

Wag

For dog lovers



2025/2026

Welcome to Wag

The magazine by dog lovers, for dog lovers.



At the heart of everything we do is the sincere belief that every dog deserves a happy place to call their own. So, this year, we're celebrating all the ways your support provides a happy place for our furry friends.

Inside, you'll meet foster carers who've opened their hearts and homes to give golden oldies with special needs a safe, loving space (pages 16-17), learn how we can guarantee your dog continues to have a happy place if anything should happen to you (pages 22-23), and so much more.

We hope you enjoy reading this year's edition as much as we've loved creating it for you.

Team Wag xo



← On the cover

You may remember this handsome chap from last year's magazine. Sadly, he's still searching for his forever home. If you're patient, consistent, and looking for a loyal companion to grow with, Dexter might just be your perfect match. Contact our Kenilworth centre for more info.

On the envelope →

Lillie's had a tough start, but this long-term resident is bursting with love to give. She's smart, playful, and affectionate once she knows you. If you've got an active lifestyle and a quiet home where she can be your one and only, contact our Cardiff centre to find out more.



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(high-resolution please!)

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**A dog is for life,
not just for Christmas®**

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 here.



Happy rehomes



Here are some of the dogs loving life in their happy place, all thanks to your support.



Harris ♥ Glasgow



Ralphie ♥ Harefield



Ollie ♥ Newbury



Dora ♥ Leeds



Sophie ♥ Leeds



Tillie ♥ Darlington



Woody ♥ Ballymena



Willow ♥ Kenilworth



Cody ♥ Evesham

Big dogs... you are beautiful



Gentle giants, spaghetti-legged sidekicks – whatever you like to call them. Big dogs, like any pooch, have a whole lot of lofty love to share. And they're in need of human heroes more than ever.

Thinking about welcoming a new furry family member, but have your reservations around larger dogs? Here's some key big-dog info to shed some light on those long-limbed loafers.

Big mutt myth-busting

Myth: all dogs cost the same amount to care for

Not quite true. Vet costs for things like routine surgeries or medications are usually higher for big doggos, which can put potential adopters off rehoming one.

And with larger dogs so often overlooked, spending longer in our care on average than other dogs, the costs add up. This means money that could be used to help dogs elsewhere is being spent on a few longer legs and tails.

Sure, adopting a larger dog can come with slightly higher costs. But with a few more pennies spent here and there, you get a whole lot more loveable goofball to go around.



Myth: larger dogs always need loads of room and exercise

This can be true for typically higher-energy dog breeds. But it's not always the case.

Greyhounds and Lurchers, for instance, are two of the largest dog breeds, but often only need moderate exercise. A lot of the time you'll find them snoozing on the sofa for the remainder of the day, the perfect pal for a cosy afternoon in.

The top 10 large dog breeds in our care

Our rehoming centres care for more large dogs than any other size of pooch. Here are the top 10 big and giant breeds (and crossbreeds) that usually make up the largest chunk of our residents.

- 1 Greyhound
- 2 Lurcher
- 3 German Shepherd
- 4 Labrador Retriever
- 5 Siberian Husky
- 6 Crossbreed
- 7 Belgian Shepherd
- 8 Rottweiler
- 9 Mastiff
- 10 Italian Corso

Lil' facts about larger furballs

Large dogs don't get as much rehoming interest as small or medium-sized dogs

It's true that all dogs deserve the unconditional love of a forever home. But large or giant pooches make up a whopping 45% of all Underdogs (dogs who've been with us for 6+ months) in our care. The sad truth is that these jumbo pups are often overlooked in favour of smaller doggos.

Bigger pooches don't live as long

Of course, every dog is different, whatever their size or breed. But big dogs generally age faster on average than smaller woofers, and so have shorter lifespans. And with the extra time they tend to spend in rehoming centres, the outcome is sadly a much larger proportion of their lives spent without a forever home or family to love.

Could you make room for a gentle giant in your home?

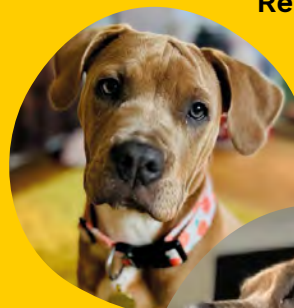
Head to dogstrust.org.uk/rehoming where you can filter our pooches by size.



Who knows, one of our larger-than-life pups could be your next best pal. Perhaps one of these large and loveable Underdogs who are still searching for their forever families.

From little 'n alone to large 'n loved

Remember Pudding, the Mastiff cross puppy from our spring appeal? Well, she's now ditched the 't' in Mastiff and is all grown up in her loving forever home.



**We need
a home**



Help is just a click or call away

Sharing our lives with dogs isn't always a walk in the park. Do you dread coming home to see what's been destroyed? Are walkies a workout because of how much your dog pulls? Or are your neighbours always muttering about your mutt's barking?

Facing behaviour problems with your dog can leave you feeling lost. But you're not alone — we're here to help.

Our free Behaviour Support Line offers expert dog advice to anyone who needs it. Whatever your concern, give us a call. Our free phone service is open **Monday to Saturday, 9.30am – 5pm.**

Behaviour Support Line

📞 **call free now 0303 003 6666**

🔍 **search "Behaviour Support Line"**

A helping paw from players of People's Postcode Lottery

Thanks to players of People's Postcode Lottery, we're making a world of difference to dogs and their families. Funds raised by players (over £26m and counting!) have helped us grow our call centre and support services, so we can be there for more dog owners in need. Without them, crucial services like our Behaviour Support Line just wouldn't be possible. Find out more at dogstrust.org.uk/peoples-postcode-lottery



Berry tasty oat biscuits

Tired of the guilt trip when you don't share your cosy afternoon snacks with your pup? Worried they might pack up their belongings in a bundle and leave to find someone who will? Well, we've got just the thing.

You'll be sure to have your sofa sidekick sticking by your side with these warm and zingy blueberry bites. They're pooch-friendly, quick to bake, and only use three ingredients so won't have you in the kitchen all afternoon. Oh — and they're delicious — so don't expect your pup to share...

You'll need

100g oats
1 banana (mashed)
40g fresh blueberries (chopped)
some water

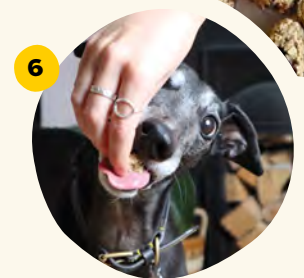
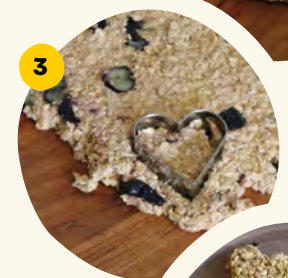
Top tips from our vets:

Use an appropriately sized biscuit for your individual pup. You may need to chop one up before feeding it to them. You can keep any leftovers in the fridge for a couple of days.

When making 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.

What to do

- 1 Preheat your oven to 175°C
- 2 Mix the banana, oats, and blueberries, adding splashes of water until it combines into one large ball
- 3 Roll out the mixture so it's roughly 1-2cm thick and cut out any shapes you fancy using a cutter or knife
- 4 Pop the shapes on a lined baking tray and bake for 15-20 minutes until slightly browned
- 5 Leave to cool
- 6 Plate up your pup's new favourite snack, pop the kettle on and get comfy. Looks like your best pal's sticking around after all.



Together Through Homelessness

Our Together Through Homelessness service supports owners experiencing homelessness by providing free vet care, behaviour and training advice, and help with finding dog-friendly housing.

A recent survey by the charity **akt** found that LGBTQ+ people are twice as likely to experience hidden homelessness (e.g. sofa surfing, squatting). The survey also found that fewer housing services cater to young LGBTQ+ people, making access to housing even harder.

We spoke with two LGBTQ+ Together Through Homelessness clients about their experience on the scheme.

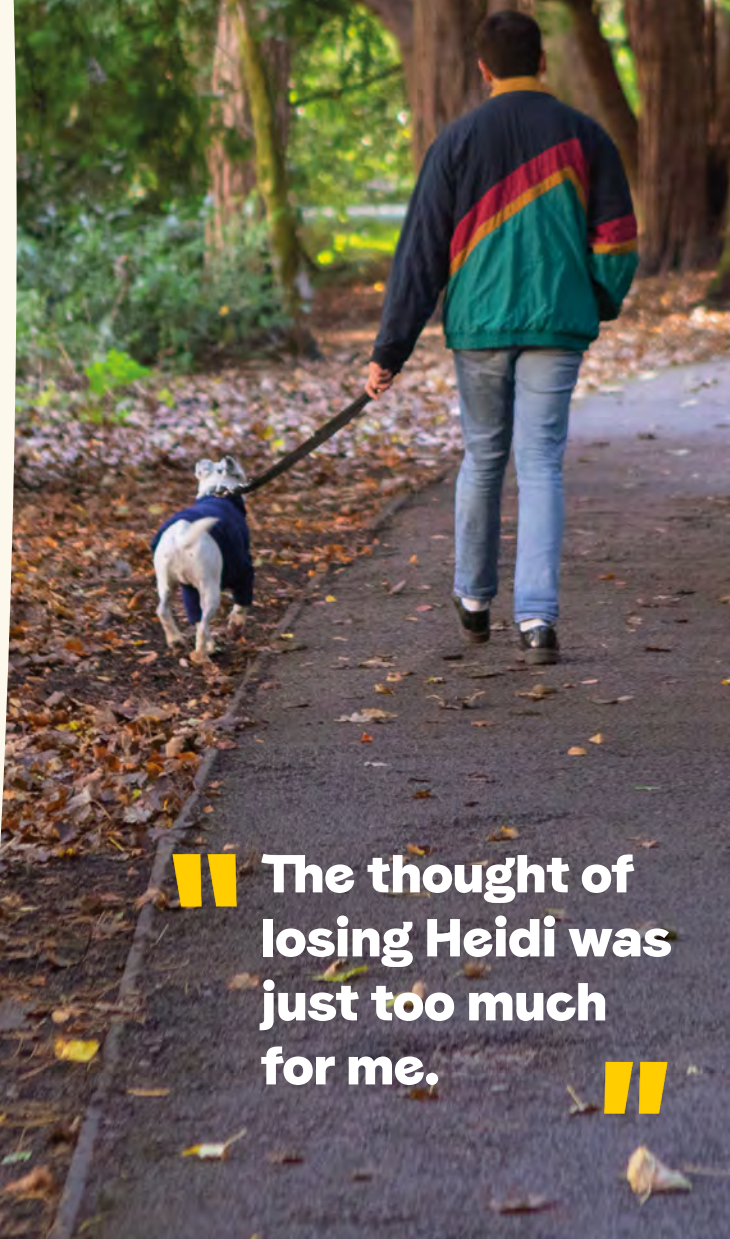
Charles and Heidi

Charles got Heidi when he was just twelve years old and starting to struggle with his mental health. Heidi was also struggling, having had a difficult start to life in her previous home. After spending months training her and gaining her trust, the two soon became inseparable and supported each other through life's challenges.

Still living in his family home, Charles started a same-sex relationship. His stepdad didn't approve. Feeling unsafe, Charles had no choice but to move out with Heidi; ending up sleeping on various friends' sofas.

The situation became even more stressful when Charles discovered a concerning lump on Heidi. With no permanent address and no way to pay for a vet, Charles found information about our service online and turned to us for help. We stepped in, and although Heidi was sadly diagnosed with a mammary tumour, we could fund the vital treatment she needed.

Charles says, "Together Through Homelessness saved my life. Once I had Heidi's cancer diagnosis, my mental health deteriorated significantly. The thought of losing her was just too much for me. Knowing that Dogs Trust could help me help Heidi enabled me to get on top of things. This peace of mind also meant I was able to look after my housing. And I now have my own secure and permanent housing with Heidi. I don't know what I would have done otherwise."



“The thought of losing Heidi was just too much for me.”

Ethan and Emma

When Ethan got in touch with us, they were living in temporary accommodation with their dog Emma. An abusive relationship had left them with no choice but to escape their living situation. Emma was understandably anxious, and Ethan needed some support with her behaviour.

We were able to offer Ethan free behaviour support, as well as vaccinations for Emma.

Unwanted behaviours are often a barrier to finding temporary housing when you have a dog. Getting the right help proved vital in keeping Ethan and Emma together, with a roof over their heads.

Ethan says, “Emma has always been there for me, helping to regulate me with my autism and ADHD. She also kept me safe when I was in an abusive relationship. Together Through Homelessness has helped us stay together, given me the tools I need to be there for Emma, and helped get my life back on track.”

If you're experiencing homelessness and need some support, give us a call on 020 7833 7611, drop us an email at tth@dogstrust.org.uk or visit our website.

“Together Through Homelessness has helped us stay together”

Every year, we put together **festive hampers** packed with doggie treats, toys and essential items for homelessness services around the UK. With these parcels we aim to bring some festive joy to dogs and their owners who need it most.

Find out how you can help at dogstrust.org.uk/together

Going the **distance** for dogs in need

From park jogs to mountain slogs, our supporters are going the extra mile for our dogs. Are you ready to join the team?



Epic treks for homeless hounds

Peggy-Sue Ford from Swindon set herself the biggest challenge for 2025. Not only did she sign up to walk four treks throughout the year, ranging from 10km to 50km, but she also achieved a lifelong dream of walking the Great Wall of China!

Peggy is inspired by her dog Jack, a Collie Springer cross, whom she and her wife adopted nine years ago when he was just eleven months old.

Peggy says, "Jack had a tough start in life. But with us, he found his forever home. He may be ten now, but he hasn't slowed down, and we wouldn't have it any other way."

"I wanted to do something spectacular and also raise money, so I chose a trek of the Great Wall of China, and Dogs Trust as my charity as they care for thousands of dogs just like Jack every year."

Peggy-Sue raised around £2,000 from her challenge. She joins hundreds of people across the UK taking part in treks to support our work.

If you'd like to find out more about UK treks, or our new overseas treks for 2026, contact our community fundraising team at fundraisewithus@dogstrust.org.uk

Get involved

A huge thanks to our incredible fundraisers like Peggy-Sue.

Up for a challenge? Grab life by the tennis balls and raise vital funds for our dogs by signing up for one (or more) of these sporting events:

 **2026**

London Winter Walk - 24 or 25 January

Paris Half Marathon - 8 March

London Landmarks Half Marathon - 12 April

Paris Marathon - 12 April

London Marathon - 26 April

Isle of Wight Challenge - 2 or 3 May

Jurassic Coast Challenge - 16 or 17 May

Edinburgh Marathon Festival (5km/10km/Half Marathon/Marathon) - 23 or 24 May

Great Manchester Run 10km - 31 May

Scottish Half Marathon/10km - 16 August

Great North Run - 7 September

Cardiff Half Marathon - 4 October

Run Bournemouth - 10 or 11 October

Royal Parks Half Marathon - 11 October

To join Team Underdog with a charity place, or with your own place, pop us an email at fundraisewithus@dogstrust.org.uk



Winter Raffle

Enter our Winter Raffle today, and you could win £15,000! But that's not all; we have 44 wag-tastic prizes to brighten up the darker months.

You could win:

2nd prize
£1,000

1st prize
£15,000

3rd prize
£500

5 x prizes of
£250

10 x prizes of
£100

Top Dog Prize

Buy or sell the most tickets to win a behind the scenes tour of a rehoming centre OR a year's free dog sponsorship!

Fast Reply Draw

Simply enter by 7 Nov 2025 for an extra chance to win £50!



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Shakira

Will you buy a ticket today for just £1 to help dogs like Shakira?

This is Shakira's second winter in our care. When she arrived, her anxiety around unfamiliar people and situations meant we had a long journey ahead to get her back on her paws, and ready for a forever home.

We've been working tirelessly to build her trust and confidence, and helping her feel comfortable in her new purple muzzle. She's come on leaps and bounds, but sadly she is still being overlooked when it comes to finding her pawfect family.

Every ticket sold provides the essential care and behavioural support dogs like Shakira need.

**Scan me
to play
online**



or visit dogstrust.raffleentry.org.uk

Online entries close 30 Jan 2026

For Dogs' Sake!



Say hello to Pete Wicks. A familiar face for many, thanks to his roles as a TV personality, Sunday Times best-selling author, passionate animal welfare advocate and wonderful Ambassador for our dogs.

Earlier this year, you may have seen Pete go behind the scenes at our rehoming centres in *Pete Wicks: For Dogs' Sake*. The award-winning show saw Pete get stuck in helping us care for pooches; from weighing newborn puppies, to witnessing life-saving surgery. If you missed it, you can watch series one for free on U, and we've got two more series and a Christmas special on the way!

We caught up with Pete to talk all about the show and his love of dogs.

Hi Pete, thanks for talking to Wag. First things first, tell us about your dogs.

I've got two rescue dogs, Eric and Peggy. Eric is from Dogs Trust Canterbury, he was smuggled illegally into the UK with his brother. Every dog's incredible, but Eric and Peggy have been there for me through lots of trials and tribulations over the past ten years.

Why are our four-legged friends so special to you?

I prefer them to people! I've always said the only time I ever feel safe, content and happy is around animals and dogs. They don't care where you've been. They don't care what you look like.



📹 Pete filming the first series

They don't care about anything other than the love you give them. And they give it back tenfold. That's a really beautiful thing. I wish people were more like dogs.

We loved series one of For Dogs' Sake. What made you want to make the show?

I'm so blessed to do the things I do. I've kind of fallen into being in the public eye, it wasn't something I ever thought I would do. So, for me to have an opportunity to use my platform for dogs is a real privilege. I'm living my best life filming this show.

I want people to see what goes into the rescue and rehabilitation of the dogs, so they want to do something about it. Whether by donating, thinking about rescuing instead of going to a breeder, or just learning how to approach dogs who might be nervous or vulnerable. Whatever it may be, if someone can take something away that will help a dog in any type of way, then we're doing something right.

My name might be on the show, but it's got nothing to do with me. It's all about the journey of the dogs and the people that work day in, day out with them. I'm blessed every day to be a tiny part of that journey.

In series one you met so many dogs who needed our help in different ways, do you have any favourites or standout memories?

There are so many moments that stand out for me, because every dog has their own story. It's kind of a running joke with the team on the show that every dog I meet is my new favourite. I just fall in love with them.

We've had some really tough cases in the first series. We had Mel and her puppies, which was heartbreaking. She was smuggled into the UK as a pregnant breeding mum who had effectively been used as a puppy-making machine. She gave birth within a few days of arriving at the centre. I've never seen a dog so shut down and fearful. We don't know the full backstory, but the baggage and trauma that she carried, you could just see in her eyes. It was painful to see.



📹 Pete and Rehabilitation Trainer Gemma with some of Mel's pups

That really sticks out as a turning point in the filming for me. Because it's only really when you're there on the frontline that you see the pain and suffering that these dogs have been through. And that's why I take my hat off to every single person that works in rescues.

But on the flip side of that, when a dog finds a forever home and slowly realises not all people are bad, it's the most joyous thing. I grow attached within about 0.5 seconds, so I thought it would be difficult to see a dog leave and potentially never see them again. But it's not. It's the best thing when you know Dogs Trust has found the right home for that dog.

What have you learned from going behind the scenes of our rehoming centres?

Every centre I've been to is the same in that first and foremost, they care about the dogs. They care about their wellbeing. They care about finding these dogs their happy place. And that ethos runs through every centre I've been to.

All the staff, volunteers, and fostering team are so important to the welfare of the dogs. Even the maintenance people mowing the lawn absolutely love the dogs. Every single person is so critical in ensuring that the dogs have the best time they possibly can. They're some of the most heartwarming places I've ever been.

Pete Wicks: For Dogs' Sake will return later this year on UKTV's free channel U&W. Don't miss it!



Sneak peek behind the scenes of series two



Little and large dog of the issue



Reggie

Meet Reggie: chestnut-sized Chihuahua and hunter of laps with nine years' experience under his belt. His hunting ground? The vast planes of our Manchester centre. But lap-hunting isn't just a skill. It's a mindset. Every sitting human is a comfy armchair, anyone standing: a futon yet to be unfolded. And because he's too tiny to behold with the naked eye, he always gets away with it. "I'm just using what my mumma gave me," Reggie tells Wag.

Straight outta Pride Rock — a.k.a. South Wales — make way for the majestic Husky-Lab cross, Ezi. With a mane to make Mufasa self-conscious, five-year-old Ezi is the talk of our Cardiff centre. But while he may boast the smart thinking of Simba, with his famous high-fives and puzzle-solving, he's more likely to pounce on a tennis ball than a wildebeest. Ezi loves a royal fuss, and who'd dare deny a king?



Ezi



Home's where the art is



Help your pooch unleash their inner Jackson Paw-lock with this tasty canine craft. Every happy place needs some creative comforts, that finishing touch. And this one's a 2-in-1: a tasty treat for your dog, and some beautiful homemade artwork for your home.

You'll need:

- paints (non-toxic)
- canvas or card
- large sandwich bags
- peanut butter (Xylitol-free), or another low-fat dog-friendly treat
- your dog.

1

1 Pick which colours of paint you'd like to include. Red to represent your undying love for your pooch? Yellow to signify room for improvement in your pup's toilet training? The choice is yours

2 Dollop and drizzle your different paints around the canvas

3 Spread your treat over the upward-facing side of your sandwich bag

4 Pop the canvas inside the bag, securing it closed

5 Place the bag somewhere where your dog can easily reach it, like the floor, or on a raised surface for taller pups

6 Let the licking begin! Make sure to supervise your Pablo Pup-casso at all times while they create their artwork, and never force them into the activity

7 Once they're done, remove the canvas from the bag and leave it to dry

8 Take the tape off and hang your masterpiece in your best pal's happy place.

Surprising what a lick of paint can do, eh?



Sharing's caring

We'd love to see what your Vincent van Woof has created. Why not take a pic and share it on your socials for other dog people to see? And don't forget to tag us @dogstrust

A brighter future for Thailand's dogs



Have you ever been worried about dogs you see roaming the streets in countries like Thailand? Did you know our work reaches around the world to help dogs like these?

We've partnered with Soi Dog Foundation since 2016, supporting projects to help manage Thailand's free-roaming dog population. And this year, we marked the one-year anniversary of a life-changing partnership with Butternut Box and Soi Dog, to improve the lives of dogs in Chonburi where there are an estimated 100,000 free-roaming dogs.

Driving change, one day at a time

Using two mobile clinics to neuter and vaccinate dogs, Soi Dog's Chonburi Project aims to reach 40,000 dogs over two years. On average, they treat around 70 dogs every single day. But it's not just about the numbers — it's about building bonds.

"When we set up in a community space like a temple, the dogs don't always welcome us at first," says Soi Dog's Dr Kae. "But after we stay, feed them, and care for them, they grow attached. When we move on, it's emotional. We want every dog to be safe and healthy, while promoting education in the community."

Powered by pawtnership

Thanks to the amazing efforts of Soi Dog and the generous support of Butternut Box, we're getting one step closer to bringing health and happiness to dogs everywhere.

"This project has really captured our hearts," says Dave Nolan, co-founder of Butternut Box. "Together with Dogs Trust, we know we can make a serious difference. We couldn't be prouder. And it's thanks to our brilliant customers that this is even possible."

As we mark one year of this remarkable project, we celebrate the thousands of dogs we've helped, and the communities who love these free-roaming dogs as much as we love our four-legged friends. With every dog neutered and vaccinated, Thailand takes one step closer to becoming rabies-free, and we move closer to a world where every dog is safe and loved.

What is a free-roaming dog?

Free-roaming dogs in Thailand aren't necessarily strays. Some are dogs who have a home and family but wander freely. Most are community dogs, living in temples, markets or villages and cared for collectively by locals. Only very few are feral dogs, who avoid human contact and survive on their own.

Many people in Thailand deeply care for these animals, feeding them and sheltering them. But overpopulation is a huge issue. Without intervention, the free-roaming population continues to grow, and diseases like rabies are still a threat.

"I've seen the living conditions of both stray and owned dogs, and many still don't have a good quality of life," explains Dr Kae. Soi Dog's work gives them a brighter future, preventing unwanted litters, protecting dogs and humans against rabies, and significantly improving human-dog relationships.



Third time's the charm for golden oldie Tilly



12-year-old Beagle Tilly has had quite the journey. After spending over 1,000 days with us, and with many bumps in the road, she's finally found her forever home.



Tilly was living on the streets in Ireland when a local rescue charity found her in 2013. They gave Tilly a temporary safe place before handing her over to us. Sadly, we have no way of knowing the hardships she's been through.

Hoping to give her the best chance of adoption, we soon brought her to the UK.

It wasn't long before we found Tilly a loving new home. But sadly, after seven wonderful years, her new owner's health started to decline and she came back into our care.

We quickly found Tilly another home and thought she'd landed back on her paws. Unfortunately, she came back to us again due to being protective over her food and being anxious around humans. After supporting Tilly with these issues, she was ready to start the search again.

Although Tilly has had interest, it's taken us three years to find her the perfect match.

In those three years, Tilly has slowed down and has more medical needs, including a heart murmur. We waited patiently for a family willing to give her the happiest retirement life.

In April 2025, Tilly was welcomed into her new forever family with Adam and Donna, who know what it takes to look after dogs like her.

"We'd seen Tilly on the Dogs Trust website for some time, and she looked so happy we had to find out more about her," say Adam and Donna.

"She fit the type of dog we like to adopt as she was a mature Beagle and needed a loving forever home for her last years. We felt we could provide all she needed."



The couple are expert older-Beagle carers, having rescued four elderly Beagles already. They adopted Beagles Nero and Titus from our Harefield centre back in 2017, later growing their Beagle family with Hugh Hefner and Indiana Jones from our Canterbury centre.

After careful introductions, Tilly met her new Beagle brothers, and the rest is history.

The family says Tilly fits right in at home with her Beagle family.

"Tilly is doing so well. Since day one she's been so happy here. She's a little bundle of joy, always happy to see us, and so excited and playful."

They add, "it's become our thing now to help older Beagles enjoy their final few years with as much fun, love, and treats as possible. We're already looking at who we could help next!"

Are you ready to open your heart and home to a new furry friend? Find your new best pal today at dogstrust.org.uk/rehoming



**They've all brought
us so much joy**

Doggelgangers

The segment you didn't know you needed, but now can't live without, is back and more questionable than ever. Our expert doggelganger team, now numbering over two thousand employees*, has spent the last year working 70-hour weeks scouring our rehoming centres to bring you the most 'impressive' lookalikes yet.

So, get comfy and prepare to suspend your disbelief, as we enter the mystical realm of doggelgangers:



Wilbur



Tilda Swinton

With his ethereal charm and striking stare, Wilbur could be Tilda Swinton's four-legged twin. But while he shares her otherworldly looks, he's no aloof ice queen. This young pup is absolutely full of life; he just needs a bit of patience and guidance to blossom into a true supermodel citizen.



Luka



Furby

He's got the signature big eyes and fluff, but this pup is no toy. Luka's looking for a calm, experienced owner who can respect his boundaries and appreciate his 'less is more' playstyle. He's a loyal adventurer who's happy to brave the weather for a good walk but insists on running the show at home. If you're up for the challenge, Luka's ready to bring his Furby-level charm, and sass, to your life.

At the time of writing, both of these pooches are still looking for their forever home. Wilbur is in Kenilworth, and Luka is in Merseyside. For more info, visit dogstrust.org.uk/rehoming

*It's just me, one lucky dog lover

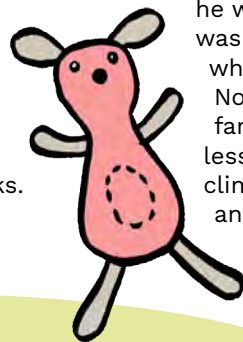
The power of playtime!



Toys are more than just a bit of fun; playtime has loads of benefits for our pooches. A good game helps our dogs exercise their brains and their bodies by practising skills like problem-solving and searching, and using their natural instincts to tug and chew. Play can help build your dog's confidence, prevent boredom and even alleviate stress. And best of all, playing together can strengthen the bond between you and your four-legged friend.

For dogs in our care, toys can also be essential for training and rehabilitation. Pops was terrified of everything when he first came into our care, but playtime and patience really changed the game for this beautiful Border Collie.

When Pops arrived at our Kenilworth centre he was a very nervous boy. He would cower in his kennel when carers tried to approach him, so it was impossible to even take him for walks. But our team were determined to help him.



The team noticed he liked soft toys, so encouraged him to play. Within a few days they started to see the playful dog underneath his trauma. After weeks of gradual progress, eventually he trusted his carers enough to go for walks. But he was still worried and could easily get overwhelmed and grab at the lead. So his carers took toys out on walks for him to chew and throw around, which really helped Pops cope.

Pops was also introduced to one of our amazing volunteers, Fran, who often spends time getting to know our more sensitive residents at Kenilworth. Fran would take Pops' favourite toys and play with him for hours. This extra playtime helped his confidence grow.

Pops had come such a long way from the nervous dog we first met, and after 10 months in our care he was ready for a home of his own. Thankfully it wasn't long before the perfect family came along who were committed to continuing his training. Now Pops is settled and happy with his forever family. They say: "His stress levels are more or less gone. He's become a puppy again. He's really climbed a mountain after what he's been through and now he knows what it's like 'livin' the life' as a Border Collie." **Keep on playing Pops!**

Plenty of playtime thanks to Pets at Home

Thanks to Pets Club, Pets at Home's loyalty scheme, we have an amazing range of toys to entertain and train our dogs. When you join Pets Club, you can choose to support Dogs Trust, so every time you shop at Pets at Home you can earn Lifelines vouchers which are used by our rehoming centres. With these vouchers, we can stay stocked with everything we need to keep our dogs physically and mentally active — including the soft toys that made a world of difference for Pops. Sign up to Pets Club today to receive 10% off your first shop and to help provide goodies for dogs in our care. Find out more at dogstrust.org.uk/petsathome



Hi, I'm Zeus!

...but my friends all call me Juice. I'm a big lad with an even bigger heart. I love adventures in nature, lounging about in the sun and my favourite stuffed unicorn. Wanna be pals?



You can sponsor Zeus at dogstrust.org.uk/sponsor

Sponsor dog

Catalogue

Here are a few of our faves from our Christmas Catalogue, where every purchase supports the rehabilitation of dogs in need. We've got all your festive must-haves, plus gifts for both two and four-legged friends. Sniff out the entire range at dogstrustgifts.co.uk



Dogs Trust 2026 Calendar

Our best-seller.

Show your support with this practical A4 month-to-view calendar featuring heartwarming photographs of dogs we've helped in our rehoming centres around the UK. Plenty of room for notes and reminders too. Open size: 297 x 420



3D Dog Cards

Send a message with a difference! 3D cards with pup-popping personality! Featuring popular breeds and a mini blank card for your own message. Supplied with 160 x 160mm white envelope in a recyclable cello bag. Five different dogs available: Black Labrador, Border Collie, Cockapoo, Dachshund and Jack Russell.

Tufflove Christmas Tree Dog Toy

Robust, plush toy, hidden squeaker. Size: 200mm.

£7.99



World's Best Dog Mum Socks

Cotton-rich socks. Adult shoe size: 4-8.

£5.99



Wag

Come out to Play 1,000 Piece Jigsaw

Quality 1,000-piece puzzle, perfect for winter evenings by the fire with your canine companion curled at your feet. Large image guide included. Plastic-free packaging. Finished size: approx. 680 x 480mm.



£14.99

Doggy Hot Water Bottles

Keep cosy with a furry friend. Choose from two designs: **Dachshund** (length: 460mm) and **Cockapoo** (length: 410mm).

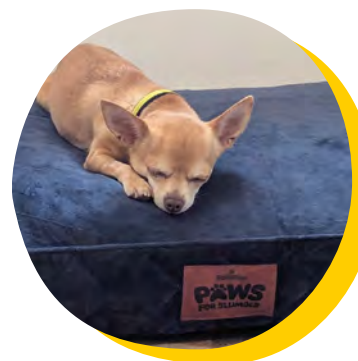


£19.99



Slumberland

Slumberland is helping more dogs sleep soundly, supporting us by donating from the sales of their Paws for Slumber pet bed range. This helps us give a dog a good night's sleep to dream about their forever home, until we make that dream come true. Slumberland is generously offering Wag readers 15% off Paws for Slumber beds, using the code: **WAG15** Find out more at dogstrust.org.uk/slumberland



Lily's Kitchen

Our friends at Lily's Kitchen are continuing to spread festive joy for our furry friends this year with their new Christmas range for dogs. During the festive period, Lily's Kitchen will be making a donation of £10,000 to help dogs in need. Find out more at dogstrust.org.uk/lilyskitchen



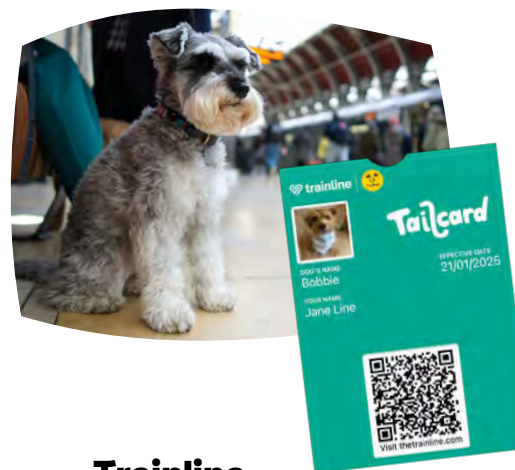
Our partners

Looking for simple ways to support the dogs in our care? Check out these hound-helping offers from our pooch-loving partners.

Loves

Hush Puppies

Hush Puppies is helping us share how to be a dog's best friend! For every pair of Back to School shoes sold, they'll donate 10p to Dogs Trust, helping more dogs find their forever home. With Bounce™ cushioning and built-in comfort, their school shoes support growing feet and inspire kids to dream big, move freely, and turn every school day into an adventure. Find out more at dogstrust.org.uk/hushpuppies



Trainline

We've partnered with Trainline to help dogs and their owners travel more confidently by train. Our experts have pulled together their top tips for preparing pups to take to the rails, from key commands to navigating the station. Read the guide and take the quick quiz to nab yourself and your pup a digital or physical Tailcard — your dog's ticket to travel success! Find out more at dogstrust.org.uk/trainline



Butternut Box

By choosing Butternut Box's fresh dog food, customers are helping fund the Chonburi Project in Thailand — aiming to neuter and vaccinate 40,000 roaming dogs and tackle rabies. Read more about this project on page 15, or visit dogstrust.org.uk/butternutbox



Care for life, that's a promise



Our dogs are part of the family. But what happens to our furry friends when we're no longer around to care for them?

That's exactly why we created our **Canine Care Card** — a completely free service that offers peace of mind, promising to look after your dog and find them a loving new home if you become seriously ill or pass away. It's hard to imagine that anyone could love and care for your dog as much as you do. But we promise we will.

For Cocker Spaniels Clifford, 9, and Lucy, 11, that promise recently became a very real part of their story.

Clifford, and his older companion Lucy, had spent their lives together. Last summer, their world changed forever when their much-loved owner sadly passed away. Thankfully, their owner had registered for our free **Canine Care Card**, which meant we were there the moment help was needed.

We welcomed Clifford and Lucy with open arms, helping them adjust to their new surroundings during what must have been a confusing and emotional time. While both dogs were friendly and affectionate, it quickly became clear they didn't like to share food; a small detail, but an important one. With thoughtful planning, the team made sure mealtimes were calm and stress-free.

It was obvious that Clifford and Lucy shared a special bond, so we knew we had to keep them together. After just three weeks in our care, the pair trotted off to their new home, still side by side, ready to begin their next chapter.

But change can be hard, even with a loving new family. Once Clifford and Lucy started adjusting to their new lives, both dogs began to struggle around other dogs, and sometimes people, when out on walks. But their new owners weren't on their own. When a dog comes into our care through our Canine Care Card, we'll support them for life. We offered the new owners practical advice to ease the transition. By choosing quieter walking routes, avoiding busy times of day, and using treats and training techniques to encourage calm behaviour, we helped the family to find what worked best.

Together, Clifford and Lucy's new owners and our behaviour experts have made walks a much more relaxed and enjoyable experience for everyone involved.

Today, Clifford and Lucy are living their best lives, still together, still loved, and still supported by us. Their story is a beautiful reminder of the power of planning ahead, and the difference one little card can make.

Thanks to their owner's decision to sign up for our free **Canine Care Card**, these two golden oldies were never without a safety net. Instead of facing an uncertain future, they were met with kindness, care, and a promise fulfilled.

Sign up for your free Canine Care Card today at dogstrust.org.uk/ccc, or fill out the coupon below.

**Canine
Care Card**

In the event I can no longer
care for my dog(s), Dogs Trust will.



**Please call
020 7837 0006**

Registered Charity Numbers 1167663 & SC053144. Co. Ltd 09365971.

Sign up for a Canine Care Card today

No matter what your personal circumstances are, we're always here to help dog lovers do best by their pooches. If you need help of advice, Dogs Trust are just a phone call away. Signing up for a Canine Care Card is quick and easy to do. Complete the form below and we'll get in touch with you to arrange the rest.

Yes, I'd like to apply for my free Canine Care Card
(please fill out in block capitals)

Name

Address

Postcode

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. You can opt out of communications or change your preferences at any time by calling **0207 837 0006** or visiting dogstrust.org.uk/keepintouch.

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

Registered Charity Numbers 1167663 & SC053144.
Co. Ltd 09365971.

Source: 1057075



Make your own happy place hanger

Your little sidekick needs their own space just like you do. Somewhere they can relax without being bothered. Putting this hanger on show can be a great way to let any visitors know your pup's in their sanctuary of peace.

Just colour it in, cut it out, and stick the sides together. Then hang it in your pup's happy place.



A happy place in every space



6 top tips for going away with your dog

So, you've got your best pal's happy place at home perfected. A cosy cocoon of comfort, with all the love and safety they need on tap. But what happens when you get away together for some well-deserved relaxation, or an overnight visit to a loved one?

Here are our six top tips to make sure your dog's happy place isn't left at home when you travel.

1 A taste of home

Take some of your pooch's regular food and try to keep their diet the same as it would be back home. Their mealtime staple? Bring it along. Those biscuits they drool over? Get them in the bag.

2 Be a routine queen

Most dogs love routine. So, it's best to keep as close to theirs as possible. Try feeding them at the same times you would at home, for example. No midnight meals when you're back late from an adventure.

3 Bring some home comforts

Take bits from around the house for your soft-eared sidekick as a soothing reminder of home. Their favourite blanket to snuggle up to maybe, or that brown rag they love that once looked like a duck.

4 Snooze or lose

There's often lots to do and explore when you're away. But remember, most dogs need (on average) 16 to 18 hours of rest or sleep per day. Make sure to schedule in some dedicated snooze sessions.

5 Be there for your pal

Don't leave them alone for too long. Your four-pawed pal will likely feel nervous being in an unfamiliar environment. If you have to leave them, just make sure they're confident and relaxed in the new space first.

6 Support them home and away

Be there for your pal while you're away, but have their back when you arrive home too. They'll have spent a lot of time with you and may need help adjusting to being left home alone again.

Now you're all set to enjoy some quality time away with your furry traveller, without leaving their happy place behind.

Visit our website for more dog-friendly holiday tips. Bone voyage!



Readers' dogs



For the chance to see your dog featured in the next issue, send your high-resolution pooch pictures to wag@dogstrust.org.uk

12-year-old Lab Collie cross **Molly** (try saying that 10 times fast) lives in Scotland, but might just be one of the best travelled dogs we've featured. This stunning photo was taken in Slovenia, but she's been to so many European countries it's difficult to know where to start. The Netherlands, Belgium, France, Luxembourg, Germany, Austria, Switzerland, Italy and Croatia, for starters. She's also visited every major national park in the UK. Simon Reeves, eat your heart out.



Molly

Strike a pose! This small but mighty beauty is **Chloe**. She's five years old and absolutely living the dream. Her favourite activity is to lie on the sofa, wait for a squirrel and, when she spots one, chase it in the vain hope that one day she'll get lucky. According to her owners, Laura and James, her little legs just aren't fast enough. This cheeky girl loves walkies, zoomies, and being queen of the house. She's got her owners wrapped around her little paw.



Chloe

Baxter is the undisputed king of relaxation. Jacqueline's husband got out of bed to make her a cup of tea and Baxter was straight in there without a second thought. You can see how pleased he is with himself. This lovable layabout has been making himself at home since being adopted in 2023.



Baxter

Robyn



Smiles don't come much bigger than this. Seen here enjoying her holiday by the seaside, according to her owner Emma, **Robyn** couldn't be any more Terrier. Full of sass and attitude, she's also incredibly loving and has been since she found her forever home in 2023. Here's to many more happy holidays Emma and Robyn!

Poor **Dax** didn't have the best start in life and her earlier years were very difficult. Now aged nine and with the help, patience and love from her owner Carla, sweet Dax has overcome most of her fears. After a good explore of her local lake, there's nothing she likes more than coming back to her family and getting plenty of fuss. Well done, Carla and Dax, you've dealt with so much and have come so far, you're a lovely credit to each other.

Dax



Mia



Here's one that could bring a lump to the throat. Beautiful **Mia** was fostered by two of our amazing volunteers, Ann and Barry. She was the seventh dog they cared for for us, and the one that stole their hearts. They've had her for three years since she was 12, and she's still full of cheeky fun. Big thank you to both Ann and Barry for opening their hearts to an older girl and making sure she sees out her retirement years in a loving forever home.

Enjoying some shade at the beach is **Jasper**. Diagnosed as a puppy with a degenerative and chronic disease, this handsome chap doesn't let that get in the way of him having a full and fun life with his human best pal Aimee.



Jasper

Join our fight against puppy smuggling



Heavily pregnant and smuggled into the country just days before giving birth, Daisy's life, and the lives of her unborn puppies, were at risk.



Since 2015, our Puppy Pilot has rescued:

🐾 Over 3,200 puppies

🐾 173 pregnant dogs



Your gift of £25 today could help protect dogs like Daisy and her puppies from a life of suffering.

Did you know that every year, hundreds of dogs are smuggled into the UK in awful, cruel conditions. Many are heavily pregnant, hungry, and terrified. They're crammed into tiny, filthy spaces with no food, no water and no care or comfort at all.

Daisy was rescued from the border crossing just days before giving birth. Her body was exhausted, and her unborn puppies were in danger. Transporting dogs at such a late stage of pregnancy is illegal because of the severe risks to both the mums and pups. But these risks didn't stop the smugglers.

To them, Daisy was just another way to make money.

Sadly, we see the consequences of their greed all too often. Puppies as young as four weeks old torn from their mothers, heavily pregnant dogs transported in dangerous conditions, and dogs suffering from horrific illegal mutilations like ear cropping.

You can help end this cruelty.

Our Puppy Pilot scheme helps dogs like Daisy. Since 2015, we've rescued over 3,200 puppies and 173 pregnant dogs from this brutal trade. It's the only scheme like it in the UK, and it only works with your help.

Thanks to your support, Daisy received the vital vet care she desperately needed and finally had a safe place to rest. Just a few days later, after everything she had been through, she gave birth to four healthy puppies. Because of you, Daisy and her pups were safe, cared for and surrounded with love, day and night.

But for every dog like Daisy who is rescued in time, so many others are still out there, frightened, vulnerable, and waiting for someone to help them.

Your gift today could help save the next pregnant dog or terrified puppy rescued at the border.

This year marked a huge step forward in our long-running campaign to end puppy smuggling. A new Bill to protect innocent dogs is now in the final stages of becoming law, made possible by your continued support.

But the fight is far from over. The cruelty continues. Dogs like Daisy still need you.

If you can please, give a gift today to help rescue more dogs whose lives are at risk.

DONATE



Donate today by returning the enclosed form in the Freepost envelope provided or visiting **dogtrust.org.uk/daisyandpups**

Your generosity will help give dogs like Daisy the chance to escape danger and begin a life filled with love and care. Thank you!

Yes, I will help save pregnant dogs like Daisy from this illegal trade.

To donate, please visit dogstrust.org.uk/daisyandpups, or phone us on 020 7837 0006. Or complete the form below and return it in the Freepost envelope provided, or address an envelope to **Freepost DOGFORLIFE**.

If you live outside of the UK, please complete and return the form below to **Dogs Trust, Clarissa Baldwin House, 17 Wakley Street, London, EC1V 7RQ, England**.

Your details: Source: 1057112

Title: _____

First Name: _____

Surname: _____

Address: _____

Postcode: _____

Supporter No. (if known): _____

I'd like to give a gift of:

- ☐ **£10** could help fund soft bedding and toys to help the puppies settle into a safe, caring environment.
- ☐ **£25** could help provide nourishing meals for a rescued puppy in their crucial first week of recovery.
- ☐ **£50** could help keep our specialist puppy units warm with heat lamps that protect fragile newborns around the clock.
- ☐ **£100** could support urgent veterinary care for heavily pregnant dogs like Daisy, who are rescued just in time.
- ☐ **Other £** _____

I would like to donate by:

- ☐ Cheque/postal order (please make payable to 'Dogs Trust' and write your supporter number on the back. This can be found on your letter.)
- ☐ Debit/credit card ☐ CAF card

Card no:

Valid from: ____ / ____ / ____ Expiry: ____ / ____ / ____

Issue no (Switch/Maestro only): ____

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

Signature: _____

Date: _____

Donations will go to Dogs Trust to be used towards the care of dogs wherever the need is greatest.

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.

We will use the information you provide to process your donation and may also contact you with updates on our work, products, services, and ways to support us. If you would like to receive these updates by email and/or phone, please fill in your details:

Email: _____

Phone: _____

If you would prefer not to receive a thank you letter, tick here. ☐

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You can change your preferences at any time by visiting dogstrust.org.uk/keepintouch or emailing wag@dogstrust.org.uk

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