

Autumn 2022



wag

For dog lovers



Welcome

back to the wonderful world of Wag! Officially the nation's favourite mag for the second year running.*



The year since our last issue has been as busy as ever. We've rehomed an incredible 8,574 dogs, helped dog owners across the UK and beyond adapt to life post-lockdown, and have given several truckloads of treats to the pooches in our care (all within their daily food allowance, of course).

But that's not all we've been up to. We've also had huge success with our Cardiff centre's first year (see page 3), continued our work with amazing organisations across the globe to improve the lives of dogs everywhere (see pages 20 and 21), and even spotted a few famous lookalikes in our midst (see 'dogglegangers' on page 9).

As ever, a massive thank you to you, our incredible supporters, who make all our life-changing work possible. We couldn't do it without you.

So, go grab a cuppa, put your feet up and get your fill of everything dog in this year's edition of Wag.

Team Wag x

*according to Pete the Chihuahua who works in our London office



Pete

In this issue:

- 🐾 A love worth waiting for — meet our long-term residents looking for love
- 🐾 Fab fosterers making a difference
- 🐾 Help protect our planet while raising dosh for our dogs
- 🐾 Worldwide woofers
- 🐾 And much, much more

On the cover:

Jake photographed by Kevin Johnson, Canine Carer and Media Coordinator at Dogs Trust Leeds



Want more Wag?

For all our latest advice, news about our work, and pupdates from our furry friends, sign up to our monthly emails at dogstrust.org.uk/sign-up or by scanning this QR code.

To use this code, point your smartphone camera here (as if you're going to take a photo) then click the button that pops up >>>>



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In order to communicate with you more effectively, and better understand your preferences and ability to support our work, we may analyse your data. We do share your information within the Dogs Trust Group; currently Dogs Trust Worldwide, Dogs Trust Ireland and Dogs Trust Promotions.

To read our full privacy policy visit dogstrust.org.uk/privacy

You can opt out of communications or change your preferences at any time by phoning 020 7837 0006 or via dogstrust.org.uk/keepintouch

Need a digital version of this magazine, or another format? Get in touch with us at wag@dogstrust.org.uk or give us a call.

Send us your pooch pics to wag@dogstrust.org.uk (high-res please!)

A dog is for life, not just for Christmas®

Changes to our Privacy Policy

We have updated our Privacy Policy to explain as fully as possible how we use your data to improve the lives of the dogs who need us. Like many other charities, Dogs Trust undertakes prospect research in order to identify those who may be willing and able to give and to engage with potential supporters. We sometimes use third parties to assist with our prospect research activities, but only where we are confident that the third party will treat your data securely. For full details, including how you can opt out, visit dogstrust.org.uk/privacy/privacy-245

Furever starts here



Eira



Jasper



Isla



Amos



Scooby



Paley



Ned

Since our last issue, we've rehomed 8,574 dogs from our centres around the UK. That's a lot of happy hounds!

In the last issue of Wag, we told you all about our exciting new rehoming centre in Cardiff.

Our fantastic new team hit the ground running, finding forever homes for more than 500 dogs in their first year.

With the centre's state-of-the-art facilities, we were also able to transform two of our kennel blocks into bespoke quarantine facilities to care for dogs from Ukraine, whose families have taken refuge in the UK.

Llongyfarchiadau to our Cardiff team for their tireless work in bringing families and fidos together. Here are just a few of the pooches who now have loving homes thanks to their hard work and your amazing support.



Sparkey



Stewie



Polly

A love worth waiting for

We find most of the dogs that come into our care a loving family within weeks. But some dogs, due to a variety of reasons, stay with us for longer. Because we never put a healthy dog down, we'll look after them for as long as it takes to find their forever home. These pooches may have more specific needs, but they have just as much love to give as the next dog.

Here are a few of our long-term dogs who, with a little patience, care, and understanding, could be your best pal for life.

Meet Jake, who first arrived at Dogs Trust Leeds in 2015 when he was just one year old.

Being the handsome chap he is, it was only a couple of months before he was adopted. In April 2019, his owner became pregnant and unfortunately had to return him to our care.

It didn't take Jake long to find another home, but he was returned to us just a month later. Sadly there had been an incident with the owner's teenage sister that had resulted in a bite. The owners, although shaken, weren't angry, and just wanted him to be rehomed to the right family.

Jake has since successfully worked through a lot of behaviour training, and we've set up some requirements for his new home to make sure everyone is safe and happy.

In the right hands, he's the sweetest and most loving boy. All his handlers adore him and are always sneaking off to his kennel for extra snuggles. They often take him off-site for longer walks, and bring as much variety to his life as they can. But he's truly at his happiest curled up on the sofa with a human friend.

"I've loved getting to know the 'real' Jake."

Kevin



Jake with Kevin

Kevin, one of Jake's canine carers says, "I've loved getting to know the 'real' Jake. Due to him being so nervous of new people, it took quite a few meets before he began to trust me. But once he understood I was a friend, he relaxed and quickly became one of my best buddies here at the centre.

Because he's one of our long-term dogs, I like being able to give him some extra time out of his kennel, or extra snuggles. I often spend my break time with him as he loves human company so much.

He may need a very specific home with very dedicated adopters, but I'm living proof that if you put in the time and effort to get to know him, he'll return the love tenfold.

Whenever I'm feeling a little down, stressed or if it's simply a miserable rainy day, I just head to Jake's kennel and within five minutes I've forgotten what was wrong in the first place!

Whoever his forever family are will be incredibly lucky to have such a loving and loyal dog in their lives. I'd love Jake to finally find his forever home, but in the meantime I'll keep doing everything I can to give him all the love he needs, a few sneaky extra treats and loads of kennel snuggles!"

"He really is just adorable and deserves to get his chance in the right forever home."

Amy

Amy, one of Jake's trusted carers added, "I've been working with Jake since he first arrived, and we bonded immediately. Being a true Lurcher lover, I'm very understanding of their nature so I knew I needed to take things slowly in the beginning. Once he was used to kennel life, we could start working on some of his training needs.

Sadly, he's very reactive to other dogs if they're close and this is unlikely to change, so we work around this by walking him in quieter areas. This works brilliantly and we often head off-site to local woodlands for some extra adventures.

He's quite a smart dog too and when he's in the mood will quickly pick up new training tricks. He's such a foodie that doing more training with him would be super easy, and is a great way to build the relationship with him.

I must say that my favourite thing about Jake is his snuggles. He's so loving and just wants to be near you all the time, so settling down in his kennel for a good snuggle is just the best! I've lost count of the number times he's fallen asleep sprawled across me!

He really is just adorable and deserves to get his chance in the right forever home."

It takes a lot to look after a dog like Jake, but thanks to kind supporters like you, we can be there for him however long it takes. Turn to the back page to find out how you can help us continue our vital work.



Jake with Amy

Jake with Kevin



A love worth waiting for

Say 'allo to Alfie, the 11-year-old Jack Russell Terrier.

Alfie came into the care of our West Calder centre in February 2019, after his owners had a baby and sadly, he wasn't coping.

Alfie is an independent lad who's looking for a family who respects his need for his own space. He's also wary of other dogs and fast-moving hands so will need to be the only dog in a quiet home.

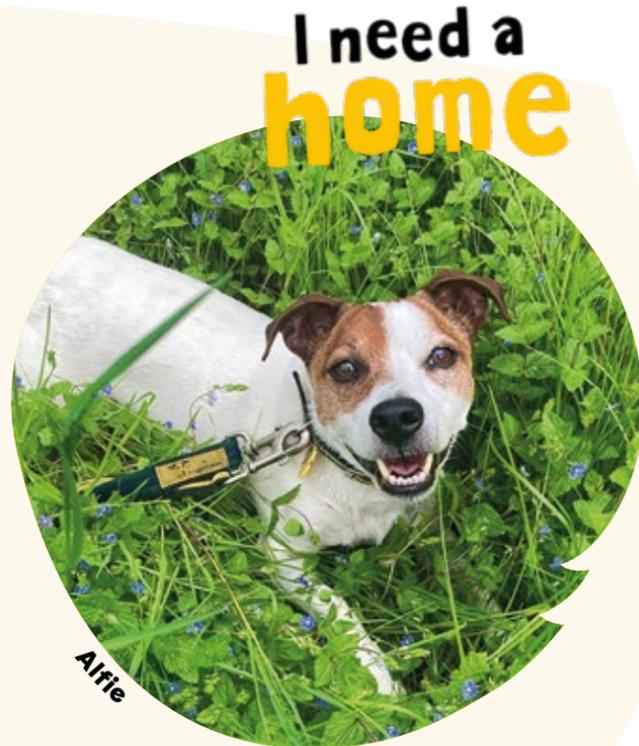
Whilst in our care, our dedicated staff have worked with Alfie on his issues, and he's made some real progress.

Given the love, care, and patience he needs, this old boy could be your best friend for life.

Miranda, Assistant Manager of Operations at our West Calder centre, says, "Alfie's a super sweet boy who has a lust for life. He loves a lazy lie-in, but also loves his walks. He's very adventurous and loves sniffing, rolling, and wiggling on his back in the long grass which always makes us smile.

Once Alfie decides that you're a friend, he won't forget you and loves a snuggle on the sofa.

Alfie would love his own little garden to potter around in, a comfy sofa to share with you, his own cosy cave bed for bedtime, and most importantly, a never-ending biscuit tin!"



Alfie

I need a home

Check out Cheeka, the gorgeous, grinning good girl who can't wait to meet you.

Cheeka has been in the care of our Leeds rehoming centre since June 2021 when her owner sadly passed away.

This gal might be shy at first, but if you put in the effort to become her friend, she's loyal to the core. Cheeka has a skin condition that requires medication, which also means she's not too keen on much physical fuss. This won't stop her snuggling up to you on the sofa when she gets to know you though.

Initially, Cheeka was extremely stressed by loud noises, vehicles, and even just being walked on a lead. But now, thanks to the hard work of our Leeds staff, she's come on leaps and bounds and is ready for her forever home.

James, Assistant Training and Behaviour Advisor at our Leeds centre, says, "Considering all she's been through, Cheeka has handled it all incredibly well and we're very proud of how far she's come. I have no doubt that with patient and understanding adopters, she'll settle into her new life and make the perfect companion. She just needs someone to give her that chance."

"She just needs someone to give her that chance."

James



Cheeka

Joey's journey to joy

Joey was found as a stray and brought into our West Calder rehoming centre in October 2019. This poor little lad didn't like to be handled and was wary of strangers and unfamiliar dogs, quickly becoming defensive if he felt threatened. But our dedicated carers put in the work to build Joey's trust and show him that he could be pals with humans.

Joey needed a quiet, calm home with owners who understood his need for his own space, and who were willing to work through his issues with him. Luckily, in May 2021, we found his forever home.

His new family say, "Over time, he's learned to relax and enjoy his new life, gaining trust in us and realising he doesn't need to be Mr Grumpy anymore! He brings so much joy to our lives with all his antics over squeaky balls, and he loves his cheese treats at bedtime. We are thrilled to see him blossom from the wary little chap he used to be to the confident, happy, and hilarious dog he is now. We're delighted he's come into our lives and couldn't imagine life without him."

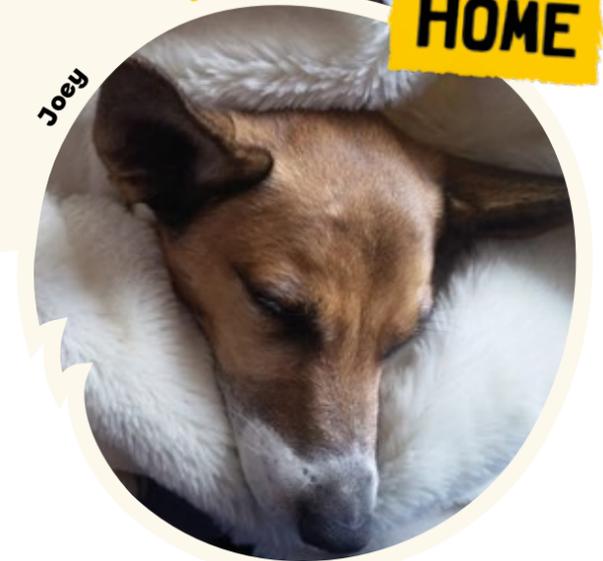
Joey is living proof that given the right space, patience, and love, all dogs can live happy, fulfilling lives full of joy.

If you're thinking about adopting, please consider a long-term dog. They have so much love to give, and if you can open your heart and home to them, all that love can be yours.

To find out more about the dogs featured here and to meet more pooches looking for loving homes, visit dogstrust.org.uk/love



forever HOME



Joey



A helping paw from the players of People's Postcode Lottery

Our long-term care and rehabilitation of dogs like these is possible thanks to the players of People's Postcode Lottery. Their spectacular continued support, raising over £16 million since the partnership began in 2013, helps fund our incredible team of canine carers who show our dogs the love and care they deserve while they wait to find their forever homes.

Naughty* and nice dog of the issue



Naughty Oscar



Nice Louise

The **naughty*** dog of this issue is Oscar, who, as you can probably guess, absolutely loves a good roll around in the mud. Getting muddy is great fun, until he realises it's bath time again when he gets back to the rehoming centre.

Our **nice** dog of the issue is Louise, who, after putting in a lot of work with her carers, is smashing her loose lead training out of the park. She loves the extra freedom and all the fuss when she comes back to her carer.

At the time of writing, both of these perfect pups are available for adoption from our Leeds rehoming centre. So, if you fancy a well-behaved stroll or an adventure in the mud, head over to dogstrust.org.uk/rehoming and select 'Leeds' to find out if you'd make a good match today.

And remember, any 'naughty' behaviours your dog shows are simply your dog doing whatever they've learnt works out best for them. If there are any behaviours that you'd like to change, you can teach your dog what you'd like them to do with reward-based training (check out our website for tips on how to do this). You can also get expert training and behaviour advice by bringing your pal to one of our Dog School classes. Find your nearest Dog School at dogstrust.org.uk/dogschool

*all dogs are good dogs



Treats and toys galore, thanks to Pets at Home VIP members



We want to say a huge thank you to Pets at Home's VIP members who've chosen their local Dogs Trust as their Lifelines charity. By choosing us, they earn vouchers for us every time they shop, which we can spend on terrific toys to keep our dogs entertained and learning valuable skills. Visit dogstrust.org.uk/petsathome to sign up to the Pets at Home VIP club and support us as you shop.



Winter Raffle

Our winter raffle is officially open and packed with some big prizes!

There's a wag-tastic grand prize of **£7,500** up for grabs, and it could be yours!

When you play our raffle, you'll not only be in with a chance of winning big, but you'll also be helping us provide a warm and safe place for dogs like Ted during a tough winter.



Ted the Terrier's life was turned upside down when his owners fell victim to the financial struggles we're all facing this winter. Ted's family could no longer stay in their home and, heartbreakingly, could no longer look after him.

When he arrived in our care, Ted was understandably confused and upset. Thanks to the support of dog-lovers like you, we were able to be there for Ted when he needed us most and give him the helping paw he needed.

By playing our raffle for just **£1** a ticket, you're providing a vital lifeline for dogs like Ted, not to mention you could win an absolutely barking **£7,500!**

How do I play?

Cash prizes and more!

Visit dogstrust.org.uk/raffle or call our raffle ticket hotline on 020 7833 7672 now to be in with a chance of winning one of seven cash prizes.

You could also win a bottle of champagne or a £100 M&S voucher — what a treat!

£1 per ticket

Win up to £7,500

Play our raffle today and start making a real difference to the lives of dogs across the nation.

Thanks, and good luck!

NB: Tickets may not be sold by or to any person under the age of 16 and the raffle is only open to residents of Great Britain.



Dogglegangers

It's that magical part of Wag where we ask you to suspend your disbelief and try to spot who's who in another instalment of 'dogglegangers'.

Apollo / Stitch

Apollo has us in stitches with his Stitch impression. Do you have space in your heart and home to welcome him into your ohana?

So, take your glasses off, dim the lights and place this page at least three metres away to get the full effect of these incredible lookalikes.



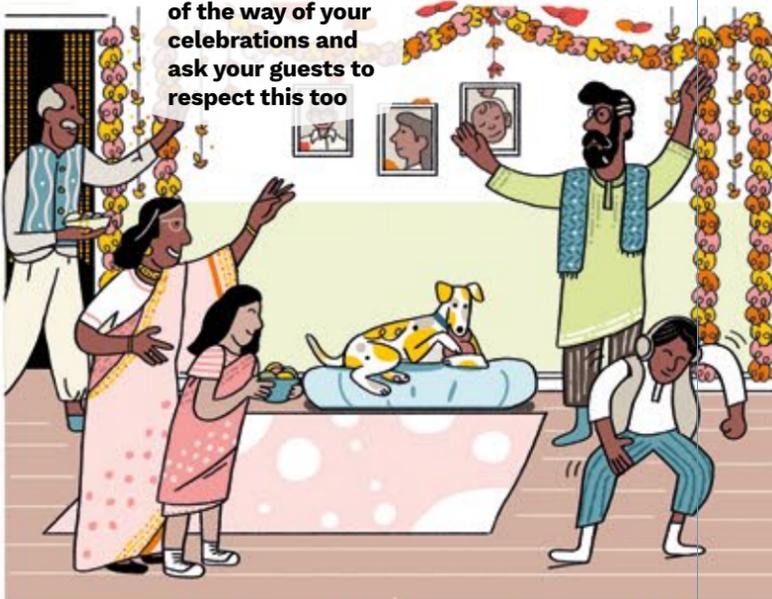
Tommy / The Phantom of the Opera

Tommy was the phantom of our Loughborough rehoming centre until his one true love peeked behind his mask and let this handsome pup into their heart.



Make sure your dog has their own quiet space to retreat to and let them hide away if they want

Keep human treats out of sight, reach and smell



Give your dog the choice to stay out of the way of your celebrations and ask your guests to respect this too



Walk your dog well before any fireworks start

Give your dog an indoor game or treat to enjoy when there are fireworks outside



Always actively supervise kids and dogs together

Putting dogs in costumes can be dangerous — they could be worried, get hurt or overheat

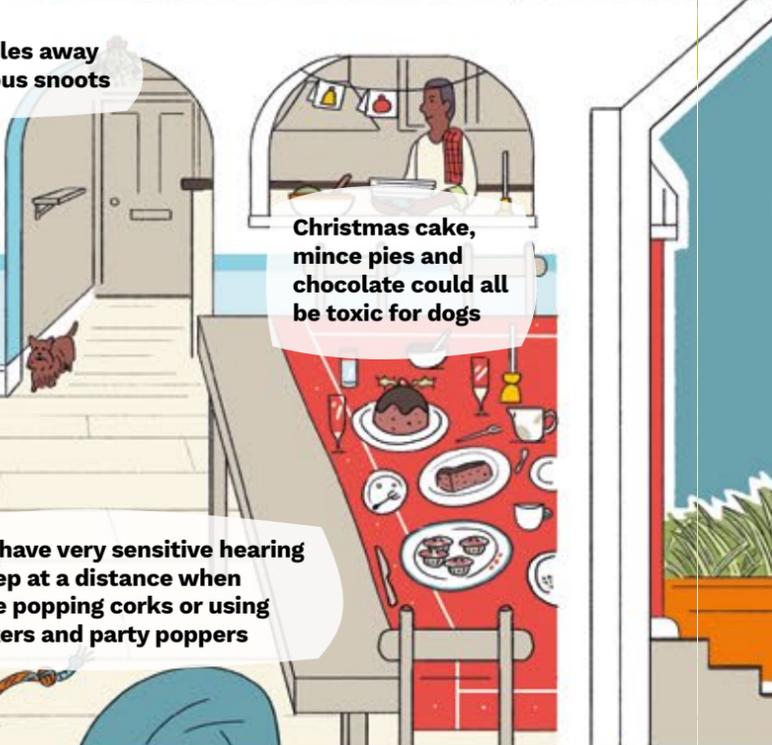


Check on your dog regularly and comfort them if they seek reassurance



Watch out for holly berries and mistletoe, they could make your dog sick

Keep candles away from curious snouts



Christmas cake, mince pies and chocolate could all be toxic for dogs



Wipe paws, legs and tummy after walks — grit and dampness can irritate skin

If the weather stops you going out, play indoor games instead

Dogs have very sensitive hearing — keep at a distance when you're popping corks or using crackers and party poppers

Keep your dog safe and happy during celebrations

At this time of year, there's so much to celebrate, from Diwali and Christmas, to Kwanzaa and Chinese New Year.

Celebrations can mean large gatherings of friends and family, lots of food and drink, and many other noises and smells that may be exciting, or even worrying, for your pooch. When you're celebrating, there are lots of ways that you can keep your dog happy and comfortable. Here are some things to keep in mind to help your dog navigate life during the hubbub.

Learning about different celebrations will help you keep your pup safe and happy, while understanding and appreciating different cultures. It provides an opportunity to connect with others, share traditions and learn. It may even present a few more opportunities for you to celebrate and join the festivities!

For more advice on looking after your four-legged friend throughout the year, visit [dogtrust.org.uk/lifewithyourdog](https://www.dogtrust.org.uk/lifewithyourdog)



Keep your dog visible in the dark with a flashing collar or high-vis jacket

Fostering Love



Home From Home Coordinator Annabel with foster carer Kat and her dogs Archie and Raffy

As soon as a dog comes into our care, we set to work finding their perfect home. For some dogs this means getting specialist support in our centres; for others it means going to stay at a temporary foster home. Our fabulous foster carers are a huge part of a dog's journey, helping us to keep pooches happy and healthy until we find their forever home.

A foster home can benefit dogs of all shapes and sizes, from puppies who need help preparing for the big wide world to elderly pooches who need somewhere super comfy to rest and relax. Foster homes also ensure that we can help even more dogs in times of crisis. As the cost of living rises, more dogs need our help, and foster homes are more vital than ever. For every dog taken into a foster home, we'll have a free kennel for the next dog who has nowhere else to go.

Fostering isn't just a lifeline for our furry friends, it has brilliant benefits for the foster carers too. They gain canine company, a waggy-tailed reason to get out for walks, and the knowledge that they're helping a pooch get back on their paws. But don't just take our word for it. We spoke to three fosterers from Cumbria to find out why they opened their homes to dogs in need.

Kat

Kat lives on a small rural farm and has fostered 14 dogs so far. "We're got a slightly unusual set up here. We have two adjoining properties, three dogs of our own, and five cats." Most foster homes in our network don't have any other pets, but Kat's place can be perfect for some pooches to gain confidence while they wait for their forever home.



Kat with her own cat Smokey and dog Archie



Fostering has given Kat a chance to get to know all sorts of dogs. "People tend to stick with the breeds they know, and with fostering that's just not what happens. You don't know who's coming through the door. If you're prepared to be open minded, you get to experience a whole new breed of dog that perhaps you've never even considered before."

One of Kat's favourite things about fostering has been seeing the dogs grow in confidence. "We had this tiny Yorkshire terrier who was so timid. But after ten days with us, she was out chasing the ball, and playing with our dogs. It was such a huge transformation in such a short space of time with no investment other than love."

"If you're even thinking about it, pick up the phone and have a conversation about becoming a foster carer for Dogs Trust," says Kat. "It's an organisation that really, genuinely puts the animals first. And the support system is amazing, someone always answers the phone. All they're really asking from you as a foster carer is time and love."

Ann

Ann recently got a job working from home full time, and decided it was the perfect time to start fostering. "I'm really lucky that my manager is a dog lover, so I can make appointments around the dogs," she tells us. "Being a foster carer can suit what's convenient for you. The Dogs Trust team are very flexible around your life. If you go on holiday, as long as you let them know in advance, they can work around that."

It's offered Ann a new daily social activity too, and a chance to get to know neighbours she'd never really talked to before. "It's a dog loving community. Everybody wants to know the dogs' stories. It's really nice."

When we met Ann, she was preparing to foster a pair of Labradors next. "Dogs Trust provide everything: the food, bedding, the crate, leads, anything. And I just take the dogs as they come. They may be a bit reserved, but everybody's reserved in a new environment. You've just got to look at them as individuals and then take each day as it comes. They all have quirks; they've all got characters and a bit of history. Just give them time and a bit of patience and love."

Polly

When Polly relocated to Cumbria, she was keen to find a volunteering opportunity in the area, and was thrilled to discover our fostering scheme. "I was just so excited. I jumped on it. I wish I'd known about it sooner, I'd have done it years ago."

For Polly, fostering is perfect practise for having her own dog one day, without making a long-term commitment right away. "I had dogs growing up, but my partner has never had a dog before. So, it's good because it doesn't put him in the deep end. He can get acclimatised."

"Every dog I've had has ended up with a nickname and they've all stolen my partner's heart as well," Polly says. One of their foster dogs has even played a part in a milestone of their relationship. "Dana, the Beagle that I fostered, was out on a walk in Scotland with us one day when I got proposed to. So that was really, really special."

"If you've got the time, the space, the love, do it. Sign up, don't wait."

Polly

Ann and Darcy



Even though it's hard to say goodbye to the dogs she fosters, Polly knows her time with them makes a huge difference to their lives.

"It's not just putting a roof over their head for a fortnight and feeding them. You're their lifeline at that point in time and everything you're doing is giving them the opportunity to have more success when they leave you. You're seeing the character that's coming out in them, what are their preferences, what's their behaviour like? I try to feed back anything that I see, because it just might help that dog on their way."



Foster dog Lola relaxing at Polly's house

Want to make a difference for dogs? Here's now fostering works:

- We carefully match foster dogs and carers to each other.
- All the dog's costs are covered, and we provide food, beds, toys and more.
- Our Home from Home Coordinators support foster carers every step of the way.
- A dog may need fostering for as little as a few days, or up to several weeks.
- Foster carers play a vital role in rehoming as everything they tell us about a dog helps us find them the best possible home.

If you could offer a dog in need a temporary home, and help us be there for even more dogs, visit dogstrust.org.uk/foster to apply.

We couldn't do it without you

Fundraising tales

Top of the pups

Leah-Mai Rimmington is just 13 years old and has already completed the challenge of a lifetime by trekking 82 miles to Mount Everest Base Camp. She has raised an incredible £2,025 for us. Thank you so much, Leah!



Run for Rover

We've got places available on some exciting running events in 2023, find out more at dogstrust.org.uk/running

- London Landmarks Half Marathon Sunday 2 April 2023
- London Marathon Sunday 23 April 2023
- Great North Run September 2023



Puppy power

Our groundbreaking study, Generation Pup, is helping build a picture of a whole generation of dogs. The project tracks puppies under 16 weeks of age through to adulthood, to learn how their early experiences affect them later in life. This year we've signed up our 6,000th pup and we're still recruiting puppies of all breeds in the UK and Republic of Ireland. To find out more and sign up your pup, go to generationpup.ac.uk



A tribute on two wheels

After losing his 12-year-old Labrador, Eddy, Lee Nicolaou decided to commemorate his companion and raise money for us by travelling from Land's End to John O'Groats on his kick scooter. Lee covered 965 miles in 15.5 days and smashed his £1,000 fundraising target. His amazing efforts will ensure more dogs can live a life filled with love, just like Eddy did.



Virtual victories



From walking to planking, and swimming to cycling, we've had nearly **10,000** people take part in our virtual challenges this year. And an incredible **£183,490** has been raised for all the dogs in our care.

We can't thank you enough!

Follow us on social media [@dogstrust](https://twitter.com/dogstrust) for updates about our next virtual challenge.

Feeling inspired to fundraise with Dogs Trust? Get in touch with us at fundraisewithus@dogstrust.org.uk

Help us spread hope

Every Christmas, we send special parcels to people experiencing homelessness and their dogs, to bring them some much-needed festive cheer. Last year we worked alongside 214 homelessness services to send out 1,630 parcels. Thanks to your generous donations, those parcels were full of toys, treats, warm winter dog coats and other essentials, to keep dogs safe and happy through the winter months. With your help we can send even more parcels this year. To send a present to a pooch in need, just go to dogstrust.org.uk/spreadhope and choose an item from our wishlist.



A gift in your Will would give dogs like Bill a brighter future

Leaving a gift to us in your Will is one of the most incredible ways you can support our vital work and help change the lives of thousands of dogs every year. Gifts in Wills account for around a third of our total income. We simply couldn't provide our life-saving services without them — like opening our brand-new rehoming centre in Cardiff in 2021, which is now helping hundreds of dogs find new homes.

Bill is just one dog whose life has been changed for the better thanks to our new rehoming centre. When Bill first arrived at Dogs Trust Cardiff, he was a whopping 115 pounds. Being an older boy with hip and other joint issues, our veterinary team were quite concerned, so quickly started him on a safe weight loss program. Thanks to our expert staff and state-of-the-art hydrotherapy facilities, Bill could get the exercise he needed without putting strain on his joints.

Within a month, Bill was well on his way to a healthier weight and the Cardiff team were able to find him the perfect new home. He's still visiting us for monthly hydrotherapy sessions — and his new owners say he gets very excited in the car on the way! Since he first came to us, he's lost more than 20 pounds and is still going strong.

Bill is just one of the 14,000 dogs each year whose lives are turned around at one of our rehoming centres across the UK. With a gift in your Will, you can help us continue to change the lives of many more dogs, long into the future.

To find out more about leaving a gift in your Will to Dogs Trust, complete the adjacent form or email us at legacyinfo@dogstrust.org.uk

Dogs Trust Cardiff gave Bill a new lease of life and a new family too, all thanks to gifts in Wills



To request your free guide to gifts in Wills, please complete this form and send it to **FREEPOST DOGSTRUSTL** (no stamp required)

Title	Name
Address	
Postcode	
335242	

From time to time we would like to send you exciting updates about our work, products, services and how you can support us, including fundraising activities and research by post. If you'd rather not receive these mailings, please tick here

In order to communicate with you more effectively, better understand your preferences and ability to support our work, we may analyse your data. We do share your information within the Dogs Trust Group; currently Dogs Trust Worldwide, Dogs Trust Ireland and Dogs Trust Promotions. To read our full privacy policy visit dogstrust.org.uk/privacy.



A dog is for life® dogstrust.org.uk



Registered charity numbers: 227523 & SC037843

Feature



Check out these wag-tastic offers from some of our partners, which all benefit the wonderful woofers in our care. What's not to love?

Did you know it's a legal requirement that your dog wears a collar and up-to-date tag in any public space? To treat your pooch to a personalised Dogs Trust tag, go to dogstrust.org.uk/collarandtag >



With a Craft Gin Club membership, you'll get delicious drinks delivered through your door, and we'll receive £20 for every new sign up to the special Dogs Trust bundle. Go to dogstrust.org.uk/craftginclub <



Get your paws on Lily's Kitchen's Christmas dog range, which includes an advent calendar and a tasty treat tin, and we'll receive a donation for every order. Go to dogstrust.org.uk/lilyskitchen <



Get your paws on any bottle of Leaps & Bounds wine with a special Dogs Trust sticker and we'll receive a £1 donation. Available at selected Sainsbury's stores nationwide. <

Looking for a pawfect staycation for the whole family? Dogs Trust Holidays has a variety of beautiful properties dotted around the UK, where dogs stay for free! Whether you're after a quaint countryside retreat or a coastal adventure, there's something for you. Visit dogstrutholidays.co.uk to find your next dog-friendly holiday, and we'll receive a 10% donation for every holiday booked. <



Feature

< **Pawsome Odd Socks**
Size UK 4-8. £14.49



Dog & Floral Pattern Mug
Brightly coloured porcelain mug. Microwave and dishwasher safe. £6.99 >



Scruff and the Robin
Pack of 10 Christmas cards with envelopes, printed in the UK. £4.99 >



'Tis the season for shopping. And what better place to do it than dogstrustgifts.com, where every purchase helps towards the care of stray and abandoned dogs. Our Christmas catalogue is bursting with gift ideas for dogs and dog lovers alike — here are some of our favourites.

Dachshund Dog Toy
A cuddly companion for your dog with a hidden squeaker. £6.99 >



Wag

Loves



Dogs Trust Calendar 2023
A4 month-to-view calendar featuring heart-warming real-life stories of dogs from our rehoming centres around the UK. £5.99 <



Send a gift to your sponsor dog

Choose a bed, blanket or toy from our catalogue at dogstrustgifts.com during November and we'll arrange for Santa Paws to deliver it directly to your sponsor dog at their centre.

Feature

Dog-friendly car travel



We're on a not-so-mini mission with MINI UK to help the nation's dogs master the art of travelling safely. Follow these tips to make travelling with your furry pal a smooth cruise.

- **Safety first.** The Highway Code says dogs must be restrained so they can't distract the driver or risk injuring anyone or themselves if the vehicle stops suddenly. They should be secured in the boot with a guard, or on the back seat with a fitted harness and secure seat belt attachment.
- **Take it slow.** Your dog will need to learn to feel comfortable with the sound and movement of the car, so introduce them to it gradually. Start with short, slow, gentle journeys that will allow your dog to get comfy with car travel in a positive way.
- **Make it a safe space.** Bring a familiar item — like a blanket or favourite toy — to help comfort your dog in the car. Ask someone they know well to sit nearby and reassure them throughout the journey.
- **Use rewards.** Give your dog a treat whenever the car starts up and starts to move to help them associate the car with good things.

Visit our website for more safety tips and advice on helping your dog feel comfortable with car travel: dogtrust.org.uk/lifewithyourdog



Canine customers welcome

Over the past year, staff across MINI's network have been going through a rigorous training programme with our experts so they can provide pooches and their people with the pawfect service. They've learnt how to keep dogs safe in showrooms by creating dog-free and dog-friendly spaces, tips for avoiding hazards, how to approach a dog, and how to make sure four-legged customers and their human helpers feel at ease. Now we've given MINI UK retailers the golden paw of approval to welcome dogs through their doors. To find out more, sniff out mini.co.uk.

Training is for life



In the same way that we humans are constantly learning and growing, so are our dogs.

Whether they need to brush up on their basics, or need help adapting to new situations, bringing your best pal to one of our 1-2-1 Dog School classes could be just what they need to put their best paw forward.

Our 60-minute individual training sessions are completely built around you and your dog's needs, to help you work through any issues you may be having. You'll get the total focus of one of our dog behaviour experts who have the knowledge to guide you through the sessions and offer practical advice.

So, what are you waiting for? Contact us today to discuss your pooch's needs, and start the journey to a happier, less stressful, and more fulfilling life for the whole family. For more info, visit dogtrust.org.uk/dogschool



Bubba



Feature

All dogs, regardless of their breed, age or geographical location, deserve a happy, fulfilling life free from harm.

That's why we partner with organisations across the globe to provide the expertise, insight and financial aid needed to keep our furry pals safe and able to access the care they need.

Here are just a few of the incredible projects we work with. You can find out more about our international work at dogstrustworldwide.com



Worldwide Veterinary Service, India

India has a huge street dog population but lacks surgically trained vets to treat them and manage their numbers through neutering. Because of this, we partnered with Worldwide Veterinary Service (WVS) to develop and run an International Training Centre (ITC) in Ooty, southern India and Goa.

Between 2017 and 2021, more than 2,700 vets were trained at our centres, and saw huge improvement in their skills and confidence.

In the last five years, the centres have neutered 69,000 dogs, vaccinated 116,000 dogs against rabies and treated 44,000 sick and injured dogs.

Dr Raj, a former student at the ITC in Ooty says, "My wife and I opened Godavari pet clinic in Rajahmundry with the intention of treating street animals in distress. I've conducted over 12,000 sterilisations successfully following WVS protocols. And I'm happy to say that I've been instrumental in sending many of my juniors for WVS training over the years."

WVS centres in India have neutered 69,000 dogs, vaccinated 116,000 dogs against rabies and treated 44,000 sick and injured dogs.



Feature

Amici Cannis, Ecuador

Amici Cannis, our partner organisation in Ecuador, provides veterinary care to the dog population in Cotacachi and its surrounding villages. They treat around 500 dogs per year, providing everything from care and treatment for sick and injured animals to preventative work like neutering, microchipping, and vaccination.

Between 2019 and 2020, Amici Cannis had been close to stabilising Cotacachi's dog population, but the pandemic brought an increase in dogs being abandoned, and as a result, their welfare deteriorated. With our financial support, Amici Cannis focused on regaining a stable, healthy roaming dog population in the town, and helping dogs most at risk of abandonment.

In 2021, the team sterilised, vaccinated, and dewormed 307 dogs — 43% of the total roaming population. They've also worked to educate the community on the importance of neutering female dogs, which has contributed to an incredible 50–75% reduction in unwanted litters.

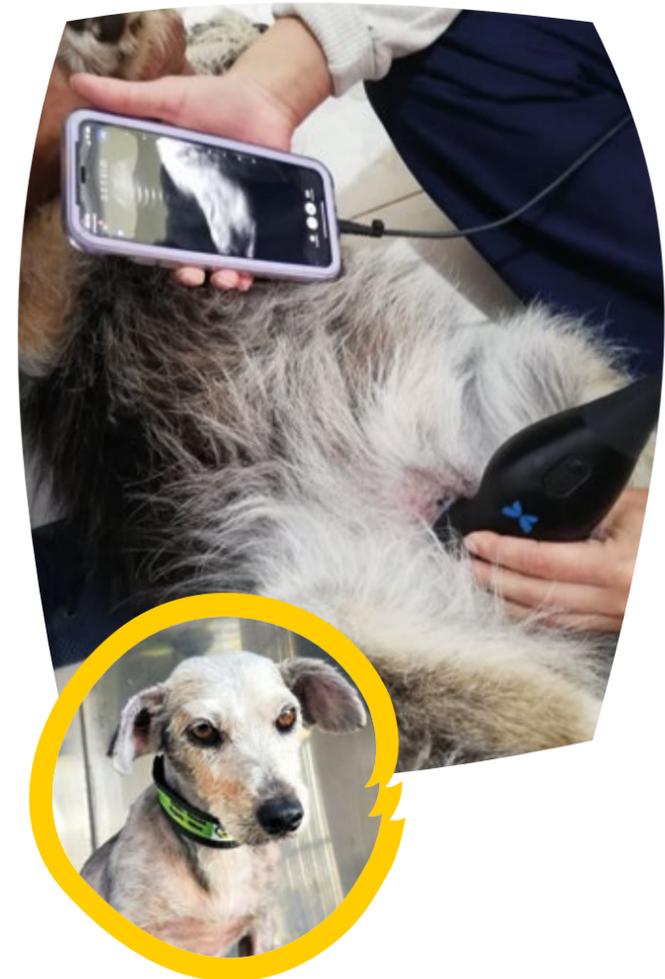


AWARE Trust, Zimbabwe

2022 marks the sixth anniversary of our partnership with AWARE Trust, which focuses on animal welfare, wildlife conservation and research, and habitat preservation across Zimbabwe.

One of AWARE Trust's main objectives is providing vaccinations, neutering and basic health care for owned animals living close to wildlife conservation areas, in order to limit the risk of direct disease transmission to wild animals. Since 2016, they've provided vet care to 12,500 dogs in the Chipinge and Tsholotsho districts and delivered education to 1,000 adults and 8,500 children in 85 primary schools.

In 2021, we started an exciting new project to study the effects of our programme. For three years, the team will follow the lives of 908 owned dogs in the Tsholotsho district to measure the impact of their work. This study will be crucial for assessing current vaccination and neutering coverage, and ensuring vaccination is carried out effectively in the future.



Reduce, reuse, and recycle with Rover

Chances are, you're already doing a fair bit to reduce your impact on the environment. But there's always more you can do, and some things you may never have thought of.

Here are our top tips to help reduce your carbon pawprint and live more sustainably, all while having fun with your pup and helping dogs across the nation and beyond.

Spring-er cleaning

A great way of being eco-friendly, while also raising money for our furry pals, is by donating pre-loved items to our charity shops or rehoming centres*.

Have a clear-out, pop into your local Dogs Trust charity shop (find yours at dogstrust.org.uk/charityshops), and drop off anything you think we might be able to sell. You'll get back some much-needed storage space and make a real difference to the lives of dogs at the same time.

*Please only bring treats, toys, towels, and bedding (except feather duvets) to our rehoming centres. Everything else can be taken to our charity shops.

Poop, glorious poop

Picking up after your dog is vital to stop the spread of harmful diseases, as well as making sure nobody has the horrid experience of stepping in it.

To make the wonderful role of 'pooper-scooper' more eco-friendly, consider buying biodegradable poo bags at shop.dogstrust.org.uk. And make sure to dispose of them in the nearest dog waste bin.

We have snacks at home

Making your pooch some homemade treats has never been easier. Check out the fido-friendly recipes on the next page.

Making dog snacks at home is not only better for the environment than buying mass-produced treats, but you'll also know exactly what goes into them. The more control you have with your dog's snacks, the healthier they will be.

Just make sure that any treats come out of your dog's regular food allowance, so they don't overeat. Speak to your vet if you have any concerns about what, or how much, food you give your pooch.

'Old' is the new 'new'

Your dog's toys don't need to cost the earth. Old cardboard boxes and toilet roll tubes can be made into all sorts of fun activities. The fewer new toys we buy means less plastic eventually going to landfill = a win for the environment.

A quick DIY game for your dog is making your own dig box. Shred or scrunch up used paper items (like newspaper) and pop them into an empty cardboard box. Next, drop in some treats or toys, and let your pooch start digging. They'll love snuffling about and you'll save money that you would have spent on new toys.

For more ideas on how to keep your pooch entertained with nothing but cardboard and a can-do attitude, visit dogstrust.org.uk/lifewithyourdog

Recycle for Rover

Did you know your ink cartridges, old electronic devices and even used stamps can raise money for the dogs in our care? You read that right. Even seemingly useless household items can raise funds to help us continue our vital work. Check out our recycling schemes at dogstrust.org.uk/recycle

Every small action can make a huge difference when it comes to sustainability. Together, we can make sure we leave behind a world as diverse and dog-filled as this one for generations to come.

Delish dog-friendly afternoon tea

Make your pooch their very own afternoon tea with our simple recipes for tasty finger sandwiches and munchable mini muffins. Perfect for celebrating a special occasion or as a training treat.

Sweet potato sandwiches

You'll need:

- 1 sweet potato
- 140g of peanut butter + extra for spreading (make sure it's xylitol free)
- 140g wholewheat flour

Method

1. Peel and cut up the sweet potato.
2. Pop it in a pan and boil until it's soft (about 10 mins). Then let it cool.
3. When it's cool, mash the sweet potato in a bowl.
4. Add the peanut butter and flour.
5. Combine into a dough.
6. Roll out your dough on a floured board, to about 1cm thick.
7. Cut it in to triangles — the easiest way is to make a grid of squares, then cut them in half diagonally to be left with equal size triangles.
8. Place on a baking tray and bake for 15–20 mins at 200 degrees.
9. Let your biscuits cool. Then sandwich them into pairs using the extra peanut butter.



Banana and spinach mini muffins

You'll need:

- 2 ripe bananas
- 100g frozen spinach
- 120ml oat or soya milk
- 100g self-raising flour
- 100g oats

Method

1. Thaw the spinach in the microwave for about a minute.
2. Put the spinach, banana and milk alternative into a blender and blend until smooth(ish). Put the mixture into a bowl.
3. Add the flour and oats. Mix well.
4. Spoon into a mini muffin tray.
5. Bake for 10-15 minutes at 200°C.
6. Let cool before serving.

When you make these treats, reduce your dog's usual food portion so they're not overfed. If you're concerned about giving your dog new foods, speak to your vet before baking.



Doggy den competition

Building a doggy den for your little pal creates a perfect place of safety for them if things get a bit hectic.

Knowing they have somewhere to go where they won't be disturbed will help ease any stress they may feel if things get a bit busy.

It's super easy to make a den with things you already have around the house, and if you send us a picture of your doggy den in action you could also win a new snuffle mat for them to enjoy!

Here's our advice on how to make the perfect little getaway for your best pal:

You'll need:

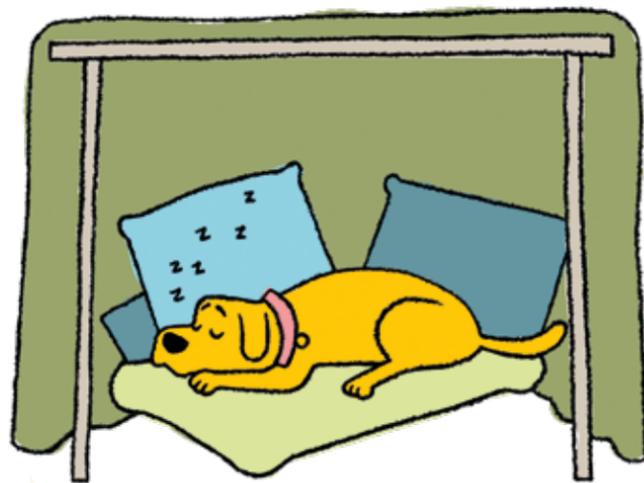
- blankets
- cushions
- table/chairs
- your dog's favourite toys
- tasty chew or puzzle feeder
- water bowl.



How to build a doggy den

1. Use a table and chairs covered in blankets to create a safe space. The den should be large enough for the dog to be able to stand up, turn around and lay fully stretched out.
2. Fill the den with soft blankets, cushions and your dog's favourite toys to make them feel comfortable and at ease. You could also add a tasty chew or puzzle-feeder to help keep them occupied and a sprinkling of treats to encourage them in.
3. Make sure your dog has access to clean drinking water in their den and everyone in the house knows not to disturb them.

For more advice on how to create the perfect doggy den, visit dogstrust.org.uk/dogden. And don't forget to tag us in any pictures with the hashtag #DogsTrustDoggyDen for your chance to win a snuffle mat! Competition closes on 30 November.



Sniff out some fun

Enrichment toys like snuffle mats are a great way to keep boredom at bay and allow your dog to exercise their body and brain. Bag yourself one today from shop.dogstrust.org.uk — where you'll also find bowls, bandanas, poo bags and more, all in our signature yellow. With every purchase you'll be helping our dogs get the love, care and forever home they deserve.



Make your own doggy den door hanger

A doggy den is a great way to help your dog feel safe and secure. It's a place for them to retreat to and feel comfortable, knowing they won't be disturbed. Go to dogstrust.org.uk/dogden to find out more about making one for your dog.

When you've got a den set up, let people know it's your dog's safe space with this sign. Cut it out, colour it in and glue the sides together, then pop it up near your dog's cosy corner.



Readers' dogs



Skye >

Having spotted the gorgeous bundle of fluff that is Skye on our website, Kam made the long trip from London to our Darlington centre to meet him. At the age of nine, he's been in his forever home now for over three years and as Kam happily says, "I don't know what life was ever like without his white hair everywhere!"



< Danny

After a difficult start in life, Danny was rehomed by Alice and her family from our Newbury centre. According to Alice, "When he arrived at our home it was instantly filled with love. He just loves playing with his toys and punctures all the footballs available. He lives with two teenage boys — absolute chaos!". It might be chaos, but Alice and her family wouldn't have it any other way.



< Rigs

This handsome and shiny chap is Rigs, rehomed by Emma six years ago. Initially very anxious, he's overcome a lot of his fears and has turned into the most amazing companion. Emma had to teach him how to play and now he loves his tennis balls. Thank you, Emma, for helping him find his inner self.



Bonnie >

Having lost their previous dog, Rio, the Grant family kindly decided to open their heart and home to other dogs through our fostering scheme. It didn't take beautiful Bonnie long to steal their hearts (and sofa). After a very successful 'bring your dog to work day' and seeing how calm and gentle she was with everyone, they're hoping she'll be suitable as a therapy dog, and who wouldn't love to spend some time with this gorgeous girl?

Babs >

This very glamorous golden oldie is Babs, aka Abba. She was rehomed by Tracey and her family a couple of years ago and is loved to bits by everyone. Despite her age, she still loves being out and about and is not averse to the occasional adventure or two. Proving that you're never too old to grab life by the tennis balls.



Baxter >

The proud owner of this magnificent tongue is Baxter the fourteen-year-old beagle. Now living in Barcelona with Eva and her son Oscar, he's had a rough year after being diagnosed with a rare disease that left him temporarily paralysed. After a short stint having to be pushed around in a buggy, we are delighted to report that he is back to his old self and enjoying his walks and cuddles. Well done Baxter, you absolute star.

Charlie >

When he was first taken home from Kenilworth by Mary and Alan eight years ago, Logan, as he was then known, wouldn't respond to his name. Grandson Jack tried Charlie, and what do you know — it worked! Not one for stressing, Charlie is usually found relaxing on the sofa with his favourite cushion or lying in front of the log burner. He's clearly figured out his work/life balance to his satisfaction.



Buffy >

When Milly and Bear first rehomed Buffy she was anxious, cautious and extremely high energy. Thanks to the love and patience of her new family, she's had a complete change of attitude and can now be found sunbathing, helping on the allotment, pulling daisy heads off and watching bees. With the occasional dollop of peanut butter thrown in, she's settled into her natural diva essence and is the absolute centre of attention.



Violet >

Well, this one brought out the swoons! Violet was rehomed, aged three, in 2014 by Eddie and Susan. She'd been with us for quite a while so was very excited to find her forever home. Still very playful, she's pictured here with her favourite toy, Mini Mouse. Adorable.

In memory of Milo >

Dignified chap Milo was rehomed by supporter Siobahn Butler in 2008 as a 2 year old. He loved nothing more than playing with his ball, especially on the beach. He is sadly missed but his forever family honoured his memory by dedicating a memorial tag to their wonderful companion at their local Dogs Trust rehoming centre.



Find out more about our personalised memorial tags at dogstrust.org.uk/in-memory/memorial-tag

Help long-term dogs like Jake



You may recognise this handsome chap from the cover, or his story on page 4.

Jake has been in our care for over 1,200 days. And because we never put a healthy dog down, we'll stick by Jake and give him a loving home for as long as he needs us, thanks to kind people like you.

Being in our care for so long means countless walkies, expert training, more toys than you can shake a tail at and cosy bedding to keep him warm whatever the weather. Not to mention regular vet check-ups to keep him fit and healthy.

It takes a lot to look after a dog like Jake, but once a dog gets their Dogs Trust collar and tag, they're family for life. We'll **always** be there for Jake, however long it takes, but loving dogs like Jake comes with rising costs.

Will you help us support long-term dogs like Jake? A gift today will help us continue making sure every dog in our care has a long, happy life, free from harm.

Jake was a little confused when getting used to life at the centre, but his carers understood his worries and gave him the reassurance and comfort he needed to settle in. Jake's trainer has even created a tailor-made training plan to make sure he's ready for a new family.

With your help, our training and behaviour experts can continue their tireless work teaching long-term pooches like Jake the life skills needed for family life.

Jake has worked so hard on his behaviour and confidence but sadly hasn't found the right home yet. However long it takes to find his forever home, we'll be there.

We never give up on dogs like Jake, but it takes a massive effort and a lot of resources to look after the roughly 1,600 dogs we have in our care at any one time. In the coming months, we expect our resources to be stretched even further, but with your help, we'll stick by dogs like Jake.

If you can, a one-off gift today will help us provide long-term care for dogs like Jake who need extra training and support.

To donate, visit dogstrust.org.uk/Jake

Without your help, our vital work simply wouldn't be possible.

Help fund expert training for dogs like Jake

Jake's tailored training and behaviour plan

Introductions

After being brought back into our care a few times, Jake's trust in humans was low. To help, his carers like Amy (pictured above with Jake), patiently teach Jake that meeting new people is on his terms. They reward his bravery for approaching people with treats and praise if he wants it, but he also knows that if he wants to keep to himself, he has his own space and won't be bothered, and that's OK with us too!

Happy vet visits

New people and environments can still be a little overwhelming for Jake. To help with this, his trainers have been taking him to the vets more regularly to get him used to it. Jake is now best friends with the vet and looks forward to going and getting a fuss.

It's a dog's world

Jake used to be worried by every dog he came across. But through lots of time and practise, Jake is learning to turn to his carer for treats and play until (like magic!) other pooches appear to have passed him by. Positive things happen when dogs are around, so Jake is learning to spend less time worrying and more time focussing on the big things in life, like playing fetch and eating snacks.

Fun and enrichment

Jake loves putting his nose to work. His carers are always thinking of new games to play to keep him engaged and having fun. With your help, we can keep making life exciting for dogs like Jake.

Yes, I want to help provide tailored training and loving care for dogs like Jake.

To send a much-appreciated gift, the easiest way is online at dogstrust.org.uk/Jake, or by calling us on 020 7837 0006.

Alternatively, please complete the form below and return it in the Freepost envelope provided, or address an envelope to **Freepost DOGFORLIFE**

Your details: Source: 900078

Title: _____

First Name: _____

Surname: _____

Address: _____

Postcode: _____

Supporter No. (if known) _____

I'd like to give a gift of:

£10 — to buy treats that carers use daily to reward dogs like Jake as they learn new skills

£25 — to help pay towards the upkeep of our special training and behaviour kennels which provide essential space and enrichment for long-term dogs like Jake

£50 — to help pay for veterinary expenses to ensure dogs get the vital treatment they need

£100 — for tailored behavioural training for nervous dogs like Jake, to help get them ready for their forever home

Other £ _____

I would like to donate by:

Cheque/postal order (please make payable to Dogs Trust and write your name and address details on the back)

Debit/credit card CAF card

Card no:

□□□□□□□□□□□□□□□□

Valid from: □□ / □□

Expiry date: □□ / □□

Issue no (Switch/Maestro only): _____

Cardholder's name (as printed on the card): _____

Signature: _____

Date: _____

Donations go towards the care of all dogs at Dogs Trust



giftaid it

Boost your donation by 25p for every £1 you donate to Dogs Trust

Gift Aid is reclaimed by Dogs Trust from the tax you pay for the current tax year. In order for us to Gift Aid your donations please ensure you tick and date the box below.

Tick here

Date: _____

I wish to Gift Aid this donation and any donation I make in the future or have made in the past four years to Dogs Trust.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please note your address is required to identify you as a current taxpayer.

Please notify Dogs Trust if you:

1. Want to cancel this declaration
2. Change your name or home address
3. No longer pay sufficient tax on your Income and/or Capital Gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

From time to time we would like to send you updates about our work, products, services and how you can support us, including fundraising activities and research by post. If you're also happy to hear from us by email and/or phone, please fill in your details:

Email: _____

Phone: _____

I'd prefer not to receive a thank you letter

You can opt out of communications or change your preferences at any time by phoning **020 7837 0006** or visiting dogstrust.org.uk/keepintouch

In order to communicate with you more effectively, and better understand your preferences and ability to support our work, we may analyse your data. We do share your information within the Dogs Trust Group; currently Dogs Trust Worldwide, Dogs Trust Ireland and Dogs Trust Promotions. To read our full privacy policy visit dogstrust.org.uk/privacy