Hello and welcome to our first Annual Review. I really do hope you enjoy reading about the key milestones of our life saving work over the last number of years and exciting plans for the future. I am so very proud of all the achievements of the team. Thanks to their commitment, hard work and long hours, our expectations have been exceeded beyond our dreams. However it is the passion exuded by each member of staff that is the secret behind Dogs Trust Ireland’s success.

Our mission is very simple – Dogs Trust is working towards the day when all dogs can live a happy life, free from the threat of unnecessary destruction. Having rehomed almost 5,000 dogs in Ireland in the first 5 years I think you will agree we are on the right track.

Our life saving work would not be possible without your help and support. There really are not the words to express my sincere thanks and gratitude to you. Fantastic work has been done and there is more to do – together everything is possible.

I hope you enjoy reading our story so far and continue to support our work.

Sincerely,
Adrian Burder – Chairman, Dogs Trust Ireland
As this is our first review I will start at the beginning and give you a very quick overview of Dogs Trust Ireland, why we are here and what we are doing.

Dogs Trust Ireland commenced helping dogs back in 2005 because of the high destruction rates in dog pounds nationwide. At the time, over 16,000 dogs were destroyed through no fault of their own and something really needed to be done.

Dogs Trust started with a national reduced cost neutering campaign. To date Dogs Trust has funded the neutering of over 93,000 dogs at a cost of €8.9 million to the charity. The positive news in the dog pounds is that the number of destructions has decreased to 2,896 dogs in 2014. This is a step in the right direction, but still 2,896 dogs too many.

In 2006 we commenced our youth education campaign. Dogs Trust offers FREE education workshops to primary schools, teaching 5 – 12 year olds about responsible dog ownership. Since then over 7,500 free workshops have been delivered to over 200,000 school children.

Adding to our neutering and education campaign, we took the next step and built our state of the art rehoming centre in Finglas, Dublin - the first of its kind in Ireland. On the 4th November 2009, we opened our doors and started saving lives immediately.

In our first 5 years we have strived to highlight and represent animal welfare at the highest standard possible. I’m delighted to say Dogs Trust won a ‘Best Customer Service’ award from the Chamber of Commerce and an award from the Better Together campaign. Our Head of Marketing, Kathrina Bentley was shortlisted by Image Magazine for ‘Social Entrepreneur of the Year’ and also nominated for ‘Professional Fundraiser of the Year’ with Fundraising Ireland. I am incredibly proud of each member of the Dogs Trust team and their phenomenal achievements.

Of course, none of this would be possible without the continued commitment and generosity of our donors and supporters. As Dogs Trust does not receive any government funding towards our life saving work, we simply could not do this without you. Thank you for everything you have helped us to achieve.

This review will now take you through the story of Dogs Trust, our goals, aims and ambitions to change attitudes towards rescue dogs and reach the day when no dog is destroyed for want of a forever loving home.

Sincerely,
Mark Beazley – Executive Director, Dogs Trust Ireland
The Story so far:

Dogs rehomed through our Dublin rehoming centre (Nov 2009 – Nov 2014) = 4,553

Dogs neutered through our nationwide campaign (2005 – 2014) = 93,175

Dogs microchipped through nationwide campaign = 9,000

Children educated about responsible dog ownership (2006 – 2014) = 219,000

Dogs saved through our nationwide hubs = (Commenced early 2014) = 2,353

Dogs in our rehoming centre at end of year 2014 = 208

Visitors welcomed to our rehoming centre = (Nov 2009 – Nov 2014) = Approx 35,000
THANK YOU to all of the following people.

**Volunteers**

Whether they're walking dogs in all weathers, doing the laundry, mowing the grass, carrying out a pre-adoption home visit, helping out in the office, or bottle feeding new-born pups through the night – our loyal volunteers make all the difference not only to our busy staff but to the dogs in our care too.

**Fundraisers and supporters**

As we receive no government funding, we rely solely on the kindness of the public. Whether it’s a bake sale, a charity sky dive, giving regularly or simply buying a pack of our Christmas Cards, we are always thrilled to hear of the fantastic ways our supporters are raising funds for our centre. We guarantee that every single cent that is donated from your efforts helps our dogs.

**Social networkers**

Spreading the word about the work of Dogs Trust and our message of responsible dog ownership is hugely beneficial - not only to the dogs in our care, but to dog-kind in general. Thank you to all the Tweeters, Facebookers and Youtubers for sharing the Dogs Trust love in 2014.

**Knitters and duvet donors**

Our dogs appreciate all of the dog coats, blankets, duvets and spare armchairs you donate! Whether handmade or second-hand, our dogs certainly like to be kept cosy during the winter months with your blankets.
Staff
We have 57 members of staff and we are proud of each and every one from the Maintenance Operatives to Canine Carers to Ambulance Drivers to the Vet Team to Receptionists to the Education Team and the Office Staff. Everyone within the charity plays their part to ensure the dogs are always number one.

Vets
Thanks to the kind-heartedness and generosity of hundreds of vets across Ireland who partake in our neutering and microchipping campaigns we have been able to significantly reduce the numbers of unwanted litters and stray and abandoned dogs in Ireland.

Celebrities
Over the years we have been fortunate to have many celebrities donate their time towards our cause. Last year alone saw Maia Dunphy and Johnny Vegas host our Fur Ball and support our puppy wing, radio's Dermot and Dave launched our microchipping campaign along with comedian P J Gallagher and X Factor’s Mary Byrne promoted our Pin & Support fundraising campaign.

Politicians
Animal welfare legislation has greatly improved over the past 5 years. Dogs Trust works with key stakeholders to introduce and improve animal welfare legislation. Key achievements include the Dog Breeding Establishments Act 2010, Welfare of Greyhounds Act 2011, Animal Health and Welfare Act 2013 along with compulsory microchipping, a ban on tail docking and improvements to pet passport regulations. We would like to acknowledge and thank Minister Simon Coveney and his Department of Agriculture, Food and the Marine officials for all their support and work. We would like to thank former British Ambassador, Mr Julian King for rehoming one of our dogs, Cadbury and inviting Dogs Trust into his home for various networking opportunities to spread the word about Dogs Trust.

Skoda
Skoda has very kindly sponsored two vehicles in our fleet for the last few years. This support has been invaluable and allows us to continue to do our life saving work. 2014 also saw Skoda along with the Tipperary GAA County Board, kindly display the Dogs Trust logo on the back of the Tipperary jersey for the GAA All Ireland Hurling Final between Tipperary and Kilkenny. The exposure for Dogs Trust was immeasurable and we cannot thank all involved enough.

Dublin Simon Community
Dogs Trust and the Dublin Simon Community joined forces to launch a unique new pilot scheme. The scheme sees Dogs Trust provide free preventative treatments such as vaccinations, kennel cough immunisation, flea and worming treatments and microchipping so that the Dublin Simon Community can allow dogs to stay overnight in their shelters alongside their owners. We are truly honoured to be part of such a special project.

Maxi Zoo
For many years now Dogs Trust and Maxi Zoo have worked collaboratively. Maxi Zoo kindly allow Dogs Trust to fundraise in their stores and supply us with goodie bags and hampers for all of our events. They also give us discounted food and treats for our canine residents for which we are truly grateful.
Foes

Puppy Farming

In the past Ireland had the unfortunate tag line of being known as the Puppy Farming Capital of Europe. It is estimated that approximately 90,000 puppies are bred in Ireland every year. We recognise that not every breeder breeds puppies purely for profit and some breeders do, of course, have the welfare of their dogs as their primary concern.

It is estimated that 45,000 of these puppies are exported and the remaining 45,000 are sold here in Ireland. Part of our key messaging is always ‘Adopt don’t buy’ and all our work focuses on how wonderful a rescue puppy or dog can be – there is no need for people to go online and buy a puppy when rescue centres across Ireland are full with unwanted litters. Due to the vast numbers of unwanted litters and pregnant mothers arriving at Dogs Trust in our first 4 years, we expanded our puppy accommodation from our puppy palace to now include a fully operational puppy wing.

Dogs Trust works with agencies such as the Dublin Port Authorities to ensure that dogs and pups are transported legally and with the highest welfare standards.
My Little Dog
Oh where oh where has my little dog gone?
Where oh where can he be?

Myth: A dog can always find his way home.
Fact: Last year, local authority pounds across Ireland reported they had taken in 14,559 stray and abandoned dogs.

This is a 6% decrease on the previous year but the figure still equates to a staggering 39 stray dogs found each day.
The survey also recorded 2,896 dogs being put to sleep by local authorities. Sadly, despite considerable headway being made by local authorities and animal welfare organisations to promote responsible dog ownership through microchipping, education and neutering, not every stray dog could be rehomed or reunited with their owners.

Myth: Neutering my dog will affect his personality and females should have 1 litter before spaying.
Fact: Not true! Neutering can encourage calmer, more predictable behaviour in your dog and eliminate annoying behaviours such as roaming and territory marking. It can also reduce the risk of some cancers later in your dog’s life.

Contrary to belief, your bitch is not missing out by not having a litter of pups. Pregnancy can cause significant health risks to your dog. Neutering is a humane way to reduce the stray dog population, preventing thousands of unwanted puppies being born each year, which may be cruelly abandoned or needlessly destroyed.

Since 2007 Dogs Trust has neutered over 93,000 dogs through our nationwide neutering campaign at a cost of €8.9m.

Myth: A waggy tail means a happy dog.
Fact: Canine body language is quite complex. Tail wagging is just one of the many ways that dogs communicate. It can of course indicate happiness but it can also be a sign of fear or anxiety or even aggression. So always be careful when approaching a dog.

Dogs Trust Education Officers visit schools across Ireland teaching 5-12 year olds how to be responsible dog owners. Our free workshops teach each child how to safely approach a dog.
Myth
**Fact:** Our income and expenditure

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<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>Fundraising/donations</td>
<td>2,509,386</td>
<td>2,373,598</td>
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<tr>
<td>Legacies</td>
<td>20,000</td>
<td>16,312</td>
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<tr>
<td>Adoption and Neutering fees</td>
<td>167,295</td>
<td>182,093</td>
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<td>Rehoming of Hub dogs to the UK</td>
<td>966,124</td>
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<tr>
<td>Grant from Dogs Trust</td>
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<td>3,528,610</td>
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<td><strong>Incoming resources</strong></td>
<td>7,234,862</td>
<td>6,100,613</td>
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<td>Costs of generating donations / legacies</td>
<td>2,150,653</td>
<td>2,084,241</td>
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<td>Costs of running rehoming centre</td>
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<td>2,555,633</td>
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<tr>
<td>Rehoming of Hub dogs to the UK</td>
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<td>-</td>
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<tr>
<td>Neutering campaign</td>
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<td>Publicity, education and information</td>
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<td>294,144</td>
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<td>Governance costs</td>
<td>23,193</td>
<td>29,626</td>
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<tr>
<td><strong>Resources expended</strong></td>
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<td>6,100,613</td>
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<tr>
<td><strong>Net incoming resources</strong></td>
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<td>-</td>
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<tr>
<td>Funds brought forward 1 January</td>
<td>315,168</td>
<td>315,168</td>
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<tr>
<td><strong>Funds carried forward 31 December</strong></td>
<td>315,168</td>
<td>315,168</td>
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This summary financial information is extracted from our audit draft accounts for 2014 to provide information on our net incoming resources for the year. For a copy of our full audited accounts please fill in and return the form enclosed with this report or visit www.dogstrust.ie

Signed on behalf of the Board by Adrian Burder
New and Improved!

Our new Puppy Wing

Our Dogs Trust rehoming centre has been helping to rescue, rehabilitate and rehome dogs since November 2009. Despite finding homes for over 1,000 beautiful dogs and puppies each year we find ourselves on a daily basis having to turn dogs away due to being over capacity. It’s heartbreaking that despite legislative changes in relation to dog breeding it is estimated that over 90,000 puppies are still bred in Ireland each year. We decided that it was time to do something to help the surging levels of abandoned puppies and end the needless destruction of healthy dogs. We decided to expand!!

Our new puppy wing has six whelping kennels for mothers and their puppies. It also houses an extra 30 puppies in four large puppy kennels. Our large indoor puppy play area helps puppies to socialise and to blow off some steam! We prepare meals in the two kitchens and keep their bedding clean and fresh in the two new laundry rooms. The puppies and mums also receive the best of care in the new veterinary examination room. We expect to save the lives of an additional 500 dogs and puppies each year.

On July 1st Minister for Agriculture, Food and the Marine, Simon Coveney cut the ribbon and officially opened our new building. It was named the Clarissa Baldwin Puppy Wing in honour of our long serving Chairperson who retired in 2014 after 40 years of service to Dogs Trust.

Puppy Sensory Garden

Thanks to a very generous donation from one of our dedicated supporters, we were able to build a sensory garden for our youngest residents. It’s so important to introduce puppies at a young age to different environments and stimuli so that they grow up to be well adjusted adult dogs. The garden has lots of different surfaces such as stone, gravel, sand, wood and grass for a puppy to get used to. There’s also a tunnel, mounds and tyres for extra fun and hide and seek! Once fully vaccinated our little rascals are brought here to experience the outside world and to socialise with other pups and humans too!
Less Stress

Whilst building our new puppy wing, Dogs Trust also developed a special “Low Stress” environment where some of our long term, more stressed residents can escape the hustle and bustle of kennel life. Three special apartments were designed and include an extra large sleeping area with separate living quarters, an outside patio area and garden complete with climbing frames and plenty of activities to keep our dogs entertained and stimulated. They are fed a special diet aimed at increasing serotonin levels and listen to relaxing music. Best of all, the dogs who use these apartments get to spend more one on one time with their favourite carers. The apartments have proven to be a massive success in aiding behavioural rehabilitation and have literally saved lives.

Isolation units

In addition to our new puppy wing, Dogs Trust also decided to revamp some of our existing kennels into a new puppy screening and isolation unit. Dogs Trust identified the need for this area after seeing the number of unwell stray and abandoned puppies with infectious canine disease, that can be prevented with just a course of vaccinations. The area comprises of six large kennels, a kitchen preparation area, veterinary examination area and a separate isolation room for unwell puppies. There is one dedicated Canine Carer assigned to this area assisted by volunteers who specialise in cuddles! The focus of our screening and isolation unit is to prevent the spread of infectious canine disease throughout the rest of the rehoming centre. All stray and abandoned puppies enter this unit when they first arrive with us for a three week screening period. During this time they receive routine vaccinations and preventative flea and worm treatments. The Canine Carer introduces them to new experiences and teaches the puppies to socialise. If they show any signs of ill health during this time they receive specialist care from the veterinary team. Once the puppies have been given a clean bill of health and they have completed their three week stay, they move on to one of our two puppy rehoming units and start their journey to finding their forever homes.

Facts about the Puppy Wing

- The puppy wing extension cost €1.5m
- The annual running costs of the wing are €400K
- 19,000 building blocks were used
- 500 tonnes of concrete used
- 500 tonnes of gravel used
- 100 tonnes of steel
- 17,000 hours worked to complete
- 75 workers involved
Our campaign work during 2014 was extremely successful.

**Microchipping**

All dogs adopted from Dogs Trust are microchipped. Since 2013 we have included a free microchip in our subsidised neutering campaign. We also support the 'National Chipping Month' campaign that runs each September – in conjunction with Fido, Ireland’s largest microchipping database. To date we have microchipped over 9,000 dogs for free. Dogs Trust welcomes the new laws on compulsory microchipping. We expect the new law to increase reunification of lost dogs with their owners and help to reduce the number of stray dogs being destroyed in dog pounds.

**Neutering**

All adult dogs adopted from Dogs Trust are neutered and where a puppy is adopted we schedule a future appointment for the puppy to return to us for his/her neutering procedure. As previously mentioned, Dogs Trust also offers reduced cost neutering nationwide through a network of over 260 vets. In 2014, 5,300 dogs were neutered at a cost of €700k to the charity.

**Education**

Our education campaign is available across the country too. Dogs Trust employs four qualified education officers to deliver responsible dog ownership workshops, free of charge in primary schools. In 2014, over 1,600 workshops were delivered to 48,500 school children in 377 schools, youth and adult groups. We also have a dedicated website – www.learnwithdogstrust.ie with free teacher resources.
IPAAG

Given the volume of puppies advertised and purchased on websites daily, Dogs Trust became a founding member of the Irish Pet Advertising Advisory Group (IPPAG) in 2014. IPAAG is an advisory group made up of Irish animal welfare organisations, representatives from the veterinary profession and online websites. This major initiative will improve the welfare of thousands of pets advertised online on a weekly basis. The group is engaging with a number of online websites and is introducing a list of IPAAG minimum standards for websites to ensure that the welfare of the animals advertised online is protected and that any illegal activity is identified and investigated. See www.ipaag.ie for further details.

Canine Care Card

Where would your best friend be without you...? Many people worry about what would happen if they were to pass away before their dog. Dogs Trust is on hand to ease this worry. Our Canine Care Card is a fantastic free service that gives you peace of mind, knowing that Dogs Trust will care for your dog(s) if you pass away before they do. We care for over 1,000 lost and abandoned dogs each year at our rehoming centre in Dublin and firmly believe that no healthy dog should ever be destroyed. We treat every one of our dogs like a beloved family pet and ensure that they get all the loving care they need until we can find them a new home. For more information about our free Canine Care Card service, please return the attached form.

Legacies

Dogs Trust receives no government funding and we are entirely reliant upon the generosity of our kind supporters. From €100 to €100,000, every donation to Dogs Trust is greatly appreciated and will help to save dogs’ lives. Whether it’s helping to build a new rehoming centre or helping a vulnerable dog to find his forever family every legacy we receive is extremely important to us.

Hubs

The aim of Dogs Trust in Ireland is to save as many dogs as possible from unnecessary destruction, through a mixture of preventative and curative measures. Our rescue and rehoming work, through our Dublin centre, aims to deal with the immediate needs of rescue dogs, whilst preventative measures such as neutering, microchipping, education and lobbying are used as longer term solutions. Whilst we believe that we should be working within Ireland to resolve these issues, we also recognise that the resources of our Irish operation do not currently allow us to rehome all stray and abandoned dogs within the state. Therefore in 2014 we expanded our activities so as to allow us to transfer dogs we could not accommodate in our Dublin centre to Dogs Trust centres in the UK for rehoming. This required us to open four ‘hub’ locations in Wexford, Limerick, Mayo and Leitrim and since opening, these hubs have saved the lives of an additional 2,353 dogs. During their stay in the hubs each dogs receives excellent veterinary and kennelling care, are vaccinated and issued with a full pet passport.

Senior Education Officer Fiona & superstar Education Dog Jake

we neutered 5,300 dogs & puppies in 2014
On July 19th we held our inaugural Fur Ball at the Mansion House, Dublin. The gorgeous Maia Dunphy was MC for the night accompanied by special guests Johnny Vegas & Karl Spain, with music from rock band The Harleys. There was delicious food, fabulous entertainment, amazing raffle prizes and some terrible dancing! Lillie’s Bordello kindly threw us an after party too! We were overwhelmed by the support on the night (not to mention the glamour!) and the event raised €27,000! We couldn’t be happier with how the night turned out – we’re already planning next year’s Fur Ball which we hope will be even bigger and better!
Every November Dogs Trust launches our “A dog is for life, not just for Christmas” campaign to encourage people to really think about the huge commitment involved in owning a dog and to ask themselves, is the ‘silly season’ really the right time to embark on a new journey with a four legged friend!

Last January, Dogs Trust received 51 surrender calls in one day alone from members of the public looking to surrender their dogs. So for Christmas 2014 we were determined to make our seasonal campaign heard and we came up with one of our most ambitious ideas yet!

We had cardboard cut-outs of 51 dogs made to represent the number of surrender calls from that one day in January 2014.

In the early hours of a November morning, Dogs Trust staff placed these cut-outs where the maximum number of people could see them, along a Dublin canal on a busy weekday morning.

The result – we reached and engaged with over 1 million people on Facebook and 70,000 impressions on Twitter. The PR print value exceeded €50k. All our expectations for this campaign were exceeded beyond our wildest dreams. In January 2015, our highest number of surrender calls was 3 in one day. Mission accomplished!

#canaldogs reached and engaged with over 1 million people on Facebook and 70,000 impressions on Twitter.
What your support achieves

1. New Puppy Wing extension built in 2014. Capacity to rescue an additional 500 puppies every year.

Number of Education workshops delivered in 2014: 1,617

Number of children educated about responsible dog ownership in 2014: 48,500

Our mission is to ensure all dogs enjoy a happy life, free from the threat of unnecessary destruction.

Education

Total number of Visitors to the Centre in 2014: 5,233

Total number of Dogs Rehomed in 2014: 3,230

Number of Dogs Neutered in 2014: 5,300

Number of Dogs Microchipped in 2014: 5,235

Reduction in the number of dogs put to sleep in Irish Pounds since our work began: 48 dogs per day to under 8 dogs per day.

Number of dogs put to sleep in Ireland last year: 2896.

1% Governance and administration cost

30% Reinvested to raise essential future funding.

69% Rescue, rehabilitation and rehoming of dogs and puppies

1% governance and administration cost

30% Reinvested to raise essential future funding.

69% Rescue, rehabilitation and rehoming of dogs and puppies

1% Governance and administration cost

30% Reinvested to raise essential future funding.

69% Rescue, rehabilitation and rehoming of dogs and puppies

4 R’s

Neutered

Microchipped

Vet Checked

Dewormed & Defleaed

Fully vaccinated

Rescue & Rehoming (Rescue & Adoption)

Reduction in Dog Numbers (Neutering)

Responsible Dog Ownership (Education)

Regulation (Improving and developing animal welfare legislation)

€5 million running costs per year. Including €1m on neutering and microchipping campaign.

0% Government funding. We rely on the kind generosity of the public to make our life saving work possible.

We never destroy a healthy dog

Our full audited accounts are available at www.dogstrust.ie
This could be the start of a beautiful friendship

Last year we helped 3,230 dogs and puppies start beautiful friendships with their new forever families. If you’d like to start up a beautiful friendship with a Dogs Trust dog, please call us on 01 879 1000, visit www.dogstrust.ie or come see us at our rehoming centre in Dublin.
Would you like to be part of the happy ending in the Dogs Trust story?
Please remember Dogs Trust in your Will. Call 01 879 1845 or email legacyinfo@dogstrust.ie to find out how you can help provide the happy ending for thousands of dogs each year.
At Dogs Trust we rely on the support of members of the public to continue our work saving thousands of dogs’ lives each year. If you like what you’ve read, and would like to help further, then please consider leaving Dogs Trust a gift in your Will or supporting our work with a monthly donation. For more information please call 01 879 1845 or complete and send this form to us.

On behalf of all our dogs and puppies, thank you.

Please send me information about:

☐ Remembering Dogs Trust in your Will
☐ The free Canine Care Card (we promise to look after your dog(s) if you pass away.)
☐ How to make a regular monthly gift
☐ Please send me a copy of your audited accounts

Please return this form to:
Annual Review Response, Dogs Trust, Freepost 4578, Ashbourne Road, Finglas, Dublin 11

Or email us: enquiries@dogstrust.ie

Or visit our website: www.dogstrust.ie

Or call us on 01 879 1845

Please quote AR15 when contacting us.

Mr/Mrs/Ms/Miss/Other (please circle):
Initial: ____________________________
Surname: __________________________
Address: __________________________
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Source code: 001000
Dogs Trust
Annual Review 2015

Be a part of our story