A black and white terrier dog is the central focus, sitting on a patterned rug and looking out a window. The dog has a thick, wiry coat and a yellow collar. The background is a blurred indoor setting with light coming from the window.

Life After Lockdown

Annual Report and Accounts
for the Financial Year Ended

31 DECEMBER 2021

Dogs Trust Ireland Company Limited by Guarantee

Annual Report and Accounts for the Financial Year Ended 31 December 2021

A company limited by guarantee and not having share capital.

The Charity's name was changed from Dogs Trust Company Limited by Guarantee to Dogs Trust Ireland Company Limited by Guarantee in July 2021.

The Charity is referred to as Dogs Trust Ireland throughout this report.

Registered Company Number

396919

Registered Charity Number

20057978

Registered Office

Dogs Trust Rehoming Centre,
Ashbourne Road,
Finglas,
Dublin 11,
D11 K003.

Auditors

BDO,
Beaux Lane House,
Mercer Street Lower,
Dublin 2,
D02 DH60.

Bankers

Allied Irish Banks,
53/54 Main Street,
Finglas,
Dublin 11,
D11 PH94.

Solicitors

Mason Hayes & Curran,
South Bank House,
Barrow Street,
Dublin 4,
D04 TR29.



www.DogsTrust.ie



Former Dogs Trust residents Jovi and Cindy

What We Believe

We want to see all dogs, wherever they are, living full, safe and happy lives. To make this happen, we know we need to work with people as well as dogs – the people who own or care for dogs right now and those who will in the future.

This renewed sense of purpose is the cornerstone of our new 10-year strategy. It builds on what we do best, while reaffirming our commitment to a set of clear goals. This report sheds light on what we are already doing to improve dog welfare in three key areas, and it looks ahead to how we'll ensure that we have even greater impact in the next decade.

Our purpose:

We believe every dog deserves to live life to the full.

Our role:

We won't rest until we make the world a safe and happy place for dogs – so, together, we never have to let any dog down.

Our values:

- 🐾 We dream big – we use our energy, ambition and bravery to find new and better ways to make the world a happier and safer place for dogs. We are prepared to get out of our comfort zone from time to time, and we're ready to explore innovative ideas and learn from what does and doesn't work.
- 🐾 We make things happen – we solve problems in practical and proactive ways. When we're at our best, this positive, can-do attitude shines through to help us turn challenges into opportunities.
- 🐾 We're on the ball – we use our knowledge in relevant and practical ways to make a difference, while being flexible and adaptable. Our mindset is that there is always more to learn, and we can never stand still.



Former Dogs Trust resident Agnes

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Former Sponsor a Dog Bella who is now loving life in her forever home

Who We Are



How We Bring About **Change**

As Ireland's largest dog welfare charity, we will not rest until we make the world a safe and happy place for dogs – so, together, we never have to let any dog down.

We believe real change can only be delivered by working in partnership with local communities across Ireland who share our belief that every dog deserves a full life.

The ambition of Dogs Trust Ireland is to consistently measure our impact against three goals as part of our new strategic plan.

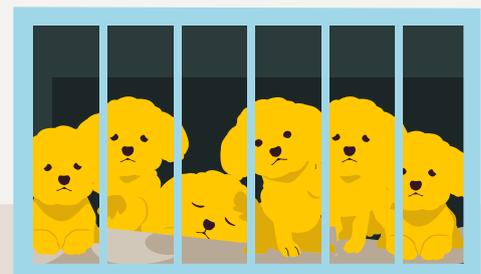
In Ireland, we work with communities across the country to educate, inspire and motivate people to act in the name of canine welfare.

Our work is funded by the Irish public and institutional donors, including a grant from Dogs Trust UK when needed.

1 Find all dogs the best possible home.



3 Advocate for the elimination of unethical trading and cruel breeding practices.



2 Support and empower dog owners everywhere.



Message from the Chair of the Board, Owen Sharp

2021 was another year that will live long in the memory. The COVID-19 pandemic continued to impact our lives in ways we never would have imagined possible, as a series of lockdowns, reopenings and the ongoing threat of new variants raged. Sadly, many more dogs needed our help, and our rehoming and fostering facilities are at capacity once again.

I am proud of how Dogs Trust Ireland has continued to respond to the challenges imposed by COVID-19. Maintaining our programmes and pivoting many of them to respond to the sudden changes was and is not an easy task, but it is one that the Dogs Trust Ireland team is rising to.

Thanks to the loyalty and dedication of Ireland's dog lovers, we made life better for hundreds of dogs all over the country, and we now find ourselves in a position to make ambitious plans for the years to come. The pandemic has reminded us of how interconnected we are, and our response to the global pandemic must too be global in nature.

We love dogs, and that is why we are working to become a global force for good in dog welfare, doing whatever we can to help all dogs live life to the full. Our new strategy is based on all the work and research we have done over recent years. It is also about the challenges faced by dogs in Ireland, the UK and elsewhere around the world – challenges we intend to meet.

I would also like to acknowledge my fellow board members for their time and expertise in helping to ensure the transparency, accountability and impact of Dogs Trust Ireland.



Finally, I would like to thank our communities around the country who are the driving force behind Dogs Trust Ireland.

This Annual Report is a testament to the life-saving and transformational work being carried out on behalf of dogs across the country.

Owen Sharp
Chair of the Board
Dogs Trust Ireland

Message from the Executive Director, Becky Bristow

2021 was another challenging year for Dogs Trust Ireland. Our team in the rehoming centre faced personal risk and the difficulties of operating under stressful conditions. Many of our office team continued to work from home and dealt with their own challenges of isolation. Without such commitment, Dogs Trust Ireland would have faced the challenge of keeping our doors open at all. Digital and online fundraising, together with community-building, were vitally important to us, and we are so grateful to everyone who supported us this year – a year when dogs needed your help more than ever.

Prices for puppies are still incredibly high. They continue to be bred in terrible conditions where welfare is the lowest priority. Added to that, 2020's cohort of lockdown pups are now young adults, and some owners are finding it difficult to balance the needs of a young dog with other factors. As we predicted last year, requests to surrender a dog significantly increased in 2021, even with many people still working from home. This is a worrying trend, and we are working hard to find ways to keep dogs in their homes instead of seeing them abandoned. Meanwhile, the issues that face dogs in ordinary years have not gone away.

While dealing with these day-to-day challenges, we also took in many puppy-farm dogs whose condition, both



Executive Director Becky Bristow

physical and mental, shocked even our most resilient staff. Without the incredible work of the team in our rehoming centre, the generosity and love of our supporters and the devotion of foster families, these dogs would have faced a bleak future. Instead, they are now learning to live the kinds of lives we want for all dogs, and we are even more determined to consign this type of large-scale neglect to the past.

It's difficult for any organisation to make concrete plans now, but we are incredibly lucky to have an amazing network of supporters who share our vision for the future of dogs in Ireland and who trust us to take the steps necessary to bring it about. Thanks to the commitment of these supporters, and to the tireless work of our

staff and volunteers, we have developed a new strategy for Dogs Trust Ireland for the next 10 years.

In 2022, we will work harder to bring about the day when every puppy born in Ireland comes from a home that meets the welfare needs of the puppy and its parents. We will educate and support dog owners so that dogs have forever homes where they can fulfil their potential in a space that is safe and happy for everyone – both dogs and people. We will also, of course, continue to take in abandoned and unwanted dogs, dogs who need to know that pain and illness are not permanent and that they are loved. This work is only possible because of your support and dedication to dogs.

We hope you'll take the next steps with us – let's see how far we can go together!



Becky Bristow

Becky Bristow
Executive Director
Dogs Trust Ireland



Former Dogs Trust resident Rudolf

Our Work at a Glance

Thanks to our amazing donors, supporters, volunteers, fosterers and our dedicated team, our work had an enormous impact on dogs and families across Ireland in 2021.

242
mums and
puppies
were saved



32 dogs that had been in our care for some time, our 'underdogs', were given a new life in their forever homes



A dog was matched with a new owner every
3 working hours

862
dogs were
adopted



265 dogs were fostered through our Communities of Care initiative



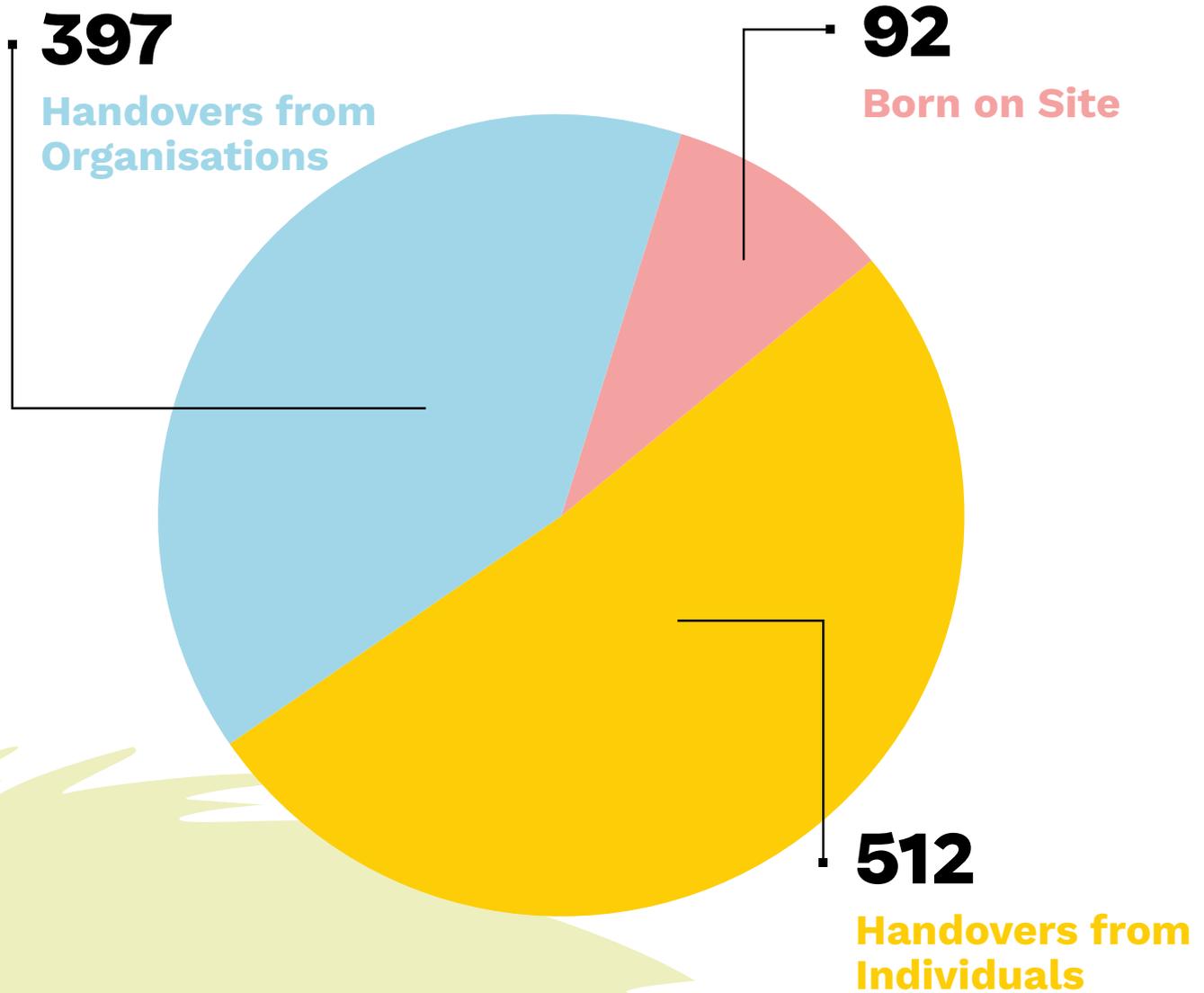
9,640 of you learned about responsible ownership and staying safe around dogs through education workshops

3,064 homes received the **Life After Lockdown – Bark to Basics** pack after requesting simple tips on building up time alone for a dog in the home

588 proud families (and their dogs!) graduated from Dog School



Where **Our Dogs** Came from in 2021



Dogs Trust Ireland admitted 1,001 dogs in 2021, representing an 11% increase on the first year of the pandemic when 901 dogs were admitted. The reopening of society following the lockdown in the earlier part of the year and the subsequent return to the

workplace account for the increase in both individual surrenders and organisational handovers. This number represents an average of three dogs a day being received by our team at the rehoming centre.



Executive Director Becky Bristow with Senator Lynn Boylan at the handover of our Sold A Pup petition

Speaking up for Dogs

In November 2020, Dogs Trust Ireland launched an emotive campaign entitled **Sold A Pup** to highlight the cruelty and deception that surrounds the illegal selling and advertising of dogs and puppies. As part of this campaign, we asked the public to act by signing a petition calling on the Irish government to enforce the existing laws to stop the illegal sale of dogs.

On 1 June 2021, we presented this petition containing 52,307 signatures to Senator Lynn Boylan as a member of the Department of Agriculture, Food and the Marine. Dogs Trust Ireland Executive Director Becky Bristow told the Oireachtas committee that many advertisers on online platforms are continuing to flout laws introduced in February 2020 around the sale, supply and advertising of pets.

Despite the laws being introduced, many sellers continue to deliberately disregard them. These laws set out conditions for the sale, supply and advertising of pets, such as making it a legal requirement for puppies to be eight weeks of age or older before being sold. Sadly, many online advertisements are still not compliant. Although the introduction of the new laws is welcomed by everyone at Dogs Trust Ireland, there is still no enforcement of them or regulation of the practice.

'At present, the illegal online sale of dogs is a highly sophisticated operation with unscrupulous sellers using multiple profiles, phone numbers and in some cases multiple jurisdictions to advertise and sell dogs with no culpability. This leaves the onus on the purchaser and organisations like Dogs Trust Ireland who are trying to warn the public of the dangers of buying a dog online.'

Senator Lynn Boylan

What We Do



Goals for a Better World for Dogs

- Our New Strategic Plan

Many dogs and puppies must still live through traumatic and heartbreaking challenges. Every day in Ireland, dogs are bred on puppy farms, dog owners may not know where to access the correct information on dog welfare, dogs are surrendered or abandoned, and dogs are, sadly, still being put to sleep unnecessarily. That is why Dogs Trust Ireland is here for all dogs – and for those who care for them – wherever we are needed.

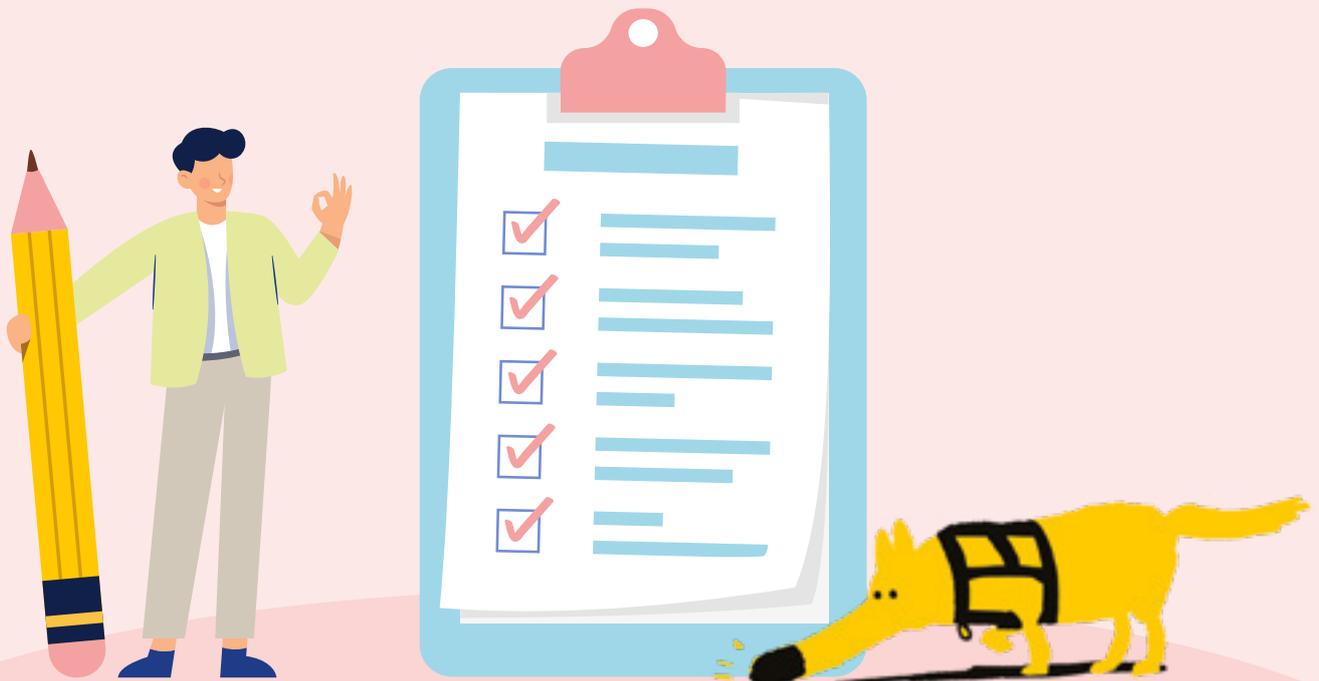
In our quest for constant improvement, we have launched an ambitious strategy to be implemented progressively over the next 10

years. This is an impact-focused plan that sets out to ensure all dogs in Ireland are safe and happily living their best lives in secure and loving homes. The strategy also aims to make sure that all dog owners are supported with the information, knowledge and confidence they need for that vision to become a reality.

The strategy envisages a future where every policy, system and personal stake that impacts dog welfare in Ireland is positively monitored, influenced and, if necessary, changed. This is to ensure that every dog's life journey is as long, healthy and happy as possible and that no puppy or dog is ever treated badly or put to sleep unnecessarily.

Our strategy will be powered and delivered through smart and tailored research, policy innovation and impact-driven tactics. But at its heart, the strategy's strongest driving force is our simple, passionate commitment to dogs as sentient beings and their right to comfort, security, health and happiness.

The essence of the plan can be captured and measured against three new strategic goals, developed on behalf of our organisation's leadership and our amazing staff, volunteers and supporters.





Former Dogs Trust resident Koda

Vinny



Former Dogs Trust resident Vinny

Goal 1:

Find All Dogs the Best Possible Home

Dogs Trust Ireland will do everything we can to ensure that all dogs get the healthy, dog friendly and loving home they deserve – especially if they have been mistreated or abandoned.

We promise that we will help find loving homes for dogs, no matter where they are in Ireland. We call this objective 'Agile Rehoming'. We promise to deliver quality alternatives to our Dublin rehoming centre – in communities across Ireland – in the form of trained foster carers, short-stay quality boarding kennels and rehoming with families who will prioritise the needs of the dog.

We will persuade people to consider adopting a dog rather than buying one whenever possible. We know there's a rising number of puppies who are being surrendered or who have serious health and behavioural issues because of poor welfare and cruel breeding. If a dog's present owner needs to surrender their dog, we will encourage them to come to us for help and advice rather than advertise online, ensuring the dog ends up in the right home at an earlier stage.

We will support vets and other organisations that care for dogs to help their clients understand what's best for the dog and that there are practical and fitting alternatives to putting a dog to sleep. We will work in partnership with local institutions and businesses throughout Ireland, supporting them

in caring for dogs, including dog trainers and behaviourists, local authorities and dog control staff, other rescue or welfare organisations and pet-centric businesses.

Partner kennels, foster carers and businesses will be provided with training and support so that they do not feel alone or overwhelmed. We will be there for them, just as we are there for our dogs.



Goal 2:

Support and Empower Dog Owners Everywhere

We will encourage, educate and empower dog owners so that they understand a dog's needs even more, and we'll show them how they can experience the greatest joy together at home and in the community.

We promise to ensure that dog owners, or soon-to-be dog owners, have all the support, knowledge and tools they need to give a dog the care and love they deserve and to recognise any extra requirements a dog might have because of their past life experiences or their unique personality.

To understand what kind of changes are required to make life better for a dog, we need to know much more about dog ownership across Ireland. We promise to find out more about dog owners and to measure

dog happiness. This will allow us to better help all dogs and support their owners.

We promise to expand our education and outreach to more adults, dog owners and future dog owners – both in person and online. We also promise to establish better relationships with like-minded bodies and companies to improve the standard of welfare education overall.

We want to help make Ireland the best place in the world for dogs and the people who love them. An expansion of our **Dog Friendly Ireland** campaign will allow us to highlight the benefits of dog ownership and improve the lives of dogs and their owners through greater access to public spaces and more dog friendly facilities and workplaces.





Dogs Trust Dog School graduate Sula

Sula's family said:

'Our home is such a happy home now. We never thought we would get to this place, but we have. Thank you so much for being so kind and going out of your way for us. You really helped us when we were desperate.'

Goal 3:

Advocate for the Elimination of Unethical Trading and Cruel Breeding

We will put dog welfare at the heart of the way a dog is bought and sold by challenging the unethical trading and smuggling of puppies.

We know that many of a dog's worries, anxieties and behavioural problems can be the result of bad experiences in early life. We promise to work with others to transform welfare standards in the breeding and sourcing of dogs, and to improve a dog's experience when they need to find a new family.

We will do this in two ways:

Firstly, we understand that the lack of proper traceability is allowing bad breeders to remain underground. So, we promise to continually call out, pressurise and make accountable unethical and cruel breeders and puppy smugglers.

Secondly, we will work towards making it attractive, easy and normal for a loving owner to source a responsibly bred dog.

The Irish government has a duty of care to dogs as well as to humans. So, we will encourage them to play a powerful role in protecting and improving dog welfare. In conjunction with other bodies, we will continue persuading the government to

enforce existing legislation around the online sale of pets, introduce much-needed improvements for checking and regulating dog welfare and to prosecute breeders and sellers when they do wrong.





Former Dogs Trust resident Blue

Blue, a six-year-old Cavalier cross, gave birth to a litter of five puppies shortly after arriving into our care. She was so petrified of people, we had to make a very difficult decision. To help prevent Blue from passing on her extreme fearfulness to the litter, we allowed another dog to rear her puppies.

Now, Blue and her puppies are all in loving homes, living a happy life.

2021 Progress: Life After Lockdown

The pandemic tempted many people to get a dog, but a societal reopening challenged Dogs Trust Ireland in ways we have never seen before.

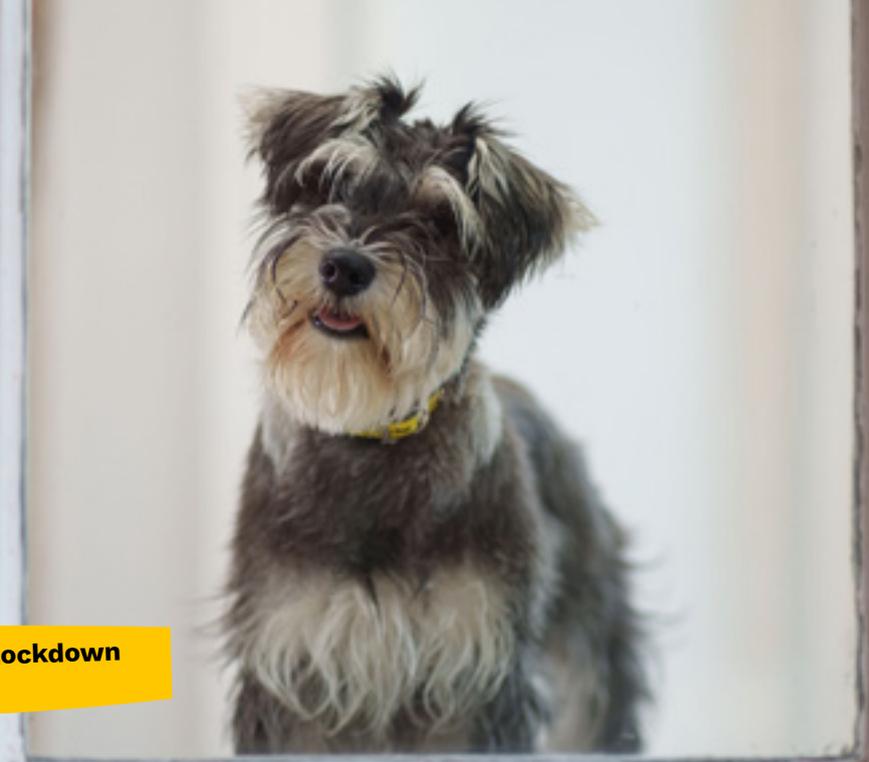
The **Life After Lockdown – Bark to Basics** campaign was launched by Dogs Trust Ireland in the summer of 2021 for dog owners to help their dogs adjust to the reopening of society. In many ways, the campaign personified a year where a series of rolling restrictions and continued uncertainty left many to ponder what was around the corner for our country, our families and our canine companions.

Lockdown created a perfect storm. The demand for dogs increased very quickly when people were at home, and prices shot up. Some people adopted or rescued a dog – or

even bought one from a reputable breeder – and that dog has become a much-loved part of the family. However, the explosion in demand fuelled irresponsible breeding. After 18 months or so, puppies were surrendered because they had health or behavioural problems that their owners had not expected or budgeted for.

Dogs Trust Ireland fielded an average of eight requests a day from people who wanted to surrender their dog in 2021. Dogs struggled as owners resumed their pre-pandemic lives and even well-adjusted, healthy dogs who have had constant human company throughout their lives found the transition to the post-lockdown world difficult. The **Life After Lockdown** pack offered simple tips on building up time alone for a dog in the home and behaving well in busy outdoor spaces. Over 3,064 members of the public registered to receive this advice.

Families across Ireland were generous in numerous ways in 2021, and 862 dogs were adopted from Dogs Trust Ireland through our rehoming programme. This number was on par with both 2020 (872) and 2019 (798), but it only tells some of the rehoming



The face of our Life After Lockdown campaign Luna



Mixie at the launch of Dog School

story. Fostering is also a key part of how we rehome and provide temporary care for dogs in need. In 2021, 265 dogs were fostered through the Home from Home fostering programme and, of these dogs, 121 found their forever home with their foster family.

The **Life After Lockdown** message was not solely limited to one department or function in the organisation. Through hard work, determination and a major collaborative effort, each function in Dogs Trust Ireland aimed to communicate the campaign message and use it as a lens for their work.

The Dog School training programme had 588 graduates – 52 more than in 2020. Dog School's online classes and one-to-one video coaching sessions are still immensely popular, and they extend Dog School's reach across the whole country as well as to dogs that may not respond positively in a group setting.

The Education and Community team made a profound change by moving their workshops online in 2020. This year, they delivered 486 **Be Dog Safe** and **Be Dog Confident** workshops to primary and secondary school children. Ongoing support from a private donor allowed the team to develop a new workshop for second-level students that

looks at how their choices can impact animal welfare, with the emphasis being on dogs. This workshop has had great feedback from teachers so far, and we are excited about its potential as the basis of a whole new programme that takes in the secondary school audience.

The generosity of our wonderful supporters means that all the Education and Community team's workshops are available for free, either in person (where it is safe) or online, and we encourage schools and community groups to find out more.

Our fourth annual **Dog Friendly Ireland Day (DFI)** in June was an online event again this year. Dog owners were encouraged to sign up for a **DFI** bandana and share pictures of their dogs wearing them at home. One year on from our **Employee Of The Month DFI** campaign where dogs remained at home, Dogs Trust Ireland wanted to give them a 'paw-motion' with a canine job title for the day. This campaign not only encouraged donations but also built and strengthened the dog-loving community across Ireland. What's more, it showed business owners that people's dogs are part of their family and that catering to them, where possible, makes good business sense.



Darren Kennedy and his dog, Harry, at the launch of DFI Day

Our specialist care facilities, including our whelping unit and quiet corridors, were in full use in 2021 when we cared for 130 victims of puppy farming. We built a campaign around little Blue, one of those puppy-farm dogs whose life was saved by our supporters this year. So far, over 36,000 people have signed our December 2021 petition to **End Puppy Farming**. Every donation and signature we get through this campaign strengthens our voice when we meet with ministers and government officials to talk about ending the cruel practice of puppy farming and replacing it with a mix of rehoming unwanted dogs and the ethical, responsible breeding of puppies.

Sometimes dogs are with us for longer than six months, or they need some extra-special time, love and commitment to find their forever families, and we call these our ‘underdogs’. This year, 32 underdogs found the homes they deserved. This is following the record 49 underdogs who found new homes in 2020. All our dogs are special to us, but nothing beats the feeling of waving an underdog off to their forever home.

In 2022, the **Life After Lockdown – Bark to Basics** campaign will be relaunched as we begin our journey on a new 10-year strategy and focus on giving every dog the absolute best life.



**Ambitions
for a Stronger**

**Dogs Trust
Ireland**

Raising Vital Funds

Fundraising Performance in 2021

We are delighted to report that 2021 has been our most successful fundraising year to date. We thank everyone who supported our work in every way this year, from donating bedding and food to our rehoming centre to significant legacies that were bequeathed to our organisation. We appreciate absolutely every contribution, and so do our dogs!

Dogs Trust Ireland relies solely on the generosity of our wonderful supporters who afford us the independence and stability to direct our life-saving efforts where they are needed most. Our donors are as much a part of the Dogs Trust Ireland team as our staff and volunteers at the rehoming centre and our network of regional foster families.

We are equally accountable to our donors as we are to the dogs in our care, and we strive to ensure that each one of our supporters is honoured, acknowledged and informed of the incredible impact they have in saving vulnerable lives.

We are so grateful to our wonderfully generous and loyal supporters, without whom none of our life-saving work could happen.

Dogs Trust Ireland doubled its fundraising income to €5 million annually between 2015 and 2019, and we are thrilled to report that fundraising revenue reached €7.5 million in 2021. This is due to the extraordinary generosity of Ireland's dog lovers, who have grown with us in the same period against the difficult backdrop of COVID-19.

The continued response to our fundraising efforts in 2021 has been remarkable. Thanks to the amazing kindness of our dog-loving donors, we finished 2021 at 19% ahead of our original budgeted expectation.



99k for Canines participant Róisín Tracey and her rescue dog, Freya

Overall, income from donations and legacies increased 22% on the previous year. Our **A Gift That'll Keep Tails Wagging** campaign featured real Dogs Trust Ireland supporters and legators as they contributed to a legacy television advertisement and social video that was shared nationally. The continued growth in legacy donations this year helps us to plan for our future, while also providing essential care for the dogs that need us now.

The crucial support of our committed monthly donors gives us the confidence and stability to plan for better outcomes for unwanted and unloved dogs across Ireland, and our Sponsor a Dog programme is still as important as ever.

We continued to adapt and innovate in 2021, building relationships with new supporters using digital means. This included another iteration of **Digital Dog Friendly Ireland Day** and a series of Facebook challenges like the ever-popular walk **99k for Canines**.

Nevertheless, our objective remains to diversify our donor portfolio, and Dogs Trust Ireland continues to adopt positive and innovative ways to build relationships with new supporters as we grow our team and methods of fundraising across the length and breadth of Ireland.

Each component of our new 10-year strategy requires funding to succeed. Whether that is helping to expand our services through every province of Ireland or keeping dogs healthy with veterinary care, every donation and legacy we receive is vital to us.

Plans for the Future

Over the course of our next strategic period, we will continue to look at innovative and productive ways to build lasting relationships with dog lovers who share our belief that every dog deserves to live a happy and healthy life.

Our life-saving work only happens because our supporters believe in what we do and what we are working towards: a happy life for all dogs. We are so grateful for your continued commitment and generosity. It means the world to us.

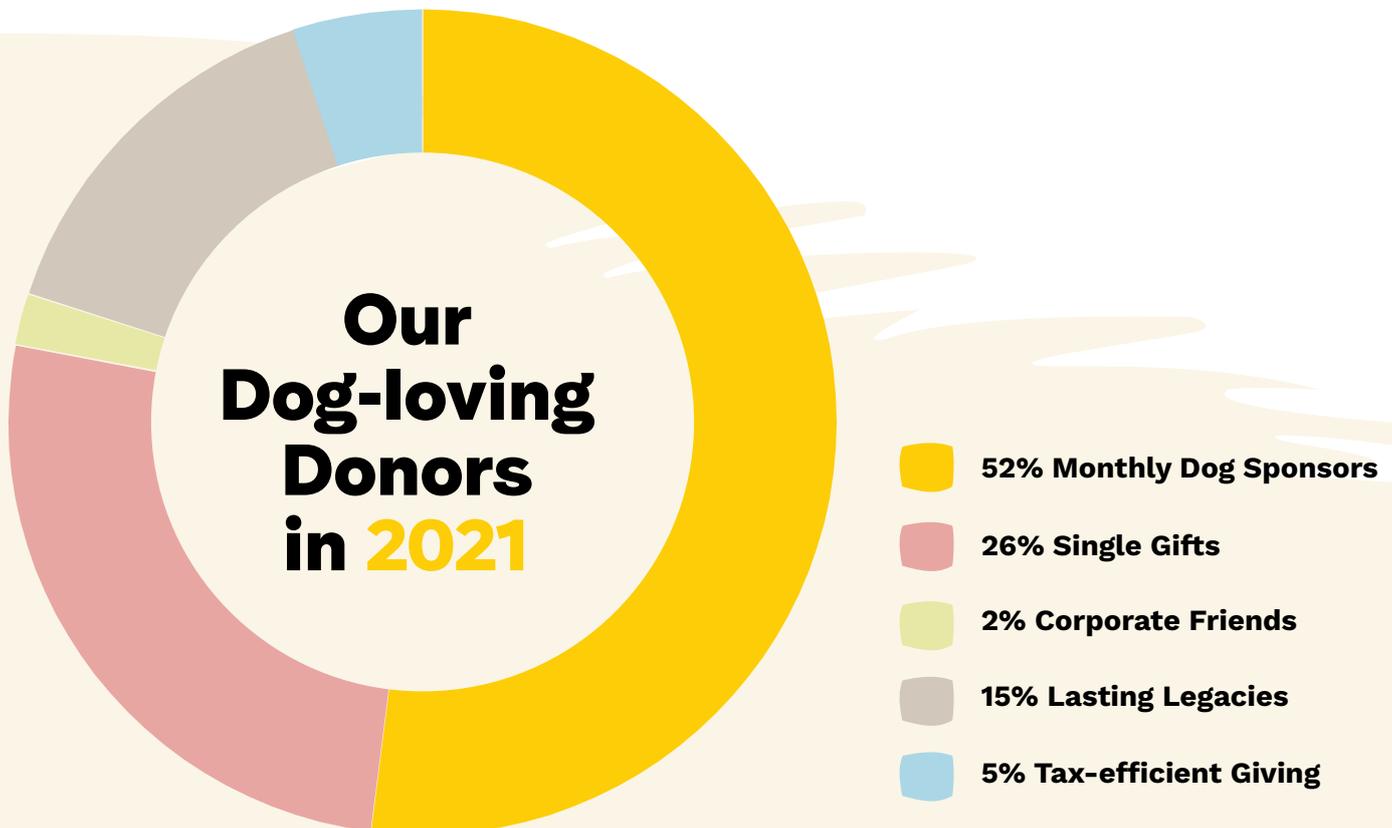


Best Practice in Transparency and Accountability

Our Commitment to Good Governance

Dogs Trust Ireland has been confirmed as a Triple Lock Standard member of Charities Institute Ireland. The Triple Lock is a standard, introduced by Charities Institute Ireland, that allows organisations to actively demonstrate openness, transparency and integrity to beneficiaries and donors. The three standards covered include transparent reporting (compliance with Charities SORP), ethical fundraising (formally adopted the CRA Guidelines for Charitable Organisations on Fundraising from the Public) and good governance (formally adopted the CRA Charities Governance Code).

We were delighted that our Annual Report 2020 was shortlisted for a governance award in the Chartered Accountants Ireland – Published Accounts Awards.



Building a Community

Research from the Irish Charity Engagement Monitor (ICEM) in 2021 suggests that mental health is now one of the top causes favoured by the Irish public, reflecting social changes and significant brand growth by individual organisations in this space. Research also tells us that there has been a consistent increase in trust for the Dogs Trust Ireland brand over the last five years, and that is why we sought to communicate with our public in so many ways.

We do this through a comprehensive communications and public relations strategy aimed at increasing our brand

awareness in a crowded not-for-profit sector, while simultaneously increasing our reputation through national and regional mainstream media. By carefully planning our campaigns and building a community on social media that will share our message widely, this approach supports the three overarching goals of the organisation.

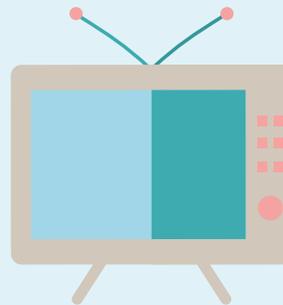
This year, with the kind and generous help of some amazing Dogs Trust Ireland ambassadors, influencers and supporters, we communicated our message to a wider audience through traditional media channels and increased our followers across all social media platforms.

Audience reach for online, print, television and radio media was over 187 million compared with 141 million in 2020.

Coverage included:



174
National papers



35
TV appearances

696

News & magazine websites



424
Radio appearances



173
Regional papers



25
Magazine pieces

Our supporters followed Dogs Trust Ireland on **social media**:



Facebook

up **19%** from **148,345** to **176,790**



Instagram

up **25%** from **65,442** to **81,335**



Twitter

up **23%** from **24,913** to **30,553**



LinkedIn

up **132%** from **1,617** to **3,746**

Community highlights:

- RTÉ One's *Six One News* and *Nine O'Clock News* featured our **Life After Lockdown – Bark to Basics** campaign and discussed the high number of surrender requests we received through the year. Surrender requests also featured on Virgin Media's *Ireland AM* and RTÉ2's *news2day*.
- Our **End Puppy Farming** campaign featured in six national newspapers, including the *Irish Mail on Sunday*, the *Sunday Independent* and the front page of the *Irish Examiner*.
- The **#EndPuppyFarming** hashtag trended for two days on Twitter when the campaign was launched, thanks to the hard work of the team, an amazing boost from many Irish celebrities and influencers and, of course, the warmth and kindness of our social media followers.
- Our **#SantaPawsDay** video – where the dogs in the rehoming centre choose their Christmas toys – was a runaway online success. The video aired on news websites in Japan, the USA, Canada, Australia, India and the Philippines, and it has been viewed over 20 million times on our social media platforms.

Dogs Trust Ireland was incredibly humbled to win the following awards in 2021:



Gold - Best Facebook for a Brand

Gold - Best Use of Instagram Stories and Reels

(Sockies - Irish Social Media Awards)



Silver - Best Twitter for a Brand

(Sockies - Irish Social Media Awards)



Bronze - Best Instagram for an NGO

Bronze - Best Social Media Strategy for an NGO

(Sockies - Irish Social Media Awards)



Best Use of TV on a Small Budget Award for the Cardel-produced animation commercial '**Sold A Pup**' (TAMI Awards)

Building the Best Team

- Staff Engagement and Retention

Taking the best care of dogs means building a team of the best people. We ask a lot from our dedicated, dog-loving team in terms of physical, mental and emotional work – especially during a pandemic – so it is vital that we do all we can to support and protect them and to help them succeed at everything they do.

This year, we welcomed 15 new people to our team. This means we now have 82 staff to care for dogs today, through rescuing, rehabilitating and rehoming, and to care for the dogs of tomorrow by educating, campaigning and lobbying key people to secure their future. Everyone who works at Dogs Trust Ireland is so grateful for the amazing generosity and kindness we see every day from people who support our work – we are all part of the Dogs Trust Ireland community.

With more of our work moving to the digital world, we are upgrading our systems to make sure that all information can be shared and stored more efficiently and safely. Our new tools will make life easier and smoother for staff and all the humans they deal with, such as supporters, teachers, fosterers and people enquiring about dogs. It will also make the rehoming process clearer, which directly helps the dogs in our care. To keep on top of these changes, staff have learned new IT processes, phone skills and information security rules. To have done all this during a second year of COVID-19 conditions is truly remarkable.

How We Supported Staff This Year

We communicated through regular team meetings, a clear reporting structure, scheduled one-to-ones with managers and our internal newsletter.

Our fantastic friends at Umbrella Wellness continued to provide mindfulness sessions, yoga and online workouts, and we offer in-person or online counselling to anyone who wants to avail of it.

We also invited staff together where it was relevant to our work and could be done safely. An outdoor Christmas tree lighting ceremony was extremely popular, and staff from different departments attended the Irish Social Media Awards (the Sockies), where Canine Carer Steve accepted several awards on our behalf.

Here are just some of our wonderful staff at Dogs Trust Ireland.



Sandra Ruddell
Assistant Manager, Administration



Brian Kershaw
Canine Carer



Cara Heatley
Vet Nurse Administrator



Celia Madrid Delgado
Canine Carer



Clare McCormack
Kennel Supervisor



Jennifer Flynn
Canine Carer



Katie O'Neill
Fundraising Officer



Stephanie Kearns
Canine Carer Trainer, Rehoming Advisor



Johann Fox
Head of Development



Sarah McCann
Canine Carer



Melanie Kevelighan
PR & Communications Administrator



Jessica Brooks
Dog School Coach



Laura McCormack
Canine Carer

How We Are Run

Financial Review

Income

Total income has decreased from 2020, from €12 million to €8.2 million. However, 2020 results included a one-off historic grant from Dogs Trust UK of €5.2 million, confirming the financial support to set up the Dublin rehoming centre 15 years ago is now gifted to Dogs Trust Ireland. Excluding the grant from Dogs Trust UK in each year, income has increased from €6.8 million to €7.7 million. Legacy income has performed particularly strongly, increasing to €1.2 million (2020: €88,000).

Income from our committed donors remained steady despite the ongoing uncertainties of the COVID-19 pandemic. This is a true reflection of the incredible kindness and generosity of our supporters, without whom the work of Dogs Trust Ireland would not be possible. This is reflected in the uplift in fundraising income from €6 million in 2020 to €6.3 million in 2021.

Adoption and rehoming income stayed relatively static, €146,000 in 2020 down slightly to €141,000 in 2021 during the pandemic.

Expenditure

Total expenditure increased slightly from €7.1 million in 2020 to €7.5 million in 2021. This reflects the increased activity permitted after the more stringent lockdowns of 2020 and the investment made in fundraising to generate income for future years.

Balance Sheet

Net assets totalled €6.3 million at the end of 2021 (2020: €5.5 million), this being a conscious decision to increase the cash balance of the Charity (€1.3 million in 2021, an increase of €0.7 million from 2020) to ensure its financial robustness.

Additionally, Dogs Trust UK made a grant during 2021 which reduced the amount owing to Dogs Trust UK from €359,000 to €9,000.

Investments

Dogs Trust Ireland does not currently hold any investments and has no plans to purchase investments in the future.

Reserves Policy

Dogs Trust Ireland had total funds of €6,269,000 at 31 December 2021 (2020: €5,516,000), of which €nil (2020: €8,000) was restricted and €5,154,000 was in the form of fixed assets and therefore is not readily available to support the general purposes of the Charity.

This leaves €1,115,000 in reserves, equating to approximately 1.8 months of activity. The Charity's policy is not to hold reserves as Dogs Trust UK has confirmed its financial support of the Charity for the period to June 2023, providing funding if required, and therefore it is not normally necessary for the Charity to hold reserves. However, during the pandemic it was considered prudent to hold this amount on a temporary basis.

Governance

Directors

Owen Sharp, Non-Executive and Chair of the Board – UK resident

Clarissa Baldwin CBE, Non-Executive – UK resident

Nicola Canavan, Non-Executive – Irish resident

Brian Halford, Non-Executive – Irish resident

Brett Llewellyn, Non-Executive – United Arab Emirates resident

Siobhán O'Donnell, Non-Executive – Irish resident

Guy Thompson, Non-Executive – Irish resident (appointed July 2021)

Karolina Walkowicz – Secretary

The Directors present their Annual Report and the financial statements for the year ended 31 December 2021. The Company was incorporated on 27 January 2005 and was granted charitable status by Revenue on 18 March 2005.

Governing Document

The driving principle of Dogs Trust Ireland is to see that every dog lives life to the full. We aim to achieve this through our policy of Rescue, Rehabilitation, Rehoming and Regulation. Dogs Trust Ireland operates as set out in its Memorandum and Articles of Association.

In 2021, the Dogs Trust Ireland Board and its members adopted revised Articles of Association following an extensive review to ensure the Charity's governing documents were fit for purpose for the future. In the same year, the Charity also changed its name from Dogs Trust Company Limited by Guarantee to Dogs Trust Ireland Company Limited by Guarantee (working name Dogs Trust Ireland).

Subsidiary

Dogs Trust Ireland is a subsidiary of Dogs Trust, a UK registered charity (charity number 227523) with a sole corporate trustee (Dogs Trust Trustee Limited). All members of Dogs Trust Ireland are either directors of Dogs Trust Trustee Limited or employees of the parent charity. Dogs Trust Ireland is a company limited by guarantee under the Companies Act 2014 and does not have shareholders.

Going Concern

Dogs Trust Ireland received a letter of support from Dogs Trust UK outlining that any funding required in 2022 would be covered by way of a grant. Therefore, the trustees are satisfied that Dogs Trust Ireland is a going concern.

Events After the Reporting Date

No significant events have occurred since the balance sheet date which would require adjustments to the amounts as disclosed in the financial statements.

Council Members, Officers and Management

Board Governance

The Directors of Dogs Trust Ireland constitute the Board of Directors. The Board's responsibilities include determining the overall strategy, direction, policies and goals of Dogs Trust Ireland, protecting and promoting the identity and values of the Charity and fulfilling its statutory obligations. The Directors review the finances and monitor the activities of Dogs Trust Ireland at each board meeting. These take place at least four times a year – and more frequently when necessary. Between meetings, the day-to-day management of the organisation is delegated to the Executive Director and the management team. The Executive Director does not sit on the Board of Directors and does not have voting power on the Board.

The Board of Directors is unpaid apart from reasonable expenses required to carry out this voluntary role. No expense claims were received from the Directors during 2021.

Board Members

Board members serve three-year terms, with an opportunity to renew for a total of nine years of service.

Board appointments are made based on an assessment of the skills required to deliver on our strategy. Our current membership demonstrates representation from financial, animal welfare, business management, media and marketing sectors. The composition of the Board is reviewed regularly, and recommendations are made through the Chair of the Board.

Conflicts of interest are managed through a disclosure process initiated at each meeting and monitored via a register of interests.

Dogs Trust Ireland management, including the Executive Director, does not have voting power on the Board, but may participate in an advisory capacity.

Appointment, Induction and Training

When a seat on the Board becomes available, a skills gap analysis is undertaken and nominations are made based on skills required on the Board. The candidate is then interviewed and, if the individual is successful, their appointment is proposed at the next board meeting.

New board members receive training through an induction process to immerse themselves in the information relevant to carrying out their role. This may include formal trustee training, induction meetings with relevant staff to better understand the Charity's activities and other training specific to each role.

Attendance

The Board of Directors operates under the full understanding that meeting attendance is of the utmost importance to the effectiveness of the organisation.

The following table sets out the attendance of the Directors in 2021:

Name	Position	Country of Residence	Meeting Attendance	Date of Appointment
Owen Sharp	Non-Executive and Chair of the Board	UK	5/5	July 2019
Clarissa Baldwin CBE	Non-Executive	UK	5/5	January 2005
Nicola Canavan	Non-Executive	Ireland	4/5	March 2015
Brian Halford	Non-Executive	Ireland	5/5	July 2014
Brett Llewellyn	Non-Executive	UAE	5/5	July 2019
Siobhán O'Donnell	Non-Executive	Ireland	5/5	July 2014
Guy Thompson	Non-Executive	Ireland	1/1	July 2021

Decision-making

Strategic decisions are made by the Board in line with the global strategy set by the parent charity in the UK. The Board receives recommendations for changes to strategy, policy and operations from the Executive Director, who is delegated the responsibility of carrying out the Board's decisions through day-to-day operations.

Risk Management

The Board of Directors is responsible for ensuring there are appropriate risk management processes and internal control systems in place to manage the major risks that may impact the Charity. To minimise the risk associated with our activities, risk assessments are undertaken as part of our procedures to help ensure Dogs Trust Ireland remains compliant with all current applicable laws, with our own internal codes of conduct and with the highest possible

standards of safety and security. We also ensure that all our staff and volunteers are screened and trained to the standard necessary to carry out their tasks while keeping themselves, other humans and dogs safe and healthy.

Our risk management policy includes the following processes and controls:

1. A comprehensive risk register developed and enacted at departmental level and subject to top-down review by senior management.
2. Regular review and assessment of key risks by senior management, with regular feedback to their relevant departments. This occurs at the monthly senior management team meeting.
3. A review of the organisational risk register at board level at least annually, but as often as necessary to manage risks effectively.

Key Category	Summary of Risks	Management
Strategy	<ul style="list-style-type: none"> 🐾 Activities become too broad, resulting in lack of clarity around strategic objectives and difficulty in measuring impacts. 🐾 New strategic areas are not able to be fulfilled. 	<ul style="list-style-type: none"> 🐾 New strategy developed and KPIs monitored to stay on track. 🐾 Strategy progress and direction regularly reviewed and approved by the Board.
Dog Welfare	<ul style="list-style-type: none"> 🐾 Number of dogs surrendered after COVID-19 lockdown exceeds our capacity to rehome. 🐾 A dog dies, is seriously injured or goes missing in the Charity's care. 🐾 Treatment of a dog in the Charity's care goes against our agreed ways of working. 🐾 Research or behavioural advice is inaccurate, obsolete or contradicts best practice. 	<ul style="list-style-type: none"> 🐾 Budget in place to use private boarding kennels as overflow, and collaboration established with other rehoming charities. 🐾 Robust safety procedures regularly reviewed. 🐾 Regular staff dog-handling training. Clinical decisions documented. 🐾 Scientific Advisory Board provides external research perspective (via Dogs Trust UK).
Income Generation	<ul style="list-style-type: none"> 🐾 Changes in public giving trends, external conditions or regulation reduce or potentially reduce income significantly. 🐾 Economic conditions/changes give rise to significant losses in the Charity's assets. 	<ul style="list-style-type: none"> 🐾 Investment in diversification of income streams. 🐾 Proactive monitoring/discussions with industry representative bodies, the Charities Regulator and competitors.
Governance	<ul style="list-style-type: none"> 🐾 Conflicts of interest are not appropriately managed. 🐾 A change in law or regulation compromises current operations or makes them obsolete. 🐾 The Board makes ultra vires decisions. 	<ul style="list-style-type: none"> 🐾 Potential conflicts assessed ahead of appointment. Board members disclose any conflicts ahead of each meeting. Register of interests maintained. 🐾 Regular updates from legal advisors. Internal and external audits undertaken regularly. 🐾 External legal advice sought for high-impact decisions.
PR & External	<ul style="list-style-type: none"> 🐾 Supply chain reputational issue comes to light. 🐾 The Charity's name, brand or funding is used negatively. 🐾 Adverse reaction to the Charity's messaging. 🐾 Claim is made against the Charity (either validly or not). 	<ul style="list-style-type: none"> 🐾 Due diligence for new and existing suppliers. 🐾 Trademarks registered. Continuous media monitoring in place. 🐾 Review and approval process for external messaging. 🐾 Crisis plan regularly updated and communicated.

Key Category	Summary of Risks	Management
People	<ul style="list-style-type: none"> 🐾 An issue is raised by an employee. 🐾 Organisational structure is not fit for purpose or staff knowledge/skills are insufficient. 🐾 Failure to attract, motivate and retain the best employees. 🐾 Non-compliance with laws, regulations or contractual terms by employees or volunteers. 	<ul style="list-style-type: none"> 🐾 Whistleblowing, safeguarding and H&S policies in place and updated annually (at a minimum). 🐾 Training for all staff on safeguarding and H&S. 🐾 Performance management process in place. 🐾 Job descriptions updated annually. Salaries benchmarked against other charities. External advisors used to 🐾 inform contracts, decisions and processes.
Health & Safety	<ul style="list-style-type: none"> 🐾 Health outbreak at one of the Charity's sites or events. 🐾 An employee or volunteer is seriously injured while at work. 🐾 A third party dies or is seriously injured while visiting one of the Charity's sites or events, or while encountering one of the Charity's dogs. 	<ul style="list-style-type: none"> 🐾 Isolation and proactive cleaning procedures in place. 🐾 Crisis management plan updated annually. 🐾 Health & Safety committee procedures regularly reviewed. 🐾 Potential adopters informed of specific behavioural issues, where known.
Security & Systems	<ul style="list-style-type: none"> 🐾 Data on the Charity's systems is compromised. 🐾 The Charity's technology fails/is not fit for purpose. 🐾 Physical site security is severely compromised. 🐾 Goods/services are not procured effectively or become onerous. 	<ul style="list-style-type: none"> 🐾 Password and system security firewalls. 🐾 IT strategy in the Charity's assets implemented to bring CRM up to date. 🐾 Data backed up and checked regularly. 🐾 Penetration testing and phishing simulation testing with actions followed up. 🐾 Locks, safes and CCTV alarms.

It is recognised that systems can only provide reasonable but not absolute assurance that major risks have been adequately managed.

Management Structure, Setting Pay and Remuneration

Remuneration of the Board

The Directors of Dogs Trust Ireland receive no remuneration for their positions. They are, however, entitled to claim for expenses incurred in carrying out their roles. In 2021, there were no claims made for expenses and the total of expenses reimbursed was €nil.

Management Structure and Remuneration

The management team is led by our Executive Director, Becky Bristow, and includes Karla Dunne (Group Head of Operations, Veterinary and Behaviour), JoAnne O'Donovan (Group Head of Fundraising), Patrick Kelly (Finance Manager), Ciara Byrne (Head of Communications), Sarah Lynch (Policy, Compliance and Research Manager) and Fiona Gregan (Education and Community Manager). The team received total remuneration of €559,000 in 2021 (2020: €611,000), see Note 7 to the accounts for further details. Management remuneration is benchmarked against similar positions in the charity sector.

Books of Account

The measures taken by the Directors to ensure compliance with the requirements of Sections 281 to 285 of the Companies Act 2014, regarding adequate accounting records, include the implementation of necessary policies and procedures for recording transactions, the employment of competent accounting personnel with appropriate expertise and the provision of adequate resources to the financial function. The books of account of the Company are maintained at the Company's registered office at Dogs Trust Rehoming Centre, Ashbourne Road, Finglas, Dublin 11, D11 K003.

Lobby and Political Contributions

Dogs Trust Ireland made no political donations in 2021 and has no plans to do so in the future. Dogs Trust Ireland is not affiliated to any political party or ideology.

Accounting Records

Disclosure of Information to Auditors

In the case of each of the persons who are Directors at the time this report is approved and in accordance with Section 332 of the Companies Act 2014, so far as the Director is aware, there is no relevant audit information of which the Company's statutory auditors are unaware, and that Director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the Company's statutory auditors are aware of that information.

Auditors

The auditors, BDO, continue in office in accordance with Section 383 (2) of the Companies Act 2014.

Directors' Responsibilities Statement

The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the Directors to prepare financial statements for each financial year, giving a true and fair view of the state of affairs of the Company.

Under the law, the Directors have elected to prepare the financial statements in accordance with Generally Accepted Accounting Principles in Ireland, including Financial Reporting Standard 102, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' issued by the Financial Reporting Council. Under company law, the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the Company for the financial year end date of the net income or expenditure of the Company for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the Directors are required to:

- Select suitable accounting policies and apply them consistently.
- Make judgements and accounting estimates that are reasonable and prudent.
- Outline whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards and note the effect and the reasons for any material departure from those standards.
- Prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the Company will continue in business.

The Directors are responsible for ensuring that the Company keeps, or causes to be kept, adequate accounting records which correctly explain and record the transactions of the Company; enable at any time the assets, liabilities, financial position and net income or expenditure of the Company to be determined with reasonable accuracy; enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the Company and, hence, for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The report was approved by the Board and signed on its behalf by:



Owen Sharp
Director



Brian Halford
Director

7 April 2022

Dogs Trust Rehoming Centre,
Ashbourne Road,
Finglas,
Dublin 11,
D11 K003.

Independent Auditors' Report

Independent Auditors' Report to the Members of Dogs Trust Ireland Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Dogs Trust Ireland for the financial year ended 31 December 2021, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Company's affairs as at 31 December 2021 and of its result for the financial year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs [Ireland]) and applicable law. Our responsibilities under those standards

are further described below in the auditors' responsibilities section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions Relating to Going Concern

We have nothing to report in respect of the following matters in relation to which the ISAs (Ireland) require us to report to you where:

- the Directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Company's ability to continue to adopt the going concern basis of accounting for a period of at least 12 months from the date when the financial statements are authorised for issue.

Other Information

The Directors are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Auditors' Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance or conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained

in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on the Other Matters Prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Report is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion, the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited, and the financial statements are in agreement with the accounting records.

Matters on Which we are Required to Report by Exception

Based on the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of the Directors' remuneration and transactions required by Sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Respective Responsibilities

Responsibilities of the Directors for the Financial Statements

As explained more fully in the Directors' Responsibilities Statement, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at:

www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8fa9802dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf.

The description forms part of our Auditors' Report.

The Purpose of ur Audit Report and to Whom we Owe our Responsibilities

Our report is made solely to the Company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Simon Carbery

for and on behalf of BDO Dublin

Statutory Audit Firm

AI223876

7 April 2022



Financial Statements

Statement of Financial Activities

(including income and expenditure account)

For the year ended 31 December 2021

	Notes	2021 Unrestricted Funds €'000	2021 Restricted Funds €'000	2021 Total Funds €'000	2020 Total Funds €'000
Income from:					
Raising Funds					
Donations and legacies	1	7,344	69	7,413	6,058
Other trading activities	2	103	-	103	86
Grant from Dogs Trust UK	18	550	-	550	-
Charitable Activities					
Rehoming to the UK		-	-	-	222
Adoption and neutering fees		141	-	141	146
Other income	3	3	-	3	329
Total Before Grant of Historic Loan		8,141	69	8,210	6,841
Grant of historic loan from Dogs Trust UK	18	-	-	-	5,176
Total income		8,141	69	8,210	12,017
Expenditure on:					
Raising Funds					
Donations and legacies	4	2,821	-	2,821	2,173
Other trading activities	4	64	-	64	59
		2,885	-	2,885	2,232
Charitable Activities					
Rehoming	4	3,396	-	3,396	3,673
Rehoming to the UK	4	-	-	-	235
Preventative work	4	130	-	130	296
Education and communications	4	970	77	1,047	708
		4,495	77	4,572	4,912
Total Expenditure	4	7,380	77	7,457	7,144
Net Income/(Expenditure) Before Grant of Historic Loan		761	(8)	753	(303)
Net Income/(Expenditure)		761	(8)	753	4,873
Net Movement in Funds		761	(8)	753	4,873
Reconciliation of funds:					
Total funds brought forward	14	5,508	8	5,516	643
Total Funds Carried Forward		6,269	-	6,269	5,516

All amounts relate to continuing activities. There are no recognised gains or losses other than the results for the above two financial years.

The notes on pages 53 to 59 form part of these financial statements.

These financial statements were approved by the Board on 7 April 2022 and signed on its behalf by:



Owen Sharp
Director

7 April 2022



Brian Halford
Director

Balance Sheet

For the year ended 31 December 2021

	Notes	2021	2020
		€'000	€'000
Fixed Assets			
Tangible Fixed Assets	9	4,579	5,229
Intangible Fixed Assets	10	575	368
Total Fixed Assets		5,154	5,597
Current Assets			
Debtors: amounts falling due within one year	11	314	154
Cash at bank and in hand	12	1,337	618
Total Current Assets		1,651	772
Current Liabilities			
Creditors: amounts falling due within one year	13	(536)	(853)
Net Current Liabilities		1,115	(81)
Total Net Assets		6,269	5,516
The funds of the Charity:			
Unrestricted funds	14	6,269	5,508
Restricted funds	14	-	8
Total Charity Funds		6,269	5,516

The notes on pages 53 to 59 form part of these financial statements.

These financial statements were approved by the Board on 7 April 2022 and signed on its behalf by:



Owen Sharp
Director

7 April 2022



Brian Halford
Director

Cash Flow Statement

For the year ended 31 December 2021

	2021	2020
	€'000	€'000
Net Cash Inflow from Operating Activities	1,028	862
Cash Flows from Investing Activities		
Purchase of property, plant and equipment	(102)	(66)
Purchase of intangible fixed assets	(207)	(368)
Increase in Cash and Cash Equivalents in Reporting Period	719	428
Reconciliation of Net Cash Flow		
Cash and cash equivalents at beginning of the financial year	618	190
Increase in cash	719	428
Cash and Cash Equivalents at End of the Financial Year	1,337	618
Reconciliation of Net Incoming Resources to Cash Inflow/(Outflow) from Operating Activities		
Net incoming resources	753	4,873
Depreciation	752	791
Increase/decrease in debtors	(160)	33
Decrease in creditors	(317)	(4,835)
Net Cash Provided by/(Used in) Operating Activities	1,028	862
Analysis of Cash and Cash Equivalents		
Cash in hand, and total cash and cash equivalents	1,337	618

	At 1 January	Cash Flows	At 31 December	
	€'000	€'000	€'000	
Analysis of Net Debt				
Cash	2021	618	719	1,337
	2020	190	428	618

All amounts relate to continuing activities. There are no recognised gains or losses other than the results for the above two financial years.

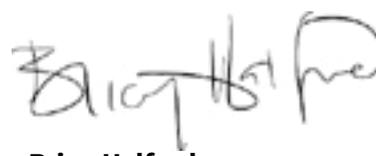
The notes on pages 53 to 59 form part of these financial statements.

These financial statements were approved by the Board on 7 April 2022 and signed on its behalf by:



Owen Sharp
Director

7 April 2022



Brian Halford
Director

Statement of Accounting Policies

For the year ended 31 December 2021

The following accounting policies have been consistently applied in relation to the Charity's financial statements.

Basis of Preparation

The financial statements have been prepared under the historical cost convention in accordance with the Companies Act 2014 and in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), with reference to the recommendations of the revised Statement of Recommended Practice (SORP) Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charity is a Public Benefit Entity.

Going Concern

The continued financial support from Dogs Trust UK in 2021 (see Note 18), and its strong financial position, means there are no material uncertainties about the Charity's ability to continue as a going concern.

Funds

The Charity has both unrestricted and restricted funds. Income is treated as restricted where the donor/funder has specified that it may only be used for a particular purpose or project. All other income is treated as unrestricted.

Expenditure is treated as being made out of restricted funds to the extent that it meets the criteria specified by the donor/funder. All other expenditure is treated as being from unrestricted funds.

Income

All income is included in the Statement of Financial Activities when the Charity is legally entitled to the income, receipt is probable and the amount can be quantified with reasonable accuracy. Donations are accounted for when received. Legacy income is recognised when there is sufficient evidence of a legacy having been left to the Charity and the Charity's share of the estate has been received or notified from the executor, with no material uncertainties or disputes.

The Charity is in receipt of a grant from Dogs Trust UK, which is recognised in the accounts on a receivable basis (when the cash is received, or when Dogs Trust UK has confirmed an agreed amount of financial support, if earlier).

Other trading income (sale of goods and income from fundraising events) is accounted for when the sale or event takes place. Adoption and neutering fee income is recognised when these events take place. Where applicable, income is recognised net of VAT.

Revenue's Employment Wage Subsidy Scheme income is recognised in the period it is intended to cover.

No amounts are included in the financial statements for services donated by generalist volunteers. There were no services donated by specialist volunteers.

Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to any given category. Where costs cannot be directly attributed to an activity or function, they have been allocated on a usage basis. Support costs, such as general management, payroll administration, human resources and IT are allocated in this way.

Tangible Fixed Assets

Tangible fixed assets are stated at cost, net of depreciation. The Charity regularly conducts impairment reviews of the net book value of its fixed assets and writes their values down to their depreciated replacement cost if net book values are higher.

Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost or valuation, less estimated residual value, of each asset systematically over its expected useful economic life, which is estimated as follows:

Freehold land	Infinite
Freehold buildings (rehoming centre)	15 years
Motor vehicles	3 years
Equipment	4 years

Intangible Fixed Assets

Intangible assets are stated at cost, net of amortisation. The Charity regularly conducts impairment reviews of the net book value of its fixed assets and writes their values down to a realisable cost, if this is lower.

Amortisation is provided on all intangible fixed assets available for their use over their economic lives as follows:

Software	4 years
Assets under construction	Not depreciated

Financial and Other Assets and Liabilities

The Charity only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities, like trade and other accounts receivable and payable. Basic financial instruments are recorded at the transaction price.

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. This is a financial asset recorded at amortised cost.

Short-term debtors are measured at the transaction price, less any impairment (a financial asset recorded at amortised cost).

Short-term creditors are measured at the transaction price (a financial liability measured at amortised cost).

Foreign Currencies

The financial statements are expressed in Euro (€000s). Transactions in foreign currencies are recorded at the rate ruling at the date of the transactions. The resulting monetary assets and liabilities are translated at the balance sheet rate, or the contracted rate, and the exchange differences are recorded in the Statement of Financial Activities.

Taxation

The Company, registered charity number 20057978, is exempt from taxation on income under Section 207 of the Taxes Consolidation Act 1997, as it is for charitable purposes.

Pension

Pension costs comprise the costs of the Charity's contribution to its employees' defined contribution pension scheme. The scheme is available to all employees on successful completion of their probation period.

Accounting Judgements and Estimates

The Directors do not consider there to be any significant judgements that affect the application of policies and reported amounts of assets, liabilities, income and expenditure.

The following estimates, which are considered annually, are applied:

- Useful economic lives of assets: see Tangible Fixed Assets and Intangible Fixed Assets above. The rehoming centre is a specialist asset, custom built for the Charity, and therefore it has a bespoke useful economic life estimated at 15 years. Software under construction is not yet in use and not considered to be impaired.
- Allocation of support costs: see Expenditure above.

Reserves Policy

Dogs Trust Ireland had total funds of €6,269,000 at 31 December 2021 (2020: €5,516,000), of which €nil (2020: €8,000) was restricted. €5,154,000 is in the form of fixed assets and is therefore not readily available to support the general purposes of the Charity. This leaves €1,115,000 in reserves, equating to approximately 1.8 months of activity. The Charity's policy is not to hold reserves as Dogs Trust UK has confirmed its financial support of the Charity for the period to June 2023, providing funding if required, and therefore it is not normally necessary for the Charity to hold reserves. However, during the pandemic it was considered prudent to hold this amount on a temporary basis.

Notes to the Financial Statements

01. Donations and legacies

	2021	2020
	€'000	€'000
Donations	6,251	5,970
Legacies	1,162	88
	7,413	6,058

€68,500 (2020: €54,000) of donations are restricted. All other income is unrestricted.

02. Other trading activities

	2021	2020
	€'000	€'000
Fundraising events	28	23
Promotional goods	75	63
	103	86

All other trading activities in 2021 and 2020 were unrestricted.

03. Other income

	2021	2020
	€'000	€'000
Government grants were received during the year as follows:		
Employment Wage Subsidy Scheme	-	320
Other income	3	9
	3	329

There are no unfulfilled conditions in respect of these grants. No other government grants were received. All other income in 2021 and 2020 was unrestricted.

04. Analysis of expenditure on:

	Activities Undertaken Directly	Support Costs	2021 Total	2020 Total
	€'000	€'000	€'000	€'000
Raising funds:				
Donations and legacies	2,621	201	2,821	2,173
Other fundraising activities	59	5	64	59
	2,680	205	2,885	2,232
Charitable activities:				
Rehoming centre	3,154	241	3,396	3,673
Rehoming to the UK	-	-	-	235
Preventative work	121	9	130	296
Publicity, education and communications	972	75	1,047	708
	4,247	326	4,572	4,912
Total	6,927	531	7,457	7,144

€77,000 (2020: €54,000) of education expenditure is restricted. All other expenditure is unrestricted.

The main categories of support costs are:

	2021	2020
	€'000	€'000
IT	85	122
HR and finance	151	122
Governance and central management	158	104
Other	137	41
	531	389

Within governance costs are the following amounts:

	2021	2020
	€'000	€'000
Auditors' Remuneration		
For audit	19	18
For corporation tax compliance	1	2
For VAT and other advisory services	32	40
	52	60

05. Net movement in funds

The net movement in funds was arrived at after charging the following:

	2021	2020
	€'000	€'000
Depreciation	752	791

06. Directors' remuneration and expenses

None of the Directors of Dogs Trust Ireland or any person connected with them received any remuneration during the financial year. Expenses directly incurred by the Directors in carrying out their roles are reimbursed, if claimed. In recent years, none of the current Directors have claimed any expenses relating to their position.

07. Staff numbers and emoluments

	2021	2020
	Headcount	Headcount
Rehoming centre	52	52
Fundraising, campaigns and communications	17	13
Education and Dog School	9	6
Management and administration	4	5
	82	76

Their aggregate emoluments were as follows:

	2021	2020
	€'000	€'000
Wages and salaries	2,396	2,478
Employer's PRSI	267	211
Pension and other payroll costs	226	301
	2,889	2,990

Redundancy payments of €9,000 (2020: €103,876) are included within other payroll costs. None were outstanding at the end of the year.

Number of employees of the Company who earned from:

	2021	2020
	Number	Number
€70,001 to €80,000	1	-
€80,001 to €90,000	-	1
€90,001 to €100,000	-	-
€100,001 to €110,000	-	-
€110,001 to €120,000	1	1
Total	2	2

The key management personnel, as defined in the Directors' Report, received total remuneration as follows:

	2021	2020
	€'000	€'000
Wages and salaries	495	541
Employer's pension	64	70
	559	611

08. Taxation

The Company, charity number CHY 16218, is exempt from taxation on income under Section 207 of the Taxes Consolidation Act 1997, as it is for charitable purposes.

09. Tangible fixed assets

	Freehold Land & Buildings	Motor Vehicles	Equipment & Fittings	Total
	€'000	€'000	€'000	€'000
Cost				
Balance at 1 January 2021	12,371	332	383	13,086
Additions	47	18	37	102
Disposals	-	-	-	-
Balance at 31 December 2021	12,418	350	420	13,188
Accumulated Depreciation				
Balance at 1 January 2021	7,309	299	249	7,857
Depreciation charge for year	678	26	48	752
Disposals	-	-	-	-
Balance at 31 December 2021	7,987	325	297	8,609
Net Book Value at 31 December 2021	4,431	25	123	4,579
Net book value at 31 December 2020	5,062	33	134	5,229

Freehold land and buildings represent the rehoming centre in Dublin and include the cost of freehold land of €1,999,022, which is not depreciated.

10. Intangible fixed assets

	Software Under Construction
	€'000
Cost	
Balance at 1 January 2021	368
Additions	207
Balance at 31 December 2021	575

The CRM asset was not amortised during the year as it was not available for use.

11. Debtors

	2021	2020
	€'000	€'000
Prepayments and accrued income	146	55
VAT	167	98
Other debtors	1	1
Total	314	154

12. Cash and cash equivalents

	2021	2020
	€'000	€'000
Cash at bank and in hand	1,337	618

13. Creditors (amounts falling due within one year)

	2021	2020
	€'000	€'000
Trade creditors	248	121
Amounts owed to parent company (see Note 18)	9	359
Tax and social security	78	88
Accruals	201	285
Total	536	853

The repayment of trade creditors varies between on demand and 90 days. No interest is payable on trade creditors. Tax and social insurance are subject to the terms of the relevant legislation. Interest may accrue on any late payment. The terms of the accruals are based on the underlying contracts.

14. Reserves

	2021	2021	2021	2020
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Funds balance at 1 January 2021	5,508	8	5,516	5,516
Net incoming/(outgoing) resources	761	(8)	753	4,873
Funds Balance at 31 December	6,269	-	6,269	10,389

	2020	2020	2020	2019
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Funds balance at 1 January 2020	635	8	643	629
Net incoming/(outgoing) resources	4,873	-	4,873	14
Funds Balance at 31 December	5,508	8	5,516	643

Unrestricted funds are used for general purposes. Restricted funds in 2021 and 2020 were received to support education projects.

Analysis of Net Assets Between Funds

Fund balances at 31 December 2021 are represented by:

	2021	2021	2021	2020
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Tangible fixed assets	5,154	-	5,154	5,597
Current assets	1,651	-	1,651	772
Current liabilities	(536)	-	(536)	(853)
Total Net Assets	6,269	-	6,269	5,516

15. Legal form and share capital

Dogs Trust Ireland CLG is a company limited by guarantee and has no share capital. The members have guaranteed 1 Euro each. The registered company number is 396919 and the registered office is Ashbourne Road, Finglas, Dublin 11, D11 K003.

The Company changed its name during the year from Dogs Trust Company Limited by Guarantee.

16. Capital commitments

The Company did not have any capital commitments at the year end (2020: €nil).

17. Parent entity

The Directors consider the parent entity of the Charity to be Dogs Trust, a charity (charity number 227523) registered in the UK ('Dogs Trust UK'), as all members of Dogs Trust Ireland are council members (trustees of the corporate trustee) or employees of Dogs Trust UK. Dogs Trust UK prepares annual financial statements which consolidate on a line-by-line basis the results of the Charity; a copy can be obtained from the Company Secretary, Dogs Trust, 17 Wakley Street, London, EC1V 7RQ, UK.

18. Related party transactions

The parent entity, Dogs Trust UK (see Note 17), provided a grant to the Charity of €550,000 (2020: €5,176,000) during the year, of which none was outstanding at year end.

At the year end, there was an amount of €9,000 (2020: €359,000) owed to Dogs Trust UK, which does not have interest accruing. Dogs Trust UK has confirmed its support of Dogs Trust Ireland CLG for the duration of 2022.

The Charity invoiced Dogs Trust UK €nil (2020: €221,601) in the year for rehoming services.

19. Pension costs

The Charity provides a contribution to its employees' defined contribution pension schemes. The scheme is available to all employees on successful completion of their probation period. The Charity also contributes to certain employees' pension plans. The charge for the year was €198,121 (2020: €197,288). Employer contribution costs are attributed to the activity or function of the member of staff receiving the contribution. At year end, €28,608 was due to the pension provider (2020: €25,342).

20. Contingent liabilities

There were no contingent liabilities at the financial year end (2020: €nil).

21. Contingent assets

In December 2020, the Charity submitted a claim to Revenue in respect of historically overpaid VAT, totaling €442,628. This is not recognised as the claim is being processed by Revenue and the final figure is not virtually certain at present.

22. Post balance sheet events

No significant events have occurred since the balance sheet date which would require adjustments to the amounts as disclosed in the financial statements.

23. Financial instruments

	2021	2020
	€'000	€'000
Financial Assets		
Financial assets measured at amortised cost	<u>1,338</u>	<u>619</u>
Financial Liabilities		
Financial liabilities measured at amortised cost	<u>257</u>	<u>480</u>

Financial assets measured at amortised cost comprise cash at bank and in hand and other debtors.

Financial liabilities measured at amortised cost comprised trade creditors and amounts owed to group companies.

24. Approval of financial statements

The financial statements were approved and authorised for issue by the Directors on 7 April 2022.



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