<sup>nd</sup> March to 1<sup>st</sup> April)
- a Santa Paws appeal (25<sup>th</sup> November to Christmas Eve)

Store teams fundraise over the full appeal period, asking customers to donate. The Foundation provides store teams with materials such as posters and t-shirts to advertise the event. Most store teams will also organise their own activities.

Community Partners must support their efforts by promoting the event on social media and spending some time in store to run their own fundraising activities.

We are asking Partners to do 8 hours in store over the Easter appeal. Ideally some of this should be done during the bank holiday weekend to benefit from higher footfall. We will also ask you to post on social media before, during and after the appeal using assets which we will provide.

Fully participating partners will receive 100% of the funds raised during the Easter appeal.

Details of Santa Paws requirements will be communicated later in the year. Santa Paws donations are split 50/50 between fully participating partners and the Pets Foundation, to fund the grant programme. The average donation from Santa Paws 2023 was over £2,000.

# Queries?

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