

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS OF
PRO DOGS DIRECT**

Registered Charity No. 1115647

2023



E G DUNN & CO

Financial Accountants

PRO DOGS DIRECT

LEGAL AND ADMINISTRATIVE DETAILS

FOR THE YEAR ENDED 30TH SEPTEMBER 2023

CHARITY NAME AND NUMBER

Pro Dogs Direct
Registered charity number 1115647

CORRESPONDENCE ADDRESS

4 Cole Avenue
Aldershot
Hampshire
GU11 1AN

TRUSTEES

Pat Bryant
Donna Woodford
Johanna Morris (Appointed 16/01/23)

PROFESSIONAL ADVISORS

BANKERS

HSBC plc
149 Rushy Green
Catford
London
SE6 4BQ

INDEPENDENT EXAMINER

E G Dunn & Co
Financial Accountants
109 Blackfen Road
Sidcup
Kent
DA15 8PZ

PRO DOGS DIRECT

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TRUSTEES ANNUAL REPORT

Constitution and Objects

Pro Dogs Direct is an unincorporated body. Our key charitable objectives are to save 'at risk' dogs, to care for them, provide them with any medical treatment they need and ultimately to find them loving, happy, safe, and secure new homes where they can live their lives as cherished pets. Since launching in 2006, we have cared for, and rehomed over 10,000 dogs (along with a smattering of cats, reptiles, rodents and more).

Alongside our rehoming activities, we have a further objective of providing education, advice & guidance to promote the positive welfare of dogs with the aim of ensuring that people can keep their dogs, look after them appropriately, and be fully able to enjoy owning them.

From the outset, our aim has been to avoid the need for dogs to be kept in kennels, instead placing them in family homes with volunteer foster-carers whilst we seek new, permanent homes for them. This 'direct' from 'home to home' approach is much better for the dogs, and is vitally instrumental in helping them to transition more easily into their new adoptive homes. Most important of all, we know from our own experience and industry statistics that this 'direct' rehoming approach has a much lower 'failed adoption' rate which is better for the dogs and for their new families.

As a charity, we are proud to be a full member of the Association of Dogs & Cats Homes and to be acknowledged as having high quality welfare and operational standards in all aspects of our work. Pro Dogs Direct operates a non-destruction policy

Charitable Activities, Outcomes and Public Benefit

In the post pandemic period, we and other charities, saw a massive increase in demand for rescue spaces. In part this was due to owners returning to work and no longer having time to care for the pets obtained during lockdown appropriately, but in many cases it was due to dogs lacking in appropriate training and socialisation developing behavioural issues that owners were no longer able to cope with.

At the same time, we also saw an increase in requests from local authorities to take in unclaimed strays, many of which presented with the same behavioural issues and an increase in requests to take (ex) breeding dogs that were no longer needed as demand for, and sales of puppies, dropped off.

The post pandemic 'return to work' also provided an additional challenge for us as many of the foster carers that volunteered for us during lockdown were no longer available.

We always seek to ensure that each dog is 'ready' to be rehomed, which with many dogs in the reporting period meant a longer than average time rescue whilst we 're-trained' them. Despite this and the challenges outlined above, we are pleased to report that during the operating year we were instrumental in helping over 400 dogs to find new, loving homes. In addition, whilst we do not keep formal records, our advice and guidance enabled many owners who were considering surrendering their dogs to develop their confidence and keep their dogs.

Organisation

The Trustees meet on a regular basis to review funds available, the recruitment of volunteers required to help with the fostering and rehoming of the dogs coming into the charity's care, and any other relevant operational matters. Day to day operating arrangements and decision making powers are delegated to Donna Woodford.

Volunteers & Supporters

We have a small number of admin based volunteers and a 'bank' of around 100 volunteer foster carers who look after our dogs in their own homes whilst we seek permanent adopters. Over the course of the reporting year an average of 60 foster homes were in use at any point in time.

Our volunteers and supporters enable us to achieve all we do for our dogs and the Trustees wish to thank all those that help by caring for our dogs, helping to ensure the smooth running of the charity and, not least, all those supporters whose donations enable us to continue to rescue, care for and rehome dogs in need.

We are also indebted to our larger charitable and corporate donors whose contributions both in financial and 'gift in kind' terms enable us to achieve so much more for the dogs that need us. We would particularly like to recognise and give thanks for the contributions of:

- The Pets at Home Foundation,
- The Association of Dogs & Cats Homes (ADCH)
- The Mars Food Fund and
- The Adoption Mission

The support of all of the above, and so many others, have made such a difference to us and the dogs that we have been able to support this year.

Finally, the Trustees would like to thank those Vets and practices that support us and provide such invaluable and dedicated care for all our dogs at charity rates.

Planning for the Future

Maintaining operations through and beyond the Covid 19 Pandemic was a massive learning curve but enabled us to see that innovation and creativity can massively enhance our reach and impact. To that end, we are planning a further development of the Charity's operations that will see us reach and have a wider positive impact for dogs, our local community and individuals within that community.

The achievement of these plans will come at substantial cost and to that end we have designated £190k of our unrestricted reserves towards that achievement. We have prepared an outline phased business plan to be shared with major donors and others with the aim of gaining the momentum and funds that will enable us to move towards realisation of our plans.

We anticipate an overall funding need for the initial development phase being in the region of £1m. As a small charity with limited time for delivering beyond our core aims and objectives, achievement will be challenging but we know that being able to implement our plans will enable us to deliver so many more positive outcomes. Part of this will be to continue to strengthen our core operations and create even stronger foundations on which to build for the future. We are excited for that future and all that it will allow us to do for our dogs and community.

Reserves Policy

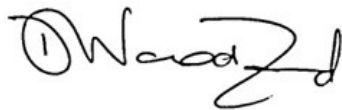
It is our policy to maintain unrestricted funds, which are the free reserves of the charity, at a level that equates to approximately six months unrestricted expenditure. This provides sufficient funds to cover management and administration support costs and to respond to 'every day' and emergency spending requirements. Unrestricted reserves funds were maintained at this level throughout the year.

Risk Management

The trustees have examined the major strategic, business and operational risks being faced and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to lessen the risks.

We confirm that the accounts comply with the Trust Deed and the Statement of Recommended Practice 2005, Accounting and Reporting by Charities.

Signed on behalf of Pro Dogs Direct (1115647).



Donna Woodford
24th June, 2024

PRO DOGS DIRECT

I report on the accounts of the Charity for the year ended 30th September 2023, which are set out on pages 3 to 5.

Respective responsibilities of trustees and examiner

As trustees you are responsible for the preparation of the accounts; you consider that the audit requirement of Section 43(2) of the Charities Act 1993 (the Act) does not apply. It is my responsibility to examine the accounts (under section 43 of the Act), to follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 43(7)(b) of the Act) and to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in, any material respect, the requirements**
- to keep accounting records in accordance with Section 41 of the Act; and**
 - to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act**

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.**

**DAVID FOWLER
E G DUNN & CO
Financial Accountants**

**109 Blackfen Road
Sidcup
Kent,
DA15 8PZ**

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 30TH SEPTEMBER 2023

	Unrestricted Funds	Unrestricted Funds 2022 £
	£	
INCOMING RESOURCES		
Incoming resources from generated funds		
Adoption fees	100,305	87,535
Donations	50,363	53,126
Fundraising	17,233	37,698
Inland Revenue Repayment	3,202	3,986
Corporate Support	5,165	3,944
Grants	3,130	
Gifts in kind	5,303	
Misc	632	
Legacies	15,444	.
Bank interest	3,433	187
TOTAL INCOMING RESOURCES	212,442	186,477
RESOURCES EXPENDED		
Charitable activities		
Vets fees	60,136	83,231
Food	10,676	4,369
Stationery	1,609	2,715
	72,740	91,066
Governance costs		
Staff salaries	61,614	52,171
Staff Pension	1,275	1,194
Bank charges	110	63
Deprecation	3,783	1,338
Loss on disposal	2,276	-
Miscellaneous expenses	2,798	8,034
Training	660	
Professional fees	343	
Travel expenses	4,399	
Van expenses	2,284	8,742
	79,542	71,543
Total resources expended	152,282	162,609
Net incoming resources	60,160	23,868
Reconciliation of Funds		
Total funds brought forward	283,626	259,758
Total funds carried forward	343,786	283,626

BALANCE SHEET

AS AT 30TH SEPTEMBER 2023

	Note	£	2023	£	£	2022	£
FIXED ASSETS				18,914			4,359
CURRENT ASSETS							
Cash at bank and in hand			333,852			285,604	
Debtors			<u>3,644</u>			<u>5,990</u>	
			337,496			291,594	
CREDITORS: Amounts falling due within one year	4		(12,624)			(12,327)	
NET CURRENT ASSETS				324,872			279,267
TOTAL NET ASSETS				<u>343,786</u>			<u>283,626</u>
REPRESENTED BY							
Unrestricted Funds: Designated Development			190,000			150,000	
:Operating Reserves			95,000			80,000	
:Vehicle replacement			20,000			20,000	
:General			<u>38,786</u>			<u>33,626</u>	
			<u>343,786</u>			<u>283,626</u>	

Approved at a meeting of the trustees held on 10th July 2024

Donna Woodford

On behalf of the Trustees

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30TH SEPTEMBER 2023

1. ACCOUNTING POLICIES

a) Accounting convention

The financial statements are prepared under the historical cost convention, as modified by the inclusion of investments at market value.

In preparing the financial statements, the charity followed best practice as laid down in the Statement of

b) Donations

Donations are accounted for when received.

c) Resources expended

Expenditure is included on an accruals basis.

d) Depreciation

Depreciation is provided to write off the cost of all tangible fixed assets over their expected useful lives, at the following annual rates:

Motor vehicle 25% on a reducing balance basis

2. TAXATION

The Trust is a registered charity and accordingly is exempt from taxation on its income and gains where they are

3. TANGIBLE FIXED ASSETS

	Motor Vehicle £
COST	
At 1st October 2022	11,049
Additions	22,697
Disposals	(11,049)
At 30th September 2023	<u>22,697</u>
 DEPRECIATION	
At 1st October 2022	6,690
Provided for the year	3,783
Disposals	(6,690)
At 30th September 2023	<u>3,783</u>
 NET BOOK VALUE	
At 30th September 2023	<u>18,914</u>
 At 30th September 2022	<u>4,359</u>

4. CREDITORS: Amounts falling due within one year

	2023 £	2022 £
Taxation and social security	2,585	2,379
Accruals	10,039	9,948
	<u>12,624</u>	<u>12,327</u>

5. FUNDS

Unrestricted funds represent those funds which the trustees are free to use in accordance with the charitable objects.