



Creating a better world for pets and the people who love them.



Impact Report 2025
April 2024 – March 2025

A woman with long blonde hair is crouching on a blue and white striped rug, interacting with a white dog. She is holding the dog's paw with her right hand and reaching towards its face with her left hand. The dog is sitting and looking up at her. In the background, there is a window showing a view of greenery outside. The text "Creating a better world for pets and the people who love them." is overlaid in white, bold, sans-serif font in the lower half of the image.

**Creating a better
world for pets and
the people who
love them.**

Introduction from the Board

We are proud to announce that we have continued to make a significant difference for pets and people across the UK, donating £4.19m through grants and our Community Partner programme.

This year one of our highlights came in the form of our Summer Fundraising Appeal, working alongside the National Blue Cross and over 400 local food banks. The appeal saw customers in Pets at Home pet care centres purchasing food parcels, prefilled with pet food and treats, which they then donated directly to local food banks. Customers also had an option to donate financially; these donations facilitated the continuation of the national support offered by Blue Cross to local food banks and communities across the UK. We look forward to building on this success and will be running a similar Summer appeal this year supporting National Blue Cross.

Looking ahead, we are excited to continue our focus on identifying and supporting initiatives that will help keep pets and people together in loving homes. We know that by supporting these schemes this will in turn support rescues, ensuring fewer pets end up in their care.

As we reflect on the past year, we want to thank you for supporting our vision 'To create a better world for pets and the people who love them'. This report highlights the positive impact we've been able to create together, so thank you.

Board of Trustees

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For more information:
www.petsfoundation.co.uk

Our year in numbers

Over £4.6m

of total financial support

Over £5.7m

raised this year

Over 320 charities

supported this year with financial support

>£1.3m

of grants awarded
to rescues

Over £800k

of grants awarded to assistance
animal charities

Over 37,000

small pets rehomed through our
Adoption Centres

Over £450,000

of summer donations to National Blue Cross to
support the national food bank programme

Over 50k

food parcels donated
to local food banks

Over £850k

of grants awarded to projects preventing
pet relinquishment

1,671 pallets

donated pet product to help pets in need



Fundraising

Building upon strong foundations.

Thanks to our colleagues, customers and suppliers across Pets at Home, this year we have raised over £5.7 million to help pets and people across the UK.

Supporting Local Communities

During our Summer Appeal the charity trialed a new concept, involving Pets at Home pet care centres across the UK selling pet food parcel donations. The pet food parcels were directly donated to local food banks in the community. Thanks to Pets at Home colleagues over 50,000 food bags were sold and donated to food banks. Alongside this activity, financial donations were also collected for the Blue Cross with over £450,000 donated to the national charity. These funds supported the national food bank project for two years (2024/2025).

Santa Paws

In its 15th year of running, the Santa Paws appeal continues to be a highlight for colleagues across Pets at Home. Once again, in just four weeks an incredible £1.9 million was raised to help charities across the UK. This year we were thrilled to see more Vets For Pets practices supporting the much loved appeal with over £7,000 raised across the participating practices. This incredible achievement shows the generosity and compassion of our supporters, whose donations make a difference to pets and people in local communities.

Challenge Events

Over the last year, we have continued to see an increase in colleagues participating in sponsored challenge events. We have seen colleagues cycling, running, skydiving and participating in Tough Mudder events.

£3k

Tough Mudder
Our 2024 Tough Mudder participants raised over £3,000 between them.



£10.4k

Skydiving
23 colleagues jumped out of a plane for us in 2024, raising over £10,400 between them.



£11k

Running
In 2024, 38 colleagues laced up their running shoes and raised over £11,000.



Thank you

Much of our funding is made possible through the dedication of colleagues, suppliers and veterinary partners within the Pets at Home Group and the generosity of their customers and clients. Thank you to all our supporters; you help create a better world for pets and the people who love them.

Fundraising continued

Blue Cross Summer appeal.

No pet should go hungry, and no one should feel forced to choose between feeding their beloved pet or feeding themselves.

Since October 2022, the Pets Foundation has partnered with national pet welfare charity Blue Cross to help anyone struggling with the costs of pet food – a rising issue in the wake of the cost-of-living crisis.

Thanks to our partnership – and our customers, pet care centre colleagues and Blue Cross's supporters – every Pets at Home store now has a local food bank partner who we support with pet food and other essentials.

It's been a great success, with enough food supplied to feed over 4 million pets for a day so far. And our 2024 Summer appeal raised over £450,000 to help Blue Cross continue its work to ensure no pet goes hungry.

This partnership makes such a significant and tangible difference to people and pets in need. We're excited to continue working together with Blue Cross and once again support the project with our 2025 Summer appeal.



Keeping pets well-fed and where they belong.

One of the many pets the pet food bank project has helped is Birdy, a charming cat who has become a beloved figure of her Camden Town estate community.

Birdy was adopted by estate resident Carmel, who became worried about rising costs. But thanks to Castlehaven Food Bank, based on their estate and at the heart of the community, Carmel has been able to keep Birdy happy and healthy.

Castlehaven is just one of the many food banks that are now able to help keep pets where they belong – with the people who love them – thanks to the efforts of the Pets Foundation and Blue Cross.

“

We were overwhelmed by the incredible generosity shown during our fundraising event. Thanks to the amazing support of Pets at Home customers, we raised over £450,000 and distributed 60,000 pet food parcels to local food banks.

This tremendous success made a real difference to the lives of countless pets and their owners who are struggling. We extend our heartfelt gratitude to everyone who contributed – your kindness is truly making a positive impact in your local community.”

Diane James

Head of People Services at Blue Cross

Since our partnership began, Blue Cross has:

4m

Fed over 4 million pets for one day

521

Built a network of 521 pet food banks

81

Supported 81 food banks with pallets from pet food manufacturers

178

Arranged the donation of 178 pallets of pet food to food banks from Pets at Home pet care centres



Grants

Rescue Grants.

While we have witnessed many changes over the years, our commitment to supporting the rescue sector has remained steadfast. We take pride in being the leading financial supporter of rescues across the UK. We are honoured to work alongside the sector, supporting pets in finding a loving home.

Rescue Grants case study

Hector's House – Torquay

Hector's House is a local cat rescue based in Torquay, Devon, working predominantly with stray cats who, through no fault of their own, cannot easily be housed. On 21st September 2024 Hector's opened their brand-new cattery thanks to a £95,000 grant from the Pets Foundation.

Zara Oldfield founded Hector's House in 2020 after her own cat, Hector, went missing. She made it her mission to get cats home and off the streets, and for cats in need to live in safety. The rest is history.

“

January this year saw an extraordinary intake of 70 cats, 30 of which have already been adopted and 32 transferred to feral placements. The Pets Foundation grant we received last year meant that new pens could be built, and more stray and needy cats could be brought in off the streets.

There is no doubt that we would not have been able to achieve this without the help of the Pets Foundation.

We can now significantly reduce waiting lists, get these cats into pens more swiftly, then onto foster and adoption. The impact is, quite frankly, life-changing for our cats.

Thank you. It means so much to each one of us here at Hector's House Cat Rescue. And, of course, the cats.

Pets Foundation, you are our heroes and thanks to you we can continue to implement what I set out to prioritise when we built makeshift pens in my garden five years ago, which is a simple ethos.

Cats first. Always.”

Zara – Founder of Hector's House Cat Rescue



Over 150,000

pets were impacted through our financial support this year

Over 69,000

people were impacted through our financial support this year

Rescue Grants case study

Bath Cats & Dogs Home

Bath Cats and Dogs Home rescues and rehomes nearly 800 cats and dogs every year. Its Vet Suite lies at the heart of their animal welfare work, and it's here that every cat and dog taken into care makes their first step to a healthy and happy future. But while its facilities were adequate, they urgently needed upgrading to meet higher welfare and veterinary standards and improve recovery times. A grant of £189,000 from the Pets Foundation has supported the charity in transforming and refurbishing these much-needed facilities.

Reopening in December 2024, the benefits of this project are clear. The reconfigured Vet Suite now has separate recovery rooms for dogs and cats, meaning animals are getting better more quickly. Holly Cooke, the Veterinary Coordinator, says, "It's noticeable how much quieter the dogs in recovery are. There's less barking because they are less stressed". A new sterilising room has upgraded hygiene procedures. A separate Veterinary Coordinator's office and a new Veterinary Nurse consultation room provide greater flexibility in

scheduling consultations and a quicker response to urgent cases. Increased operational capacity means fewer animals are transferred to the veterinary hospital. In short, these changes enable the Veterinary Team to treat more animals more effectively, which, in turn, means they can be rehomed more quickly.

“

Despite the rising and sometimes overwhelming demand for our services, our commitment to look after the animals that most need our care, regardless of their condition, remains undiminished. As a charity we could not begin to fulfil such a commitment without the generosity of our supporters, so on behalf of our staff, volunteers and of course our cats and dogs, my heartfelt gratitude goes to the Pets Foundation for their support for a brighter future for all those animals who deserve love and protection.”

Rachel Jones – CEO,
Bath Cats & Dogs Home



Rescue Grants case study

Cheltenham Animal Shelter

Cheltenham Animal Shelter is a charity that has been helping animals for nearly 100 years, rescuing and rehoming unwanted and abandoned cats, dogs and small animals across Gloucestershire.

The kennels were old and in urgent need of upgrading. The roofs on three of the kennel blocks leaked and lacked insulation. They were built many years ago and contained asbestos, so it was not possible to clean them or make repairs safely.

Supported by a grant of £115,320, Cheltenham Animal Shelter has been able to replace the roofs on three dog kennel blocks. The new insulated roofs will provide better temperature control, keeping the kennels warm and dry in the Winter and cool in the Summer. They will allow more natural light through, reducing the dark, enclosed feel of the kennels, and in addition, they will provide improved soundproofing, therefore helping to minimise barking noise and lower stress levels for the dogs in their care.



“

The roof upgrade will help all our dogs, and in particular, those who are older or have medical conditions, like Socks, a lovely rough Collie cross. Socks came to us in August 2024, and at six years old, he was not elderly but suffered with stiffness in his joints and back legs. He also had hip dysplasia. The atmosphere in the cold kennels did not help his medical conditions, or his behaviour as the environment contributed to his separation anxiety. Thankfully, Socks has recently been rehomed, but being able to provide our dogs with warmer, cosier kennels in the future will make a significant difference to them, during their stay at the Shelter.”

Alison Jarvis – Head of Fundraising Cheltenham Animal Shelter

Grants continued

Pet Relinquishment Grants.

We are dedicated to supporting initiatives that help pet owners and their pets stay together in loving homes. By partnering with charities in this area, we believe we can strengthen the rescue sector by reducing the number of pets that would have been surrendered into their care.

Pet Relinquishment Grants case study

Scottish SPCA

By awarding funding of £240,000 over three years, Pets Foundation has given crucial support to the creation and delivery of Scottish SPCA's new Pet Aid veterinary service.

The community-based service was created in response to Scottish SPCA inspectors seeing a rise in animals needing veterinary care during visits, and a significant increase in calls to the Scottish SPCA Helpline from worried owners considering giving up their much-loved pets. Calls of this nature are up 24% year on year with many owners citing financial challenges such as accessing affordable veterinary care.

With the pilot phase and independent evaluation by researchers at The University of Edinburgh now complete, the Pet Aid veterinary service is an established and important early-intervention tool that Scottish SPCA inspectors can use to tackle problems before they reach crisis point, relieving immediate welfare issues and keeping pets together with their loving owners.

Since the launch of the Pet Aid veterinary service in spring 2024, the Scottish SPCA community veterinary team has helped over 500 pets and their owners, with support ranging from advice and routine care such as nail clipping and parasite treatments to procedures such as neutering, dental work and wound management.



Through our Pet Aid veterinary service, funding from Pets Foundation will enable more animals to stay with their owners. Thanks to the Foundation's grant, we are able to work alongside our inspectors, delivering veterinary care and services in the community. This additional support to struggling pet owners is helping to reduce pets' suffering, speed up access to veterinary services and reduce the likelihood of animals being surrendered to the Society or uplifted by the inspectorate over veterinary welfare concerns. We are very grateful to Pets Foundation for giving us the means to pilot this new approach to keeping pets and people together, and for continuing to support the service now that it is established and providing practical, hands-on assistance where it is most needed in local communities."

David Smith – Community Veterinary Nurse Manager



Pet Relinquishment Grants case study

Endeavour Project



Endeavour Project was the first foster service in the UK for victims of domestic abuse, and since its formation in 1997 they have fostered close to 3,000 pets. The charity covers the entire North West of England.

Pets Foundation committed £112,380 to the charity over three years towards the salaries of the staff running their fostering service.

“

This has provided a lifeline for owners especially our older clients, like Margaret* 89 who was a victim of child to parent abuse and had been left with little money after she was manipulated into handing over her savings by her son. We were able to ensure that Margaret was able to care for her pet by providing weekly food parcels and sending a mobile veterinary nurse out to cut his nails.

It has also given us the funds to provide a pet worker who can support the link between owner and foster carer, allowing for regular photos and updates.

We have been able to increase the time we can spend on recruiting and training our incredibly valued foster carers who are the heart of our service.

We can't thank Pets Foundation enough for making all this possible.”

Angela Gray – Fundraising and Partnership Director

* The name has been changed for confidentiality purposes.

Pet Relinquishment Grants case study

RSPCA Bolton and District



In November 2024, RSPCA Bolton and District were awarded £30,000 towards a Dog Neutering scheme, to support pet owners in the local community.

The scheme has meant that the charity has been able to facilitate this important procedure in eligible dogs, promoting best health of pets and helping owners in the local area that needed financial support.

“

The work that we are able to do with your grant has important impacts both clinically and socially as many of our clients would find it challenging to pay for this service. By using your grant we are preventing pet relinquishment and preventing unwanted litters that may eventually go on to be abandoned, neglected or placed into rescue. Thanks to this grant we believe we will be able to treat over 150 animals under the scheme, so thank you.”

Linda Foster – Chair of Trustees



Grants continued

Animal Assistance Grants.

This year we have awarded over £800,000 to organisations dedicated to assisting people through pets. We know pets help and support people's lives not only as companions, but in the case of assistance recipients, pets are often lifelines for individuals.

Animal Assistance Grants case study

Mayhew Animal Home

Mayhew has been operating for almost 140 years to improve animal welfare in the London area and beyond. In recognition of the positive impact pets can have on the health and mental wellbeing of people, in 2012 it launched Therapaws, with volunteers taking trained dogs into settings such as care homes, hospitals, SEN schools and more.

Mayhew received a total of £145,480 over three years from the Foundation, with funds used towards Therapaws. Thanks to the generous support of the Pets Foundation, Mayhew has been able to sustain and

expand the transformative TheraPaws programme for three years, significantly increasing its reach and impact. Since the start of the three years of funding in December 2022, and with the appointment of a full-time TheraPaws Manager, Tania Judd, in May 2023, the programme has seen remarkable growth and engagement. Building on the success of the previous year, 2024 saw a significant expansion in both volunteer participation and community impact. By the end of the year, TheraPaws had 47 active volunteers and had supported 2,292 new individuals.



“

Dear team,

Thank you for all the lovely service you provide. The residents have loved having Rigby around. It impacts in the most beautiful and unimaginable ways. A few residents eagerly await the entry of Rigby, cuddle Rigby, play with her and absolutely adore her.

Some of the residents have quoted, “Rigby’s visit has made my day! She is pure joy!” “Aww, Rigby! She is adorable isn’t she! Cute little thing. I love her” and another resident commented “You have made my day Rigby! You are the most gorgeous one aren’t you!” Not just the residents, Rigby recognises coming here and is always super excited. The past few times, she was so happy and came running when she saw a few of us, wagging her pretty little tail.

The staff are so fond of Rigby. She always brings a smile to our faces. We hope to see many more dogs soon.”

Spring Grove Lodge Care Home



Community Impact.

Adoption Centres

The Pets Foundation is committed to ensuring that every pet finds a happy and loving forever home. As part of this commitment, we operate Adoption Centres across the country inside the majority of Pets at Home pet care centres.

Our Adoption Centres take in small animals such as rabbits, guinea pigs, hamsters and rats, whose owners can no longer care for them. When a pet comes to us, we cover all necessary medical care and provide a safe and nurturing environment until we can find them a forever loving home.

For those who choose to adopt a rabbit from one of our Adoption Centres, they leave with vouchers for a free health check, vaccination, and neutering. The new owner can redeem these vouchers at participating Vets For Pets or Companion Care veterinary surgeries, many of which are located within Pets at Home.

Thanks to our colleagues in Pets at Home we have rehomed over 37,000 small pets across the UK in the last 12 months.

Donated Stock

Pets at Home generously donates any imperfect, damaged, or surplus stock to pets in need across the UK. The Pets Foundation team coordinates the delivery of these pallets to areas where support is needed most. This initiative has a significant impact on rescues throughout the UK. We are proud to play a part in supporting these rescues and helping them to provide for the pets in their care.

This year, we distributed 1,671 pallets and over £1.2m of essential products donated to pets in need.

Community Partners – Supporting Pets and People in the Local Community

We are dedicated to making a difference in the lives of pets and people within local communities. Our Community Partner programme is a key part of how we do this, empowering every Pets at Home pet care centre to select and support a local charity. Through this programme, we aim to raise both funds and awareness for the invaluable work being done within our communities.

This year, we are proud to have supported over 270 charity partners across the UK.



Contact us

Our Trustees.

A huge thank you to all our Trustees for their contributions and support over the last year.



William Hewish
Chair



Catriona Curtis
Vice Chair



Lucy Bains
Trustee



Scott White
Trustee



Andrew Bickerton
Trustee



Jill Naylor
Trustee



Callum Wells
Trustee



Jack Miller
Trustee

Our Trustees received no remuneration from their charity work. Trustees are appointed for a two year term and must be reappointed at the end of this term.

Get in touch.

Please feel free to reach out to us to learn more about the Pets Foundation.

Visit our website at:
www.petsfoundation.co.uk for more information.

Or visit us on social media:

Facebook:
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Thank you to everyone that supports our work and mission to create a better world for pets and the people that love them.

