



**Annual Report and Accounts
for the Financial Year Ended
31 December 2018**

Dogs Trust Company Limited
by Guarantee



**Annual Report and Accounts for
the Financial Year Ended
31 December 2018**

A company limited by guarantee
and not having share capital.

Registered Office

Dogs Trust Company
Limited by Guarantee (CLG),
Ashbourne Road,
Finglas, Dublin 11,
D11 K003.

Registered Company Number

396919

Registered Charity Number

20057978

Dog Stories: Kind Camelot

Former Sponsor Dog Camelot was one of our long-term residents who was adopted in 2018. He needed some extra special loving care before finding his perfect family.

Camelot was just four months old when he arrived at our Rehoming Centre in 2012. He was covered in mange, a highly contagious skin condition. Poor Camelot had to be kept in isolation for a few weeks while he received regular medicated baths to clear his infection. Unfortunately, being isolated at such a crucial stage of development in his puppyhood

made him quite worried by normal, everyday things.

In time though, with help of his Canine Carers, Camelot really came on in leaps and bounds. After five years in our care, Cammi, as he was affectionately known, found the most amazing adopters who simply adore him! He now lives in Donegal and has traded in his signature duvet-filled tyre bed for a sofa!

At the start, Camelot was quite nervous about his new surroundings and routine, but it didn't take him long to make himself at home!

We knew he was coming to us with some health issues and that he was on prescribed food.

So, over time, as he relaxed more with us, we slowly weaned him on to normal dog food . . . and the odd treat!

Camelot loves getting outside at any given opportunity. He loves his daily walks, unless it's raining – he doesn't like getting his hair wet! Camelot loves getting scratched behind his ears, especially when he's camped out in front of the fire. It's like he was always here with us.

— Aoife, Camelot's adopter

Former Dogs Trust resident Camelot.



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Dogs Trust puppy residents Nate and Nutmeg.

Welcome and Overview

A statement from Jim Monteith, Chairperson of Dogs Trust CLG and Interim Chief Executive of Dogs Trust UK



Jim Monteith, Chairperson of Dogs Trust CLG and Interim Chief Executive of Dogs Trust UK, with his dog, Snoopy.

Overall,
we rehomed a
phenomenal
2,025 dogs
in 2018

2018 was the Chinese 'Year of the Dog', and at Dogs Trust CLG that was certainly the case – in particular for many of our longer-term residents! Thanks to our wonderful supporters and dedicated staff, this year alone we rehomed 26 of our 'TLC' dogs, as they are more affectionately known by everyone at Dogs Trust. TLC is the acronym we use for the additional Time, Love and Commitment these precious souls need from their Canine Carers and new forever families to get them back on their paws. You will see some of their beautiful faces and fairy-tale endings peppered throughout this report. But it wasn't only our TLC dogs that found their happy-ever-after in 2018. Overall, we rehomed a phenomenal 2,025 dogs.

Although 2018 was a good year for the Charity in terms of performance, we were deeply saddened by the untimely death of our wonderful Chairperson, Adrian Burder, in October. Having worked with Dogs Trust UK for over 24 years, initially as a Fundraising Officer and later as Chief Executive, Adrian's passion for animal welfare helped to transform the lives of thousands of dogs across Ireland, thanks to his strong vision, dedication, positivity and hard work. Adrian truly was one of a kind and he is missed enormously by staff, trustees and volunteers, both past and present. We will be eternally grateful for his unfaltering determination to improve animal welfare throughout Ireland and the UK, and for his immeasurable contribution to making the world a better place for our canine friends.

**Jim Monteith,
Chairperson,
Dogs Trust CLG**

Executive Director's Statement

A welcome message from Dogs Trust CLG Executive Director Suzie Carley



Suzie Carley, Executive Director of Dogs Trust CLG, with her dog, Minni.

Last year was an incredibly busy and exciting one for Dogs Trust CLG. Thanks to our amazing supporters, committed staff and volunteers, 2018 was a record year for the Charity!

We cared for hundreds of dogs and puppies, found homes for an incredible 907 dogs through our Rehoming Centre and transferred an additional 1,118 dogs to our Rehoming Centres in the UK as part of our Hub Transfer Scheme. I'm very pleased to say the number of dogs put to sleep in Ireland has dropped to the lowest levels ever.

Over 3,110 dogs were neutered under our **Subsidised Neutering Scheme**, and we have helped over 5,320 comply with the Microchipping of Dogs Regulations 2015. We launched our first ever **Dog Friendly Ireland Day**, which was a huge success. We responded to key government consultations and pressed government for improvements to animal welfare legislation, covering critical issues

like dog breeding, the sale of pets and the welfare of Greyhounds. Despite the continuous fundraising challenges faced by the charity sector in Ireland, we had a record year for income and our **Sponsor a Dog** programme continues to grow from strength to strength. This allows us to save thousands of dogs' lives each year.

In August, we launched **Generation Pup**, a pioneering study that aims to be the largest dedicated research programme of our canine companions for this generation. It will enable us to investigate whether events or environments, early in life, influence the development of conditions as dogs get older.

We celebrated a monumental milestone this year, educating over 400,000 people through our free education workshops that are delivered by the Education and Community team at Dogs Trust. The team not only travelled around the entire country providing targeted workshops for primary school children, but they also launched the very first **Be Dog Smart Week**, with an emphasis on antenatal preparation. To top it all off, the team's **Be Dog Confident** initiative helped children across Ireland to build their confidence around dogs.

Our public profile continues to grow, enabling us to spread our important messages to a wider audience with campaigns like **#Greywatch**, which highlighted how wonderful Greyhounds are in a bid to protect and rehome them. Our impactful **How is that Doggie in the Window?** Christmas campaign shone a light on the reality that goes on behind closed doors at puppy farms. It included a petition to end

the cruelty behind bad breeding. These achievements are a true testament to the brilliant and talented staff we have throughout our organisation, and to their enduring and genuine passion for dog welfare which, to echo Jim's sentiments, I know would have made Adrian extremely proud.

At Dogs Trust, nothing makes us happier than seeing a dog we have loved and cared for, here at our Rehoming Centre, find their forever family. It is utterly heartbreaking that they were abandoned in the first place, and many carry a secret about their past that only they will ever know. We truly believe that every dog should live their best life and have all the love and happiness they deserve from the day they are born. We strive to be better each year, and we will continue to develop and expand our programme of activities with exciting new projects in 2019 and beyond.

Of course, our work would not be possible without the unwavering support of our devoted volunteers and loyal supporters. They are the bedrock of our life-saving work, and we are truly grateful for their continued support and generosity.

Thank you for the part you play in the Dogs Trust team – and for making everything you are about to read possible.

Suzie Carley,
Executive Director,
Dogs Trust CLG

Directors and General Information

Directors

Mr A. Burder, Chairman (31 October 2018) – *UK resident*
Mr J. Monteith, Non-executive and Chairman (01 November 2018 to date) – *UK resident*
Mrs C. Baldwin OBE, Non-executive – *UK resident*
Ms N. Canavan, Non-executive
Mr M. Fraser, Non-executive (retired November 2018)
Mr B. Halford, Non-executive
Ms S. O'Donnell, Non-executive

Secretary

Mr J. Monteith – *UK resident*

Dogs Trust Company Limited by Guarantee (CLG)

Registered Company Number 396919

Registered Charity Number 20057978

Registered Office Ashbourne Road, Finglas, Dublin 11, D11 K003.

Auditors BDO, Beaux Lane House, Mercer Street Lower, Dublin 2, D02 DH60.

Bankers Allied Irish Banks, p.l.c., 53/54 Main Street, Finglas, Dublin 11, D11 PH94.

Solicitors A&L Goodbody, 28 North Wall Quay, North Wall, Dublin 1, D01 H104.

The Directors present their annual report and the financial statements for the year ended 31 December 2018. The Company was incorporated on 27 January 2005 and was granted charitable status by Revenue on 18 March 2005.



The Dogs Trust team.

2018 in Numbers

Life-saving Work

2,025

Dogs rehomed



Rehoming Centre

10,850

Visitors welcomed to Dogs Trust



Dog Pound Statistics

From 48 to less than 3 dogs per day

Reduction in the number of dogs put to sleep in Irish pounds since our work began

*Source: Dept of Rural and Community Development, Dog Control Statistics 2017



Life-saving Work

€5.8m

Operational costs per year



Education

2,265

Total number of workshops delivered



Education

69,720

Children educated about responsible dog ownership and how to stay safe around dogs



Preventative Care

7,354

Dogs microchipped



Preventative Care

4,462

Dogs neutered



Volunteering

8,082

Volunteer hours donated



Life-saving Work

536


Mums and puppies saved



Life-saving Work

494

Puppies rehomed



Fostering

251

Dogs placed in foster care



Our Work at a Glance



RESCUE & REHOMING

€4,340,747 SPENT
2,025 dogs rehomed



NEUTERING

€608,422 SPENT
4,462 dogs neutered and
7,354 dogs microchipped



EDUCATION

€367,526 SPENT
2,265 workshops delivered
69,720 children educated about
responsible dog ownership and
how to stay safe around dogs



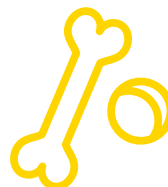
GREAT GOVERNANCE

- Transparent reporting
- Good fundraising
- Governance



DOGS TRUST 4 Rs

Rescue – rescue, rehabilitation and adoption
Reduce Dog Numbers – through our preventative work
Responsible Dog Ownership – through our education work
Regulation – improving and developing animal welfare legislation



DOGS TRUST GUARANTEE

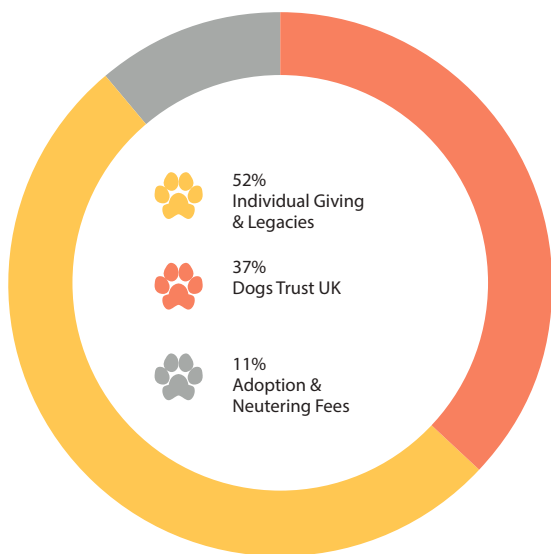
All our dogs and puppies are:

- Neutered
- Microchipped
- Behaviour assessed
- Fully vaccinated
- Vet checked
- Treated for worms and fleas

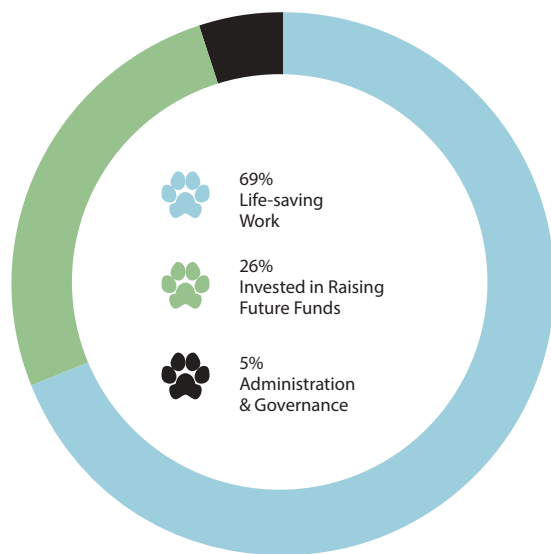


Dogs Trust puppy Zoe at the launch of **Generation Pup**.

INCOME



EXPENDITURE



Best Practice in Transparency and Accountability

Dogs Trust is fully committed to openness, transparency and the 'Triple Lock Standard' of best practice for charities in Ireland, covering the highest levels of good governance in fundraising and financial reporting.

Dogs Trust does not receive any government funding towards our life-saving work, so none of this would be possible without the continued commitment and generosity of our donors and supporters. We simply could not continue our efforts without them.

Dog Stories: Amber & Bruno



Former Dogs Trust resident Amber.

Amber spent five years in a very happy home. But, sadly, her owner's circumstances changed, and she came into our care. She is one of the most affectionate dogs we have ever had at our Rehoming Centre in Finglas. Within seconds of meeting a person, Amber would attempt to squeeze herself on to their lap and wash their face with kisses!

With such an endearing and loving personality, we really thought Amber would be rehomed in weeks, but, unfortunately, it took much longer than that. Despite becoming a TV star, featuring several times in national newspapers, starring in Hudson Taylor's *Run With Me* music video and appearing in our **#TheUnderDogs** campaign, Amber was regularly overlooked.

Her dedicated Canine Carers recommended her to lots of potential adopters. They even used brightly coloured bedding in her kennel to help her to stand out on the rehoming corridor, but to no avail. Then, in February 2018, a potential adopter asked to meet an older dog who had been overlooked and who would get on with his niece . . . of course we immediately suggested Amber. From the minute they met, Amber showered them both with affection . . . and the rest is history!

Amber is doing fantastically well in her Forever Home, and we couldn't be happier for her. She is such an amazing dog, and it reaffirms our belief that the perfect home is out there for every dog, even if some have to wait a little longer than others to find it.



Former Dogs Trust resident Bruno.

Bruno arrived at Dogs Trust in 2014 under the most heartbreaking situation. Sadly, his owner had passed away and, understandably, this had a huge impact on poor Bruno. With the help of his Canine Carers, Bruno slowly came out of his shell and learned to love again.

Bruno even went on to become a Sponsor Dog and a wonderful paw-pal to thousands of our amazing supporters! Patience paid off, and Bruno's perfect family walked through the doors of Dogs Trust and fell in love with this terrific Terrier! After lots of 'playdates' and sleepovers, Bruno was finally ready to go home, and he has been thriving ever since!

Bruno has made our house his home. He has settled into a nice routine of early morning belly rubs, followed by easy strolls around the neighbourhood, where he is something of a minor celebrity. As well as loving his food, Bruno loves his bed, Mozart, visiting the Bull Wall and his weekly massage and hydrotherapy swim. We feel very lucky to have Bruno in our lives and cannot imagine life without him. He is a very courageous and big-hearted little dog.

— Nerilee and Barbara,
Bruno's adopters



Former Dogs Trust resident Craig, who was born in our dedicated whelping unit.

Our Values

A positive voice for all dogs in Ireland

Dogs Trust works tirelessly and passionately on behalf of dogs. We act as their voice and we strive to improve and change the landscape of dog welfare in Ireland.

Dogs Trust is committed to using evidence-based approaches to achieve our goals, through research, studies and data collection. Our aim is to make Ireland the best place in the world for dogs and their owners.

Our determination and positivity underpin all our objectives:

- We have a positive impact on every dog we care for
- We want to ensure that owning a dog is a positive experience
- We have a positive outlook, identifying the challenges we face and setting out to solve them
- We aim for the very highest standards in dog welfare, and we are positive that we can always do more and improve our life-saving work.

Dogs Trust does not receive government funding. Our crucial work wouldn't be possible without the generosity and support of amazing dog lovers, like you, who share our dream to make Ireland a better place to be a dog. You enable us to care for, and protect, thousands of dogs across Ireland every year.

Every dog at Dogs Trust is a part of our family, and there is nothing more rewarding than seeing a dog we have loved and cared for find their Forever Home.



Our Objectives and Activities

The principal mission of Dogs Trust is to work towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction

To achieve this, we aim to rescue, care for and rehome lost, unwanted and abandoned dogs. We work to reduce the number of, and ultimately see an end to, homeless dogs in Ireland.

In addition, we aim to educate people about responsible dog ownership and care. We rely on the prevention and cure approach. Our rescue and rehoming work aims to deal with the immediate needs of abandoned dogs.

Preventative measures such as neutering, microchipping, education, research and lobbying are employed as longer-term solutions.

Life-saving goals:

- Rehoming stray and abandoned dogs, and ensuring every dog has the best quality of life while they are in our care.
- Providing rehabilitation to give dogs a second chance to have the happy life they deserve.

Goals for a better future for dogs and their owners:

- Reducing the number of unwanted dogs through subsidised neutering and microchipping initiatives, responsible dog ownership campaigns and our nationwide education programme.
- Instilling responsible dog ownership by educating owners about the best and kindest way to care for their dog, along with staying safe around dogs.

- Improving dog welfare regulations by developing and improving welfare legislation.
 - Being fully committed to the highest standards in governance, including responsible and sustainable fundraising practices.
 - Committing to evidence-based research and projects which will provide us with vital information about dog behaviour, health and welfare to ascertain future needs.
 - Retaining knowledge and excellence in dog welfare standards.
-

Dog Stories: Trapp's Tale

Trapp arrived into our care in December 2017, and to say he was in a bad way is an understatement. Trapp's injuries were so severe that they shocked even our most experienced staff. Straying for at least a week, this little dog was cold, hungry and terrified. Deep, painful cuts covered his tiny body and head, and fleas had infested his coat. Trapp was petrified; his whole body shook with fear. He was dumped on a busy road by people who should have cared about him. He was left to fend for himself.

Trapp needed immediate veterinary treatment to prevent him becoming critically ill. The severity of his wounds meant that emergency surgery was the only choice.

One of the most amazing things about Trapp is his ability to trust. It was as if he knew we were there to help him. In spite of the pain he was in and the neglect and injuries he had suffered, he allowed us to examine his wounds. We placed Trapp under general anaesthetic, and our Veterinary team went about doing everything they could to repair the damage to his little body and ease his pain.

Our team expertly cleaned and stitched his wounds, but all over his little body we found scar tissue from previous injuries. What became apparent was that life had been anything but kind to Trapp.

After surgery, we placed him on pain medication and anti-inflammatory drugs to aid his recovery. Strong antibiotics were used to help his delicate body fight off any infection.

Happily, little Trapp was adopted in March 2018 by a loving family. His favourite hobbies now include destroying indestructible toys, long walks and neighbourhood watch activities from the comfort of his favourite seat by the front living room window.

Former Dogs Trust resident Trapp.



Progress on Our Goals in 2018

Our goals for a better future for dogs and their owners

RESCUE & REHOMING

Goal

To ensure every dog has the best quality of life while in our care, and to provide rehabilitation to give them a second chance of the happy life they deserve.

Progress in 2018

We rehomed a total of 2,025 dogs into loving homes. 26 of these special souls were longer-term dogs that had been with us for much more time than we had hoped, but they are now blissfully happy in their Forever Homes! Our new foster programme, **Home From Home**, was launched in May. We recruited 97 new foster families, placing 251 dogs in foster care and, from there, rehoming 183 dogs—this exceeded our targets by 266%. The average stay in foster homes was 17 nights.

Looking Ahead

We want to continue to reduce the number of unwanted and surrendered dogs in Ireland, including those unwanted due to perceived behaviour issues.

We want to help dog owners and dogs to better understand each other and have a happy and harmonious life together.

REDUCING THE NUMBER OF UNWANTED DOGS

Goal

Our campaigns programme aims to reduce the number of stray and surrendered dogs, and to promote responsible dog ownership through a variety of initiatives.

Progress in 2018

Through our subsidised neutering and microchipping programmes, 3,113 dogs were neutered and 5,329 were microchipped. Since our work began in Ireland, the number of dogs being destroyed in local authority pounds has been reduced from 48 to less than 3 per day.

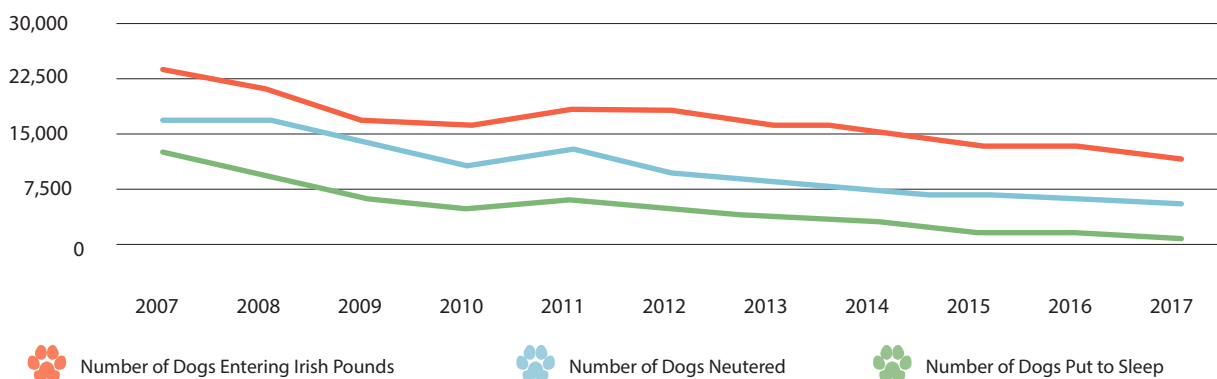
We launched our first **Dog Friendly Ireland Day** to help make Ireland more accessible to dogs and their owners. Our aim is to remove the obstacles currently hindering people

from keeping their dog, or from getting a dog in the first place. This will allow more dog lovers to continue to be, or to become, dog owners. We also promoted responsible dog ownership through a variety of initiatives such as **#Greywatch**, our campaign to highlight that Greyhounds make great pets and to encourage their rehoming. **The Big Scoop** campaign was a nationwide initiative to help educate people on the importance of picking up after their dog.

Looking Ahead

As a next important step in our **Dog Friendly Ireland** initiative, we hope to expand our scope to look at dog friendly accommodation.

Impact of Neutering Since Our Work Began



Number of Dogs Entering Irish Pounds



Number of Dogs Neutered



Number of Dogs Put to Sleep

These figures represent a reduction in the number of dogs entering and being put to sleep in local authority pounds since we began our neutering initiatives. There are many different factors contributing to this steady decrease in abandoned dogs.

RESPONSIBLE DOG OWNERSHIP

Goal

Our Education and Community programme seeks to educate children and adults on how to become the responsible dog owners of tomorrow. It also spreads awareness of how to stay safe around dogs.

Progress in 2018

We launched **The Big Scoop**, a nationwide campaign working with Tidy Towns 2018, to encourage dog owners to take responsibility for dog fouling. We educated over 28,500 children through our school-based workshops. The team also rolled out our first ever **Be Dog Confident** campaign – designed to help children build confidence around dogs. Through 2,265 workshops on responsible dog ownership and how to stay safe around dogs, we reached over 69,700 children nationwide. The extensive publicity around our annual **Be Dog Smart (BDS)** campaign attracted 7,159 views on our information website in 2018, an increase of 415% on the previous year.

Looking Ahead

We will be conducting research into accessible learning, creating audience-specific materials for our education workshops that are tailored for children with learning disabilities. In line with our evidence-based ethos, we will be conducting an extensive research study in 2019 which will evaluate and monitor our Irish education programme to assess the impact it has on children.

IMPROVING DOG WELFARE

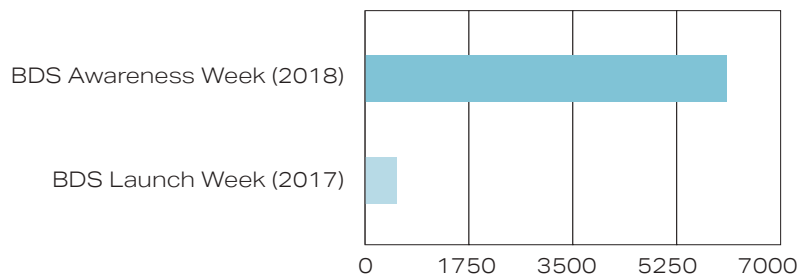
Goal

Our public affairs programme focuses on working with government at local, national and EU level to introduce and improve dog welfare legislation.

Progress in 2018

We saw significant progress in several key animal welfare issues. Working with the ISPCA and other members of the Irish Pet Advertising Advisory Group (IPAAG), we launched the thought-provoking

Visitors to www.BeDogSmart.ie



#PuppyDotCon campaign to raise public awareness about the dangers of buying a dog online.

We continued to lobby government to improve conditions in the area of dog breeding. Ahead of the festive season, we launched **How is that Doggie in the Window?** to highlight the upsetting reality behind irresponsible dog breeding and to educate the public on how they can take action to effect change. The campaign resulted in over 55,000 signatures from concerned dog lovers and a commitment from the Minister of State at the Department of Rural and Community Development to review the current legislation as a matter of urgency.

We also contributed to the Animal Welfare Strategy consultation, which was announced in September 2018 by the Department of Agriculture, Food and the Marine.

The EU Dog & Cat Alliance, chaired by our Executive Director, Suzie Carley, is a member's organisation which encompasses over 80 groups from 24 member states that work cohesively to protect the welfare of dogs and cats. The Alliance recently addressed the need for urgent collaborative action across the EU and a tightening of national legislation in order to restrict breeding for extreme conformation, which is happening in both species. The EU Dog & Cat Alliance hopes that by working with members of the veterinary community and other key stakeholders, they will be able to highlight the plight of these breeds. Together, they will seek to implement changes that will prevent dogs and cats from developing serious health issues associated with extreme

breeding – like narrow nostrils, protruding eyes and flattened faces – and end the future suffering of these precious animals. The Alliance also hosted two events in Brussels to highlight the issues regarding online pet advertising.

In the absence of EU-wide legislation, the Alliance put forward a case for self-regulation with the EU Pet Advertising Advisory Group (EU PAAG).

Continuing our campaigning for a ban on the export of Greyhounds to countries that have poor or non-existent animal welfare standards, we worked with several TDs and Senators to bring the welfare of Greyhounds to the forefront of the racing industry. Although our proposed export amendment will not be included in the Greyhound Racing Act 2019, a number of our significant proposals will. These include provisions for Greyhounds after retirement. In addition, the Irish Greyhound Board (IGB) has made a commitment to expand its existing Code of Practice to include provisions for best practice when exporting Greyhounds – a hugely positive step towards the welfare and protection of Irish Greyhounds.

Looking Ahead

We will continue to grow and extend Dogs Trust's network in Dáil and Seanad Éireann, as well as in government departments, to position the organisation as a key, evidence-based authority on dog welfare in Ireland. We will continue to lobby strongly for improvements and changes to animal welfare legislation, both at national and international levels.

RESPONSIBLE AND SUSTAINABLE FUNDRAISING

Goal

We are committed to the highest standards in governance, including responsible and sustainable fundraising practices.

Progress in 2018

Dogs Trust complies fully with the 'Governance Code' and the 'Guidelines for Charitable Organisations on Fundraising from the Public', which are the benchmarks for best practice for charities in Ireland. We undertook a full review of our fundraising policies and procedures in 2018, ensuring we are in line with the Charities Regulator's guidelines and that we are compliant with the 'Triple Lock Standard' of the Charities Institute Ireland (CII). This is demonstrated through our transparent reporting, good fundraising and governance.

Dogs Trust is also fully committed to GDPR principles and to protecting the personal information of our stakeholders.

www.DogsTrust.ie/privacy

Looking Ahead

Overall income has increased 75% since the strategic period began, and the Fundraising team is well on its way to achieving our long-term goal of doubling fundraising income to €5 million per year in 2020.

EVIDENCE-BASED RESEARCH

Goal

We are committed to evidence-based research and projects which will provide us with vital information about dog health, welfare and behaviour. This invaluable research will tell us so much more about our beloved canine companions, from behaviour issues to illness, and will give us a better understanding of the external factors that may influence their lives.

Progress in 2018

A pioneering study, **Generation Pup**, was launched in Ireland in August. It is being conducted by researchers at Dogs Trust and the University of Bristol. It has the potential to be the largest study of our canine companions of this generation. The study requests owners of Irish puppies of 16 weeks of age or less, of any breed or crossbreed, to sign up and become part of the **Generation Pup** community.

These dogs will be followed over their entire lifetime, and this has some big advantages over other approaches. It enables us to investigate whether events or environments, early in life, influence the development of conditions as dogs get older. By the end of the year, 87 dogs were recruited, an average of 19 puppies per month from launch date.

Looking Ahead

Our goal for 2019 is to recruit 25 dogs per month for the **Generation Pup** study, with a total of 300 dogs for 2019. Continued research will help us better understand how and why injuries, diseases and damaging behaviours can impact on dogs and their wellbeing.

RETAINING KNOWLEDGE AND EXCELLENCE

Goal

To retain knowledge and excellence in dog welfare standards, through the development and retention of engaged and talented staff.

Progress in 2018

We undertake regular performance reviews with all employees to identify any learning gaps and to help us design appropriate development programmes for each employee. We also offer a wide variety of internal courses on everything from soft skills, like Time Management, to hard skills, like Puppy Rearing or Dog Training, and employees are given the opportunity to undertake external courses as required.

We introduced a monthly internal newsletter called *Comms Tails*, which outlines key activities carried out by each department, keeping staff informed and highlighting how their work is contributing to the organisation. All employees go through an induction process when they start at Dogs Trust to help them become familiar with the organisation and understand how their role contributes to the running of the Charity and the achievement of our mission.

Looking Ahead

We are committed to supporting the health and wellbeing of our staff. We plan to increase our schedule of mindfulness training and activities from 2019 onwards.

Former Dogs Trust resident Ross.



Dog Stories: Gorgeous Guy



Former Dogs Trust resident Guy.

Guy was found one morning having been tied to our Rehoming Centre car park fence the night before.

Although we can't usually take in stray dogs, the poor boy was in very bad physical condition. He was severely underweight, had a bleeding tail, a sore nose and a bad skin and coat condition. Because of this, the local dog pound agreed to let him spend his statutory five days in our care to recuperate.

Guy featured in the TV show, **Dog Tales with Andrea Hayes**, and his favourite Canine Carer, John, explained that in the four years he had been with us, he was constantly overlooked.

Despite being such a big boy, Guy was very shy around unfamiliar people, but he gradually formed very strong relationships with his favourite buddies. Guy is so smart, he can spin, drop, touch and even give his left or right paw – depending on which you ask for.

As well as being clever, Mr Guy was also somewhat of a comedian during his time in our Rehoming Centre. He was often seen wrapped up in his duvet in all manner of hilarious positions in his kennel.

We were looking for a patient and committed adopter who had a dedicated interest in unleashing Guy's potential and giving him a real chance in a loving home. We were confident that this energetic, clever and charismatic boy would make someone a great companion.

Then along came his adopter, Jamie, who arrived at our Rehoming Centre with a list of dogs from our website. After a chat with our Rehoming team, Jamie met Guy and fell in love with him straight away. He spent the next two months visiting us regularly to get to know Guy before taking him home in December 2018.

Guy is doing great! He settled in pretty quickly, but spending so much time with him in Dogs Trust before adopting him really paid off. There were a few minor issues but all he needed was some TLC and patience. Now he is a fantastic dog who loves his comforts! He will not go to bed without his blanket, which he brings to bed by himself.

It's very funny when we go to go out for a walk and it's raining, he puts his head out the door and turns around and back to the couch where he puts his head under the blanket. When he wants attention, he gently grabs my arm until I give him a rub. Once again, I can't thank all of the staff in Dogs Trust enough for all their patience with me in all the times I visited. Since getting Guy, I have started to sponsor a dog in Dogs Trust after seeing what an amazing job they do.

— Jamie, Guy's adopter

Impact Report

EDUCATING THE DOG OWNERS OF THE FUTURE

We strive to protect not only the dogs of today, but the dogs of the future too.

Our mission is to work towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction. We believe the best way to achieve this is through a robust framework of preventative measures.

We celebrated a monumental milestone in 2018, educating over 400,000 people through free workshops delivered by our Education and Community team at Dogs Trust.

The team not only travelled around the entire country providing targeted workshops for primary school children, but they also launched the very first **Be Dog Smart Week**, with an emphasis on antenatal preparation.

As well as that, the team's new **Be Dog Confident** initiative helped children across Ireland to build their confidence around dogs.

The Education and Community team also launched a brand new revamped website, which hosts a suite of free educational resources for teachers at each primary school stage of the national curriculum, as well as dedicated pages for education events and campaigns.

Meet our team who have educated over



people in Ireland!!!



CAMPAGNING FOR POSITIVE CHANGE

In 2018, we launched the first ever **Dog Friendly Ireland Day!** Recent research – carried out by Behaviour & Attitudes on behalf of Dogs Trust – shows a positive shift in attitudes towards dog friendly establishments. Since our research began, there has been a 14% increase in the number of people who would attend a café or pub where dogs were permitted. We want to help make Ireland more dog friendly by encouraging simple, yet effective, changes to help make our country more accessible to dogs and their owners. These simple changes could also help to remove the obstacles currently hindering people from getting or keeping a dog, allowing more dog lovers to continue to be, or to become, dog owners.

As part of our wider mission to help make Ireland the best country in the world for dogs and their owners, we launched **The Big Scoop** dog fouling awareness campaign. It aims to encourage dog owners to take responsibility and pick up after their dogs, thus reducing the amount of dog poo being left in public spaces. To encourage communities across the country to tackle the issue of dog fouling in their area, we took part in TidyTowns 2018. We were eager to see communities demonstrate the most creative and sustainable ways of dealing with the issue of dog fouling in their community.

As part of the nationwide campaign, our Education and Community team at Dogs Trust distributed educational packs to participating primary schools across the country. They also delivered **The Big Scoop** workshops in some of these schools, educating over 28,500 children about the importance of cleaning up after their dog.

Once again we celebrated our annual **National Chipping Week**, promoting the benefits of a correctly registered microchip. Through this week alone, we assisted 1,381 dog owners, helping them to obtain a

free microchip or a correct and up-to-date microchipping certificate, making them fully compliant with the Microchipping of Dogs Regulations. In 2017, only a shocking 25% of stray dogs entering Irish pounds were reunited with their owners. However, Dogs Trust believes that, through microchipping and correct registration, this figure could be greatly improved. In January, a beautiful German Shepherd called Elsa was brought into Dogs Trust as a stray. Thanks to Elsa's microchip, we were able to reunite her with her family exactly one year to the day since she went missing. Without her correctly registered microchip, Elsa may never have found her beloved family. Elsa's story really highlights just how important and effective a microchip is.

Neutering plays a vital role in decreasing our stray and unwanted dog population in Ireland. At Dogs Trust, we neuter and microchip every dog that comes through our doors. In 2017, a worrying 11,774 dogs entered local authority pounds across Ireland and our aim is to continue to reduce this figure

every year. In 2018, we neutered 455 dogs in our Rehoming Centre, a further 894 through our Hub Transfer Scheme and 3,113 through our Farm Dog, Local Authority and Subsidised Neutering Schemes, preventing thousands of unwanted litters being born. Through these schemes, 5,329 dogs were also microchipped.



Education and Community Officer Audrey Gough with Cruz and Darcy the dog at the launch of **Be Dog Confident** in October.



TV presenter and model Glenda Gilson with her dog, Yazz, at the launch of **Be Dog Smart Week** in August.



Terriers Luna and Jeffrey at the first national **Dog Friendly Ireland Day** in June.



Jake and Ollie at **The Big Scoop** launch in March.



Author and TV presenter Andrea Hayes and her dog, Dash, with comedian and pantomime star June Rodgers and her dog, Poppy, at the launch of **Dog Friendly Ireland Day**.



Elsa the dog after being reunited with her family, thanks to her correctly registered microchip.



Pete McLaughlin, Melanie Kevelighan, Debbie Hussey, Sarah Lynch and Brenda Sheehy at a Microchipping Clinic in Bray in August.

STAKEHOLDER ENGAGEMENT

At Dogs Trust, we are constantly striving to improve dog welfare in Ireland. We strongly believe that one of the most effective approaches to tackling important issues and seeing crucial legislative progress is to work collaboratively with like-minded animal welfare groups and the veterinary community. So too is engaging stakeholders, like TDs, Senators, MEPs, local authorities and departmental officials, to help further our mission.

We do not underestimate the power behind stakeholder engagement. Our allies are very important to us and we invest in building strong relationships with them, as well as participating in activities, at local, national and EU level, with those who are fighting for the same cause. We are founding members of the Irish Pet Advertising Advisory Group (IPAAG), we chair both the International Greyhound Forum (IGF) and the EU Dog & Cat Alliance. We actively participate in many animal welfare initiatives and events, including the Association of Dogs and Cats Homes (ADCH), the National Stray and Surrender Dog Strategy, the International Companion Animal Welfare Conference (ICAWC) and the Veterinary Ireland Conference.

We use internal communications to leverage the influence of our staff and volunteers, and these invaluable ambassadors rally significant support when we need it the most. It is thanks to the people who want to protect these vulnerable animals as much as we do that we can continue to save thousands of dogs' lives across Ireland.

PUBLIC AFFAIRS & COMMUNICATIONS

Public pressure and changes in our nation's attitudes toward animal cruelty have been recognised by our government. The publication of the Dog Breeding Establishment (DBE) Guidelines in July 2018, which we contributed significantly to and worked with the Department of

Rural and Community Development to compile, saw significant improvements made to the regulation of dogs and puppies being kept in breeding establishments. However, more needs to be done in order to clamp down on the cruelty and suffering of innocent dogs at the hands of irresponsible breeders. We will continue to fight for imperative changes to legislation.

Christmas is a wonderful time of year for most. Unfortunately, it is also a time when we see a surge in demand for people wanting to buy a dog as a gift, which inadvertently fuels the puppy farm trade. Ahead of the festive season last year, we launched a poignant campaign entitled **How Is That Doggie In The Window?** It highlights the upsetting reality behind irresponsible dog breeding in Ireland and educates the public on how they can take action to effect change.

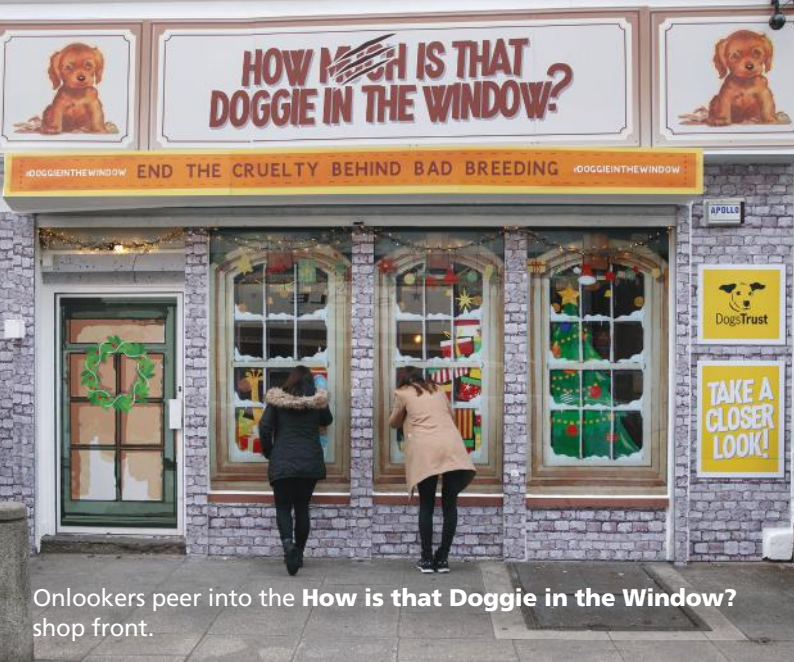
As part of this campaign, we urged people to sign a petition to help end the cruelty behind bad breeding, calling on Minister of State Seán Canney TD, with responsibility for Natural Resources, Community Affairs and Digital Development, to review the Dog Breeding Establishments (DBE) Act 2010, as a matter of urgency. We believe the amended Act should introduce a number of robust measures to clamp down on puppy farms that put profits before the welfare of the dogs in their care.

Aggie was one of 25 mums we assisted our friends in the ISPCA with by taking into our care, following their inspection and removal of over 100 dogs from an unlicensed dog breeding establishment. Aggie seemed to be the mum in most distress. She had completely shut down. This beautiful little Cocker Spaniel had a metal bowl in her mouth and was spinning in wild circles. This was her way of trying to cope with the stress and anxiety of living in such poor conditions. As a breed, Cocker Spaniels need plenty of exercise, but Aggie had been getting none. It is thought that she may have been cooped up

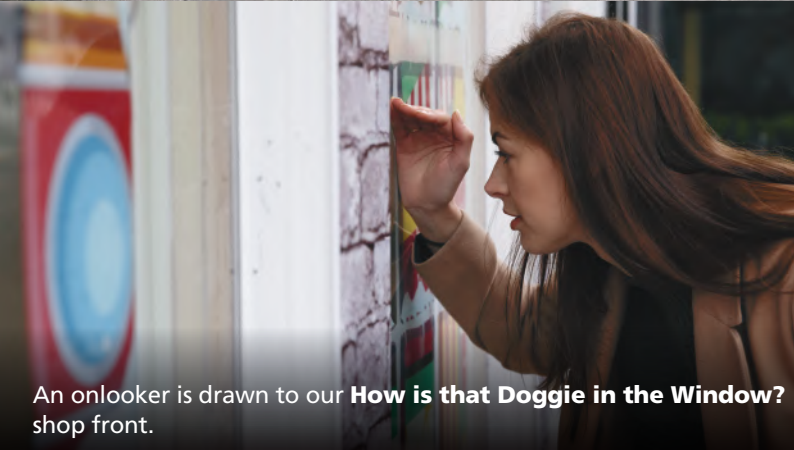
in a tiny, dark space, day after day, maybe never hearing a kind word from anybody, or getting a loving pat on the head. She coped the only way she knew how, by spinning and pacing constantly. Thankfully, Aggie has now found her Forever Home and is getting all the love and attention she craved all her life. Sadly, however, there are many more dogs out there that have not been so fortunate and will live out the rest of their lives in vile conditions. That is why we will continue to fight for their rights and be the voice for these special beings.

Another huge area of concern regarding the irresponsible breeding of dogs is the ease at which they can be advertised, and subsequently purchased, through online selling websites. As founding members of the Irish Pet Advertising Advisory Group (IPAAG), we, along with the ISPCA and other welfare members of this group, launched a thought-provoking campaign entitled **#PuppyDotCon**. It highlights the dangers of buying a pet online and educates people, who are looking to purchase a pet online, about the safest way to do so. In May, Minister for Agriculture, Food and the Marine Michael Creed TD launched a consultation on the advertisement and sale of pet animals, in order to inform the Department on issues regarding the welfare of animals sold as pets, whether through a 'bricks and mortar' pet shop or online.

Dogs Trust submitted a detailed response, which outlined our call for the creation of a licensing and registration system for anyone selling or transferring the ownership of a dog. Dogs Trust believes that in order to provide greater transparency of dog breeding and selling, and to reassure buyers that they are purchasing from responsible sources, this licensing system is required.



Onlookers peer into the **How is that Doggie in the Window?** shop front.



An onlooker is drawn to our **How is that Doggie in the Window?** shop front.



Former Dogs Trust resident Aggie.



From left to right: Pete Wedderburn, Bray Vets; Bernadette Walsh, Animal Health and Welfare Department; Martin Blake, Chief Veterinary Officer at the Department of Agriculture, Food and the Marine; Chris Connelly, Irish Blue Cross Manager; Suzie Carley, Executive Director, Dogs Trust; Andrew Kelly, Chief Executive Officer, ISPCA and Deirdre Bourke, Department of Agriculture, Food and the Marine.

PUBLIC AFFAIRS & COMMUNICATIONS (CONT.)

The protection and rehoming of Greyhounds remained a key issue on our political agenda in 2018. Dogs Trust chairs the International Greyhound Forum (IGF) and we have been working persistently to greatly improve the welfare of racing Greyhounds, from pups right through to retirement. For many years, Dogs Trust has been campaigning for a ban on the export of Greyhounds to countries that have poor or non-existent animal welfare standards. In 2018, we were pleased to have the support of four Senators – Lynn Ruane, Frances Black, Grace O’Sullivan and Alice-Mary Higgins – who supported our calls and brought forward our amendments regarding the export of Greyhounds and traceability in the Seanad. We were further pleased by the excellent support we received from Deputies Maureen O’Sullivan TD and Tommy Broughan TD who brought forward the same amendments in the Dáil. Unfortunately, the amendments did not receive enough support to remain in the Greyhound Racing Bill 2018.

More positively, we did see our amendment whereby the Irish Greyhound Board (IGB), newly titled Rásaíocht Con Éireann in

the Greyhound Racing Act 2019, may make provisions for the rehoming of Greyhounds at the end of their racing or breeding career, included in the final Act.

In addition, an amendment that sought the inclusion of a veterinary practitioner on the IGB Board was accepted in the Bill. Due to the public and political pressure surrounding our export amendment, the IGB has made a commitment to expand its existing Code of Practice to include provisions for best practice when exporting Greyhounds. The IGB will also engage with, and accept input from, members of the IGF in formulating the expanded code. This is a very positive step and one that Dogs Trust will continue to remain engaged in to ensure the protection of the welfare of all Irish Greyhounds.

As part of our commitment to protect and rehome Irish Greyhounds, we felt it was extremely important to launch a campaign that not only called for the public to help protect the welfare of Greyhounds by supporting our proposed amendments to the Greyhound Racing Bill, but also one that highlights the beautiful dogs at the heart of it. In 2018, we launched **#Greywatch**, a witty take on the 80s TV series, *Baywatch*, highlighting how wonderful and loving Greyhounds are

GREYWATCH



Truely, Champ, Róisín, Gretta and Rocky helping to launch #Greywatch.

as pets. We created an uplifting video to the *Baywatch* theme tune, featuring real-life home video footage of Greyhounds doing the funniest things! Greyhounds have a wonderful nature and are gentle souls who make the most loyal, loving family pets. And they have the quirkiest sense of humour! We hope that by showing people what wonderful pets and companions Greyhounds make, we can help dispel some of the common misconceptions people have about them and hopefully encourage more people to 'watch' out for them when considering a pet.

In 2018, two brand new episodes from the hugely successful **Dog Tales with Andrea Hayes** aired on TV3. Andrea met some of our adorable residents who were looking for love, cuddles and, most importantly, a second chance to lead a happy, healthy life, free from the threat of unnecessary destruction.

The series was instrumental in raising our brand awareness, as well as highlighting the far-reaching work of Dogs Trust in Ireland.

We rely on people knowing who we are and understanding what we do in order to rehome our dogs, sustain our life-saving work through fundraising and support our vital campaigns to improve animal welfare across Ireland. Through our strategic public relations and marketing campaigns, and with help from our wonderful ambassadors, our profile and prompted awareness are nearly at the level of a household name. 77% of the public recognise our charity name (up 10% since 2016), our spontaneous awareness is at 7%, and our brand attribution is at 96%. One in four (24%) now mention Dogs Trust as a charity that comes to mind when thinking of animal welfare, up six points in two years. We are delighted that our brand recognition is helping the growth



Author and TV presenter Andrea Hayes with her former Sponsor Dog, Bruno.

of awareness for the animal welfare sector as a whole, with 40% now saying that this cause is among their favourite. (All results by the Irish Charity Engagement Monitor (ICEM)).

FOSTERING

Our life-saving work would not be possible without the truly selfless dedication of our volunteers and foster carers, who give up much of their precious time to support, love and care for the dogs at Dogs Trust.

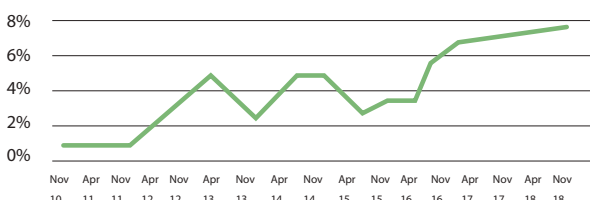
To help us rehome more dogs and puppies, and to save more lives, we launched our new **Home From Home** foster programme to seek temporary homes for some of our most vulnerable dogs who would benefit greatly from a home environment until they find their Forever Home. Fostering not only gives invaluable experience in caring for a dog, but

it also plays a fundamental role in helping them get back on their paws and have a better chance of finding their Forever Home.

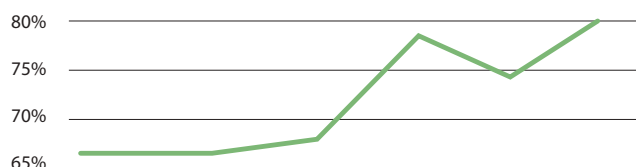
In turn, it is an unbelievably rewarding experience for any dog lover. It takes an incredibly special and selfless person to foster – someone who puts the dog's requirements ahead of their own and is truly committed to, and compassionate about, caring for a dog in need. We were astounded by the amount of people who opened their doors, arms and hearts to some of our dogs who were most in need of help.

The **Home From Home** programme launched in May. Dogs Trust supports a number of dogs that would benefit from staying in a temporary home environment until they find their Forever Home.

Dogs Trust Spontaneous Awareness



Dogs Trust Prompted Awareness



FOSTERING (CONT.)

These could be puppies, older dogs, dogs with injuries or medical conditions that need some extra care and attention, or dogs that need some help with training. The aim of the **Home From Home** programme is to place these dogs into home environments until they find their Forever Home. We already had a puppy foster scheme in place and this was amalgamated into the new **Home From Home** programme. The targets set for the first year to rehome 50 dogs and recruit 20 foster families were significantly exceeded, with a total of 183 dogs being rehomed directly from foster care and 97 new families being recruited.

Our foster families are trained and supported in caring for puppies of all ages, ensuring that the important early socialisation and habituation stages are focused on. From the 251 dogs placed in foster care this year, 187 were less than six months old. On the other end of the scale, 17 dogs over eight years of age were placed in foster care – a wonderful achievement for those seniors.

LONG-TERM FOSTER DOGS

We have three dogs in long-term foster care and between them they have spent a total of 507 days with foster families this year. These three golden oldies have health problems requiring regular medical treatment and visits to our vets. The foster families are doing an amazing thing for these dogs, opening their homes and their hearts, and providing the care and love these dogs need at this stage in their life. They have truly found their retirement homes. All three dogs will remain with their foster families indefinitely.

The dogs placed on the programme have greatly benefitted from their time spent in foster homes. We have also helped dogs that wouldn't ordinarily have been able to cope in the kennel environment. Dogs with medical conditions have benefitted from a chance to recuperate in a relaxing environment, and pups have benefitted from the socialisation of being in a home. Our long-term dogs



251

Dogs fostered this year



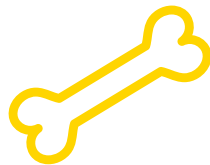
183

Dogs rehomed directly from foster care



97

New foster families recruited this year



17

The average number of nights' stay in foster

have benefitted from spending time out of kennels, providing respite and a chance to update their rehoming files with fresh, new information.

VOLUNTEERING

Volunteers are the backbone of our team, and we are incredibly grateful for the tremendous work they carry out every day across all aspects of our Charity, from administrative duties, maintenance and working at events, to walking and caring for all the dogs at our Rehoming Centre. In 2018, we had 102 amazing volunteers who gifted 8,028 hours of their precious time to crucial tasks that help keep our Rehoming Centre running and, most importantly, our dogs happy and healthy.

WORKING TOWARDS THE DAY WHEN ALL DOGS CAN ENJOY A HAPPY LIFE, FREE FROM THE THREAT OF UNNECESSARY DESTRUCTION

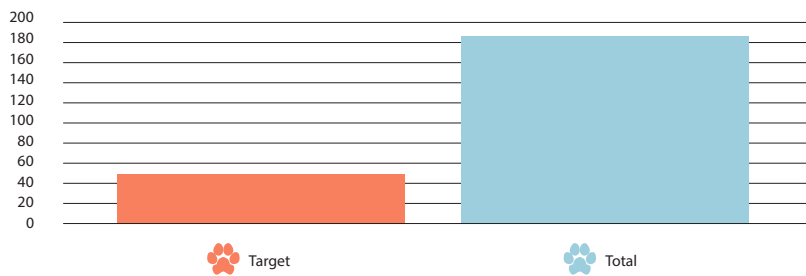
It is thanks to our valuable supporters that we are able to continue our ongoing preventative work. We are able to see the true impact on animal welfare across Ireland through some of our longer-term projects. The most recent Dog Control Statistics from 2017, released by the Department of Rural and Community Development, revealed that 996 dogs were euthanised in Irish pounds in 2017, compared with 1,674 the previous year. We have seen this number significantly reduce each year since our work began in Ireland in 2005, going from 48 dogs put to



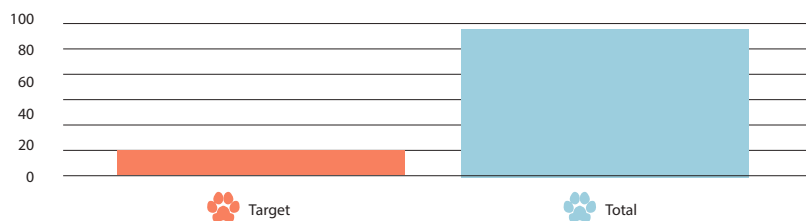
TV3 presenter Lisa Cannon with Samantha Fogarty, Foster Home Coordinator at Dogs Trust, at the launch of the **Home From Home** foster programme.

sleep every day to less than 3 dogs per day. This is an incredibly positive achievement as we work towards the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction. But our goal is to reduce this number to zero. Until that day comes, we will continue to save as many dogs as possible through our Rehoming Centre and variety of rehoming initiatives, prioritising those that would be most at risk of destruction without us.

Targets Against the Total Number of Dogs Rehomed From Foster



Targets Against the Total Number of Foster Families Recruited



Investing in the Future



Sandra Ruddell, Assistant Manager, Administration; in her previous role as Receptionist.

STAFF ENGAGEMENT AND RETENTION

Our work would be impossible without our engaged and committed staff who are led by a dynamic team of experienced managers. We invest in our people to provide the very best care for dogs in our Rehoming Centre and to secure a brighter future for all dogs across Ireland.

PERFORMANCE OUTCOMES

We currently have 75 dedicated staff members who care for over 1,000 rescue dogs a year. They provide expert veterinary treatment, rehabilitation and training for our dogs. They also educate school children and communities, they help spread the message of responsible dog ownership, they raise vital funds and they advise local, national and international governments on legislation affecting the welfare of dogs.

Our success would not be possible without the best staff at every level, and we're proud to invest in our team.

Sandra, who has progressed her career in Dogs Trust from a volunteer to Assistant Manager, speaks about the wonderful opportunity Dogs Trust has given her:

As a huge dog lover, I have always been passionate about helping and protecting these beautiful souls, so I began to volunteer at Dogs Trust in 2011. When a Canine Carer role became available, I jumped at the chance to become an employee of the Charity and was delighted when I was offered the position. When a Receptionist role opened up, I felt it was a natural progression for me and a fantastic opportunity to learn and grow within the organisation. As a Receptionist, I was front of house in the Rehoming Centre for four years, developing the skills that made me the best candidate for the Assistant Manager Administration role when it became available in 2016.

I have enjoyed each role and relished the opportunities and training given to me to progress my career. I love working for Dogs Trust and being a part of an organisation that helps so many dogs. There is nothing more rewarding than the job satisfaction of seeing dogs go to their Forever Homes.

INTERNAL COMMUNICATIONS

At Dogs Trust, we value the importance of inspiring and effective internal communications to ensure everyone working in the organisation understands the vital role each team member plays in achieving our goals. We share our mission and vision with all staff through a dynamic internal communications strategy, educating all departments about our work and the organisation as a whole. The strategy also supports and clarifies our respectful working environment, which strengthens the bond between employees and reinforces interdepartmental communication.

In 2018, we introduced a monthly internal newsletter called *Comms Tails*, which outlines key activities carried out by each department every month. This not only keeps staff informed, but it also highlights how their work is contributing to the organisation.

Our main internal communications objective is to motivate and engage all employees within Dogs Trust so that they understand their enormous value and are enthusiastic about their work. Overall, this helps to build a sense of community within the organisation and improve functionality and efficiency – enabling us to be more progressive and to save even more lives, now and in the future.



Former Dogs Trust resident Woods giving a 'high five'.

Dog Stories: Fantastic Finn

When former Sponsor Dog Finn arrived at Dogs Trust, he struggled getting used to new environments and found the outside world quite scary. He was worried by new people, so it took time to get to know him and earn his trust, but once you were in his inner circle you were there forever!

Finn was looking for a specific type of home. As he was so wary of unfamiliar people, he required an adult only home with very few visitors. Finn also needed a large secure garden to run and play in, as he must be kept on a lead at all times when out for a walk.

Finn loves walks in the countryside where it is quiet and rural, but he struggles in urban, suburban or busy areas. He adores playing and loves his toys. He also loves company and, when you win him over, he is the most loyal companion.

Potential adopters had to commit to building a relationship with Finn in our Rehoming Centre before progressing to taking him home. Given how specific Finn's adoption requirements were, we were over the moon when Deirdre and her husband expressed an interest in him!

Finn has settled in really well in his new home. He loves his routine of patrolling around the garden first thing in the morning, then it's breakfast time and finally a trip in the car to the park to see his new pals . . . both dogs and humans. He enjoys saying hello to everyone before heading off for his walk. Finn loves his bedroom and always has his teddies nearby to rest his head on.

Finn was very nervous when we first met him, but with patience and understanding and recognising the

signs he gave us, we slowly gained his confidence and trust. And we got to know the real Finn . . . a clever, playful and affectionate boy who has no problem letting us know when it's breakfast and dinner time . . . just in case we forget!

We can't thank Dogs Trust enough for taking Finn in and helping him find his Forever Home, which we are happy to say is here with us.

— Deirdre, Finn's adopter



Former Dogs Trust resident Finn.

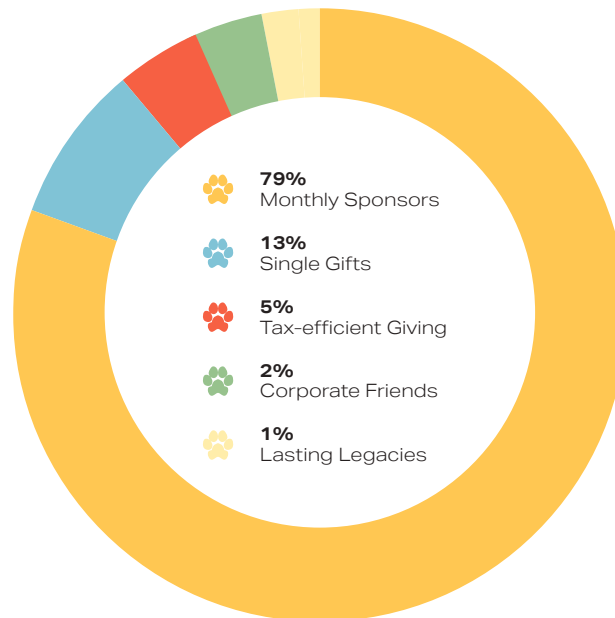
Fundraising Performance

PERFORMANCE REVIEW

The fundraising climate continues to be a challenge for the charity sector as a whole. By putting our donors at the heart of our work, we have overcome many of the obstacles we faced and achieved 105% of our income goal for the year. Ensuring that every supporter of Dogs Trust understands how valued and appreciated they are is essential, and we constantly strive to demonstrate their impact on our life-saving work.

Through improvements to our impact storytelling, we reached 75% of the targeted number of new regular-giving donors and 100% of our income goal for the programme this year. It was also important to take a fresh approach to our digital fundraising, and Dogs Trust adopted new and innovative ways to significantly increase income through online retail, Facebook and integrated campaign strategies. This is helping to deliver our objective to diversify our donor portfolio.

DOG-LOVING SUPPORTERS IN 2018



Our donor base is now 79% regular-giving. All other fundraising income streams combined (including digital, philanthropy and legacy) increased by 31% in 2018.

Dogs Trust is 75% on target since the strategic period began in 2015,

and we are well on our way to achieving our long-term goal of doubling our fundraising income to €5 million per year in 2020.

We are so grateful to our incredibly generous and loyal supporters, without whom none of our life-saving work could happen.



Sarah Quinn, Veterinary Suite Assistant at Dogs Trust, with former resident Trapp.

Former Dogs Trust
resident Ross.

Dog Stories: Wonderful Ross

Ross came to Dogs Trust with his siblings when he was just three weeks old. They were all very unwell and, sadly, Ross was the only one to make it through. He was adopted as a pup but, due to health complications, his owner was unable to care for him permanently.

Ross struggled with kennel life and was understandably anxious and upset. Ross's dedicated Canine Carers worked closely with him, teaching him how to manage his stress and making him feel loved. In addition, his incredible sponsors gave him all the support he needed during his time here. Ross's amazing new forever family fell in love with him instantly and dedicated lots of time to slowly get to know him. Before we knew it, Ross was finally ready to go to his Forever Home!

From a cautious start, when even the TV and Hoover were all big issues, Ross has really settled in. He has his own armchair and retires to a quiet corner upstairs when his day is over. Ross gets us all walking miles every week in the parks and beaches, and we love the change he has brought to our home.

— James, Ross's adopter



Financial Review

INCOME

Income from fundraising has remained steady in 2018 at €4,401,711 (2017: €4,422,885), largely due to the continued success and popularity of our **Sponsor a Dog** programme and the growth in digital fundraising. Income from our amazing donors increased year-on-year by 1.4% from €4,199,686 to €4,258,516, which is a true reflection of the incredible kindness and generosity of our supporters, without whom the work of Dogs Trust CLG would not be possible. Total income in 2018, including adoption fees and our collaborative work with our parent charity, Dogs Trust UK, increased by 19% to €8,380,695 (2017: €7,008,967).

EXPENDITURE

Expenditure increased by 4% in 2018, from €8,030,588 in the previous year to €8,366,822. This rise is partly due to the increased spend of €210,028 on our Rehoming Centre and life-saving work, including our vet suite, medical fees and foster dogs' aftercare.

The detailed results for our financial year are fully set out in the financial statements from page 39.

Net Assets stand at €629,041 at the end of 2018, which is an increase on our 2017 closing figure of €615,168. This consists of €6,551,873 in fixed assets, of which €464,830 are debtors and bank. This is offset by €6,387,662 in Creditors, making net current liabilities of €5,922,832. Dogs Trust CLG continues to receive a grant from Dogs Trust UK (€3,083,535 in 2018) to enable the Charity to continue to run its operations as a going concern.

INVESTMENTS

Dogs Trust CLG does not currently hold any investments and has no plans to purchase investments in the future.

RESERVES POLICY

Our policy is to hold reserves to cover six months of operational activity for the Charity (i.e. €1,814,730 at current levels). 2018 reserves of €629,041 will cover two months of activity. Therefore, we have a plan to reduce this gap going forward by investing in new income generation. All our funds are unrestricted and held as free reserves.

Governance

GOVERNING DOCUMENT

The mission statement of Dogs Trust CLG and our driving principle state that our aim is to bring about the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction. We aim to achieve this through our policy of Rescue, Rehabilitation, Rehoming and Regulation. Dogs Trust CLG operates as set out in its Memorandum and Articles of Association.

SUBSIDIARY

Dogs Trust CLG, although a stand-alone Irish entity, is treated as a subsidiary of Dogs Trust in the UK (charity number 227523). All members of Dogs Trust CLG are either council members or employees of Dogs Trust UK. Dogs Trust CLG is a company limited by guarantee under the Companies Act 2014 and does not have shareholders.

EVENTS AFTER THE REPORTING DATE

There were no material post balance sheet events after the reporting date.

GOING CONCERN

Dogs Trust CLG received a letter of support from Dogs Trust UK outlining that necessary funding shortfalls in 2019 will be covered, by way of a grant, for the following year from Dogs Trust UK (see Note 16 for details on the amount owed to Dogs Trust UK). This ensures the continued operation of Dogs Trust CLG as we grow our charitable income and become financially independent.

COUNCIL MEMBERS, OFFICERS AND MANAGEMENT

Board governance

The Directors of Dogs Trust CLG constitute our Board of Directors, of whom a third will retire from the Board by rotation in accordance

with the Articles of Association. The Board follows the Charities Governance Code, the most recent version of which from November 2018 was distributed and discussed at the November 2018 board meeting.

Board members

Board members are recruited to have the broadest possible experience and widest available relevant level of knowledge. The existing Board demonstrates this wide level of experience with financial, media and marketing fields all represented.

Appointment, induction and training

When a position as Director becomes available, potential candidates are proposed based on the expertise required and vetted accordingly. The potential Director will then be interviewed and, if the individual is successful, their appointment will be proposed at the next board meeting.

New Board members all receive training through an induction course to immerse themselves in everything about Dogs Trust CLG, such as our activities and operations, and may also attend training courses and seminars on pertinent subjects.

Attendance

The papers for each board meeting are distributed to all Directors in advance, and meeting dates are circulated well in advance to allow the best chance of a good turnout. For the 2018 board meetings, a quorum was always achieved and attendance levels were always positive.

Decision making

Strategic decisions are made by the Board. This process also takes into account the global strategy employed at Dogs Trust UK. The Board delegates the day-to-day decision making to the Executive Director, Suzie Carley.

RISK MANAGEMENT

The Board of Directors is responsible for ensuring there are appropriate risk management and internal control systems in place to manage the major risks to which the Charity is exposed. This is actioned through a review of the effectiveness of the Charity's risk management policy. The risk management policy is in place to enable management to identify and mitigate potential risks, as opposed to the elimination of risks. The policy is designed to enhance the ability of the Charity to achieve its objectives.

The risk management policy includes the following processes and controls:

- A comprehensive risk register developed and enacted at departmental level and subject to top-down review by senior management.
- Regular review and assessment of key risks by senior management, with regular feedback to their relevant departments.
- Annual review of the risk register by the Board.

The table below details the main risks and uncertainties facing the Charity, and the measures in place to manage these.

Risk	Management
Compromised dog welfare at the Rehoming Centre	Staff are vetted and trained to ensure that all the dogs in our Rehoming Centre receive the best possible care. The health and welfare of individual animals is regularly monitored
A bite or fatal dog attack to staff or member of the public	<ul style="list-style-type: none"> • We provide specialised training for adopters/fosterers and dogs before being rehomed • Education in schools and communities across Ireland to teach people how to stay safe around dogs • Intake and rehoming protocols, and standard operating procedures • Behavioural assessments carried out by trained staff members • Bite report and procedures in place to obtain information about any dog involved in an incident, including near misses • An internal investigation if a past or present Dogs Trust dog injures or kills an individual, with an action plan following the incident • Appropriate insurance in place
Increased competition for voluntary income	<ul style="list-style-type: none"> • Emphasis placed on campaigns to maintain and increase awareness about the work of the Charity, and to engage with new and existing supporters • Innovative fundraising strategies • Expand audience by increasing brand awareness • Diversify sources of income through varied fundraising activities • Regular financial planning, annual budget and five-year business plan
Events that could impact upon our reputation	Senior (Chairperson and Board) engagement in monitoring, with professional advice obtained on significant issues
Data security	<ul style="list-style-type: none"> • Policies in place to ensure compliance with best practice • External, professional advice and audits are sought as required • Training procedures to ensure staff are equipped
Fraud and misappropriation of funds	Documented policies and procedures, coupled with management review
Financial risks The Charity's principal financial assets are subject to market movements. The Charity's activities also expose it to foreign exchange fluctuations	<ul style="list-style-type: none"> • Detailed annual budget and five-year business plan, monthly comparison of actual results with budget, previous years and forecasts • Foreign exchange exposures are monitored and forward exchange contracts used where appropriate
Service continuity	Our business continuity plan is currently being reviewed

It is recognised that systems can only provide reasonable, but not absolute, assurance that major risks have been adequately managed.

MANAGEMENT STRUCTURE, SETTING PAY & REMUNERATION

Remuneration of the Board

The Directors of Dogs Trust CLG receive no remuneration for their position as Directors. They are, however, entitled to claim for expenses incurred in their position as Directors. In 2018, there were no claims made for expenses and the total of expenses reimbursed was €0.

The Board's principal responsibilities include determining the overall strategy, policies, direction and goals of Dogs Trust CLG; protecting and promoting the identity and values of the Charity and fulfilling its statutory responsibilities.

The Directors review the finances and monitor the charitable work of Dogs Trust CLG at each board meeting. These are held on a regular basis throughout the year. Between meetings, the day-to-day management of the organisation is delegated to the Executive Director and the management team.

Management structure & remuneration

The management team is led by our Executive Director, Suzie Carley. The key management team comprises Suzie Carley (Executive Director), Karla Dunne (Head of Operations), JoAnne O'Donovan (Head of Fundraising), Austin Neylan (Management Accountant), Gillian McDermott (Fundraising Manager), Ciara Byrne (PR and Communications Manager), Sarah Lynch (Campaigns Manager), Fiona Gregan (Education and Community Manager) and Maciej Trojanowicz (Rehoming Centre Manager). The team received total remuneration of €550,492 in 2018 (2017: €523,500), including salaries, benefits-in-kind and pension contributions.

Management remuneration is agreed at board level and is benchmarked against similar positions in the charity sector.

Dogs Trust CLG is fully committed to openness and transparency. The Charity adheres to the Charities Act 2009 and the 'Triple Lock Standard' of best practice for charities in Ireland, covering the highest levels of good governance in fundraising and financial reporting.

BOOKS OF ACCOUNT

The measures taken by the Directors to ensure compliance with the requirements of Sections 281 to 285 of the Companies Act 2014, regarding adequate accounting records, include the implementation of necessary policies and procedures for recording transactions, the employment of competent accounting personnel with appropriate expertise and the provision of adequate resources to the financial function. The books of account of the Company are maintained at the Company's registered office at Dogs Trust CLG, Ashbourne Road, Finglas, Dublin 11, D11 K003.

LOBBY & POLITICAL CONTRIBUTIONS

Dogs Trust CLG made no political donations in 2018 and has no plans to do so in the future. Dogs Trust CLG is not affiliated to any political party or ideology.

ACCOUNTING RECORDS

Disclosure of information to auditors

In the case of each of the persons who are Directors at the time this report is approved and in accordance with Section 332 of the Companies Act 2014, so far as that Director is aware, there is no relevant audit information of which the Company's statutory auditors are unaware, and that Director has taken all the steps that he or she ought to have taken as a Director in order to make himself or herself aware of any relevant audit information and to establish that the Company's statutory auditors are aware of that information.

AUDITORS

The auditors, BDO, continue in office in accordance with Section 383 (2) of the Companies Act 2014.

DIRECTORS' RESPONSIBILITIES STATEMENT

The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the Directors to prepare financial statements for each financial year, giving a true and fair view of the state of affairs of the Company. Under the law, the Directors have elected to prepare the financial statements in accordance with Irish Generally Accepted Accounting Principles in Ireland, including Financial Reporting Standard 102, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', issued by the Financial Reporting Council.

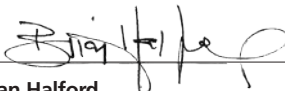
Under company law, the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the Company for the financial year end date of the profit or loss of the Company for that financial year and otherwise comply with the Companies Act 2014.


In preparing these financial statements, the Directors are required to:

- Select suitable accounting policies and apply them consistently.
- Make judgements and accounting estimates that are reasonable and prudent.
- Outline whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards.
- Prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the Company will continue in business.

The Directors are responsible for ensuring that the Company keeps, or causes to be kept, adequate accounting records which correctly explain and record the transactions of the Company; enable at any time the assets, liabilities, financial position and profit or loss of the Company to be determined with reasonable accuracy; enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the Company and, hence, for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The report was approved by the Board and signed on its behalf:


Brian Halford
Director


Jim Monteith
Director

12 June 2019,
Dogs Trust CLG,
Ashbourne Road,
Finglas,
Dublin 11,
D11 K003.



Benny, the Pomeranian cross, was found straying with deep cuts around his snout, most likely from having his mouth bound shut.

Independent Auditors' Report

To the Members of Dogs Trust Company Limited by Guarantee

REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

Opinion

We have audited the financial statements of Dogs Trust CLG for the financial year ended 31 December 2018, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the Company's affairs as at 31 December 2018 and of its result for the financial year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described below in the auditors' responsibilities for the audit of the

financial statements section of our report. We are independent of the Company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (Ireland) require us to report to you where:

- the Directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Company's ability to continue to adopt the going concern basis of accounting for a period of at least 12 months from the date when the financial statements are authorised for issue.

Other information

The Directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our Auditors' Report thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on the other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the Directors' Report is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion, the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited, and financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

Based on the knowledge and understanding of the Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of Directors' remuneration and transactions required by Sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

RESPECTIVE RESPONSIBILITIES

Responsibilities of Directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Directors determine is necessary to enable the preparation of financial

statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at:

https://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8fa9802dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf.

The description forms part of our Auditors' Report.

The purpose of our audit report and to whom we owe our responsibilities

Our report is made solely to the Company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the Company's

members those matters we are required to state to them in an Auditors' Report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



John O'Callaghan
for and on behalf of:
BDO,
Dublin,
Statutory Audit Firm,
AI223876

12 June 2019

Dog Stories: Rosco's Report



When Rosco, the Rottweiler, arrived into our Rehoming Centre, he was a very quiet and shut-down boy who found it difficult to trust new people. With a gentle and compassionate approach, he learned to trust his new friends, his Canine Carers.

Two years later, a couple entered the doors at Dogs Trust looking for their first dog. Having scoured our website, they asked the Rehoming team about what kind of dog they could truly help, "We're first-time dog owners. We want to help a dog who really needs us, and we want to learn as much as we can in the process".

The team were overjoyed to hear of the potential for a long-term resident to get such a committed and wonderful home. Overhearing the family's request, Rosco's favourite Canine Carer, Catherine, couldn't help but join the conversation and started to pour out her affections for this wonderful boy.

The family were immediately smitten, and so the journey of trust, love and learning began.

Rosco's new family committed to coming to the Rehoming Centre several times a week to get to know him. Weeks were spent developing this trust, building up to handling, harnessing and muzzling Rosco. The adopters would come into the Rehoming Centre, bringing picnics and spending time with him for hours on end.

Just as we were ready to say farewell to the big boy, we discovered a rather important stumbling block. Rosco wouldn't get in the car!

Every single day his new family came back to the Rehoming Centre to work with our Training and Behaviour team to get Rosco happily jumping in and out of his new family's car – one they bought especially with him in mind. Slowly but surely, their perseverance paid off and Rosco was finally ready for

the journey to his new home. Rosco now lives happily with Aisling and Stephen and numerous hens. They had this to say about him:

When Rosco came into our lives he had been at Dogs Trust for two years. He was a troubled and anxious boy with severe trust issues and some health problems, so he had found it hard to find a Forever Home. We saw something in him though, we saw how much he was loved by his Canine Carers in spite of his issues, and we kind of fell for him out of the gate! Yes, he did not like to be handled, was severely vet phobic, extremely distrustful of strangers and would not get into cars, but as Dogs Trust knew all along, love and patience can conquer most problems!

I look back at his time with us and it is punctuated by milestones, positive improvements and great leaps forward. He is a daily reminder to me that it is right to persevere, because it turns out that you can teach an old dog new tricks. Rosco is unrecognisable from the dog we first met.

Yes, he still has his little problems, but they are far outweighed by the progress that he has made. He loves his walks (three per day!) and his cuddles, and has even learned to deal with his veterinary visits with our help. Which all goes to prove that when it comes to rescue dogs, a little bit of trust building every day can work miracles!

— Aisling and Stephen,
Rosco's adopters



Stephen and Aisling Dearle with Rosco.

Statement of Financial Activities

For the year ended 31 December 2018

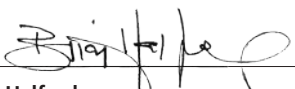
	Notes	2018 Unrestricted Funds €	2017 Unrestricted Funds €
Income From			
Raising Funds			
Donations and legacies	1	4,317,847	4,344,305
Other fundraising activities	2	83,864	78,580
Grant from Dogs Trust UK		3,083,535	1,114,947
Charitable Activities			
Rehoming to the UK		711,288	1,280,628
Adoption and neutering fees		155,065	157,457
Other Income			
		29,096	33,050
Total Income		8,380,695	7,008,967
Expenditure on			
Raising Funds			
Donations and legacies	3	2,539,165	1,950,729
Other fundraising activities	3	36,279	36,605
		2,575,444	1,987,334
Charitable Activities			
Rehoming Centre	3	3,629,460	3,419,432
Rehoming to the UK	3	711,288	1,280,628
Preventative work	3	608,422	659,253
Education and Communications	3	842,208	683,941
		5,791,378	6,043,254
Total Expenditure	3	8,366,822	8,030,588
Net Movement in Funds		13,873	(1,021,621)
Funds brought forward 1 January 2018	13	615,168	1,636,789
Funds Carried Forward 31 December 2018		629,041	615,168

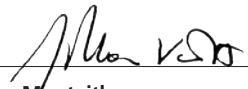
All amounts relate to continuing activities.

There are no recognised gains or losses other than the results for the above two financial years.

The notes on pages 45 – 48 form part of these financial statements.

These financial statements were approved by the Board on 12 June 2019 and signed on its behalf by:


 Brian Halford
 Director


 Jim Monteith
 Director

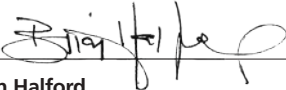
Balance Sheet

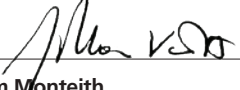
For the year ended 31 December 2018

	Notes	2018 €	2017 €
Fixed Assets			
Tangible fixed assets	9	6,551,873	7,241,981
Current Assets			
Debtors: amount falling due within one year	10	238,863	211,178
Cash at bank and in hand	11	225,967	154,521
		464,830	365,699
Creditors: Amounts Falling Due Within One Year	12	(6,387,662)	(6,992,512)
Net Current Liabilities		(5,922,832)	(6,626,813)
Net Assets		629,041	615,168
Represented by			
Unrestricted funds	13	629,041	615,168
Total Charity Funds		629,041	615,168

The notes on pages 45 – 48 form part of these financial statements.

These financial statements were approved by the Board on 12 June 2019 and signed on its behalf by:


 Brian Halford
 Director


 Jim Monteith
 Director

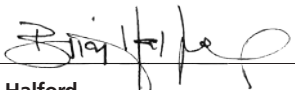
Cash Flow Statement

For the year ended 31 December 2018

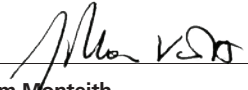
	2018 €	2017 €
Net Cash Inflow/(Outflow) From Operating Activities	151,534	(603,867)
<u>Cash flows from investing activities</u>		
Purchase of property, plant and equipment	(80,088)	(115,168)
Increase/(Decrease) in Cash and Cash Equivalents in Reporting Period	71,446	(719,035)
Reconciliation of Net Cash Flow		
Cash and cash equivalents at beginning of the financial year	154,521	873,556
Increase/(decrease) in cash	71,446	(719,035)
Cash and Cash Equivalents at the End of the Financial Year	225,967	154,521
Reconciliation of Net Incoming Resources to Cash (Outflow)/Inflow From Operating Activities		
Net incoming/(outgoing) resources	13,873	(1,021,621)
Depreciation	770,196	760,075
Increase in debtors	(27,685)	(42,651)
Decrease in creditors	(604,850)	(299,670)
Net Cash Provided by (Used in) Operating Activities	151,534	(603,867)

The notes on pages 45 – 48 form part of these financial statements.

These financial statements were approved by the Board on 12 June 2019 and signed on its behalf by:



Brian Halford
 Director



Jim Monteith
 Director



DogsTrust



A litter of puppies being fed in the whelping unit at Dogs Trust.

Statement of Accounting Policies

For the year ended 31 December 2018

The following accounting policies have been applied consistently in relation to the Company's financial statements.

BASIS OF PREPARATION

The financial statements have been prepared under the historical cost convention in accordance with the Companies Act 2014 and with reference to the recommendations of the revised Statement of Recommended Practice (SORP) 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' (FRS102).

The continued financial support from Dogs Trust UK during 2019 means there are no material uncertainties about the Charity's ability to continue as a going concern. The Charity is a Public Benefit Entity.

FUNDS

All funds of the Charity are unrestricted funds.

TANGIBLE FIXED ASSETS

Tangible fixed assets are stated at cost, net of depreciation. The Charity regularly conducts impairment reviews of the net book value of its fixed assets and writes their values down to their depreciated replacement cost if net book values are higher.

Depreciation is provided on all tangible fixed assets, other than freehold land at rates calculated to write off the cost less estimated residual value, of each asset

systematically over its expected useful life, as follows:

Freehold land	Not depreciated
Freehold buildings	15 years
Motor vehicles	3 years
Equipment and fittings	4 years

FOREIGN CURRENCIES

The financial statements are expressed in Euro (€). Transactions in foreign currencies are recorded at the rate ruling at the date of the transactions or at the contracted date. The resulting monetary assets and liabilities are translated at the balance sheet rate or the contracted rate and the exchange differences are shown in the Statement of Financial Activities.

TAXATION

The Company, registered charity number 20057978, is exempt from taxation on income under Section 207 of the Taxes Consolidation Act 1997, as it exists for charitable purposes.

INCOME

All income is included in the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, entitlement is the earlier of the Charity being notified of an impending distribution or the legacy being received. In accordance with this policy, legacies are included when the Charity is advised by the personal representative of an estate that payment will be made or assets transferred and the amount can be quantified with reasonable accuracy, provided six months have elapsed since the date of probate. Donations

are accounted for when received. No amounts are included in the financial statements for services donated by volunteers.

Sale of goods, comprising income from the sale of new and donated goods, is accounted for when the sale takes place. Where applicable, income is recognised net of VAT.

Dogs Trust CLG is in receipt of a grant from Dogs Trust UK, which is recognised in the accounts on a receivable basis (when the cash is received, and Dogs Trust UK has agreed support for the following 12 months).

EXPENDITURE

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to any given category. Where costs cannot be directly attributed to an activity or function, they have been allocated on a usage basis. Support costs, such as general management, payroll administration, human resources and financing are allocated in this way.

PENSION COSTS

Pension costs comprise the costs of the Charity's contribution to its employees' defined contribution pension schemes. The scheme is available to all employees on successful completion of their probation period. Dogs Trust CLG also contributes to certain employees' individual pension plans.

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results.

The significant estimates and assumptions are a five-year plan, annual budgets and forecasts.

CASH

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. This is a financial asset recorded at amortised cost.

DEBTORS

Short-term debtors are measured at transaction price, less any impairment (a financial asset recorded at amortised cost).

CREDITORS

Short-term creditors are measured at the transaction price (a financial liability measured at amortised cost).

FINANCIAL INSTRUMENTS

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities, like trade and other accounts receivable and payable. Basic financial instruments are recorded at transaction price.

JUDGEMENTS IN APPLYING ACCOUNTING POLICIES & KEY SOURCES OF ESTIMATION

The Directors do not consider there to be any significant judgements, that affect the application of policies and reported amounts of assets, liabilities, income and expenditure.

ESTABLISHING LIVES FOR DEPRECIATION PURPOSES OF TANGIBLE FIXED ASSETS

Long-lived assets, consisting primarily of property, fixtures and fittings and motor vehicles, comprise a significant portion of the total assets. The annual depreciation charge depends

principally on the estimated lives of each type of asset and estimates of residual values. The Directors regularly review these asset lives and change them as necessary to reflect current thinking on remaining lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset lives can have a significant impact on depreciation and amortisation charges for the period. Details of the useful lives are included in the accounting policies above.

The property is tested for impairment at periodic intervals by means of a professional valuation. The net book value of tangible fixed assets at 31 December 2018 was €6,551,873 (2017: €7,241,981).



Hannah Maguire, Digital Fundraising Officer at Dogs Trust, with former resident Daisy.

Notes to the Financial Statements

	2018 €	2017 €
1 Donations and Legacies		
Note: all income in 2018 and 2017 was unrestricted		
Donations	4,258,516	4,199,686
Legacies	59,331	144,619
	4,317,847	4,344,305

2 Other Fundraising Activities

Note: all income in 2018 and 2017 was unrestricted

Fundraising events	41,114	39,819
Promotional goods	42,750	38,761
	83,864	78,580

	Activities Undertaken Directly €	Support Costs €	2018 Total €	2017 Total €
3 Analysis of Expenditure on				
Raising Funds				
Donations and legacies	2,484,713	54,452	2,539,165	1,950,729
Other fundraising activities	36,279	–	36,279	36,605
	2,520,992	54,452	2,575,444	1,987,334
Charitable Activities				
Rehoming Centre	3,559,099	70,361	3,629,460	3,419,432
Rehoming to the UK	711,288	–	711,288	1,280,628
Preventative work	601,624	6,798	608,422	659,253
Education and Communications	817,681	24,527	842,208	683,941
	5,689,692	101,686	5,791,378	6,043,254
Total	8,210,684	156,138	8,366,822	8,030,588

The main categories of support costs are:

- IT
- HR
- Finance
- Governance

Within governance costs are the following amounts:

	2018 €	2017 €
Auditors' Remuneration		
For audit	16,250	16,250
For other assurance services	1,599	1,300
For tax and advisory	589	575
	18,438	18,125

4 Net Movement in Funds

The net movement in funds was arrived at after charging the following:

Depreciation	770,196	760,075
Profit on disposal of assets	–	13,000

5 Directors' Remuneration and Expenses

None of the Directors of Dogs Trust CLG or any person connected with them received any remuneration during the financial year. Expenses directly incurred by the Directors in carrying out their roles are reimbursed, if claimed. In recent years, none of the current Directors have claimed any expenses relating to their position as a Director. No allowances were paid to Directors and no direct payments to third parties were made on their behalf, except for those paid in respect of seven Directors and disclosed in Note 6.

6 Indemnity Insurance

The Charity paid a premium of €1,000 for the purchase of Directors' and individual liability insurance with an indemnity limit of €1,000,000.

	2018	2017
7 Staff Numbers and Emoluments		
Rehoming Centre	54 (average headcount)	45 (average headcount)
Fundraising, campaigns and communications	13	12
Education	6	5
Management and administration	4	3
	<u>77</u>	<u>65</u>

Their Aggregate Emoluments Were as Follows	2018 €	2017 €
Wages and salaries	2,126,359	2,009,083
Employer and PRSI	237,889	221,994
Pension and other costs	252,393	152,484
	<u>2,616,641</u>	<u>2,383,561</u>

Number of employees of the Company who earned from:

€50,001 to €60,000	4	2
€60,001 to €70,000	1	1
€70,001 to €80,000	–	1
€80,001 to €90,000	1	–
€90,001 to €100,000	–	–
€100,001 to €110,000	–	–
€110,001 to €120,000	1	1
€120,001 to €130,000	–	–
Total	<u>7</u>	<u>5</u>

The key management personnel, as defined in the Directors' Report, received total remuneration of €550,492 in the year (2017: €523,500), including salaries, benefits-in-kind and pension contributions. The Executive Director is included in band €110,001 to €120,000.

8 Taxation

The Company, charity number 20057978, is exempt from taxation on income under Section 207 of the Taxes Consolidation Act 1997, as it is for charitable purposes.

9 Tangible Fixed Assets

	Freehold Land & Buildings €	Motor Vehicles €	Equipment & Fittings €	Total €
Cost				
Balance at 1 January 2018	12,371,676	296,970	174,610	12,843,256
Additions	–	68,908	11,108	80,088
Disposals	–	(63,995)	–	(63,995)
Balance at 31 December 2018	12,371,676	301,883	185,790	12,859,349
Accumulated Depreciation				
Balance at 1 January 2018	5,234,387	250,384	116,504	5,601,275
Depreciation charge for year	691,511	54,372	24,313	770,196
Disposals	–	(63,995)	–	(63,995)
Balance at 31 December 2018	5,925,898	240,761	140,817	6,307,476
Net Book Value at 31 December 2018	6,445,778	61,122	44,973	6,551,873
Net Book value at 31 December 2017	7,137,289	(46,586)	58,106	7,241,981

Freehold Land & Buildings includes the cost of freehold land of €1,999,022 which is not depreciated.

10 Debtors	2018 €	2017 €
Prepayments	47,437	47,365
VAT	190,111	161,487
Other debtors	1,315	2,326
Total	238,863	211,178
11 Cash and Cash Equivalents	2018 €	2017 €
Cash at bank and in hand	225,967	154,521
12 Creditors (Amounts Falling Due Within One Year)	2018 €	2017 €
Trade creditors	126,510	88,525
Amounts owed to parent company	5,987,199	6,702,219
Tax and social security	70,992	67,984
Accruals	202,961	133,784
Total	6,387,662	6,992,512

The repayment of trade creditors varies between on demand and 90 days. No interest is payable on trade creditors. Tax and social insurance are subject to the terms of the relevant legislation. Interest may accrue on any late payment. The terms of the accruals are based on the underlying contracts.

Further details pertaining to the amounts owed to parent company are outlined in Note 16.

13 Unrestricted Reserves

Funds balance at start of the financial year	615,168	1,636,789
Net incoming/(outgoing) resources	13,873	(1,021,621)
Funds Balance at End of the Financial Year	629,041	615,168

14 Legal Form and Share Capital

Dogs Trust CLG is a company limited by guarantee and has no share capital. The members have guaranteed 1 Euro (€) each. The registered company number is 396919 and the registered office is Ashbourne Road, Finglas, Dublin 11, D11 K003.

15 Capital Commitments

The Company did not have any capital commitments at the year end (2017: €nil).

16 Related Party Transactions

The Charity invoiced Dogs Trust UK, its parent entity (see Note 17), €711,288 in the year (2017: €1,280,628) for rehoming services. The Charity received a grant of €3,083,535 from Dogs Trust UK in the year (2017: €1,114,947) in support of its work. At the year end there was an amount of €5,987,199 (2017: €6,702,219) owed to Dogs Trust UK in respect of historic financial support provided to Dogs Trust CLG. Dogs Trust UK has confirmed its support of Dogs Trust CLG for the duration of 2019, and has no current plans to call in this loan, which does not have interest accruing.

17 Parent Entity

The Directors consider the parent entity of the Charity to be Dogs Trust, a charity (charity number 227523) registered in the UK ('Dogs Trust UK'), as all members of Dogs Trust CLG are council members or employees of Dogs Trust.

18 Pension Costs

The Company provides a contribution to its employees' defined contribution pension schemes. The scheme is available to all employees on successful completion of their probation period. Dogs Trust also contributes to certain employees' pension plans. The charge for the year was €243,746 (2017: €138,221). Employer contribution costs are attributed to the activity or function of the member of staff receiving the contribution.

19 Contingent Liabilities

There were no contingent liabilities at the financial year end (2017: €nil).

20 Post Balance Sheet Events

No significant events have occurred since the balance sheet date which would require adjustments or disclosures to the amounts in the financial statements.

21 Financial Instruments

	2018 €	2017 €
Financial Assets		
Financial assets measured at fair value through the Statement of Financial Activities	<u>225,967</u>	<u>154,521</u>
Financial Liabilities		
Financial liabilities measured at amortised cost	<u>6,113,709</u>	<u>6,790,744</u>

Financial assets at amortised cost comprise cash at bank and in hand.

Financial liabilities measured at amortised cost comprise trade creditors and amounts owed to group companies.

22 Approval of Financial Statements

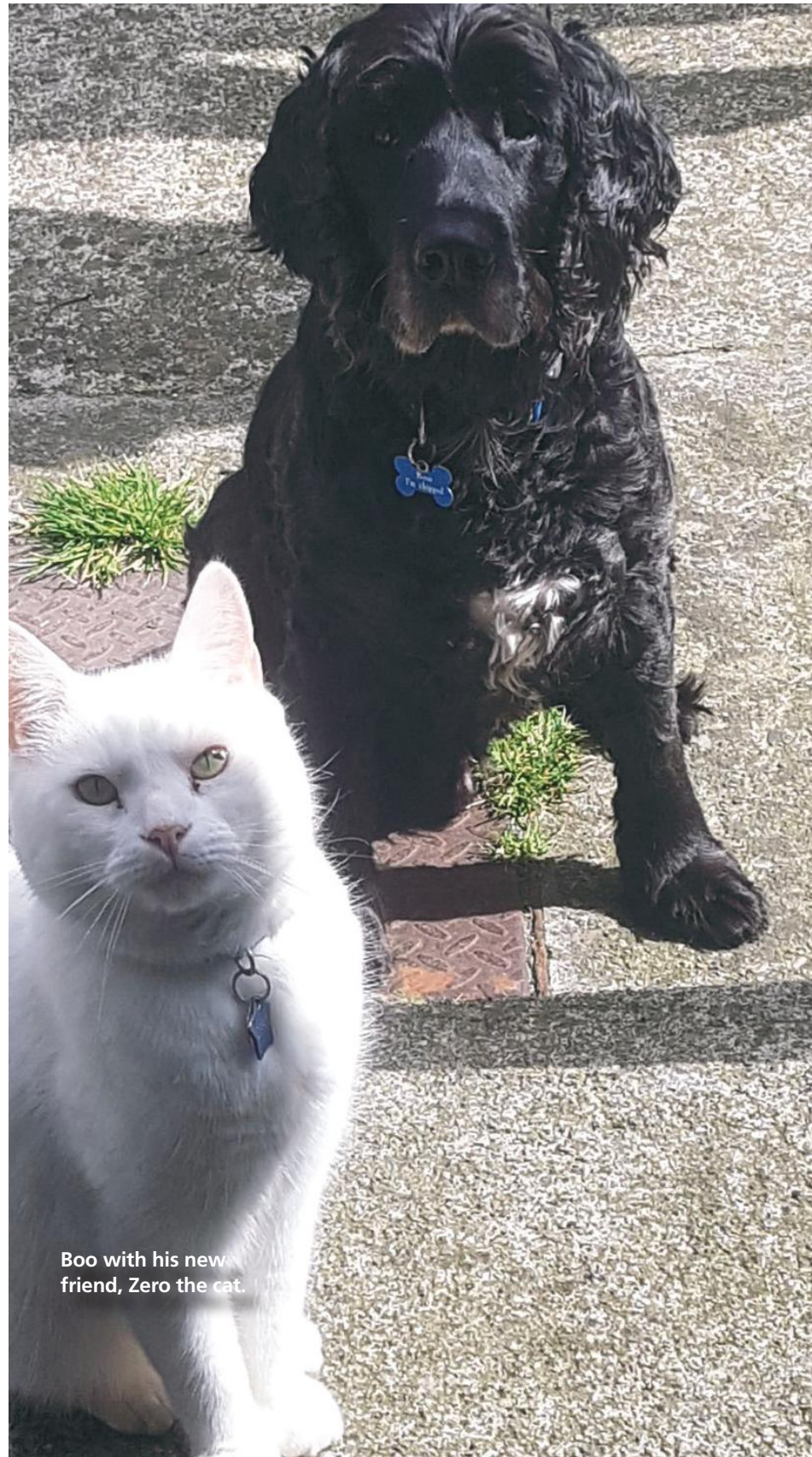
The financial statements were approved and authorised for issue by the Directors on 12 June 2019.

Dog Stories: Boo the Boss

Boo was head honcho in Dogs Trust for eight years! In fact, he was one of the very first dogs to arrive at our Rehoming Centre and one of our very first Sponsor Dogs too. However, meeting new people was a real challenge for Boo, and there was only a handful of Canine Carers that he trusted. Sadly, this was the reason it took Boo so long to find his Forever Home, and all the staff at Dogs Trust were worried that he might never have his chance of finding the perfect family. Keith, one of his very special Canine Carers, adored this pooch so much and was heartbroken that Boo was struggling to find a home. So, he decided to do an incredible thing and open his own home to Boo!

It's been an amazing experience welcoming Boo into our family. To see how happy he is these days is heart-warming. Boo's daily highlights include cuddle times with me and my partner, Ciara, and his walks when he gets out to explore with his doggie pals, Sally and Lucy (Lucy was also adopted from Dogs Trust). Boo also has a soft spot for his step brother, Zero our cat. It's great to see them pottering about the house and garden together, or relaxing in the sitting room after a long, busy day. Boo never fails to put a smile on our faces and we can't imagine life without him.

— Keith, Boo's adopter



Boo with his new friend, Zero the cat.



**Annual Report and Accounts for
the Financial Year Ended
31 December 2018**

A company limited by guarantee
and not having share capital.

Registered Office

Dogs Trust Company
Limited by Guarantee (CLG),
Ashbourne Road,
Finglas, Dublin 11,
D11 K003.

Registered Company Number

396919

Registered Charity Number

20057978