

# The past year at SAR

Once again we have had a busy year but more so because of the challenges we have been faced with given the number of dogs needing to be rehomed and the issues they have come in with. It hasn't been an easy year at all

Good news first, we welcomed Alli to the Trustees team back in June 2024 - welcome on board Alli. We also welcomed two new behaviourists happy to help out where needed, Caroline Lewis and Emily Nutter - thank you ladies.

Sadly, we lost Gary, Liz & Martin and Sue this year but we were fortunate to welcome Lis (a SAR foster carer who joined the admin team), along with Louise, Lori and Katie.

In May 2024, two of our Trustees attended the ADCH Conference which was very worth while and gave us food for thought as how to improve things both for the dogs and the team. Topics covered ranged from euthanasia policies to adoption options for those living in rented properties. It is planned to go back next year all being well

We do have to rely a lot on the other members of our admin team for everything they do - Vanessa, Pauline and Sheila.

Thank you to you all for your help and support from the Trustees, Andrea, Pam, Alex, Louise, Lisa and Alli



## Annual Report 2024



SAR is a breed-specific rescue based in the United Kingdom with a volunteer base spread throughout various counties. Our primary goal is to help Sprockers in need remain with their families but also offer other options when this is not possible

# CURRENT BALANCE £17,400.14

This figure  
could be more  
if we could  
sign more  
people up  
for  
Gift Aid

Most of the dogs that came to us in the past year came with behaviour issues. Of those, only two had to be euthanised. Some were successfully rehabilitated and rehomed, others were rehomed by their owners or their owners changed their minds. Sadly, the cost of kennelling and rehabilitation left a huge dent in our funds but was necessary for the benefit of the dogs.

Unfortunately, we did have to send 6 of our dogs to rehabilitation with Waggy Tail Farm which cost the rescue a whopping £13,800. It has been hard to recoup this money with everyone feeling the pinch with the cost of living but the welfare of the dogs has always been our priority at SAR. That said, sadly, there have been times where we have had to turn dogs away as we know we would not have been able to rehome them with the people we have waiting to adopt. This has only happened twice although we did our level best to try to match them up with a suitable foster, this was not possible and we had to refuse to take them in. We offered to help the owners with rehabilitation but at a cost to them but this was not done.

We have twice been contacted by vets for dogs whose owners had taken them in for euthanasia although the vet didn't feel this was necessary but sadly the owners declined to sign them over to us.



## 01.09.23 - 31.08.24

Rehomed  
24

In foster  
1

Pending  
10

PTS  
2

**"We believe that every Sprocker should be safe, happy and healthy"**



Registered Charity NO. 1204873





## Fundraising

### Key Fundraising Partnerships and Campaigns

- Spaniels 4 Life: This group has continued to be a fantastic source of income, raising approximately £2,000 this year.
- Doggy Lottery: Signing up with Doggy Lottery has brought in around £600.
- Calendars: Despite the high effort required to sell our calendars, which were more expensive than others on the market, we raised about £2,000.
- Annual Auction: Our annual auction was a success, raising £1,500.
- Specific Campaigns: Additional side campaigns for specific dogs (Tilly, Rolo, Hugo) raised approximately £2,000.
- Scratch Card and Bonus Ball: These initiatives collectively raised £200.

Andrea Phillips - Chair/Secretary

Pamela Lee - Treasurer

Alex. Dunn - Fundraising/Social media

Lisa Regan- Behaviourist

Louise Saggars - Rehoming Manager

Alli Ryder - Admin/Case worker

Vanessa Wilson - Foster Manager

Sheila Tulloch - Foster Manager

## Trustees

## The Team

Case workers -

Pauline Farnell

Louise Docherty

Lori Jones

Katie Pearson

Lis Gray

We are always on the lookout for more volunteers - for more information see our volunteers page

<https://sprockerassist.org/volunteer/>



## What for the future?

We have recently started using a new database (PATCH) for all the dogs and various applications. This is proving to be successful and will soon be integrated into our website to make it easier to apply for dogs that we have waiting



We are still struggling to find volunteers, especially child and pet free, experienced foster carers which has put a strain on the team with owners threatening PTS if a space isn't found for their dog. Thankfully, we have managed to take dogs in eventually but with fewer case workers and fosters this hasn't been easy.

As previously mentioned, we now have some amazing behaviourists on board, each with their own areas of expertise which will prove a great help in supporting both owners and fosters in the future.

As well as the ADCH and KAD, we also have membership of the Dog Welfare Alliance and the International Companion Animal Network and have signed up for The Adoption Mission run by Mars and the Pet Education partnership.

We are also committed to the education of children living with dogs through the Dogs Trust 'Learning with Dogs Trust' scheme and KAD

**"We believe that every Sprocker should be safe, happy and healthy"**



Registered Charity NO. 1204873



A huge thank you to all our supporters, donors and volunteers without whom we would not be able to run Sprocker Assist.

Times have been trying in the past but with everyone pulling together, we have done what we always do and given our very best to the dogs.

Our hard work has been recognised by the Association of Dogs and Cats Homes who have granted us membership of their organisation - we are extremely proud of this and towards the middle of the year we were also granted membership of KAD - Kids Around Dogs - which will benefit us when contacted by owners who are struggling to raise their children around their dogs (and vice versa) for various reasons.

We aim to make SAR as helpful to both those contacting us as a last resort but wishing to work to keep their dogs and those looking to rehome from or foster with us



[contact@sprockerassist.org](mailto:contact@sprockerassist.org)



[facebook.com/SprockerAssist](https://facebook.com/SprockerAssist)



[www.sprockerassist.org](http://www.sprockerassist.org)

[Sign up to our newsletter](#)



# Fundraising, Website and Social Media Report

## Website Launch

The website was successfully completed and launched at the end of 2023. We are thrilled with the result, finding it significantly easier to manage on the back end. Despite not having a formal support contract with the designer, we have continued to receive assistance from her. She has been consistently happy to help us.

## Integration with Pawlytics

Initially, we integrated Pawlytics with our website, which streamlined the process of showcasing available dogs by reducing manual work. However, Pawlytics began charging a fee, prompting us to discontinue its use. We plan to reinstate this integration with our new system, Patch, once the necessary I Frame integration has been finished.

## Successful New Branding

Our new branding has been well-received and has simplified the creation of media materials. The cohesive and modern look has positively impacted our public image and marketing efforts.

## Google Ads Campaign Management

We continue to run Google Ads, adjusting and adding to our campaigns as our priorities and requirements evolve. This ongoing optimisation helps us maintain a strong online presence and effectively reach our target audience. As a charity Google give us 10,000 free paid for clicks per year. We do not use anywhere near that!



# Fundraising Efforts and Updates

## Increased Fundraising Needs

Fundraising has been particularly challenging this year. Historically, we managed with minimal fundraising efforts, but our current needs require us to raise significantly more funds. While we have a fantastic support network of regular donors and followers, we need to expand this base. Although we've made significant progress, more effort is necessary to meet our financial goals.

## Group Subscription

Our group subscription has continued to be a reliable source of income, bringing in over £600 per year. However, we need to refocus our efforts here, as we've seen a few cancellations upon renewal this year, though the number remains low. With 8,000 members in our Facebook group, there's significant potential for increasing our regular income through membership subscriptions. If each member paid £10 per year, this could generate a substantial and reliable revenue stream.

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- Annual Auction: Our annual auction was a success, raising £1,500.
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- Scratch Card and Bonus Ball: These initiatives collectively raised £200.
- Pets Pyjamas brought us in £500

## Individual Fundraising Efforts

Lucy ran 50 miles and used our Just Giving page to raise just over £1,000. Her dedication and effort have been incredibly inspiring and beneficial to our cause.

# Partner Commissions

We have onboarded several new partners who offer commissions when a specific code is mentioned. While this is a slow-growing initiative, it holds promise. Some partners also offer discounts to our supporters, which is a win-win situation.

## 1. Butternutbox

Butternutbox has been an essential partner in our mission, providing high-quality, freshly prepared dog food that is tailored to meet the specific dietary needs of each dog. This partnership has not only enhanced the physical health of our dogs but has also provided peace of mind to adopters, knowing their new pets have been well-cared for.

## 2. Give as You Live

Give as You Live has enabled our supporters to contribute to our cause simply by shopping online. By partnering with thousands of retailers, this platform allows a portion of each purchase made by our supporters to be donated directly to our organization.

## 3. Easy Fundraising

Easy Fundraising, similar to Give as You Live, allows our supporters to raise funds for us through their regular online shopping.

## 4. Notch

Notch has partnered with us to offer personalized, stylish accessories that resonate with our supporters. Each purchase of a SAR Notch's directly supports us.

## 5. Pets at Home

Pets at Home generously provides us with vouchers when our supporters shop that we can use when shopping, directly benefiting our dogs in care.

## 6. Agria

Agria Pet Insurance has been a key partner in ensuring the dogs for the first few weeks after adoption

## 7. PitPat

PitPat, known for their dog activity monitors provide us with a donation every time our code is used



### **8. The Pooch Shed**

The Pooch Shed has supported us by donating a portion of the profit for every SAR box sold

### **9. Willow & Co Memorials**

Willow & Co Memorials has partnered with us to provide beautifully crafted memorial products that help pet owners honour the memory of their beloved dogs. A portion of their sales is donated to our organization, making this partnership a meaningful way for supporters to contribute to our cause while remembering their pets. This collaboration has helped us raise funds while offering comfort to those who have lost a pet.

### **10. Tug-e-Nuff**

Tug-e-Nuff, specialists in dog toys and training aids, has provided us with a batch of toys to sell

### **11. Donate in Memory**

The Donate in Memory initiative allows supporters to make donations in honour of a loved one, be it a pet or a person. This program has been a good part of our fundraising efforts, offering a heartfelt way for people to support our work while commemorating someone special. The funds raised through this initiative have directly supported the care of the dogs, ensuring that their legacy lives on in the lives of the animals we help.

### **12. Pets Pyjamas**

Pets Pyjamas, a luxury pet travel and accessories brand, has partnered with us to offer a discount to any holiday booked. Pets Pyjamas has also helped promote our cause to a broader audience, bringing in new supporters and raising additional funds to support our work with dogs.

### **13. Dog Trac**

Dog Trac offer a discount to anyone buying a tag. They have an innovative dog-tracking solutions. By providing microchip identification and tracking technology.

### **14. My Giving Circle**

My Giving Circle will hopefully facilitate additional fundraising opportunities by enabling our supporters to vote for us in various grant competitions. Their platform will hopefully help us secure funding through community support. We need to spend time understanding how best to use this platform. They may also be better for us than using Pay Pal for donations

### 15. Recycling for Good Causes

Recycling for Good Causes has partnered with us to turn unwanted items into much-needed funds. By encouraging our supporters to recycle items such as jewellery, gadgets, and stamps, this partnership has provided a unique way to raise money while promoting environmental sustainability.

### 16. Free Wills

Free Wills has offered our supporters the opportunity to create a will at no cost while including a charitable donation to our organization. This partnership has been a thoughtful way for our supporters to plan for the future while making a lasting impact on our work. The donations pledged through Free Wills will help ensure the long-term sustainability of our charity and provide ongoing support for the dogs in our care.

### 17. 2Posh to Pull

2Posh to Pull has partnered with us to offer stylish, high-quality dog accessories, including harnesses, leads, and collars. Their products are designed with both comfort and fashion in mind, making them popular among our supporters. A portion of each sale from 2Posh to Pull is donated to our organization, providing additional funds to support our work while ensuring the dogs in our care are equipped with the best accessories.

These partnerships will, in time, play a crucial role in supporting us to care for and rehome dogs. From financial contributions and in-kind donations to innovative collaborations, each partner has contributed to the success of our charity. We are deeply grateful for their ongoing support and look forward to continuing these valuable relationships.



## Downloadable Materials

To effectively communicate our partners' offerings and the benefits available to those who adopt or foster, we need to create comprehensive, visually appealing downloadable materials. These materials could be accessible on our website and can be distributed through various channels e.g. fosterers and adopters to maximize reach and impact.

## Grants and Gift Aid

- **Pets at Home Grant:** We won a £1,000 grant from Pets at Home, which was used to cover rehab fees. We can reapply in 12 months.
- **Other Grants:** We need assistance in sourcing additional grants from experienced professionals, as a single week in a rehab centre costs £1,000.
- **Gift Aid:** Pam does a fantastic job with Gift Aid, and we now have an online form. However, there are companies that manage everything for us, including donations and Gift Aid. Although there is a fee, it could be offset by obtaining more Gift Aid. This option needs further investigation.

## Next Steps

- **Enhance Promotion:** Focus on promoting our partners more effectively to maximize commission and discount benefits.
- **Expand Support Network:** Implement strategies to expand our donor base and engage with a broader audience.
- **Create Downloadable Content:** Develop and distribute downloadable materials for adopters and fosters.
- **Explore Gift Aid Management:** Investigate companies that offer comprehensive Gift Aid management to streamline our processes and increase donations.
- **Seek Additional Grants:** Actively seek out and apply for more grants to support our high rehabilitation costs.





# Social Media and Marketing

With growing traction on our social media posts, increasing engagement, and a steady rise in followers, it's crucial to capitalise on this momentum.

Here's some thoughts to enhance our social media presence, streamline communications, and engage with our audience effectively (some of course we have been doing).

## Social Media Growth and Engagement

### 1. Content Ideas for Social Media:

- o **Success Stories:** Share before-and-after stories of rescued dogs, highlighting their journeys from sad to happy.
- o **Adoption Spotlights:** Feature dogs available for adoption with engaging photos and videos.
- o **Behind-the-Scenes:** Give a glimpse into the daily operations, showing how our team works to care for the dogs.
- o **Volunteer Highlights:** Share stories and experiences of our volunteers.
- o **Educational Posts:** Provide tips on pet care, training, and health.
- o **User-Generated Content:** Encourage followers to share their own stories and photos of adopted dogs.
- o **Interactive Content:** Run polls, Q&A sessions, and challenges.
- o **Event Promotions:** Announce upcoming events and share live updates.

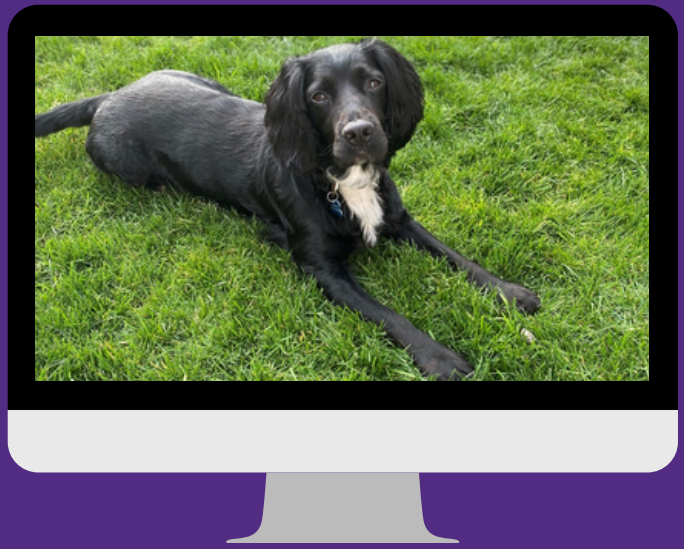
### 2. Increasing Activity on TikTok:

- o **Short, Engaging Videos:** Create short videos of dogs playing, training, and interacting with people.
- o **Trends and Challenges:** Participate in trending challenges and create our own unique challenges.
- o **Behind-the-Scenes:** Show the daily lives of the dogs and the team.
- o **Adoption Stories:** Share compelling adoption stories in a short, engaging format.



### 3. Streamlining Communications:

- o **Unified Messaging:** Develop a consistent tone and style for posts across all platforms.
- o **Engagement Strategy:** Ensure prompt responses to comments and messages to foster community engagement.



### 4. Growing the Newsletter:

- o **Content Focus:** Include success stories, upcoming events, volunteer opportunities, and featured dogs.
- o **Subscription Incentives:** Remind subscribers what they get in return from payment
- o **Promotion:** Promote the newsletter on social media and the website.

### Promotional Materials

#### 1. Flyers and Business Cards:

- o **Design Elements:** Use our branding colours, logo, and images of happy dogs.
- o **Content:** Include key information about our mission, how to get involved, and contact details.
- o **Distribution:** Provide these materials at events, partner locations, and through our volunteers.

### Leveraging Happy Stories

#### • People Buy from People and Dogs:

- o **Storytelling:** Focus on emotional and compelling narratives that highlight the transformation of the dogs.
- o **Visual Content:** Use high-quality photos and videos to tell these stories.

### Event Participation

#### • Upcoming Events:

- o **Event List:** Maintain an updated list of events where we'll have a presence, including dates, locations, and what attendees can expect.
- o **Promotion:** Announce these events on social media, the website, and in the newsletter.
- o **Engagement:** Share live updates and post-event recaps on social media.

## Sprocker Assist and Rescue

4 Harrisons, Birchanger, Bishop's Stortford, Herts CM23 5QT

Accounts for Year Ending 24<sup>th</sup> August 2024

Charity Commission No. 1204873

### Receipts

Adoptions	5075.00	
Bank Interest	78.53	
Commission	206.17	
Donations	14625.82	
Fundraising	3449.05	
Gift Aid	2758.22	
Grants	1995.91	
<b>Total</b>		<b>28188.70</b>

### Outgoings

Bank fees	51.20	
Behaviourist	2200.00	
Foster expenses	1128.97	
Insurance	444.67	
Postage and Stationery	916.08	
Rehabilitation	14400.85	
Transportation	2175.32	
Veterinary	4356.74	
Media Platforms	1490.67	
General Office costs	300.28	
Merchandise	95.31	
<b>Total</b>		<b>27595.15</b>
<b>Balance</b>		<b>593.55</b>

Cash at bank    25<sup>th</sup> August 2023                      24<sup>th</sup> August 2024



TSB Current	16718.98	3.35
Barclays Current	0	315.21
Barclays Reserve	0	17028.53
PayPal	34.56	0
<b>Total</b>	<b>16753.54</b>	<b>17347.09</b>
	<b>593.55</b>	
	<b>17347.09</b>	

**Independent Examiner's Report to the members/trustees of  
SPROCKER ASSIST AND RESCUE.**

**Charity number .....1204873.....**

I report to the trustees on my examination of the accounts of the above charity for the year ended 25<sup>th</sup> August \_2024\_\_ which are submitted herewith.

**Respective responsibilities of the Trustees and Independent Examiner**

Trustees of the charity are responsible for the preparation of the accounts. They consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 ('the Act') and that an independent examination is needed.

**It is my responsibility to**

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commissioners section 145(5)(b) of the 2011 Act; and
- state whether material matters have come to my attention.

**Basis of Independent Examiner's Statement**

My examination was carried out in accordance with the General Directions given by the Charity Commission. 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 management committee concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in a full audit, and consequently I do not express an audit opinion on the accounts.

**Independent Examiner's Statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in any material respect:

- accounting records were not kept in accordance with s.130 of the 2011 Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: .....C Brazier.....  
2024.....

Date: .....25<sup>th</sup> August

Name: ...Christine Brazier.....

Relevant professional qualification or body (if any) .....N|A.....

Address: ...1 Duck End, Birchanger, Bishop's Stortford, Herts CM23 5QS.....

.....  
At the present time the charity is operating two Bank current accounts, one with TSB and the other with Barclays that was opened December 2023. I am informed that it is the intention of the trustees to close the TSB account by the end of December 2024 and thereafter to operate only the Barclays account.

The charity does not deal in cash at any time.

There are three trustees all of whom are on the bank mandate with Barclays with any two of the three to sign documentation and any two to approve any payments from the Barclays account.