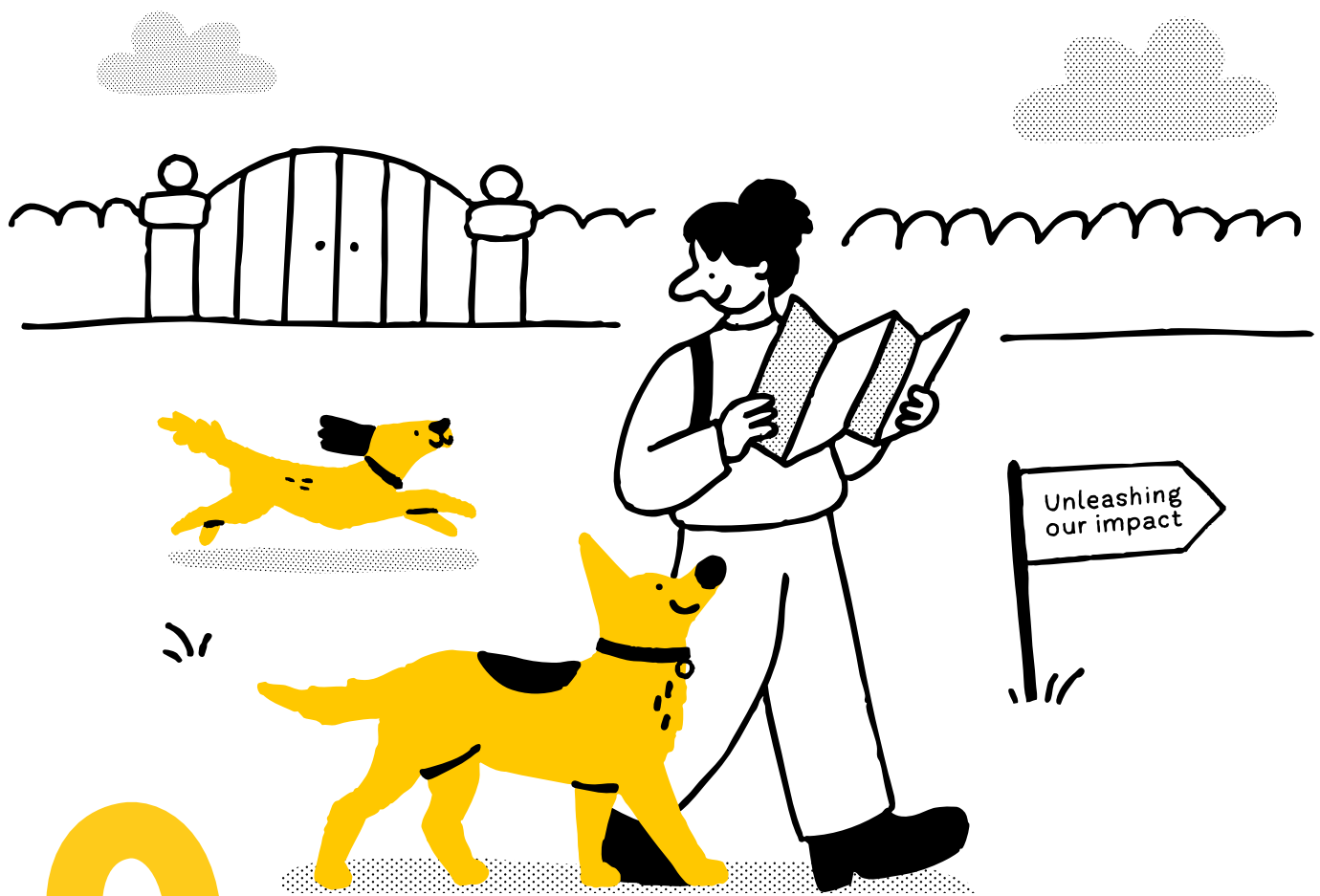




We're on a Pawsome Journey



Annual Report and Accounts
for the Financial Year Ended 31 December 2024

Our journey is one of impact, achievements, challenges, and opportunities. Our role is critical in improving the lives of dogs and dog owners in Ireland. This year's Annual Report documents our progress, on how we are improving dog welfare in three key areas. We also detail how we can make a bigger difference with our work over the next decade. Let us lead you on this Pawsome Journey...

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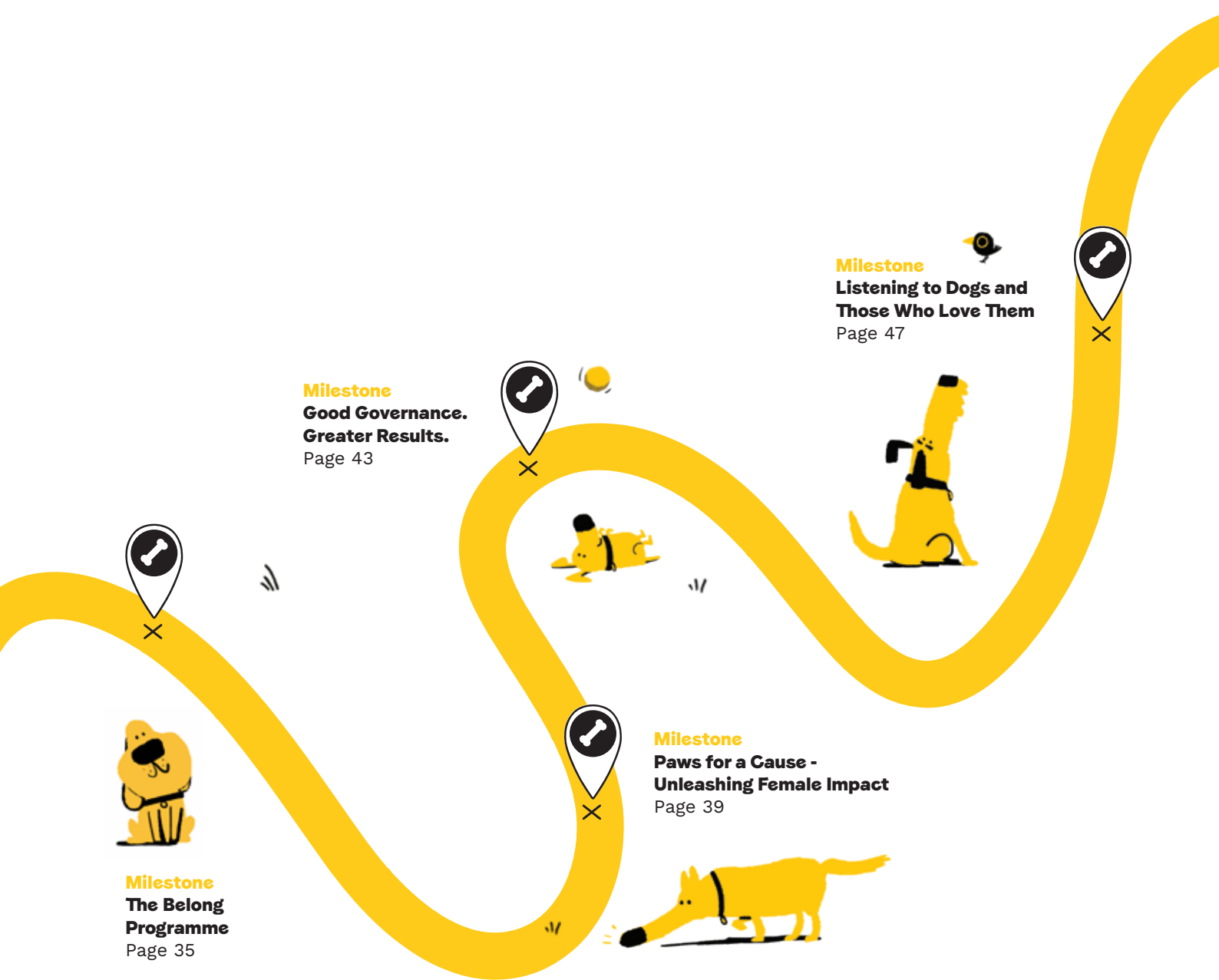
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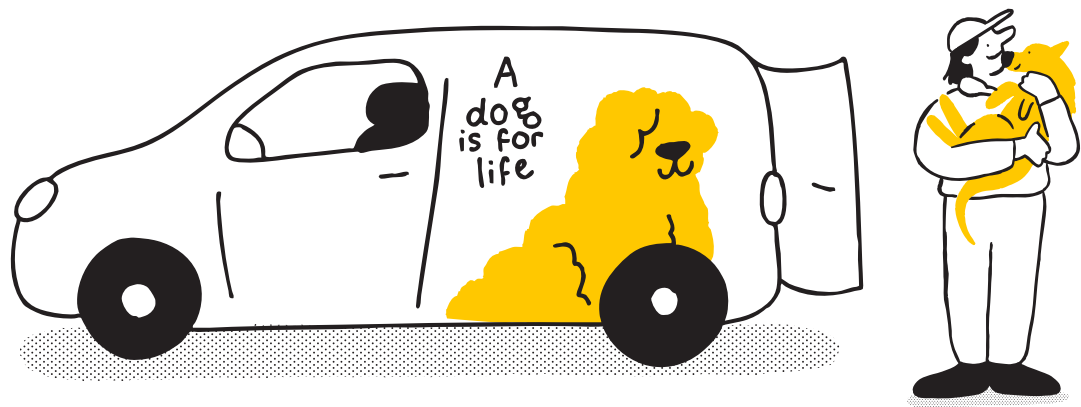
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Section 1

Who We Are


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DISCOVER MORE



Milestone
Care Bears Rescue



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We are on a journey to

help more dogs

Why We Exist

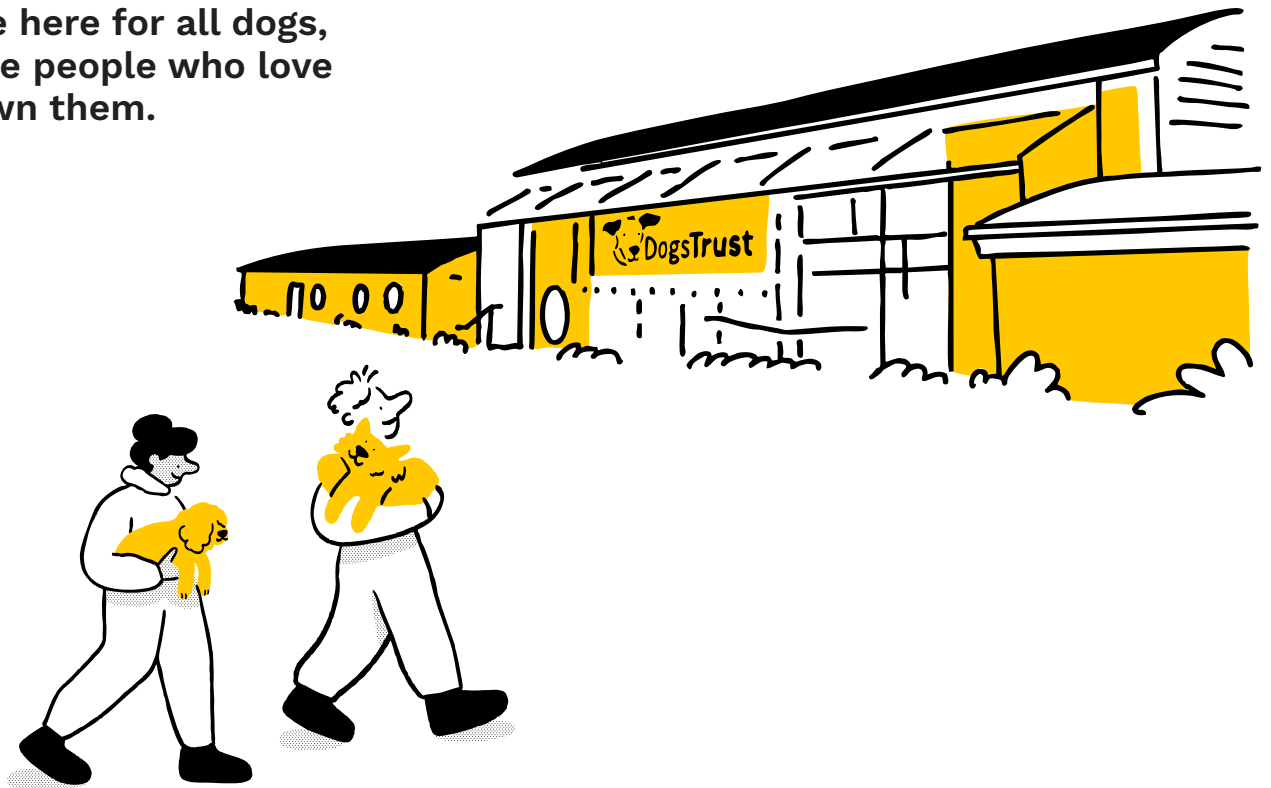
We believe every dog deserves to live life to the full.

How We Do What We Do

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.

Who We Are For

We are here for all dogs, and the people who love and own them.



Our Vision, Mission and Values

We're on one Pawsome Journey

Throughout 2024, the Dogs Trust Ireland team has been on an exciting journey of improvement, keeping a tight leash on our 10-year strategy to steer ourselves safely along the path to making Ireland a happier place for dogs.

Our strategic pillars are the solid foundation this dog path is built on. Let's remind ourselves of what they are, before we take a look at how we have been delivering against them over the last 12 months.





Strategic Pillar 1

Find All Dogs the Best Possible Home

Dogs need and deserve a loving home. Finding them a suitable home is a dynamic, life-saving and transformative job that we take on, wherever needed. Our efforts, supported by a nationwide network of fosterers and adopters, ensure dogs can live their best lives in secure, loving homes.

Find out more ➞ **Page 18**

Strategic Pillar 2

Support and Empower Dog Owners Everywhere

We support people and dogs where they are, without judgement. This means connecting and working with communities to educate and empower people to better understand dogs, their needs and their interaction with society. To amplify this, we share our insights and partner with other organisations, trainers, professionals, dog carers, and businesses throughout Ireland.

Find out more ➞ **Page 22**

Strategic Pillar 3

Reshape a More Ethical Market

We look to positively influence decision-makers about the acquisition and relinquishment of dogs to ensure their actions are informed and ethical. Open and collaborative relationships with key stakeholders are vital to improving the traceability and enforcement needed to support a healthy dog population. This extends to our advocacy work and how we proactively engage with the public about sourcing and owning dogs responsibly.

Find out more ➞ **Page 26**

Our Vision, Mission and Values (continued)



Kelly, a five-year-old Jack Russell crossbreed, and Sharon, a two-year-old Jack Russell, were abandoned outside the gates of our Dublin Rehoming Centre.



The Dogs Trust Way

The Dogs Trust Way defines the culture we need to achieve our purpose, meet our strategic goals, and make sure Dogs Trust Ireland is a great place to work. It is built on a clear set of values that underpins how we work and make decisions, supported by behaviours that bring those values to life every day.

Together, they provide a consistent foundation for how we operate, collaborate, and deliver impact for dogs and the people who care for them.

We Dream Big

Supporting Idea:

We aim high but keep our feet on the ground.

We use our energy, ambition and determination to find new and better ways to make the world a happier and safer place for dogs and the communities they live in. We are prepared to get out of our comfort zone from time to time, and we are ready to explore innovative ideas, learning from what does and does not work.

We Make Things Happen

Supporting Idea:

We know our stuff and never stop learning.

We solve problems in practical and proactive ways. When we are at our best, this positive, can-do attitude shines through to help us turn challenges into opportunities.

We're on the Ball

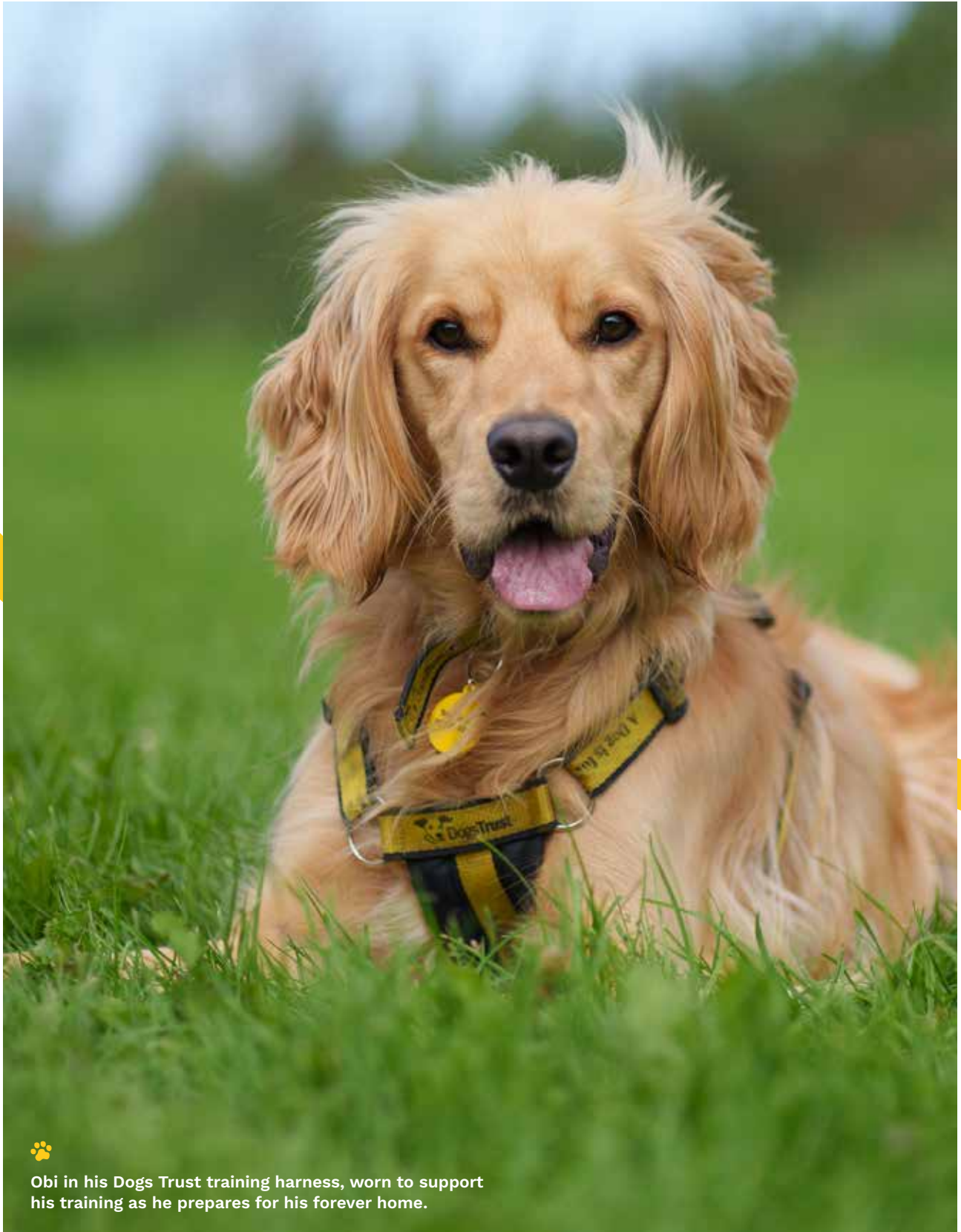
Supporting Idea:

We can do more when we do it together.

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 that we can never stand still.



Our Vision, Mission and Values (continued)



Obi in his Dogs Trust training harness, worn to support his training as he prepares for his forever home.



Our Behaviour Framework

Our behaviour framework is an important piece of the jigsaw making up our organisation and supports us doing things The Dogs Trust Way.

The behaviours help to clarify how we can demonstrate our values day to day, articulating what we should expect of ourselves and of others.

Our behaviour framework focuses us all on a united purpose. It describes our organisational culture and how we:

- ↪ interact
- ↪ communicate
- ↪ treat each other
- ↪ get our work done daily

For each of our three values, we have two corresponding behaviour themes.



We Dream Big

1. Thinking boldly

- ↪ We channel our passion and commitment to think ahead and generate new ideas.
- ↪ We are brave enough to try new things and to do established things in new ways.
- ↪ We create a safe space to 'fail fast and learn'.

2. Embracing change

- ↪ We have the courage, the imagination and the flexibility to turn our dreams into reality.
- ↪ We focus on what really matters and are ready to change our ideas, or our approach, in order to make the biggest difference to dogs and the people who love them.

We Make Things Happen

1. Being proactive

- ↪ We have an optimistic, upbeat and can-do attitude.
- ↪ We actively build strong relationships within our teams and across Dogs Trust, looking for ways to help others, to solve problems, and to turn challenges into opportunities.

2. Working together

- ↪ We are collaborative and inclusive.
- ↪ We are friendly, showing respect for the people around us, working to bring out the best in others.
- ↪ We trust our colleagues to act with positive intent, critiquing kindly and focusing on impact when we challenge.

We're on the Ball

1. Staying curious

- ↪ We pay attention to what is going on around us and remain open-minded.
- ↪ While we value our expertise, we recognise that we do not know everything; we look to learn from others and consider different angles and perspectives.

2. Focusing on impact

- ↪ We are passionate about the difference we make.
- ↪ We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do, balancing our long and short-term goals.

Message from the Chair of the Board

When Purpose Leads, Change Follows

Looking back on 2024, I don't just see achievements. I see progress, led by people who care deeply and are committed to making Ireland a better place for dogs. There's more to do, but we're on the right path.

This year, something powerful ran through everything we did at Dogs Trust Ireland: the strength of values-led leadership. It shaped how we listened, how we acted, and how we showed up for dogs and for the people who care for them. This wasn't just about roles or responsibilities. It was about how empathy, courage and collaboration helped drive our mission forward in meaningful, lasting ways.

Why does that matter? Because dogs don't just need strategies and services. They need people who understand the link between care and action – People who lead with heart and purpose.



Count every dog, so every dog counts...

“We launched the first Ireland’s Dog Census. It gave us a direct line into the lives of thousands of dog owners and dog lovers across the country.”



Chair of the Board, Louisa Simons, speaking at the inaugural Dogs Trust Ireland 'Paws for a Cause' event in September, held at Google Ireland.

One moment that captured this spirit was our inaugural Paws for a Cause - Unleashing Female Impact event in September, hosted by Google. It was a celebration of female leaders working across diverse industries, who are helping shape the future of dog welfare in Ireland. I was honoured to speak at the event, attending with my fellow Board member Brian Halford, and proud to stand in a room full of people committed to using their platforms to drive real, lasting change.

That same month, we launched the first Ireland's Dog Census. It gave us a direct line into the lives of thousands of dog owners and dog lovers across the country. We asked what matters to them, what they're struggling with, and where support is needed. The answers were honest, sometimes unexpected, and always valuable. It gave us a stronger, more grounded understanding of what responsible dog ownership looks like in Ireland today, and a roadmap for how we can do more.

We took those insights with us into November, when we launched our Pawlitical Manifesto. At the heart of it was a call for the appointment of a dedicated Junior Minister for Animal Welfare.

This wasn't a token request or a symbolic gesture. It was a practical, pointed demand to address the very real issues facing dogs in Ireland—from the lack of regulation in breeding to inconsistencies in enforcement. Dogs deserve dedicated leadership at a national level, and we'll keep pushing for that until it happens.

As the year drew to a close, we were reminded once again of the power of public support. Our festive Santa Paws campaign went viral for another year, capturing hearts and spreading the joy that dogs bring to our lives far and wide.

Louisa Simons
Chair of the Board,
Dogs Trust Ireland

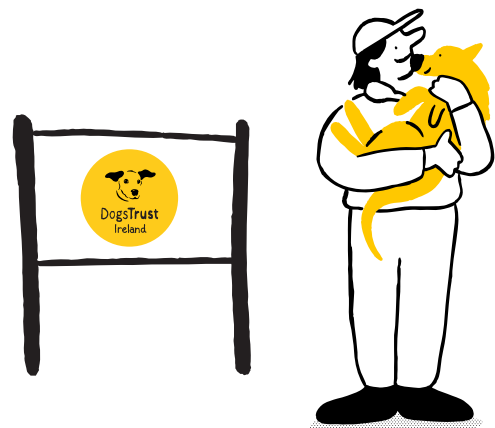
Message from the Executive Director

Creating Space to Belong

At Dogs Trust Ireland, empathy and compassion don't just guide how we care for dogs, they shape how we respond to the world around us. In 2024, that meant meeting people where they are. Behind every dog we support is a person, a family, a story. And while the pressures of life didn't ease in 2024, neither did our commitment to being present, supportive, and human in everything we do.

This year, we refined how we support people on their journey of dog ownership, whether welcoming a new furry family member or, sadly, needing to give up their dog. We improved our Home Adoption process so that, whenever possible, dogs can remain safely at home until the right new family is found.

We continued to build on our vision to improve the future of dog welfare in Ireland, through the development of accessible information and support for both dog owners and communities, enabling us to help more dogs, together. We kept testing, learning and improving to make sure we are as effective as possible in helping the dogs most in need in Ireland. Following this path, in September 2024 we launched our flexible, online, learning-based Training Academy Pilot course. This inaugural course was built on real-world insight with expert-led content, aimed at people already providing dog-related services in their communities.



“Lasting change for dogs takes collective action. When we work together, across sectors and with shared purpose, we can transform lives.”



Executive Director, Suzie Carley, speaking at the inaugural Dogs Trust Ireland 'Paws for a Cause' event, attended by over 100 female business leaders.

It marks a milestone in our broader vision: equipping professionals and communities with the knowledge they need to prevent crises before they start. By supporting these engaged owners, we are meeting more moments of need across Ireland.

That's why we will continue to evolve our training, tools and trusted advice, connecting with dog people across Ireland with empathy and understanding.

We've also continued to invest in the wellbeing of our own people. We began our Equity, Equality, Diversity and Inclusion audit and developed our Belong Programme—a movement toward greater inclusivity, wellbeing, and leadership at every level, helping to support a culture where people feel safe, valued and able to bring their full selves to the mission.

That same mindset is now supporting our long-term strategy. In 2024, we began a more deliberate and structured effort to embed Environmental, Social, and Governance (ESG) principles into the foundation of everything we do—taking responsibility and thinking carefully about the pawprints we leave behind. From the environmental impact of our work, to how we serve communities and lead with transparency, ESG is helping us grow with purpose and accountability.

Everything we do—every programme, every policy, every campaign—is grounded in compassion. Compassion isn't soft. It's bold. It means facing difficult truths, adapting when needed, and always centring on our vision of a better future for all dogs across Ireland. We're entering 2025 with optimism and clarity. We know the challenges, but we also know our power—the power of people who care deeply, act bravely, ask questions and show up every day for dogs.

No one person or organisation can do things in isolation. To every supporter, team member, company, partner and volunteer, thank you. Your commitment and compassion fuels us forward. We can continue to Dream Big together, to change the worlds of dogs and dog owners, and to make it better for all of them for the future.

Suzie Carley
Executive Director,
Dogs Trust Ireland

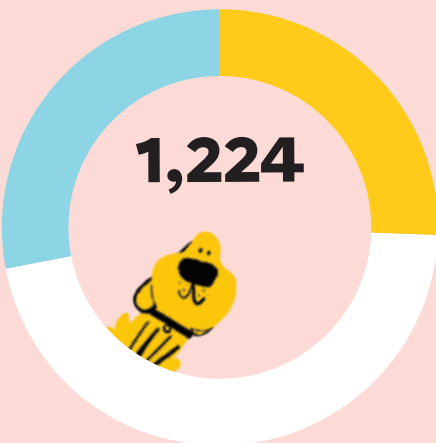


Impact for Dogs, Powered by People

In a year shaped by challenge and compassion, our community rallied behind the dogs who needed us most. These numbers represent more than services provided, they reflect lives changed, bonds formed, and hope delivered.



Total number of dogs cared for:



Born on site	313
Handovers from organisations	569
Handovers from individuals	342

Quantifying our care:

4,867

veterinary appointments

730 kgs

of dog food eaten every week

86

loads of laundry a day

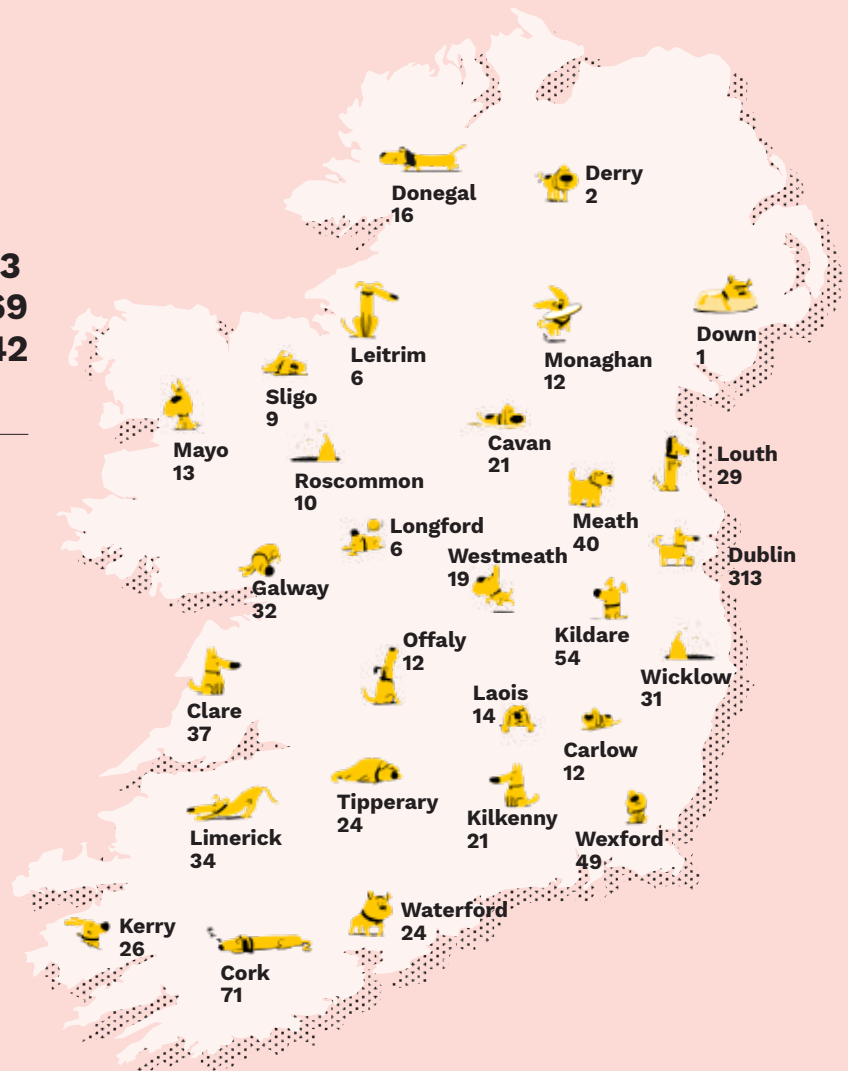
Where our dogs are adopted:

938

dogs found their forever homes

30%

of all adoptions now happen through our regional hubs





2,379

people called us to give up their dog



We launched the Training Academy Pilot

166

Dog School Training Programme classes



1,435

neutering vouchers issued

May 2024

Remotely Controlled Electronic Shock
Collar Ban Secured with Irish Government

26,528

responses to the first
Ireland's Dog Census



96

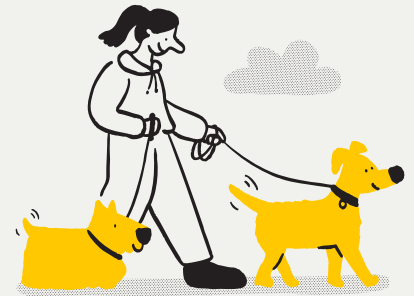
people on the
Dogs Trust Ireland team

90+

volunteers welcomed

1,340

volunteering hours



€8m

of funding raised in 2024

10,124

new Sponsor a Dog supporters



13,468

calls to Dogs Trust Ireland



28%

of people said they
adopted their dog
from a rescue

Count every
dog, so every
dog counts...



Jack Russell

Ireland's favourite dog breed



Section 2

What We Do

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DISCOVER MORE

 **Milestone**
Training Academy Pilot
 **Page 25**

We are on a journey to

give dogs a much brighter future

Discover how the work we do creates better outcomes for dogs, for people, and for animal welfare across Ireland.



Strategic Pillar 1

Find All Dogs the Best Possible Home

Different journeys, same destination: A place to belong

Every day we're going the extra mile to lead dogs to the place where they will feel safe and loved. Through our Dublin Rehoming Centre and nationwide network of fosterers and adopters, the needs of our four-legged friends always come first.

Navigating the Challenges, Staying on Track

Managing the risk of canine disease remains one of the most complex hurdles in rehoming operations. In 2024, several isolated illness outbreaks impacted capacity and rehoming timelines. Coordinated responses between our Dublin Rehoming Centre, regional rehoming and veterinary teams ensured we upheld the highest standards of biosecurity and care.

Despite these setbacks, we remained committed to getting dogs into homes, safely and efficiently.

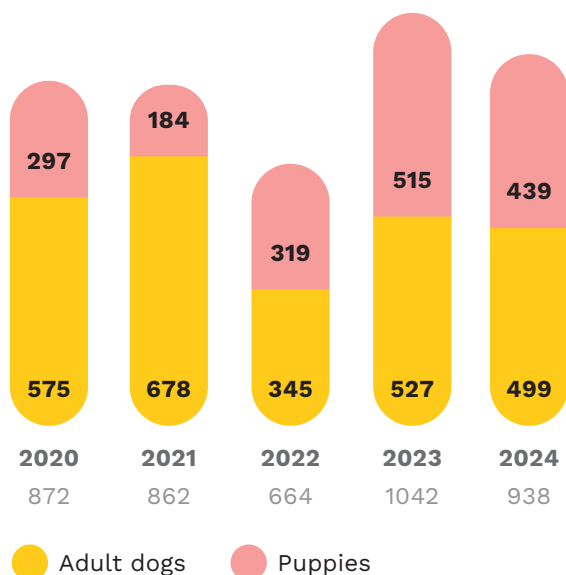
iPETS: Evolving How We Support Dogs and Their People

In 2024, our iPETS Customer Service Pilot evolved to better support dogs, both before and after they find a home. Designed to improve our responsiveness and reach, iPETS reinforced our rehoming pathways, broadened Home Adoption options, and introduced more consistent Post-Adoption Veterinary Support.

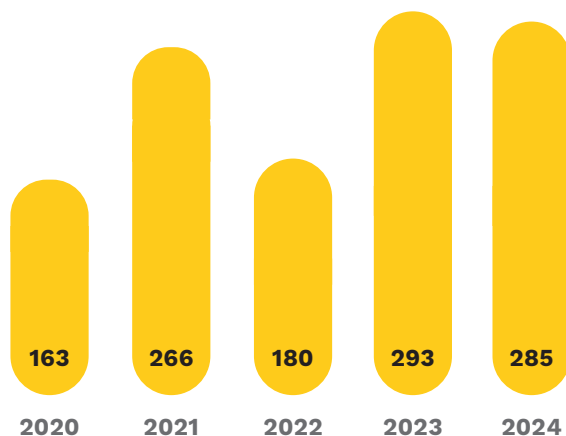
276

candidates for Home Adoption in 2024

5-year Adoption Trends



5-year Regional Rehoming Trends



Rehoming: The Big Picture

Since opening our doors in 2009, we've rehomed 23,648 dogs, and in 2024 we took care of around 275 dogs every week. This ranged from newborn puppies to adult dogs in need of a second chance.

While overall rehoming figures were slightly lower than in 2023, this reflected a combination of operational constraints, including temporary capacity reductions, and our continued commitment to carefully matching each dog with the right home.

4,378

dogs have found their forever homes since 2020

Growing Our Reach: Regional Rehoming

Our Regional Rehoming Programme, born out of pandemic necessity, has become a cornerstone of our nationwide strategy. With three dedicated rehoming hubs now operating in Connacht, Leinster, and Munster, we've expanded access to adoption beyond the walls of our Dublin Rehoming Centre.

1,000+

dogs rehomed through the regional rehoming programme since its launch in 2020

This model delivers more than geographic coverage—it builds trust in communities, strengthens our relationships with local partners, and ensures consistent standards of care across Ireland.



iPETS Rehoming Advisors, Hannah McDermott and Simone Caron, assist callers with care and understanding.

Supporting Adoption in Every Form

Fostering

Fosterers are vital to our mission, providing space and stability for dogs who need extra time. In 2024:

13,061

nights spent by our dogs in foster care

189

dogs rehomed from foster care

Home Adoption

In October, we enhanced our Home Adoption process, offering support to owners seeking to rehome their dog, while keeping them in the home until a match is found. It's a compassionate, resource-light approach that prioritises dogs and their people alike.

Post-Adoption Veterinary Support (PAVS)

Launched in late 2024, PAVS is a veterinary-led scheme providing vital reassurance for adopters of dogs with complex medical needs, ensuring continuity of care after rehoming. By removing key barriers to adoption, PAVS helps more dogs with ongoing health challenges find the loving homes they deserve.

Looking Ahead

This year taught us that progress isn't always linear, but that with collaboration, agility and care, we can continue moving forward. Whether it's adapting to canine disease outbreaks or scaling regional rehoming, our goal remains the same: to help every dog find not just a home, but the right one.

Milestone



Care Bears Rescue



In 2024, our agile rehoming model was put to the test when Dogs Trust Ireland received an urgent call from a dog warden in Munster. They had encountered an individual who, though clearly well-intentioned, was overwhelmed by the responsibility of caring for 74 dogs in need. Recognising the complexity of the situation, we moved quickly and compassionately.

Working alongside the ISPCA, 33 dogs arrived into our care—an energetic mix of adults and puppies. Based on a rapid review of our functional occupancy and capacity, we activated plans across our rehoming network. Among the dogs were nursing mothers, suspected pregnancies, and dogs needing urgent veterinary care.

The rescue continued in August with the arrival of 21 more dogs, mainly Terriers and Jack Russells. They were affectionately named the Care Bears, after the fictitious fluffy characters from the 1980s, famous for sharing love and encouraging people to show care for each other; a fitting tribute to their sweet natures and the outpouring of love they inspired.

Thanks to our flexible systems and dedicated teams, we provided the tailored care these dogs needed. Over the course of eight months, the Care Bears found their way into loving homes—a reminder of what's possible when we act with empathy, agility and collaboration.



Two of the Care Bear puppies begin their journey to finding a safe and loving forever home.



Strategic Pillar 2

Support and Empower Dog Owners Everywhere

Leading dog lovers along the path to becoming brilliant dog owners

We're going further to educate dog lovers across Ireland, providing them with the support, knowledge and tools to give dogs the care and love they deserve, to become the most responsible dog owners they can be.

Neutering Scheme

Our neutering voucher scheme plays a vital role in preventing unplanned litters, reducing the number of stray and unwanted dogs, and promoting long-term canine health.

In 2024, we issued over 1,400 vouchers through partnerships with Local Authority Dog Wardens, welfare organisations, and direct support to the public. By removing financial barriers, we helped owners access this essential care—reducing health risks like infections and cancer, and avoiding the cost and complexity of unwanted pregnancies.

We also responded quickly to policy change, issuing our first neutering vouchers in October for dogs affected by the XL Bully ban, with eight vouchers requested in the first month.

Veterinary Voucher Scheme

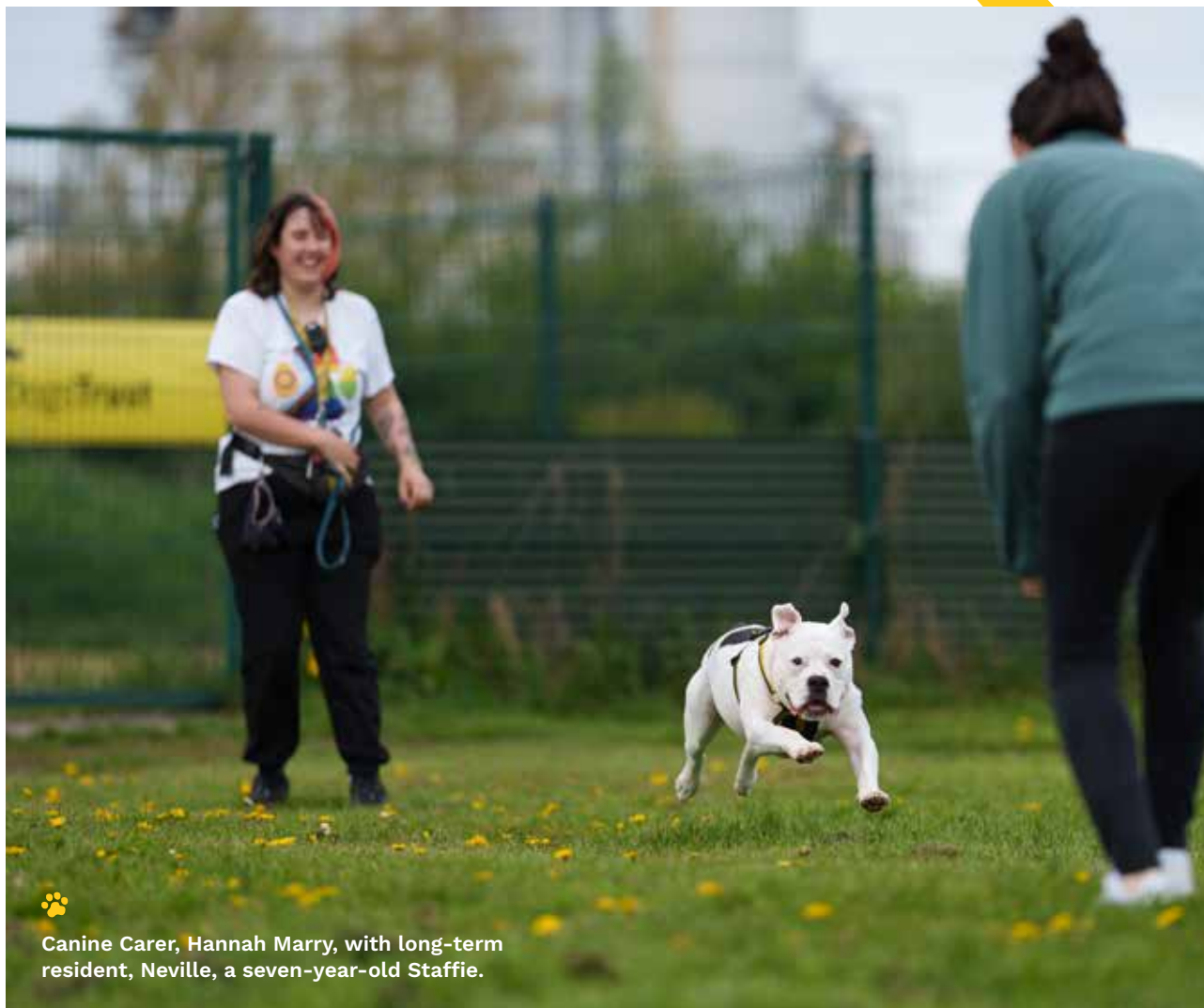
The veterinary voucher scheme, piloted with Hub Vets and Anicare, and now expanding via Focus Ireland and St. Vincent de Paul, supports dog owners in financial difficulty to access urgent care. In 2024, 15 vouchers were used for essential treatments, helping to prevent surrender and keep dogs in loving homes.

1,435

neutering vouchers issued in 2024



Vet Nurse, Zoe O'Hagan, taking care of Jack, a 12-week-old lurcher puppy who was surrendered to Dogs Trust with his two brothers at 11 weeks old.



Canine Carer, Hannah Marry, with long-term resident, Neville, a seven-year-old Staffie.

A Smarter Way to Train

Since its inception, our Dog School Training Programme has helped hundreds of dog owners, equipping them with the tools and confidence to build strong, positive relationships with their dogs through expert-led practical training.

Guided by research, and a review of our existing programme, we began to reshape our Dog School Training programme to better fit real lives.

Set to launch in 2025, our new Puppy Management Course will be the first of these improved offerings, with more to follow. The new and improved Dog School Training Programme will allow more people than ever to access high-quality, flexible training, supporting dogs of all ages, and their humans, wherever they are.

Community Workshops

Understanding the problems dog owners deal with means appreciating the challenges of a huge variety of people and different audiences. To that end, Dogs Trust Ireland participated in a variety of workshops with some inspiring community groups.

- The Doula Association of Ireland (DAI)
- Outpatients from Coolock Primary Care Centre
- Pregnancy & Baby Fair
- Wellness & Enrichment with digital information packs for expectant parents

Milestone



Training Academy Pilot



In 2024, we piloted an ambitious new initiative to close the knowledge gap in Ireland's dog care sector. Our research showed that many dog care professionals lacked access to trusted information, leaving them under-supported when helping dog owners navigate common challenges. In response, we created the Training Academy, an online education platform designed to build skills, boost confidence, and shift the focus from crisis response to prevention.

Our pilot course, Dog Training Essentials: From Care to Coaching, launched in October 2024. Delivered fully online, it offered flexible, accessible learning across five key modules, covering topics from dog behaviour to safe handling and the foundations of ethical training. The course was built to equip learners with the

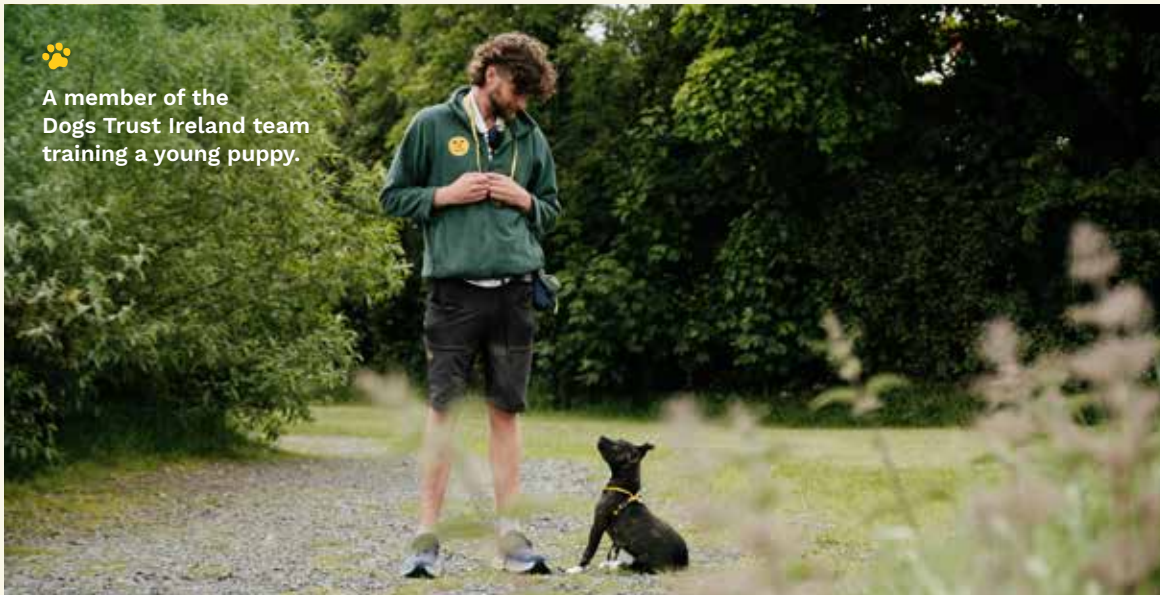
practical tools and confidence to better support dog owners in their communities.

Feedback from participants has been overwhelmingly positive, highlighting the value of blended learning—combining self-paced content with live, interactive sessions. This strong response confirms the appetite for high-quality, trusted education in the sector and sets the stage for further development. A full programme evaluation will follow in 2025 as we continue to expand our educational resources and work toward becoming a national leader in canine education.

We acknowledge the generous support of our donor, an Irish Family Foundation, in enabling us to undertake our work.



A member of the Dogs Trust Ireland team training a young puppy.



Strategic Pillar 3

Reshape a More Ethical Market

On the trail of better standards in breeding, sourcing and ownership

This leg of our journey is about positively influencing policy development to improve standards in dog welfare. By influencing decision-makers, we aim to ensure their actions are informed and ethical, shaping a brighter future for generations of dogs to come.

New Dog Control Stakeholder Group

Following on from a recommendation made by the Department of Agriculture, Food and the Marine and the Department of Rural and Community Development Working Group on the Control of Dogs, the Minister for Rural and Community Development, Heather Humphreys TD, established a Dog Control Stakeholder Group, of which Dogs Trust Ireland is a member.

In March 2024, the group held its first meeting and, at the request of Minister Humphries, examined the issue of restricting certain dog breeds in line with developments in the UK and Northern Ireland. In the lead-up to the meeting, comments by the Minister in the media revealed she was seriously considering introducing an outright ban on XL Bully-type dogs.

Dogs Trust Ireland, alongside other animal welfare organisations, urged the government to prioritise enforcement of existing legislation and address irresponsible breeding practices, publicly expressing concern about the effectiveness of a ban, and the lack of supporting data.

XL Bully Ban

The Irish government announced a ban on the import, breeding, sale and rehoming of XL Bully-type dogs, effective from October 2024. While the ban allowed for rehoming up until February 2025, and requires owners to secure a Certificate of Exemption, Dogs Trust Ireland reaffirmed its commitment to supporting dogs and their owners.

20

neutering vouchers issued to assist owners of XL Bully-type dogs

Review of Legislation

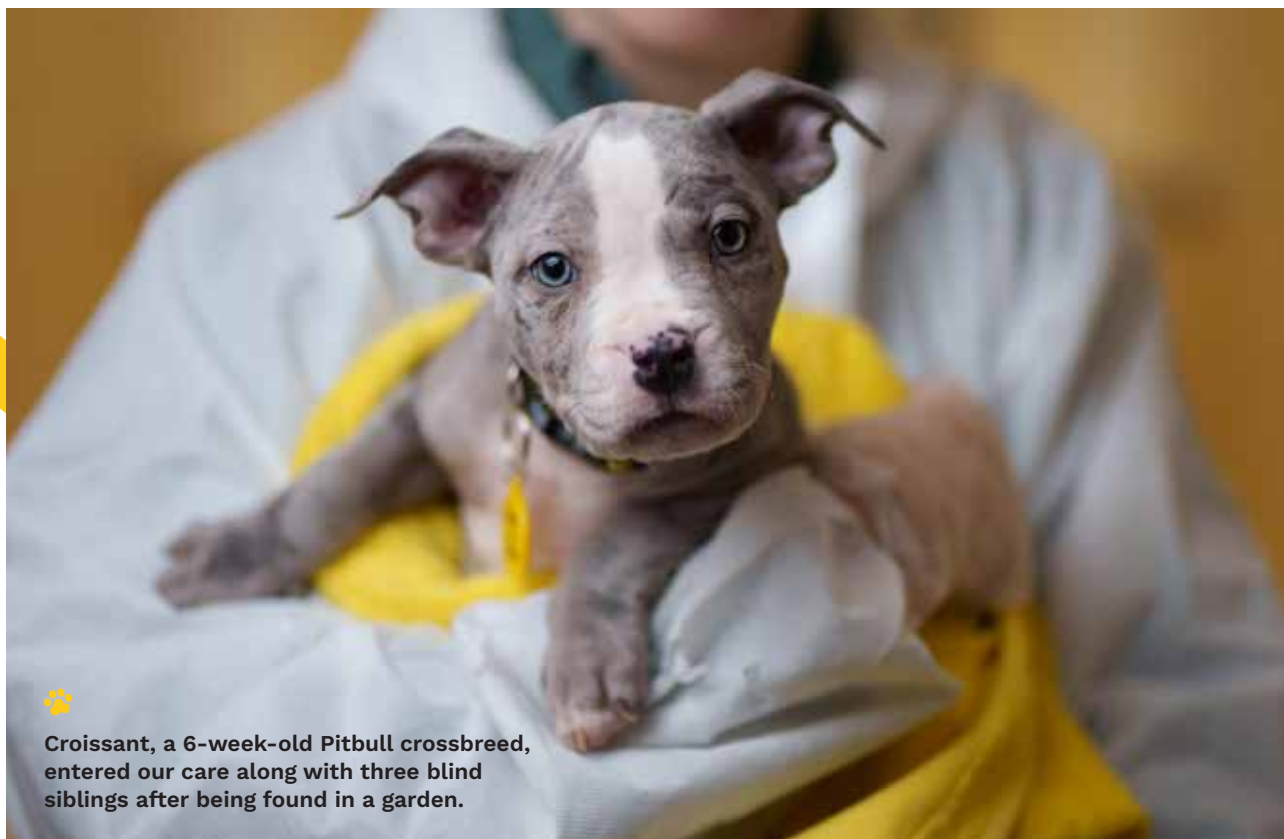
There were a number of moves to update legislation relating to dog breeding and dog control in 2024. Labour Party Senator, Annie Hoey, laid down a Commencement Matter in the Seanad requesting the Minister for Rural Affairs and Community Development to confirm when the government planned to conduct a review of the Dog Breeding Establishments Act 2010, as promised in the outgoing Programme for Government. The Minister confirmed there were plans to introduce updates to the existing legislation and proposed that amendments will be made through a Control of Dogs and Dog Breeding Establishment (Miscellaneous Provisions) Bill. The Minister also confirmed that preliminary discussions on this would form part of the remit of the Dog Control Stakeholder Group.

Fianna Fáil Senators laid down a Private Members Bill in the Seanad, entitled Control of Dogs (Miscellaneous Provisions) Bill 2024. This Bill intended to strengthen legislation in relation to the control of dogs and, thereby, reduce the number of dog attacks on livestock. It sought to amend and extend the Control of Dogs Act 1986 to provide for dog control notices, relating to the exclusion of dogs from certain premises. It also sought to amend the Control of Dogs (Dog Licensing Database)

Regulations 2019, so as to provide for the mandatory maintenance of a dog licensing database; to amend the Local Government Act 2001 to provide for public places where dogs can be off leash, and to provide for related matters. The Bill also addressed pet insurance, stating that where a person who owns a dog seeks to purchase a pet insurance policy in respect of the dog, the dog and other pets, the insurer would request proof of microchipping from the owner, before issuing the policy. The 2024 General Election was called in November and, as a result, the Bill did not get an airing in the Houses of the Oireachtas. In light of the election, the Bill effectively fell, but it may be laid down under a new Oireachtas term.

Buswells Briefing Event

Dogs Trust Ireland hosted a briefing event for all Oireachtas members in January 2024 at Buswells Hotel, close to the Houses of the Oireachtas. It was attended by almost one third of all members, with every political party represented. Five government ministers were in attendance, as well as the Junior Minister for Agriculture and a former Minister for Agriculture. Feedback was extremely positive, with a number of politicians indicating their support of Dogs Trust Ireland's strategic priorities.



Croissant, a 6-week-old Pitbull crossbreed, entered our care along with three blind siblings after being found in a garden.

Our Pawlitical Manifesto

As Ireland approached the 2024 General Election, Dogs Trust Ireland recognised a rare window of electoral change—when the public was highly tuned into political discourse and decision-makers were more responsive to public sentiment. Our response was not just a campaign, but a unified, strategic movement that could cut through the noise and create long-term, systemic impact.

Grounded in insight from our research, the first Ireland's Dog Census, findings captured the views of 26,528 dog owners and dog lovers—75% of them new to our database—giving us a clear public mandate and credibility to act. Guiding our strategy was our five-point Pawlitical Manifesto calling for:

1. A Junior Minister for Animal Welfare and Control
2. An end to cruel breeding practices
3. Full traceability of dogs
4. Stronger dog control and public safety
5. Protection for renters who want to keep dogs in their homes

Through a clear and timely public-facing ask, we set out to influence government policy and mobilise mass public support, converting awareness into action and turning advocacy into long-term relationships with our supporters.

The Greatest Gift

Dogs Trust Ireland called on the Irish government to give dogs the “Greatest Gift” for Christmas and appoint a Junior Minister with full responsibility for animal welfare and control.

Policy and legislation for the welfare, breeding, selling and supplying, control and traceability of dogs falls between multiple government departments. Having one minister and department with sole responsibility for all areas of dog welfare, including enforcing and resourcing legislation, would reduce the risk of our canine companions slipping through the cracks.

88%

of those surveyed in Ireland's Dog Census believe that a dedicated Junior Minister would provide a more coordinated response to dog welfare issues in Ireland

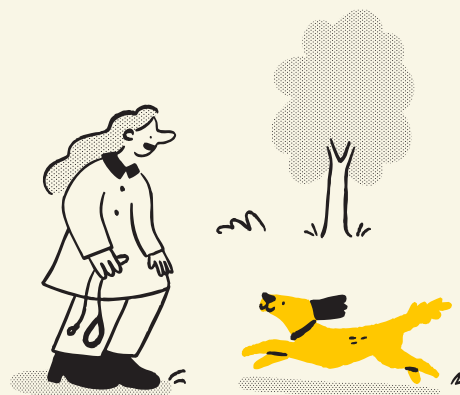


Peaches, a Bichon crossbreed, outside Leinster House in Dublin for the Greatest Gift campaign.

Milestone



Ireland Bans Remote-Controlled Shock Collars



In 2024, Ireland took a significant step forward in animal welfare with the decision to ban the use of remotely controlled electronic shock collars on dogs and cats. Minister for Agriculture, Food and the Marine, Charlie McConalogue TD, announced the forthcoming regulations following extensive consultation and advice from the Advisory Council on Companion Animal Welfare, of which Dogs Trust Ireland is a member.

These devices, designed to deter unwanted behaviours through painful shocks, have been shown to cause anxiety, stress and fear in animals. Research, including a study by the University of Bristol, has demonstrated that positive reinforcement and reward-based training methods are more effective and humane.

Under the new regulations, current users of these collars may continue their use for the lifetime of their existing dogs, provided they register the dog's microchip ID and licence number with the Department of Agriculture within three months of the regulations' introduction. Exemptions will also be made for deaf dogs.

Dogs Trust Ireland has long opposed the use of aversive training devices and welcomed this move as a progressive step, aligning Ireland with other European countries in prioritising animal welfare. This milestone underscores our commitment to promoting compassionate and effective training methods for all dogs.

“Research, including a study by the University of Bristol, has demonstrated that positive reinforcement and reward-based training methods are more effective and humane.”

Sarah Lynch, Policy, Compliance and Research Manager.



Section 3

Making Things Happen

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DISCOVER MORE

 **Milestone**
Paws for a Cause - Unleashing Female Impact
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We are on a journey to

transform compassion into positive action

Learn about the real-world differences
being made by our people.



Strategic Enabler 1

People and Culture

Finding our way with a shared culture of improvement

Our culture is shaped by the people who bring our mission to life, and we can only succeed if they feel valued and satisfied in their roles. The Dogs Trust Way is not just a list of principles and values, it is a map for personal fulfilment and professional progress.

Your Say Survey

We continue to build on the strong foundations laid in recent years by listening, learning, and improving how we work together. The Your Say survey, first introduced in 2023, gives every team member a chance to share how they feel about working at Dogs Trust—from wellbeing and development to teamwork and leadership. In 2024, an incredible 79% of our team took part, giving us a clearer picture of where we're doing well and where we need to grow.

We were proud to discover that 81% of colleagues feel they can be themselves at work, and 65% would recommend Dogs Trust as a great place to work. At the same time, some colleagues shared feelings of frustration and being overwhelmed, often linked to the emotional demands of the work and day-to-day pressures. We're committed to responding to that feedback, with actions that support our people and strengthen our culture.

Supporting Wellbeing and Resilience

Using the insights from our first Workplace Resilience and Wellbeing (WRAW) report in 2023, we introduced resilience-focused training across the organisation. These sessions helped staff develop tools to manage pressure and maintain wellbeing when faced with challenges in their individual roles. Insights from the second edition of the WRAW report, published in November 2024, showed promising signs of sustained improvement and will guide our practical strategies for 2025.

“Celebration of diversity is a cornerstone of our evolving culture. In 2024, we had our biggest Pride Month celebration ever.”

Paul Cleary, Senior Education and Community Officer, and Dogs Trust Ireland’s representative on the Diversity and Inclusion Group.



Ways of Working

Our shift to hybrid working has been shaped by staff feedback and expert support from Advanced Workplace Associates. Throughout 2024, we began implementing their recommendations to make better use of our space and support more flexible, connected ways of working, whether in the office or remote.

Embedding Inclusion

Creating a workplace where everyone feels respected, supported, and able to thrive remains one of our key priorities. In 2024, we worked with a specialist consultancy to carry out a full Diversity, Equity, Inclusion and Belonging (DEIB) audit, to build on the efforts of passionate team members who champion inclusion and our peer-led colleague networks. This audit looked at how inclusive our culture, policies, and communications really are.

A key recommendation was to establish a cross-functional DEIB working group focusing on recruitment, retention, staff development, and inclusive communication. These findings will help shape our Belong Programme, launching in 2025, as we continue creating a workplace where everyone feels valued and heard.

Looking Ahead

We know that culture doesn’t stand still. In 2025, guided by data, real-world experience, and the voices of our team, we’ll continue to deepen our focus on dignity at work, staff wellbeing, resilience, and inclusive leadership. By better supporting our teams, the better we can be there for the dogs who depend on us.

Paws for Applause

As an inspiring way to show appreciation for our colleagues, who pour their loving energy into what we do, we rolled out “Paws for Applause”.



You're Pawsome is how our people recognise each other for the work they do that makes a big difference.



The Dogs Trust Way Award recognises colleagues who are fantastic role models and live out our values.



The Outstanding Impact Award is for colleagues who have done something truly outstanding for Dogs Trust. Whether it's delivering a strategically important piece of work or being consistently, inspiringly brilliant at their job.



Service Recognition awarded for five-year and 10-year anniversaries, thanking colleagues for their commitment to Dogs Trust.



Volunteering

We value deeply the dedication and passion that volunteers at Dogs Trust Ireland bring to our mission and cause. The Volunteer Pilot Programme we launched in 2023 was designed to make it easier and more accessible for dog enthusiasts to join our team—and it has certainly worked. In 2024, our volunteers generously contributed 1,340 hours, making a massive difference to our daily operations in roles including:

- ↳ Canine Care Assistants
- ↳ Dog Training Assistants
- ↳ Garden and Maintenance Assistants
- ↳ Events Volunteers
- ↳ Work Placements

90+

volunteers generously donated their time

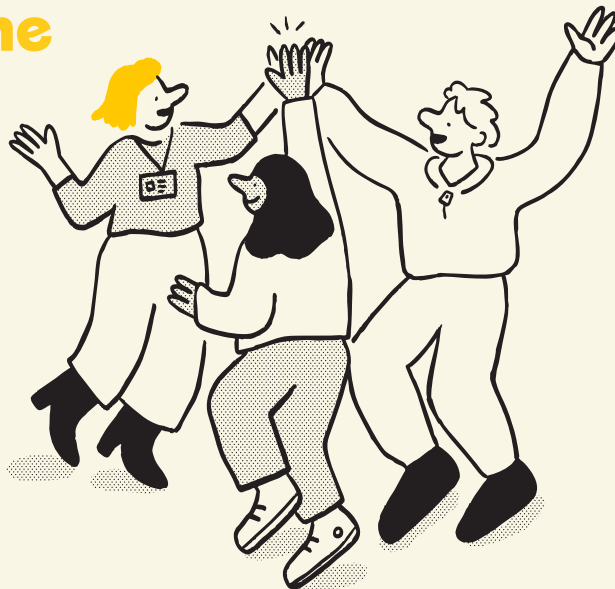


Members of the Dogs Trust Ireland team marching in Dublin Pride 2024.

Milestone



The Belong Programme



Embedding inclusion is a key priority for Dogs Trust Ireland. Wider cultural representation within our team will result in not only a more inclusive workplace, but one in which our people will feel they really fit in and can contribute more meaningfully.

In 2023, Paul Cleary, Senior Education and Community Officer, joined the Diversity and Inclusion Group (DIG) in Dogs Trust UK to begin understanding how Dogs Trust Ireland can strengthen and diversify our culture. In 2024, inspired by that collaboration, The Belong Programme was born.

“Celebration of diversity is a cornerstone of our evolving culture. In 2024, we had our biggest Pride Month celebration ever. We included volunteers, both corporate and regular, and all staff were invited,” says Paul. “I get asked sometimes why a dog charity is getting involved in Pride—which I think is fair. The reason is that there are staff members, donors, and fundraisers from that community. This is us recognising and celebrating them. The Belong Programme will celebrate cultural calendar events, such as Neurodiversity Awareness Week, to amplify voices and challenges, and provide everyone with a level playing field.”

Paul adds that it’s going to be a constant learning curve as The Belong Programme blossoms and evolves. “There will be voices we don’t necessarily think of, to begin with. But when they speak up, we will recognise them.”

“Although Pride is the most high-profile, it is just one element of the diversity and inclusion calendar. In 2025, we want to cast our net of belonging farther and wider. Our next step will be to create a guiding vision for belonging in Dogs Trust Ireland, and to examine how we can embed it into our ways of working and, in time, our recruitment strategy.”

Paul Cleary, Senior Education and Community Officer.

Strategic Enabler 2

Fundraising and Brand

Sniffing out new ways to raise much-needed funds

Like a determined dog on the scent, we’re staying focused, continuously exploring new, creative ways to capture the hearts and minds of dog lovers and generate the vital income that powers our work.

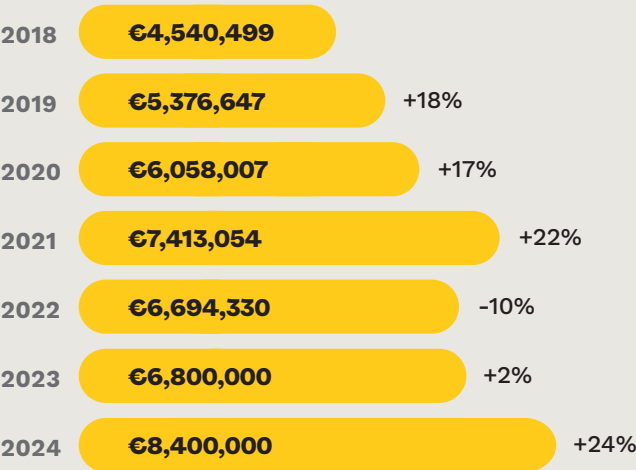
Building a Sustainable Future

Every euro raised, every story shared, and every brand interaction brings us closer to a future where all dogs can live life to the full. In 2024, we made deliberate strides to grow and future-proof our fundraising and brand, building on years of momentum.

We have been actively evolving our approach, transforming how we engage supporters, diversifying income streams, and embedding innovation and digital-first strategies to extend our reach, ensuring we can be there for every dog who needs us, and engage with people long before a crisis occurs.

Our brand is a vital part of our vision. It’s not just a logo or a campaign—it’s a promise of care, compassion, and community that earns trust and inspires action. Every act of generosity, from individuals who Sponsor a Dog to those who leave a legacy gift, fuels our ability to plan with confidence and deliver impact with heart.

Fundraising & Legacy Income 2018 - 2023



682

new regular donors following Ireland’s Dog Census

€3.9m

raised by our Sponsor a Dog supporters

Sponsor a Dog

Sponsor a Dog remains the backbone of our fundraising efforts, providing the vital, dependable support we rely on to care for every dog for as long as they need us. But it's more than a fundraising programme, it's a powerful emotional bridge between supporters and our work. In 2024, over 10,000 people became sponsors, forming lasting connections with dogs like Nala, a gentle Lurcher still waiting for her forever home since 2020.

Brand Awareness

For over 10 years, we've taken part in nfpResearch's charity sector survey, a valuable health check of public awareness and trust. In 2024, results reaffirmed our strong position: 73% of respondents trust Dogs Trust Ireland, while our Ireland's Dog Census campaign was the most recognisable in the sector.

Spontaneous awareness held steady at 5%, a strong result in a crowded space, despite reduced brand spend. Prompted awareness also remained solid at 80%. These insights will guide how we continue to reframe dog welfare as a human issue, building connection, community, and lasting support.

Key Brand Insights:

73%

trust Dogs Trust Ireland

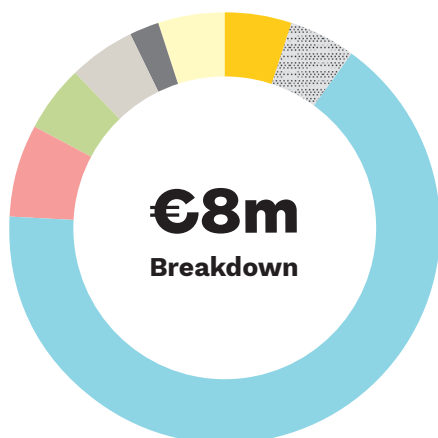
55%

would consider supporting us in the future

2024 Awards

- Social Media Awards (The Sockies) - Gold in the Instagram Charity category
- Social Media Awards (The Sockies) - Silver in the Facebook Brand category
- PRII Awards - High commendation for 'The Big Paws' in the Best Communications Campaign by a Registered Charity
- Charities Institute Ireland's Excellence Awards 'Best Supporter Experience' for iPets and 'People's Choice Award' for Dogs Trust Ireland

Fundraising and Legacy Income



Digital Fundraising	5%
Fundraising Appeals	5%
Individual Giving	66%
Legacy Gifts	7%
Other	5%
Philanthropy, Corporate, Partnerships and Trusts	5%
Retail and Events	2%
Tax-efficient Giving	5%

Our online community continues to grow:



Facebook

+3%

2022 181,220

2024 185,994



Instagram

+13%

2022 88,482

2024 100,290



TikTok

+164%

2022 4,700

2024 12,399



LinkedIn

+77%

2022 4,495

2024 7,972

Philanthropy, Corporate, Partnerships & Trusts

In 2024, our focus on strategic partnerships extended far beyond financial support. Trusted partners like MINI Ireland, PetStop, and O’Neills helped us grow our reach, engage new audiences, and champion dog welfare in creative, values-led ways. From high-profile brand activations to community events and seasonal campaigns, these collaborations demonstrated the power of aligned purpose in action.

This year also marked an important shift towards future-focused engagement, as we prepare to launch our Dog Leaders Advisory Group and develop ESG-aligned partnership models in 2025.

Digital Fundraising Strategy

2024 marked a significant step in our digital evolution. We proactively transitioned to a new system offering stronger functionality, improved supporter experience, and more meaningful data insights. A digital audit helped us sense-check and optimise key donor journeys, enabling us to refine our strategy with a focus on emotional storytelling and ease of giving.

This strategic shift delivered results. We surpassed our target of 10,000 new monthly donors, reinforcing our sustainability and positioning us for continued growth. More than a technical upgrade, this was a future-facing investment in smarter, more connected fundraising that keeps people, and the dogs they care about, at the centre of everything we do.

Retail

In 2024, our merchandise strategy evolved to deepen engagement, launch mission-aligned products, and optimise revenue. With support from ecommerce partner, ODV, we exceeded our annual retail target by 109%, driven by strong campaigns around our Wedding Favours, Online Shop, and presence at the Ploughing Championships.

“We are thrilled to team up with Dogs Trust Ireland. At PetStop, we feel very passionately that every dog deserves the opportunity to thrive and live a happy life.”

Anthony Gallagher, CEO PetStop Ireland.



Ailbhe White, Partnerships Manager at Dogs Trust Ireland, and Isobel Fox, Retail Manager at PetStop, with Shih Tzu, Bella.

Milestone



Paws for a Cause - Unleashing Female Impact



A standout moment in 2024 was Paws for a Cause, our landmark event that marked a bold step forward in how we engage with purpose-driven leadership.

Hosted by Google and supported by IMAGE Media, this invite-only gathering brought together over 100 trailblazing women from diverse sectors. Together, they explored how leadership, connection, and collective action can drive meaningful change for dogs in Ireland.

No other animal welfare charity in the country had hosted an event of this kind. It was more than a networking moment; it sparked a growing movement that recognises dog welfare not just as an emotional cause, but a social issue requiring visionary thinking, diverse voices, and sector-wide collaboration.

Building on the energy from an overwhelmingly positive response, including Google's commitment to host again in 2025, we will launch our Dog Leaders Advisory Group—a network of external experts and mission-aligned supporters who will shape our ESG priorities and co-create corporate partnerships to deliver lasting, nationwide impact for dogs and the communities who care for them.



Members of the Dogs Trust Ireland team attending the inaugural 'Paws for a Cause' event in September. From left: Karla Dunne, Group Head of Operations, Veterinary and Behaviour; Eimear Cassidy, Regional Manager; Suzie Carley, Executive Director.



Strategic Enabler 3

Infrastructure and Systems

Always on the scent of new processes

Seeking out more efficient work systems and processes will help streamline our organisation and get us to where we need to go quicker. 2024 saw us unleash our curiosity and imagination to complete one of the biggest infrastructure makeovers in recent years and set our sights on new improvement programmes.

Dogs Trust Ireland Website Rebuild

Our website is one of our most powerful tools to connect with supporters and potential adopters, reach owners seeking help and advice, and engage the public in our mission. In 2024, we embarked on a transformation project to overhaul not only the design of our website, but the technical foundations it is built on.

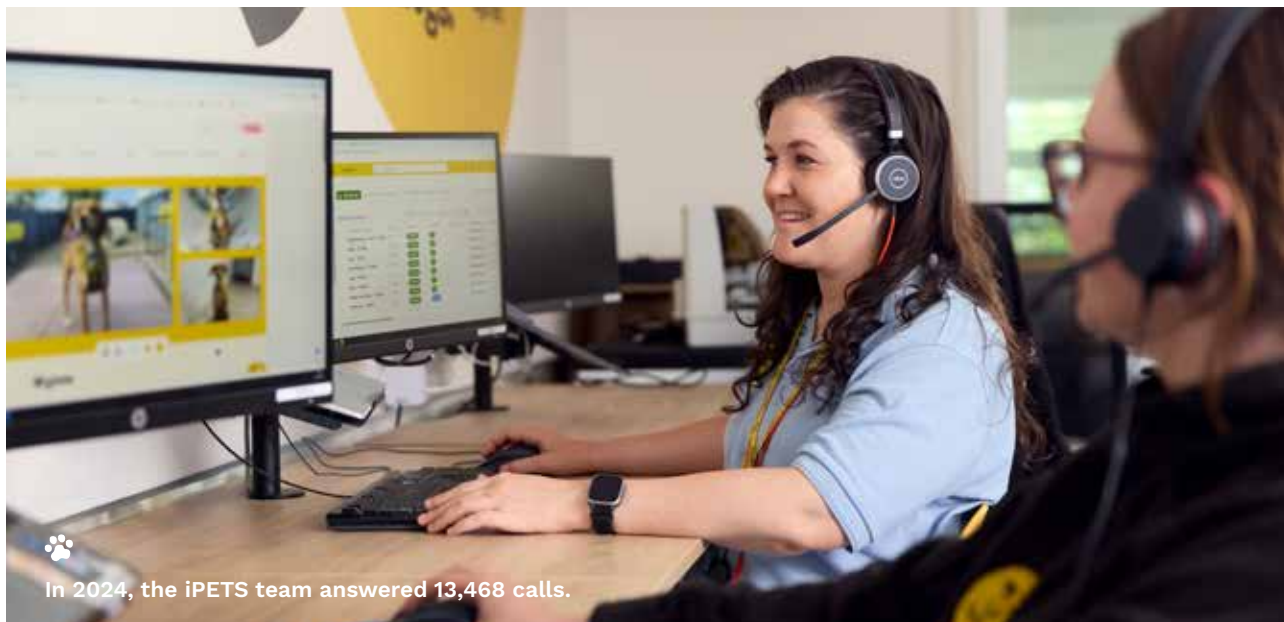
The result is a more intuitive, accessible experience for users, and a more efficient, automated system for staff, delivering stronger engagement, smarter fundraising, and a more connected future for Dogs Trust Ireland.

Focus on Objectives and Key Results

In Spring 2024, we introduced Objectives and Key Results (OKRs) as a new framework to strengthen strategic alignment across Dogs Trust Ireland. OKRs help us clarify priorities, measure progress more effectively, and stay focused on what matters most. By anchoring our work around three core objectives—impact for dogs and people, ensuring long-term sustainability, and building a thriving workplace—we're creating a culture of shared ownership, accountability, and ambition. Early adoption has already improved cross-team collaboration and focus, and OKRs will continue to shape how we plan, deliver, and reflect as we grow in 2025.

3

New Organisational Objectives and Key Results



In 2024, the iPETS team answered 13,468 calls.

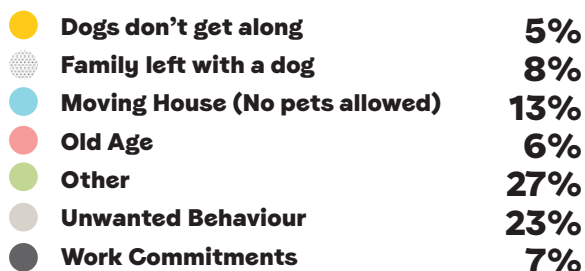
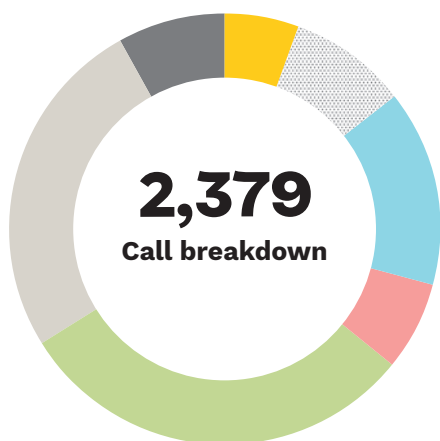
Calls to Dogs Trust Ireland



Calls to give up a dog

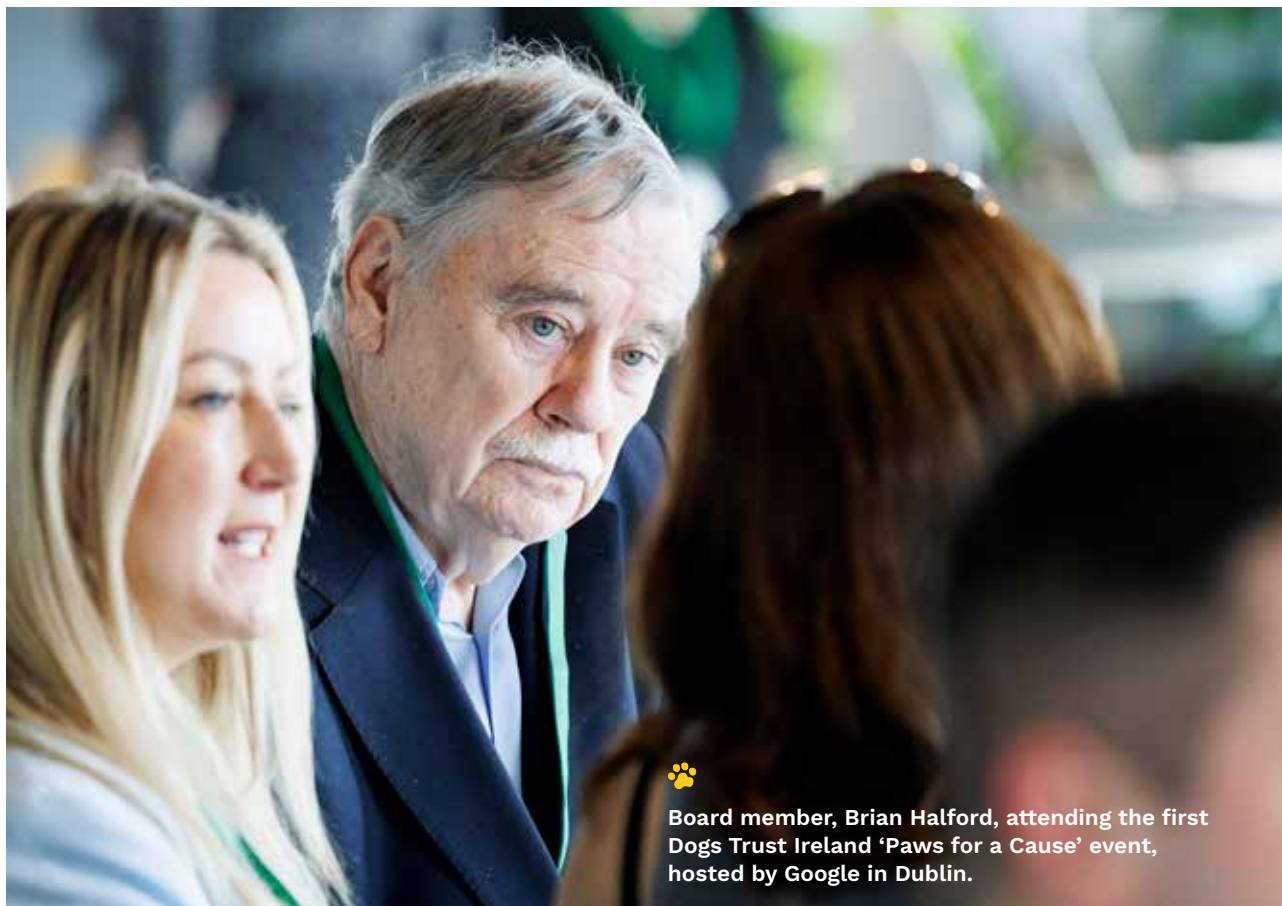


Reasons cited for giving up a dog in 2024



iPETS Performance

As part of our goal to meet the needs of both humans and dogs in the most sustainable ways, we are constantly looking at ways to improve not only our services, but the way in which we deliver them. The iPETS (Improving Postal, Electronic and Telephone Services) initiative has become a key component in achieving that goal.



Board member, Brian Halford, attending the first Dogs Trust Ireland 'Paws for a Cause' event, hosted by Google in Dublin.

Strategic Risk and Resilience

In 2024, we conducted a full review of the Dogs Trust Ireland Strategic Risk Register to evaluate the most significant threats to our mission, operations, and financial sustainability. Key risks were assessed across financial resilience, digital transformation, regulatory compliance, and organisational leadership. Each was scored for likelihood and impact, tracked for movement since 2023, and mapped against existing or updated controls.

We also clarified our risk appetite—the level of risk we're willing to accept in pursuit of our mission—and our risk tolerance, or the boundaries beyond which risks become unacceptable. This approach allows for low tolerance in areas such as dog welfare and staff safety, and moderate tolerance in areas like innovation and digital transformation, where thoughtful risk-taking can support learning and growth.

This work is guided by our vision and values. It reframes risk management not as a compliance task, but as a strategic tool for better decision-making. While no system can eliminate risk entirely, our controls are designed to provide reasonable assurance—confidence, not certainty—that major risks are being effectively managed.

Looking ahead, the Risk Register will be reviewed quarterly by the Senior Leadership Team and biannually by the Board of Directors. In 2025, this process will expand to explicitly include ESG and sustainability-related risks—such as climate adaptation, digital ethics, and stakeholder trust—embedding resilience into our long-term governance and strategy.



Milestone



Good Governance. Greater Results.



At Dogs Trust Ireland, good governance is not just a compliance requirement—it's a core commitment that underpins every aspect of how we work. In 2024, we reaffirmed our dedication to best practice by conducting a full review of our compliance with the Charities Governance Code, ensuring that our systems and structures align with the five key principles of effective governance.

This commitment was recognised nationally when we were shortlisted in the €10m+ category of both the Good Governance Awards 2024 and the Published Accounts Awards 2024 by Chartered Accountants Ireland. These shortlists reflect the strength of our reporting, the clarity of our strategic priorities, and the transparency with which we communicate performance, risk, and impact.

Feedback from the Good Governance Awards judges commended our alignment of strategic pillars with operational delivery, our structured approach to reporting outcomes, and our public commitment to the Triple Lock standard for Irish charities, encompassing transparent reporting, ethical fundraising, and strong governance.

Our growing focus on staff welfare, stakeholder engagement, and organisational culture was also recognised as a key strength.

By continually improving how we lead, report, and engage, we're creating the conditions for sustainable growth. Our governance work ensures Dogs Trust Ireland remains a trusted steward of donor support and public confidence—creating the conditions for meaningful impact, now and in the future.



Dogs Trust Ireland were finalists in the Not-for-Profit - Small/Medium category at the 2024 Published Account Awards.

Strategic Enabler 4

Insights and Innovation

Using data and insights to map the road ahead

Knowledge is key to creating a future in which dogs can thrive. Data-led insights enable us to develop innovations and tools necessary to protect and enhance the lives of both our four-legged friends and the people who cannot live without them.

ESG at Dogs Trust Ireland: Foundations for the Future

Environmental, Social, and Governance (ESG) efforts at Dogs Trust Ireland have been steadily building over the past several years. In 2024, we took meaningful steps toward shaping a more structured and strategic approach to sustainability, not as an add-on, but as a core part of how we operate and deliver impact.

The catalyst for this shift was a powerful question: How might we create a cohesive, purpose-driven ESG strategy that maximises value for funders, strengthens internal engagement, and positions Dogs Trust Ireland as a sustainability leader in the charity sector?

To answer this, we launched a cross-organisational initiative designed to assess current efforts, identify areas for improvement, and lay the groundwork for the development of a comprehensive ESG roadmap in 2025.

Warm Kennels, Cool Planet

One of the key ESG highlights in 2024 was progress on environmental sustainability at our Dublin Rehoming Centre, taking practical steps to future-proof our operations.

Through the SEAI's Support Scheme for Energy Audits, we completed a comprehensive energy assessment that identified clear opportunities to cut emissions and reduce energy costs. Acting on these findings, we secured a €33,070 Community Climate Action Fund grant from Fingal County Council and the Department of Environment, Climate and Communications.

This funding enabled us to install solar panels, develop a site-wide landscape action plan, and plant 50 native tree saplings. These improvements mark the beginning of our long-term sustainability journey. As energy costs continue to rise, we remain focused on further upgrades that will reduce our environmental footprint and make our facilities more efficient, resilient, and cost-effective for years to come.



Installed in September 2024, these solar PV panels are projected to reduce the annual operational costs of Dogs Trust Ireland by €2,500.

With lighting and heating identified as our top energy users, these upgrades could reduce our emissions by up to 60% annually and save over €49,000 per year in energy costs.

Following these recommendations, we were awarded a €33,070 Community Climate Action Fund grant through Fingal County Council and the Department of Environment, Climate and Communications to support installation solar PV panels, alongside completing a landscape action plan and planting 50 sapling trees.

What's Next

Our efforts in 2024 laid the foundation for an integrated, future-facing approach. In 2025, this project will move into its next phase, building on what we've learned to develop a fully articulated ESG strategy that aligns with our mission, strengthens funder and partner engagement, and helps Dogs Trust Ireland lead by example in the not-for-profit sector.

10,000

kWh of clean energy that new solar PV panels are projected to generate annually

2

Tonnes of carbon emissions cut by installation



The Happy Dog Project: What Makes Dogs Happy?

Launched in 2022, The Happy Dog Project is a research programme aimed at defining dog happiness in practical, evidence-based terms. Phase three of the project got underway in 2024, with researchers interviewing 1,258 owners of 1,746 dogs about the biological, emotional, cognitive, and social needs of their companions.

The study explored everything from force-free training and mental stimulation to bonding behaviours and family routines. The findings from this nationally representative sample bring us closer to developing a national index of dog happiness.

Together, The Happy Dog Project and Ireland's Dog Census offered vital insights into canine welfare and the lived experience of owners, helping us to shape better support, stronger advocacy, and a clearer roadmap for making Ireland the best place in the world to be a dog.



Mary-Jo Moloney and her dog Jessie, happy in their home in Dublin.

Milestone



Listening to Dogs and Those Who Love Them



In 2024, we launched our first Ireland's Dog Census—our flagship research initiative designed to capture the motivations, challenges, and lived experiences of dog owners and dog lovers across the country. With 25,528 responses, it offered a snapshot of where dogs come from, what owners value most, and the real barriers people face to responsible dog ownership.



The census told a clear story. Although 85% of prospective owners say they would adopt in the future, just 28% of current owners had adopted their dog from a rescue—compared with 35% who purchased from breeders.

The biggest frustrations? A lack of dog-friendly public spaces and irresponsible behaviour by other dog owners.

Other findings revealed day-to-day realities for owners: 11% reported struggling to afford food for their dogs, while 68% agreed renters should have the right to keep pets. Ireland's Dog Census also reinforced the fact that many who give up their dog do so reluctantly—often due to housing issues, time constraints, or financial pressure.

These insights are already shaping how we provide support, campaign for change, and connect with the 90% of Ireland's dog-owning public who may never reach crisis point, but still need advice, support, and community.

To fulfil our mission, we must meet people where they are. Ireland's Dog Census, alongside The Happy Dog Project, marks a step forward in connecting more meaningfully with dog owners to understand what dogs need to live happy, harmonious lives.

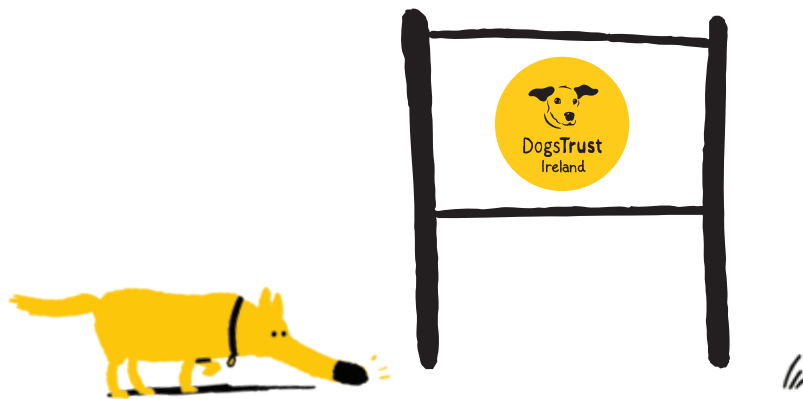


Twig, the Cocker Spaniel, helped us gather vital insights into the lives of dogs and their owners across Ireland.

Section 4

How We Are Run

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DISCOVER MORE

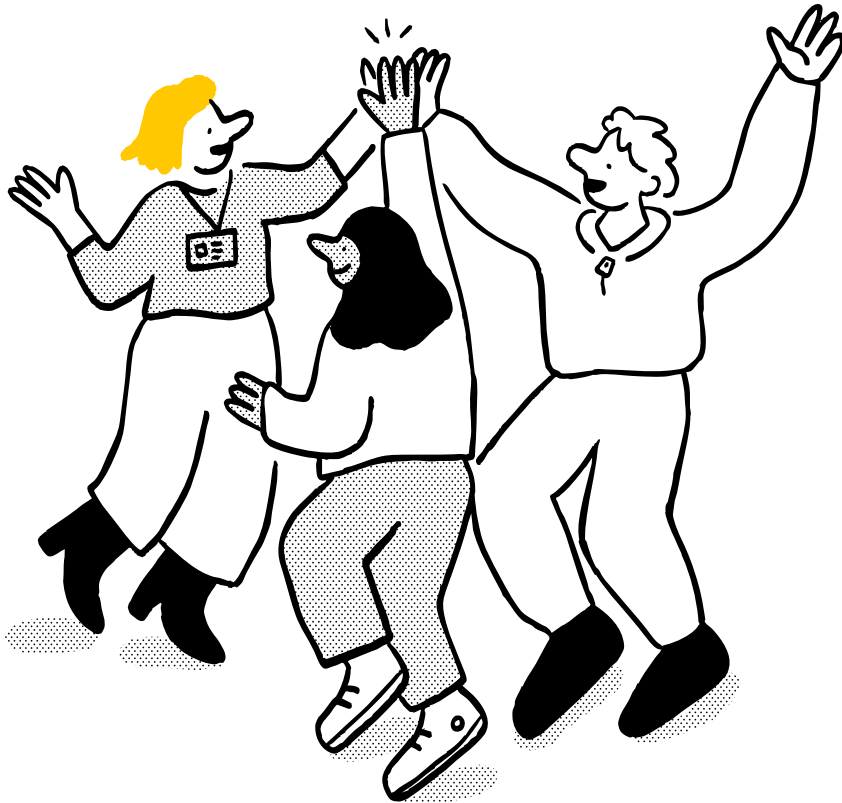


Milestone
The Belong Programme
➡ **Page 35**

We are on a journey to

lead with integrity

Explore the strong governance and diverse leadership that guide every decision we make.



Meet the Dogs Trust Ireland Executive Director and Board of Directors

Suzie Carley

**Executive Director,
Dogs Trust Ireland**

Date of Appointment:
1 December 2016

Suzie plays a pivotal role in connecting Dogs Trust Ireland with wider national efforts in animal welfare. Her leadership within government working groups positions her to champion our work, drive cross-sector collaboration, and remove systemic barriers. Her smart, inclusive approach to knowledge sharing helps unlock preventative solutions that benefit dogs, their owners, and the entire animal welfare network.

Louisa Simons

Chair, Dogs Trust Ireland

Date of Appointment:
27 July 2023

Joining Dogs Trust in 2023, Louisa is driving strategic transformation and strengthening governance across the organisation. Drawing on her leadership as CEO at the Money and Pensions Service and Innovate UK, and her earlier work at the National Trust and PwC, she is committed to building people-centred systems that improve performance, increase accountability, and enable Dogs Trust to better serve dogs, owners, and communities across Ireland.

Nicola Canavan

**Senior Director, Origination
and Market Development,
Bank of Ireland Corporate Banking**

Date of Appointment:
23 March 2015

Nicola brings over 25 years of international commercial banking expertise, helping Dogs Trust strengthen financial governance and explore new opportunities for growth and sustainability. With senior roles at Bank of Ireland and Barclays Capital, she is now Senior Director of Origination and Market Development at Bank of Ireland Corporate Banking.



We sincerely thank our long-serving Board members for their invaluable leadership and the diverse expertise they bring—from strategic insight to sector knowledge—that has been essential to our growth and resilience. Their continued commitment has provided stability during challenging times.

Siobhán O'Donnell

**Head of Public Affairs,
Fingal Chamber**

Date of Appointment:
2 July 2014

Siobhán brings decades of strategic communications leadership, honed over 37 years as Head of External Communications at daa. With expertise in stakeholder engagement, advocacy, and public affairs, she now leads Fingal Chamber's lobbying work. At Dogs Trust, she helps strengthen governance and external engagement, ensuring our mission is represented with credibility and impact across sectors.



Guy Thompson

**General Manager,
The Johnstown Estate**

Date of Appointment:
26 July 2021

Guy brings over 30 years of leadership in hospitality, with a strong belief in people as the foundation of long-term success. As General Manager of The Johnstown Estate, he applies his operational and strategic expertise to support Dogs Trust in enhancing organisational performance, developing talent, and fostering a culture that drives meaningful, lasting impact.



Brian Halford

Retired

Date of Appointment:
2 July 2014

Brian brings over 40 years of creative expertise in advertising and media. After scripting and producing for RTÉ, he founded multiple production companies and directed more than 300 TV commercials. His long-standing service on our Board informs how we engage the public, communicate with impact, and build lasting connections with dog lovers across Ireland.

Brett Llewellyn

**Executive Coach and Strategy and
Transformation Advisor, Changeosity**

Date of Appointment:
19 July 2019
(retired 12 December 2024)

Brett brought over 25 years of commercial strategy and brand development experience to Dogs Trust Ireland. A long-time supporter of our mission, he played a key role in shaping our marketing approach and supporter engagement strategy. We thank Brett for his valued contribution to the Board.

Financial Review

Income

Total income increased in 2024 to €10.63 million (2023: €10.35 million). Dogs Trust in the UK continued to support the work of Dogs Trust Ireland, and within the above figure is a grant from Dogs Trust UK of €2.05 million (2023: €3.2 million). The net effect after grant income receipts is an overall increase in income generation of €1.43 million.

Expenditure

Total expenditure increased to €10.97 million in 2024 (2023: €10.80 million), primarily in fundraising to invest in future income generation and the Charity's financial stability. All areas of charitable activity also saw uplifts in spend.

This gives a total net loss for the year of €0.34 million (2023: net loss of €0.45 million).

Balance Sheet

Net assets totalled €4.1 million at the end of 2024 (2023: €4.44 million).

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 €4.1 million at 31 December 2024 (2023: €4.44 million), of which €71,000 (2023: €38,000) was retained, to be used for education and communications, €4.42 million (2023: €4.4 million) was in the form of fixed assets and therefore not readily available to support the general purposes of the Charity.

The Charity's policy is not to hold reserves, as the parent charity has confirmed its financial support of the Charity for the period to June 2025, providing funding if required. Therefore it is not normally necessary for the Charity to hold reserves. Restricted reserves are to be used in Education and Communications.

Governance

Company Information

Dogs Trust Ireland CLG

Financial Statement for the financial year ending 31 December 2024

Directors:

Nicola Canavan
Brian Halford
Siobhan O'Donnell
Louisa Simons
Guy Thompson

Brett Llewellyn, retired 12 December 2024
Hayley Parmenter, appointed 25 March 2025

Secretary:

Glenn Kilroy, appointed as Secretary 25 March 2025
Brian Halford, resigned as Secretary 25 March 2025

Company Number:

396919

Charities Regulatory Authority Number:

20057978

Registered Office:

Dogs Trust Ireland,
Ashbourne Road,
Finglas, Dublin 11,
D11 K003.

Bankers:

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

Auditors:

BDO, Block 3, Miesian Plaza,
50-58 Baggot Street Lower,
Dublin 2, D02 Y754.

Solicitors:

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

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.

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 to June 2025 would be covered by way of a grant. Therefore, the Directors 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 responsibilities. The Directors review the finances and monitor the activities of Dogs Trust Ireland at each Board meeting.

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.

Board engagement continues to be a vital part of how we support and strengthen our mission. While the Board met formally three times in 2024, ongoing informal consultations and involvement in key activities ensured continuity of oversight and strategic guidance. Looking ahead, we are committed to a more regular schedule of four or more Board meetings annually, as part of our broader effort to enhance the Board's role and visibility as we continue to grow and evolve.

The Board of Directors is unpaid, apart from reasonable expenses required to carry out this voluntary role.

Board Members

Our Board continues to rotate in accordance with the current Dogs Trust Ireland Constitution.

Board appointments are made based on an assessment of the skills required to deliver on the 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. Directors with over 10 years of service have been re-elected within the allowed terms, ensuring we remain fully compliant.

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 the results. 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 Director 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 2024:

Name	Position	Country of Residence	Meeting Attendance 2024	Date of Appointment
Louisa Simons	Non-Executive and Chair of the Board	UK	3/3	27 July 2023
Nicola Canavan	Non-Executive	Ireland	1/3	23 March 2015
Brian Halford	Non-Executive	Ireland	3/3	2 July 2014
Brett Llewellyn	Non-Executive	UAE	3/3	19 July 2019
Siobhán O'Donnell	Non-Executive	Ireland	2/3	2 July 2014
Guy Thompson	Non-Executive	Ireland	2/3	26 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:

- A comprehensive risk register developed and enacted at departmental level and subject to top-down review by senior management
- Regular review and assessment of key risks by senior management, with regular feedback to their relevant departments, and mitigating controls in place
- A review of the organisational risk register at Board level regularly

Council Members, Officers and Management

Key Category	Summary of Risks	Management
Strategy	<ul style="list-style-type: none"> ↪ Activities become too broad, resulting in lack of clarity of 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. ↪ Resource augmentation and upskilling of staff in strategy, project and change management.
Dog Welfare	<ul style="list-style-type: none"> ↪ Number of dogs surrendered 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"> ↪ Fostering networks and private boarding kennels utilised, and collaboration established with other rehoming charities. Alternative supports developed to prevent surrender. ↪ Robust safety procedures regularly reviewed. ↪ Regular staff dog-handling training. Clinical decisions documented. ↪ Advice provided on best practice based on current scientific research, 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 to 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 decisions ultra vires. 	<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 review.

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 health and safety (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 reviewed 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. ↪ H&S 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. ↪ Work is underway with dependence on Dogs Trust UK for the development of CRM system. ↪ 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.



Cailín, proudly wearing the distinctive Dogs Trust yellow collar—a symbol of care, protection, and second chances.

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 their roles. In 2024, there were no claims made for expenses and the total of expenses reimbursed was €NIL.

Management Structure and Remuneration

The Management Board is led by our Executive Director, Suzie Carley, and includes Karla Dunne (Group Head of Operations, Veterinary and Behaviour), JoAnne O'Donovan (Group Head of Fundraising & Development), Patrick Kelly (Finance Manager—resigned 7 March 2024), Glenn Kilroy (Finance and Office Manager), Ciara Murrin (Head of Communications) and Sarah Lynch (Policy, Compliance and Research Manager). The team received total remuneration of €483,000 in 2024 (2023: €559,000), 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 Ireland Dublin Rehoming Centre, Ashbourne Road, Finglas, Dublin 11, D11 K003.

Lobby and Political Contributions

Dogs Trust Ireland made no political donations in 2024 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

Each of the persons who are Directors at the time when this Directors' Report is approved has confirmed that:

- so far as the Director is aware, there is no relevant audit information of which the Charity's auditors are unaware, and
- the Director has taken all the steps that ought to have been taken as a Director in order to be aware of any relevant audit information, and to establish that the Charity's auditors are aware of that information.

Auditors

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

Section 5

Financial Statements

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85%

**of prospective dog owners
said they would adopt from
a rescue in the future.**



DISCOVER MORE



Milestone

Listening to Dogs and Those Who Love Them

➔ Page 47

We are on a journey to

achieve our mission with transparency

**See how your support is managed and
invested for long-term, maximum impact.**



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 Company 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:



Brian Halford
Director



Louisa Simons
Director

Dogs Trust Ireland, Ashbourne Road, Finglas,
Dublin 11, D11 K003.



Independent Auditors' Report

to the Members of Dogs Trust Ireland CLG

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Dogs Trust Ireland CLG for the year ended 31 December 2024, which comprise the Statement of Financial Activities, the Balance Sheet as at 31 December 2024, the Statement of Financial Activities, the Cash Flow Statement and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is the Irish Law and FRS 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in the United Kingdom by the Financial Reporting Council, having regard to the Charities Statement of Recommended Practice.

In our opinion the accompanying financial statements:

- » give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, for the year then ended; and
- » have been properly prepared in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' having regard to the Charities Statement of Recommended Practice; 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 (ISAs) Ireland and applicable law. Our responsibilities under those standards are further described below in the auditors' responsibilities for the audit of the financial statements 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

In auditing the financial statements, we have concluded that the Directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Directors with respect to going concern are described in the relevant sections of this report.

Other Information

The Directors are responsible for the other information. The other information obtained at the date of this Auditors' Report is the Directors' Report. The other information also comprises the remaining information included in the Annual Report, other than the financial statements and our Auditors' Report thereon. The remaining other information in the Annual Report is expected to be made available to us after the date of this Auditor's Report.

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 conclusion thereon.

Our responsibility is to read the other information obtained at the date of this Auditor's Report as well as the remaining other information identified above when it becomes available 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, based on the work we have performed on the other information obtained at the date of this Auditors' Report, or based on the work we will perform on the remaining other information included in the Annual Report, we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance.

Based on the work we have performed on the other information obtained at the date of this Auditors' Report, we have nothing to report in this regard.

Independent Auditors' Report (continued)

to the Members of Dogs Trust Ireland CLG

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 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 financial statements agree 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 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 Directors and Those Charged With Governance 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.

Auditor's Responsibilities for the Audit of the Financial Statements

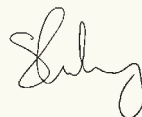
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee 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:

https://iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf. This description forms part of our Auditors' Report.

The Purpose of Our 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
Statutory Audit Firm,
Block 3, Miesian Plaza,
50-58 Baggot Street Lower,
Dublin 2, D02 Y754
Date: 26 June 2025

Statement of Financial Activities

(including income and expenditure account) for the year ended 31 December 2024

	Notes	2024 Unrestricted Funds	2024 Restricted Funds	2024 Total Funds	2023 Total Funds
		€'000	€'000	€'000	€'000
Income from:					
Raising Funds					
Donations and legacies	1	7,722	99	7,821	6,835
Other trading activities	2	142	-	142	101
Grant from Dogs Trust UK	18	2,050	-	2,050	3,200
Charitable Activities					
Adoption and neutering fees		183	-	183	200
Other Income	3	433	-	433	17
Total Income		10,530	99	10,629	10,353
Expenditure on:					
Raising Funds					
Donations and legacies	4	5,537	-	5,537	5,217
Other trading activities	4	105	-	105	243
		5,642	-	5,642	5,460
Charitable Activities					
Rehoming	4	3,759	-	3,759	3,883
Preventative work	4	341	-	341	227
Education and communications	4	1,158	66	1,224	1,233
		5,258	-	5,324	5,343
Total Expenditure	4	10,900	66	10,966	10,803
Net Expenditure		(370)	33	(337)	(450)
Net Movement In Funds		(370)	33	(337)	(450)
Reconciliation of funds:					
Total funds brought forward	14	4,404	38	4,442	4,892
Total Funds Carried Forward		4,034	71	4,105	4,442

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 70 to 77 form part of these financial statements.

These financial statements were approved by the Board on 26 June 2025 and signed on its behalf by:



Brian Halford
Director



Louisa Simons
Director

Balance Sheet

	Notes	2024	2023
		€'000	€'000
Fixed Assets			
Tangible assets	9	3,511	3,630
Intangible assets	10	906	755
Total Fixed Assets		4,417	4,385
Current Assets			
Debtors: amounts falling due within one year	11	651	481
Cash at bank and in hand	12	543	577
Total Current Assets		1,194	1,058
Current Liabilities			
Creditors: Amounts Falling Due Within One Year	13	(1,506)	(1,001)
Net Current Assets		(312)	57
Total Net Assets		4,105	4,442
The funds of the Charity:			
Unrestricted funds	14	4,034	4,404
Restricted funds	14	71	38
Total Charity Funds		4,105	4,442

The notes on pages 70 to 77 form part of these financial statements.

These financial statements were approved by the Board on 26 June 2025 and signed on its behalf by:



Brian Halford
Director



Louisa Simons
Director

Cash Flow Statement

for the year ended 31 December 2024

		2024	2023
		€'000	€'000
Net Cash Inflow/(Outflow) from Operating Activities		264	328
Cash Flows From Investing Activities			
Purchase of property, plant and equipment		(199)	(196)
Purchase of intangible assets		(99)	(52)
Increase/(Decrease) In Cash and Cash Equivalents In Reporting Period		(34)	80
Reconciliation Of Net Cash Flow			
Cash and cash equivalents at beginning of the financial year		577	497
Increase/(decrease) in cash		(34)	80
Cash and Cash Equivalents at End of The Financial Year		543	577
Reconciliation Of Net Incoming Resources To Cash Inflow/(Outflow) From Operating Activities			
		2024	2023
		€'000	€'000
Net incoming resources		(337)	(450)
Depreciation		266	665
Increase/(decrease) in debtors		(170)	79
Increase in creditors		505	34
Net Cash Provided By/(Used In) Operating Activities		264	328
Analysis Of Cash And Cash Equivalents		2024	2023
		€'000	€'000
Cash in hand, and total cash and cash equivalents		543	577
Analysis Of Net Debt	At 1 January	Cash Flows	At 31 December
	€'000	€'000	€'000
Cash	2024	577	(34)
	2023	497	80
			577

Statement of Accounting Policies

for the year ended 31 December 2024

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 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 2024 (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 based on probate having been granted before the year end and the Charity’s share of the estate has been received or notified from the executor, with no material uncertainties or disputes, and there is a reasonable estimate of the amount due.

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.

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 accrual 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 (Dublin Rehoming Centre)	15 years
Motor vehicles	4 years
Equipment	4 years



Statement of Accounting Policies

for the year ended 31 December 2024

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 realisable cost, if this is lower.

Amortisation is provided on all intangible assets available for their use over their useful 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 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 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 (€000's). 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 and Intangible Assets above.

The Dublin 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 €4,105,000 at 31 December 2024 (2023 - €4,442,000), of which €71,000 (2023: €38,000) was restricted. €3,511,000 is in the form of fixed assets along with €906,000 in the form of intangible fixed assets and is therefore not readily available to support the general purposes of the Charity. 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 September 2026, providing funding if required, and therefore is not normally necessary for the Charity to hold reserves.

Notes to the Financial Statements

for the year ended 31 December 2024

1 Donations and Legacies

	2024	2023
	€'000	€'000
Donations	7,210	6,436
Legacies	611	399
	7,821	6,835

€99,000 (2023 - €84,000) of donations are restricted. All other income is unrestricted.

In October 2023, the Charity was notified of a donation in relation to the Charity's "Training Academy" of €183,000. €84,000 of this has been recognised as income in 2023 and the Charity received the remaining €99,000 in 2024, contingent on successful completion of the "Research and Design Phase" of the "Training Academy" which was successful in 2024.

2 Other Trading Activities

	2024	2023
	€'000	€'000
Fundraising Events	44	60
Promotional Goods	98	41
	142	101

All other trading activities in 2024 and 2023 were unrestricted.

3 Other Income

	2024	2023
Other income	433	17
	433	17

No government grants were received.

All other income in 2024 and 2023 was unrestricted.

Notes to the Financial Statements (continued)

for the year ended 31 December 2024

4 Analysis of Expenditure

	Activities undertaken directly	Support Costs	2024 Total	2023 Total
	€'000	€'000	€'000	€'000
Raising Funds:				
Donations and Legacies	5,300	303	5,603	5,217
Other Fundraising Activities	99	6	105	243
	5,399	309	5,708	5,460
Charitable Activities:				€'000
Dublin Rehoming Centre	3,556	203	3,759	3,883
Preventative Work	323	18	341	227
Publicity, Education and Communications	1,095	63	1,158	1,233
	4,974	284	5,258	5,343
Total	10,373	593	10,966	10,803

€66,000 (2023 - €46,000) of education expenditure is restricted. All other expenditure is unrestricted.

The main categories of support costs are:	2024	2023
	€'000	€'000
IT	134	178
HR and Finance	226	212
Governance and Central Management	169	178
Other	64	86
	593	654
Within governance costs are the following amounts:		
	2024	2023
	€'000	€'000
Auditors' Remuneration		
For Audit	30	27
For other assurance services	-	-
For Tax and Advisory	1	20
	31	47

Notes to the Financial Statements (continued)

for the year ended 31 December 2024

5 Net Movement in Funds

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

	2024	2023
	€'000	€'000
Depreciation	266	665

6 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.

7 Staff Numbers and Emoluments

	2024 Headcount	2023 Headcount
Dublin Rehoming Centre	60	58
Fundraising, Campaigns and Communications	23	21
Education and Dog School Training Programme	9	9
Management and Administration	6	6
	98	94

Their aggregate emoluments were as follows:

	2024	2023
	€'000	€'000
Wages and Salaries	3,509	3,210
Employer's PRSI	429	350
Pension Costs	412	318
	4,350	3,878

Number of employees of the Company who earned from:

	2024	2023
	Number	Number
€70,001 to €80,000	1	3
€80,001 to €90,000	2	1
€90,001 to €100,000	1	1
€100,001 to €110,000	1	-
€110,001 to €120,000	-	-
€120,001 to €130,000	1	1
Total	6	6

Notes to the Financial Statements (continued)

for the year ended 31 December 2024

7 Staff Numbers and Emoluments (continued)

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

	2024	2023
	€'000	€'000
Wages and Salaries	420	485
Employer's Pension Contribution	63	74
	483	559

8 Taxation

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

9 Tangible Fixed Assets

	Freehold Land & Buildings	Motor Vehicles	Equipment & Fittings	Total
Cost	€'000	€'000	€'000	€'000
Balance at 1 January 2024	12,695	303	510	13,508
Additions	94	29	76	199
Reclass to Intangible Fixed Assets	-	-	(52)	(52)
Balance at 31 December 2024	12,789	332	534	13,655
Accumulated Depreciation	€'000	€'000	€'000	€'000
Balance at 1 January 2024	9,264	217	397	9,878
Depreciation charge for year	193	37	36	266
Balance at 31 December 2024	9,457	254	433	10,144
Net book value at 31 December 2024	3,332	78	101	3,511
Net book value at 31 December 2023	3,431	86	113	3,630

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

During 2024, Dogs Trust reclassified a previously recognised tangible asset to an intangible asset. The asset, previously classified as 'equipment' was reclassified due to its use being aligned more closely with an intangible nature, specifically for the CRM system utilised for data quality improvements and database development to support the Salesforce migration.

Notes to the Financial Statements (continued)

for the year ended 31 December 2024

10 Intangible Fixed Assets

Software under construction

Cost	€'000
Balance at 1 January 2024	755
Additions	99
Reclass from Tangible Fixed Assets	52
Balance at 31 December 2024	906

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

During 2024, Dogs Trust reclassified a previously recognised tangible asset to an intangible asset. The asset, previously classified as 'equipment' was reclassified due to its use being aligned more closely with an intangible nature, specifically for the CRM system utilised for data quality improvements and database development to support the Salesforce migration.

11 Debtors (amounts falling due within one year)

	2024	2023
	€'000	€'000
Prepayments and Accrued Income	336	198
VAT	310	281
Other Debtors	5	2
	651	481

12 Cash and Cash Equivalents

	2024	2023
	€'000	€'000
Cash at bank and in hand	543	577



Notes to the Financial Statements (continued)

for the year ended 31 December 2024

13 Creditors (amounts falling due within one year)

	2024	2023
	€'000	€'000
Trade Creditors	898	610
Amounts owed to parent company (see Note 18)	13	16
PAYE/PRSI	85	83
Accruals	493	292
Other Creditors	17	-
	1,506	1,001

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

	2024	2024	2024	2023
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Funds balance at 1 January	4,404	38	4,442	4,892
Net incoming/(outgoing) resources	(370)	33	(337)	(450)
Funds balance at 31 December	4,034	71	4,105	4,442

	2023	2023	2023	2022
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Funds balance at 1 January	4,892	-	4,892	6,269
Net incoming / (outgoing) resources	(488)	38	(450)	(1,377)
Funds balance at 31 December	4,404	38	4,442	4,892

Unrestricted funds are used for general purposes. Restricted funds are to be used to fund the research, design and pilot phase of the Charity's "Training Academy".

Notes to the Financial Statements (continued)

for the year ended 31 December 2024

Analysis of Net Assets Between Funds

Fund balances at 31 December 2024 are represented by:

	2024	2024	2024	2023
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Tangible Assets	4,417	-	4,417	4,385
Current Assets	1,123	71	1,194	1,058
Current Liabilities	(1,506)	-	(1,506)	(1,001)
Total net assets	4,034	71	4,105	4,442

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 each. The registered company number is 396919 and the registered office is Ashbourne Road, Finglas, Dublin 11, D11 K003.

16 Capital Commitments

The Company did not have any capital commitments at the year end (2023: €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 €2,050,000 (2023 - €3,200,000) during the year, of which none was outstanding at year end.

At the year end there was an amount of €13,000 (2023 - €16,000) 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 2025.

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 employees' pension plans. The charge for the year was €412,415 (2023 - €318,030). Employer contribution costs are attributed to the activity or function of the member of staff receiving the contribution. At year end, €NIL was due to the pension provider (2023 - €NIL).



Notes to the Financial Statements (continued)

for the year ended 31 December 2024

20 Contingent Liabilities

There were no contingent liabilities at the financial year end (2023 - €NIL).

21 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.

22 Financial Instruments

	2024	2023
	€'000	€'000
Financial assets		
Financial assets measured at amortised cost	548	579
Financial liabilities		
Financial liabilities measured at amortised cost	911	626

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

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

23 Approval of Financial Statements

The financial statements were approved and authorised for issue by the Directors on 26 June 2025.

Notes

Notes



“We were thrilled to win the 2024 People’s Choice Award—the only Charity Excellence Award chosen by the public! With 2,583 votes, Dogs Trust Ireland led by head, shoulders and paws.”

With thanks to all the 2024 Dogs Trust Ireland team for their continuing commitment and hard work.

Design: www.reddog.ie

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