



# ANNUAL REPORT

## 2020 - 2021

[www.gsddrescue.uk](http://www.gsddrescue.uk)

Registered Charity Number 1188407

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## **This is LUOSKO German Shepherd Dog Rescue's Annual Report for the financial year ended 31 March 2021**

This report sets out information about LUOSKO German Shepherd Dog Rescue, its aims and objectives, and activities that all make a positive impact in its local communities and beyond. The report also outlines our background, highlights the significant achievements of the year and looks ahead to future plans for the charity.

# Introducing LUOSKO German Shepherd Dog Rescue



The name 'LUOSKO' derives from our original dogs back in 2014; LUCCA, OSCAR and RILEY (aka Solophina ASKO) and has since been adopted as the family name and trusted name for training, rehabilitating and re-homing German Shepherds responsibly. After losing LUNA in 2020 we altered it to include both LUCCA & LUNA as the LU as a memorial.

LUOSKO German Shepherd Dog Rescue was founded in 2014, initially, it was set up as a walking, daycare and boarding service and in 2015 quickly became a small-scale all-breed rescue. Rescuing dogs of all breeds from around the UK and Europe.

Over the years the organisation has gone through several transitions, from the services offered to the day-to-day imagery. In 2018 the rescue flourished more than ever and some of the services previously provided were dropped, to allow for the care of the increased amount of rescue dogs. It was then decided to end the old services completely and hand over the assets to the new up-and-coming non-profit rescue.

Due to the personal experience of owning 5 GSDs and the increased handling of German Shepherds, it was decided best for us to become more focused on the breed. In early 2019 the rescue became a breed-specific rescue for German Shepherds, later we also became residents at the Cheadle site, which allowed us to take care of up to 40+ dogs at any one time. The rescue also received a complete overhaul including new logos and associated livery.

As well as the move to the Cheadle site, LUOSKO German Shepherd Dog Rescue was able to become part of the BATTERSEA Dogs Home Animal Partnership Scheme, giving the rescue access to much-needed resources and support enabling some big changes to take place.

Some of our senior staff have attended courses at Battersea to better their understanding of animal welfare and management. In turn, this has led us to keep track of information previously overlooked, which now enables us to improve the quality of life given to the dogs in our care and to monitor things such as how many days on average the dogs remain in "rescue" before finding their new homes. Thanks to Battersea creating more courses and making them available to all our staff and volunteers the future is looking exceptional for all those that help us here at the rescue on a day-to-day basis and especially for any dogs coming into our care.

In conjunction with our new processes and procedures, we have introduced more training and information available to potential adoption families and have created our 7 Point Adoption process, which all adopters must follow to adopt dogs from us. This has proven very successful and has helped us rehome dogs with more success than ever.

Being nominated and becoming a finalist for the BBC Make A Difference Awards 2019 in the 'Fur ever Friend' category was amazing and an honour. Unfortunately, we did not win, but all nominees deserved to win in our eyes! Just to be nominated means that we are doing the right thing.

The biggest change of all, besides the new image, was the move to appoint a governing committee and to become an Official Registered Charity. We have been fortunate to qualify for a Battersea Grant to help improve the quality of life for our dogs with improvements to the kennel blocks on site.

The rescue is ever evolving for the better and shall continue to do so with the help of all our excellent volunteers of course we could not do what we do without the support from the general public and last but not least, all of the amazing people and families that open up their hearts and homes to one (or more) of our amazing dogs.

Since 2014 LUOSKO German Shepherd Dog Rescue has been helping stray, abandoned and unwanted dogs that, through no fault of their own, need a second chance - irrespective of their age, or medical conditions they may have. We also help owners in crisis who need to surrender their dogs, giving them peace of mind that their dogs will be re-homed responsibly.

In 2019 we moved to our current base of operations in Cheadle, Staffordshire. Our centre currently has 23 rescue kennels, 4 Isolation Kennels and 4 Emergency Kennels.

We also have two exercise paddocks, an indoor enrichment and training room, and a grooming room. We are also on the doorstep of thousands of acres of fields and woodlands in the heart of the Staffordshire Moorlands.

We currently help around 100+ dogs a year and as well as re-homing to pet-based homes from our rescue centre. We also work with other rescues and establishments, including Battersea Cats and Dogs Home, Armatus Risks Security, Staffordshire Police, Manchester Police Dogs and H M Prison Service for the more difficult dogs that are better suited to a working home. This enables us to significantly increase the number of dogs we can help.

We feel passionately that our role is not simply to deal with the consequences of irresponsible ownership, but to also tackle the root causes and reduce the number of dogs needing to access the animal welfare system. We also believe in the valuable pastoral and therapeutic role that dogs can play in our local community.

We therefore offer one-to-one training and socialisation and we also hire out our Freedom Field for people to exercise & train their dogs in a safe and secure environment.

We are committed to helping both dogs and people. We offer supported volunteering and employment placements at our rescue centre, working with third sector organisations representing disadvantaged groups.



## **Our Vision**

Our vision is a future where all dogs are provided with a responsible and loving home for life and that LUOSKO German Shepherd Dog Rescue is recognised as a high-quality provider of animal welfare and community services.

## **Our Mission is to:**

Reduce the number of dogs euthanised in the UK annually by providing a kennel space at our rescue centre, a foster home or rescue placement for animals in emergencies.

Reduce the number of dogs entering the animal welfare system through campaigning for change, education, and the promotion of responsible ownership; and the provision of support to owners to help them keep their dogs.

Promote the therapeutic benefits of dog ownership and interaction with dogs. Provision of support to owners to help them keep their dogs.

## **Our Principal Activities**

Rehoming dogs directly through our rescue centre and a network of volunteer foster homes and a slower and more controlled adoption process

Supporting owners needing help or to surrender their dogs by providing training and/or rescue services, kennel space or foster placements

Providing volunteering opportunities in the local community including supported volunteers and employment placements as well as student placements/work experience for local schools, colleges, and universities

Fundraising through community events, sponsored events and activities, merchandise sales, direct appeals and other fundraising activities

## Delivering for the public benefit

We believe that our work provides considerable public benefit by:

Rescuing at-risk dogs and placing them in the right homes for life

Educating and enabling the public to better care for animals

Ensuring that we fully comply with the Animal Welfare Act for the dogs in our care Offering

volunteering opportunities for those who wish to support our work Supporting dog owners in

crisis through education and training support

## Our Core Values

We are guided in our work by the following core values:

We seek to provide our dogs with the best quality of care available within our resources. We aim to ensure each dog has its emotional and physical well-being met through a suitable environment, and a suitable diet, providing the ability to exhibit normal behaviour patterns and protecting it from pain, suffering, injury, and disease.

Finding the right home for the right dog: Each dog is assessed, and each home is evaluated on its individual merits to ensure the right match. We aim to avoid blanket re-homing policies as far as possible to ensure a flexible approach to adoption.

We show compassion for both the dogs in our care and the people we deal with, whatever their circumstances for using our services.

We do not discriminate against the dogs we help based on their breed, age or medical condition. No adoptable dog is unnecessarily euthanised due to space or time constraints.

We do not just deal with the problems caused by poor animal welfare but actively seek to tackle the root causes and work towards being part of the solution.

We strive to work in a way that is open, honest, transparent, and accountable to our stakeholders.

We respect and value our staff, volunteers, partners, and supporters.

## Income Generation & COVID-19

Our first year as a charity has been far from easy, especially with the restrictions imposed due to COVID-19 by the government. Although a large part of our income would normally come from our adoption fees, during the pandemic we decided the best option for the welfare and wellbeing of both our dogs and humans was to put many adoptions on hold, therefore losing out on adoptions and adoption donations, as well as many other donations that the public would normally do in person.

With restrictions preventing many volunteers from coming to our site, 3 of our main volunteers stayed on site permanently for the entire pandemic, minimising any chance of the dogs in our care having no one to look after them.

To help with the lack of income we applied for and received emergency grants from The Kennel Club, and the ADCH. Further grants were obtained during the same period from Battersea and Animal Friends Insurance.

Whilst the Kennel Club & ADCH grants were used to top up general funds, the Battersea Grant was used to improve kennel facilities on site and the Animal Friends Insurance grant was used to purchase a new vehicle, including sign writing to enable us to transport dogs to and from vet appointments and to collect dogs needing our help and support.

In addition to the grants we received an upfront payment from Pet Plan Insurance based on commission earned on past policies.

Unfortunately, a large majority of fundraising events were also cancelled due to the COVID-19 pandemic, leaving us to find alternative fundraising ideas like online auctions, competitions, and raffles.

Our online donation platforms proved to be an invaluable source of income during this time and will continue to bring in funds with the introduction of automatic repeat donations.

To help bring us out of the pandemic we applied for and received a £15,000 bounce back loan on 12 June 2020, Payments are not due on the loan until July 2021.

In November 2020 we were lucky to be offered a shop to trade from in our local high street, after talks with a local landlord we came to an agreement that until we could trade properly (after lockdown) we would only pay a peppercorn rent, allowing us to cost effectively set up our first Charity shop.



## Sponsorship

In addition to cash gifts, we were also generously supported by gifts-in-kind donations.

Our key sponsor for 2020 – 2021 was Butchers Dog Food, who generously provided several pallets of Butcher's wet dog food throughout the year under their 'nourish every dog' scheme.

## Looking Ahead

We are looking forward to officially opening our first charity shop to the general public, when the restrictions of lockdown are lifted.

Further development of our social media channels and linking them to our website will allow our communications strategy to be more focused on 'digital first' with our website being the central hub for our online presence, that will also be linked to our main donations platform (Donorbox).

We will be looking into utilising more community-based groups and corporate staff volunteer days to help complete mini-projects at our centre.

## Volunteering

Our volunteer base is currently small however they are an invaluable group of dedicated people who help to look after the dogs in our care, as well as undertaking a variety of tasks including fostering, fundraising, transporting, dog walking, home checking and offering professional skills. Part of our volunteering team is made up of animal studies students with work placements from Reasheath College, as well as volunteers taking part in the Duke of Edinburgh scheme.

Our rescue centre provides opportunities for volunteers to get more involved "hands-on" with the dogs which improves the welfare and enrichment of our kennel dogs.

We are currently looking into our volunteer recruitment policy to make more people aware of the roles available, and looking into more avenues that will allow us to make more use of local educational establishments and their students in the day to day operations of our rescue centre.

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## Structure, Governance and Management

LUOSKO German Shepherd Dog Rescue is a Charitable Incorporated Organisation (CIO). Charitable status was gained on 6<sup>th</sup> March 2020. LUOSKO German Shepherd Dog Rescue operates throughout the UK.

The Board of Trustees runs the Charity with the assistance of the co-founders and our dedicated volunteers. The Trustees are responsible for making all decisions on any major expenditures. Our current Board of Trustees comprises three Trustees each with a vested interest in the operation of the rescue.

We will be looking to take on more trustees in the next financial year to bring new skills and experience to the table.

We are a new rescue in terms of developing long-term sustainable voluntary income streams. Whilst we will be looking into a long-term fundraising strategy to promote regular giving and legacies, it will take a few years before we see significant benefits from these activities. It is therefore important to us that we consider other sustainable income sources to support our charitable work.

Our current trading activities outside of our charitable income include the following:

### **Freedom Field Hire**

We hire one of our outside fields, on a half-hour or hourly basis. This has proved to be extremely popular with the local community, especially for families with dogs that have little or no recall or that are not good with other dogs/people when out.

### **Training**

Utilising our volunteer trainers to expand into training of basic issues for dogs still owned by members of the public, has been a popular choice in some cases to actually avoid dogs coming into rescue.

### **On-Line Auctions**

We have adapted during lockdown to utilise online platforms more, one way has been to utilise Facebook to help produce an online auction to sell donated items.

### **External Organisations**

We have adapted to utilising more external organisations such as the Police Force and Prison Service for some of the more suitable dogs that we assess as not suitable for a general pet home.

Our future plans include the following:

### **E-commerce**

We are looking to develop our online sales, to include merchandise and promotional items to promote the rescue as well as looking into new online sales platforms like eBay for sales of gifted items.

### **Charity Shop**

Although we have not been able to open the shop to the public as of yet due to COVID- 19 restrictions, we have been able to set up the interior and move a majority of donated items to the store which has enabled us to run a couple of online auctions direct from the shop itself whilst members of public were safe at home. Making good use of the reduced rental agreement, allowing the shop to trade a little whilst remaining closed.

## **Monitoring and Performance**

We strive to improve the services we provide and will look at developing new policies and procedures to help achieve this.

We aim to produce a 5-year Strategic Plan, which will include things like performance measures and targets that will allow us to develop and improve as we grow. These indicators, together with case studies, will be reported in future Annual Reports.

## **Risk Management**

We need to look at any risks to the organisation, in particular, those directly related to its operations and finances. The Strategic Plan will contain a summary of any risks identified together with mitigating actions and review process which will be reviewed on an annual basis. A risk log will be maintained and reviewed at Trustee meetings.

## Looking Ahead

We have ambitious plans to develop the rescue into a centre of excellence for German Shepherd Dogs. Hopefully, the strategic plan will help to pave the way forward.

Our main projects for the year ahead include:

Official opening of our first charity shop, providing restrictions are lifted Increase online merchandise & promotional items

Open up our grooming room to members of the public on a self service basis Increase the use of our trainers to include more 'public' dogs

Make use of external bodies/organisations including behaviourists and trainers

Our focus in terms of welfare will be to change our staff/volunteer to dog ratio through gradually increasing welfare staff numbers as funds allow. This will require investment into the generation of funding and income.

# Financial Review

The Trustees, present their report with the financial statements of the charity for the year ended 31 March 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland.

The financial statements comply with the Charities Act 2011. The Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland.



## **Financial Position**

The Trustees are pleased to present the Charity's financial results for the year. As a charity, we are aware of the challenges we face in terms of funding and sustainability. As with every new venture, building our Rescue business has and will continue to incur significant costs, hopefully, this will settle over time and our income-generating activities will bring us to a break-even position, ensuring we can deliver the best welfare possible for the dogs in our care for the long-term future ahead.

## **Governing Document**

The charity is controlled by its governing document, a deed of trust.

## Reference and administrative information

**Charity Name: LUOSKO German Shepherd Dog Rescue**

Registered Charity Number: 1188407

**Registered office:**

LUOSKO German Shepherd Dog Rescue Haden

House Farm

Delphouse Road Cheadle

Stoke-on-Trent ST10 2NN

Telephone 01538 750842 Email

contact@gsdrescue.uk

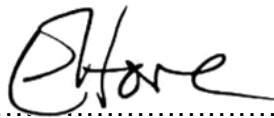
www.luoskogermanshepherddogrescue.org / www.gsdrescue.uk

**Trustees** Emma

Hore Justine Gifford

Ruth Hamlett

Approved by order of the Board of Trustees on 27<sup>th</sup> July 2023 and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'E Hore', is written over a horizontal dotted line.

**Emma Hore, Trustee**

# Luosko German Shepherd Dog Rescue

## Independent Examiners Report to the Trustees of Luosko German Shepherd Dog Rescue

I report to the trustees on my examination of the accounts of Luosko German Shepherd Dog Rescue for the Year Ended 31st March 2021

### Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (in accordance with the relevant sections of the Charities Acts 1993, 2006, 2011 and the Companies Act 2006) but that an independent examination is needed.

It is my responsibility to:-

- Examine the accounts
- Follow the procedures laid down in the General Directions given by the Charity Commission and the procedures advised by Companies House
- State whether particular matters have come to my attention in accordance with the relevant sections of the aforementioned legislation

### Basis of Independent Examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners and the procedures advised by Companies House. 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 view given by 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
  - a. To keep accounting records in accordance with the aforementioned legislation
  - b. To prepare accounts which accord with the accounting records and comply with the account requirements of that legislationhave 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.

Signed *R Latham*

Date 27/7/2023

# Luosko German Shepherd Dog Rescue

## Statement of Financial Activities as at 31 March 2021

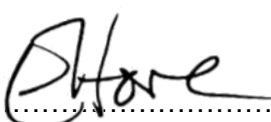
	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total 2021 £
Notes			
<b>Incoming Resources</b>			
Donations & Legacies	43,393	5,000	48,393
Charitable Activities	15,726	0	15,726
Trading Activities	5,459	0	5,459
Other incoming resources	0	0	0
<b>Total incoming resources</b>	<b>64,578</b>	<b>5,000</b>	<b>69,578</b>
<b>Resources expended</b>			
Raising Funds	749	0	749
Charitable Activities	83,966	0	83,966
<b>Total resources expended</b>	<b>84,715</b>	<b>5,000</b>	<b>84,715</b>
<b>Net (outgoing) / incoming resources before transfers</b>	<b>(20,137)</b>	<b>5,000</b>	<b>(15,137)</b>
Other recognised gains & losses	0	0	0
<b>Net Movement of funds</b>	<b>(20,137)</b>	<b>5,000</b>	<b>(15,137)</b>
	Unrestricted Funds 2021 £	Restricted Funds 2021 £	Total 2021 £
Notes			
<b>Reconciliation of funds</b>			
Funds brought forward as previously stated	0	0	0
Net movement in funds	(20,137)	5,000	(15,137)
<b>Total Funds carried forward</b>	<b>(20,137)</b>	<b>5,000</b>	<b>(15,137)</b>

# Luosko German Shepherd Dog Rescue

## Abbreviated Balance Sheet as at 31 March 2021

		31/03/2021	
	Notes	£	£
<b>Fixed Assets</b>			
Tangible	2		5,968
Total Fixed Assets			<u>5,968</u>
<b>Current Assets</b>			
Debtors		0	
Cash at bank and in hand		5,002	
Other Assets		<u>0</u>	
<b>Total current assets</b>		5,002	
<b>Prepayments and accrued income</b>		10,452	
<b>Creditors: amounts falling due within one year</b>	3	(19,959)	
<b>Accruals and deferred income</b>		(1,600)	
<b>Net current assets (liabilities)</b>			<u>(6,105)</u>
<b>Total assets less current liabilities</b>			<u>(137)</u>
<b>Creditors: amounts falling due after one year</b>	4	(15,000)	
<b>Net Assets</b>			<u>(15,137)</u>
<b>Capital and reserves</b>			
Profit and loss account			<u>(15,137)</u>
<b>Shareholders funds</b>			<u>(15,137)</u>

The financial statements on pages 18 to 19 were approved by the Trustees, and authorized on 27<sup>th</sup> July 2023 and signed on their behalf by:

  
 .....  
 Emma Hore, Trustee

# Luosko German Shepherd Dog Rescue

## Notes to the abbreviated accounts for the year ending 31 March 2021

### 1 Accounting Policies

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective January 2008

#### Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives:

Fixtures & Fittings	20.00% Straight Line Method
Motor Vehicles	20.00% Straight Line Method

### 2 Tangible fixed assets

Cost	£
At 06 March 2020	0
additions	7460
disposals	
revaluations	
transfers	
<b>At 31 March 2021</b>	<b>7460</b>
<b>Depreciation</b>	
At 06 March 2020	0
Charge for year	1492
on disposals	0
on revaluations	
<b>At 31 March 2020</b>	<b>1492</b>
<b>Net Book Value</b>	
At 06 March 2020	0
At 31 March 2021	5968

### 3 Creditors Falling Due Within 1 Year

	£
Trade Creditors	19,959
Bounce Back Loan	0
<b>Total Creditors</b>	<b><u>19,959</u></b>

### 4 Creditors Falling Due After 1 Year

	£
Bounce Back Loan	15,000
<b>Total Creditors</b>	<b><u>15,000</u></b>



**The following pages do not form part of the financial statements**

# Luosko German Shepherd Dog Rescue

## Detailed Profit & Loss Summary for the year ending 31 March 2021

	2021	
	£	£
<b>Incoming Resources</b>		
Adoptions	15,726	
Fundraising Income	1,538	
Sales & Services	3,921	
Donations	29,393	
Grants - Unrestricted	14,000	
Grants - Restricted	5,000	
Other Income	0	
		69,578
<b>Costs of Goods</b>		
Dog Expenses - UK	16,998	
Vet Expenses	2,589	
Dog Expenses - EU	1,267	
Fundraising Expenses	749	
		21,603
<b>Gross Profit</b>		<b>47,975</b>
<b>Administration Expenses</b>		
<b>Legal &amp; Professional Costs</b>		
Accountancy	0	
<b>Property Costs</b>		
Rent & Rates	14,047	
Maintenance & Property Work	538	
Refurbishment	10,159	
Utilities: Electric	12,105	
<b>General Administration Expenses</b>		
<i>Insurance</i>	856	
<i>Vehicle Expenses</i>		
Repairs, Servicing & Tax	1,112	
Insurance	1,672	
Fuel	733	
Sundry	294	
<i>Admin &amp; Office Expenses</i>		
Advertising & Marketing Expenses	2,407	
Website Costs	1,234	
Subscriptions	678	
Software Licences	317	
Postage & Delivery	220	
Stationery	302	
Cleaning	594	
Food & Refreshment	218	
Equipment under £500	5,850	
Telephone Costs	796	
Volunteer Expenses	1,647	
Depreciation	1,492	
<i>Sundries</i>		
Bank & Platform Fees	972	
Waste Charges	4,869	
Donations	0	
Entertainment	0	
Sundries		63,112
<b>Net Profit</b>		<b>(15,137)</b>