



Rising Stronger Together

Annual Report and Accounts for the
Financial Year Ended 31 December 2022

It goes without saying that dogs are the star of the show at Dogs Trust Ireland, but our life-saving work wouldn't be possible without the people that make it happen.

Our love of dogs shapes everything we do. We love dogs. And we love the people who love dogs too. Throughout this report, our human heroes take us through the important work they do.



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Foster Coordinator

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Meet
Conall
McMahon

Foster Coordinator



Though I've been with Dogs Trust for almost five years, every day brings new challenges and opportunities.

Many people would love a small, cute, cuddlesome, fully toilet-trained puppy to take home on foster, but these dogs are rare - to say the least! I often need to find suitable foster homes for more challenging dogs, be they less popular breeds or dogs with specific training or behavioural needs.

Post-COVID-19 Ireland has been very challenging for all animal rescue organisations. The sheer number of surrender requests after lockdown has been almost overwhelming. On occasion, I may have a litter of puppies being surrendered with only a few days' notice.

I love speaking with people who love dogs too and genuinely want to help. I get an enormous sense of satisfaction and achievement when I match a dog to a suitable foster family who will then help that dog to develop and thrive in a family home.

Our staff are one of the main reasons why Dogs Trust is so special. I'm inspired by our canine carers who work so tirelessly every day providing the best care for our dogs. Having worked in the role myself, I know just how physically and mentally challenging, but also how rewarding, it can be.

Our Dog School and Education Team do stellar work teaching people to learn to read their dog's body language and that "dogs can speak, but only to those who know how to listen." But there's still a long way to go. As well as recruiting and maintaining relationships with our wonderful foster families, I make sure that they have all the support they need to look after the dogs in their care.

Outside of Dogs Trust, I'm an enthusiastic musician. I have a few studio albums under my belt from my previous life as a wannabe rockstar, but these days I just play the occasional gig with a 90's rock cover band.



Strategic Pillar 1
Finding All Dogs
the Best Possible Home


 **See more on page 22**



Who We Are

Meet The Pups


These beautiful puppies were only five days old when they were handed into Dogs Trust Ireland in a cardboard box after being discovered by a member of the public in March.

 See more about our **Finding All Dogs the Best Possible Home** pillar on page 22.



Meet Grace

The two-year old Lurcher came into the care of our Munster Rehoming Facility in Easter last year.

 See more about our **Finding All Dogs the Best Possible Home** Strategic pillar on page 22.

Our Vision, Mission & Values

What We Believe

We want to see all dogs, wherever they are, living full, safe and happy lives. To make this happen, we know we need to work with people, as well as dogs – the people who own or care for dogs right now, or in the future, and the people who contribute to a harmonious dog community.

This renewed sense of purpose is the cornerstone of our new ten-year strategy. It builds on what we do best and reaffirms our commitment to these goals. Our Annual Report gives an update on our progress so far and on how we are improving dog welfare in three key areas. It also looks at how we can make a bigger difference with our work over the next decade.

Our Purpose

We believe every dog deserves to live life to the full.

Our Role

We won't rest until we make the world a safe and happy place for dogs – so that together, we never have to let any dog down.

The Dogs Trust Way

The Dogs Trust Way is how we refer to the culture we need to achieve our purpose, meet our strategic goals and ensure that Dogs Trust Ireland is a great place to work.

Underpinning **The Dogs Trust Way** are our values – an authentic set of principles to guide our culture.

We Dream Big

We use our energy, ambition, and bravery to find new and better ways to make the world a happier and safer place for dogs and the communities they live in. We are prepared to get out of our comfort zone from time to time, and we're ready to explore innovative ideas and learn from what does and doesn't work.

We Make Things Happen

We solve problems in practical and proactive ways. When we're at our best, this positive, can-do attitude shines through to help us to turn challenges into opportunities.

We're on the Ball

We use our knowledge in relevant and practical ways to make a difference, while being flexible and adaptable. Our mindset is that there is always more to learn, and we can never stand still.

The 'behaviours' are the practical application of the values – what the culture looks like day to day. The Behaviour Framework will launch in 2023 and provide all employees with a firm understanding of what it means to work at Dogs Trust Ireland.



Message from the Chair of the Board

2022 was another year that will live long in the memory. The COVID-19 pandemic continued to impact on our lives, but new issues of war, inflation and the cost of living crisis dominated the headlines. Sadly, many more dogs needed our help and our rehoming and fostering facilities reached capacity once again.

I am proud of how Dogs Trust Ireland has continued to respond to the challenges imposed by the world around us. Maintaining our programmes and pivoting many of those programmes to respond to the ongoing changes we faced was - and is not - an easy task. It is a task that the Dogs Trust Ireland team continues to rise to.

Thanks to the loyalty and dedication of Ireland's dog lovers, we made life better for dogs all over the country, and we now find ourselves in a position to build on our ambitious plans for the years to come. The pandemic reminded us of how interconnected we are, and how our response to it and the challenges of the last year must be global in nature.

We love dogs, and that is why we continue to work to become a global force for good in dog welfare, doing whatever we can to help all dogs live life to the full. Our strategy is based on all the work and research we have done over the last 15 years. It is also about the challenges faced by dogs in Ireland, the UK, the EU and all those countries where Dogs Trust Worldwide operates. These are challenges we intend to meet.

I would also like to acknowledge my fellow Board members for their time and expertise in helping to ensure the transparency, accountability, and impact of Dogs Trust Ireland. Finally, I would also like to thank our communities across each of the provinces who are the driving force behind Dogs Trust Ireland.

This Annual Report is testament to the life-saving and transformational work being carried out on behalf of dogs across the country.

A handwritten signature in black ink, appearing to read 'Owen Sharp'.

Owen Sharp
Chair of the Board, Dogs Trust Ireland



Message from the Executive Director

It seems that every year in recent memory has been one fraught with challenges, but 2022 was a year that brought new obstacles for our team at Dogs Trust Ireland to overcome. The global environment impacted on everyone and the rise in the cost of living affected our charity too. Energy and fuel costs soared, as we assessed the impact on our rehoming centre in Dublin and on our regional teams who travelled to communities across Ireland.

The teams embraced those challenges and the other challenges they faced as Ireland's dog crisis deepened across the country. Requests to surrender dogs to animal rescue centres across Ireland surged, as the perfect storm of overcrowded pounds, lockdown pups, and a spike in puppy farm dogs threatened to overwhelm resources. For example, over the course of three weeks in October, 54 puppies were presented to our operations team.

I am very grateful to and incredibly proud of all our teams working at the rehoming centre and across the country. Without their hard work and dedication these dogs would have faced a bleak future. Instead, the dogs we helped are now learning to live the kinds of lives we want for all dogs, and we are helping to turn Ireland into the best country in the world for dogs and the people who love them. That is the goal of **The Happy Dog Project** which we launched this year. This project is providing valuable insights into what a dog in Ireland needs today to live a happy life.

That future-focused goal is part of our ambitious strategy for Dogs Trust Ireland. Our teams across the country are already imagining a world that provides solutions for the problems faced by dogs, their owners, their communities, and every single person in those environments. Moving upstream,

we will work with the authorities and stakeholders to create opportunities for change. Two years into our strategic plan, we have learned so much, but we still remain driven by our vision of the world we want our dogs to be part of and thrive in.

We have an amazing network of supporters who share our vision and trust us to take the steps necessary to realise it. Thanks to the commitment of our supporters, and the tireless work of our staff and volunteers, we can look forward to the year ahead with optimism.

I would like to extend my gratitude to Becky Bristow, who served as interim Executive Director of Dogs Trust Ireland for the last three years. She saw the organisation through the challenge of a pandemic and plotted its course with our new strategy. I hope you will all join me and our fabulous team in taking the next steps. In the words of the researcher and storyteller Brené Brown, "Our job is not to deny the story, but to defy the ending - to rise strong."

Suzie Carley
Executive Director, Dogs Trust Ireland

Meet
Aoife
Redmond

Regional Foster Coordinator



I've only been working at Dogs Trust Ireland for a few months but I already see the difference that can be made to a dog's overall welfare after spending time in a home environment compared to when they first arrived.

One of the biggest challenges I face in my role as Regional Foster Coordinator is that a lot of the dogs we take in may be reactive. They require further training or can have medical conditions, so communicating with and supporting fosterers with these more challenging dogs during the foster period can be difficult. But it's definitely rewarding when we see them eventually blossom.

I'm inspired to make a difference in the life of any dog, whether this be an improvement in their physical or mental state. In the future I look forward to helping as many dogs in need as possible!

I am a registered veterinary nurse and worked in a small animal practice for about three years prior to joining Dogs Trust Ireland. During that time I completed further studies in animal behaviour and welfare, which is my real passion.

I had dogs in my life growing up and, though I don't have a dog at the moment, I do have a cat named Twinkletoes who would not be too happy if she knew I worked for Dogs Trust Ireland!




Strategic Pillar 1
Finding All Dogs
the Best Possible Home

 [See more on page 22](#)

Highlights of 2022

Meet Chip

In October, we put out an urgent appeal for loving homes to foster puppies and dogs.

 See more about our **Puppydemic Appeal** on page 15.



Dogs Trust

Big Shoes to Fill



The Canine Care Card gets to show more love

The Canine Care Card was first introduced to give dog lovers the peace of mind that, if they passed away, their best friend would not be left on their own. We understand that bringing a dog into your family can be more than a decade-long commitment, and we want you to have the reassurance that you can do this at any age.

Dogs Trust Ireland would be there to care for their furry companion and find them a new home, one where they would be just as loved as they were before. In 2022, we took a fresh look at the Canine Care Card, broadening its remit to reassure dog owners who had been diagnosed with a terminal illness or people who needed to move into a nursing home.

A dog is more than a friend

Often, in these instances, people are just as concerned - and indeed often more concerned - about the welfare of their dog as they are about themselves. They want to know their dog will have someone to look after them when they no longer care for them. This is because the dog is much more than a friend. It is a member of the family. At Dogs Trust Ireland we know that dogs feel the very same way. When we find them a new home, the owners are going to have some big shoes to fill. It was this very thought that provided the idea for the campaign that relaunched the Canine Care Card on 28 February 2022.

Multichannel campaign

This campaign took a multichannel approach and featured TV, cinema, and radio commercials, print advertisements, telemarketing, Google Ads, and a press release, as well as an email to our supporters.

The film told the poetic story of the loving bond between a beautiful golden retriever and his owner, a man who took him everywhere with him, even on his daily fishing trips in his boat. This man was struggling with the prospect of being parted in the near future from his faithful friend.

The campaign resulted in a total of 490 dog owners signing up for the Canine Care Card, a testament to the work of the broader team and the amazing trust that dog owners place in Dogs Trust Ireland. 85% of these dog owners have since converted to legacy pledges.

Billy and his golden retriever Oscar were the faces of the campaign.

DogsTrust.ie/CanineCareCard

Not Just a Dog



Our campaign to highlight the grief an owner experiences when their dog passes and our work to support them

More than half of the dog owners we surveyed felt that losing their dog was similar to or worse than losing a family member. According to psychologist, neuroscientist, and dog lover, Dr Sabina Brennan, the most important aspect of coping with this loss is being allowed the space to grieve, and an acceptance of the reality that what you're feeling is normal.

In response to this, we launched our **#NotJustADog** campaign in July to ask employers to consider offering their employees compassionate leave, should they lose their dog.

A space to grieve

After discovering the huge percentage of dog owners who worry about their dog's passing, we added advice to our website on how to prepare for such a loss, coping with grief, ideas to memorialize their dog, tips on how to broach the subject with children and the afterlife administration that they need to carry out when planning their own affairs.

Media coverage

The **#NotJustADog** campaign really struck a chord in the media, gaining a lot of interest on TV and radio and appearing in 11 national newspapers. In fact, there were 120 separate pieces of media coverage in the launch week alone.

Direct impact

Bauer Media were so moved by the campaign that the company contacted us, to let us know they had amended their compassionate leave policy to include two days' paid leave for any employee whose dog passes on.

[DogsTrust.ie/NotJustADog](https://www.dogs.ie/NotJustADog)

—
Comedian and Broadcaster PJ Gallagher with his dog Stella at the launch of the '#NotJustADog' campaign in July.

The October Puppydemic Appeal

Our urgent call for fosterers when we ran out of space

Following the spike in the number of people adopting dogs and puppies during the pandemic, when most people were working from home, we witnessed spiralling surrender rates in 2022, due to a variety of factors.

Inundated with puppies

In the space of just three weeks last October, the operations team at our rehoming centre took in 54 puppies. With absolutely no kennel space to spare, and more pregnant mums in need of care on our waiting list, we put out an urgent appeal for loving homes to foster puppies and dogs.

Overwhelming Response

Such was the interest from media outlets across the country that one-off donations to Dogs Trust Ireland increased seven-fold in the days immediately following the appeal. Whereas the Dogs Trust website usually experiences an average of 3,000 visitors a day, over 35,000 people visited the site on the back of this campaign activity.

The most impressive result of all was that we received over 600 foster applications. Of these, 534 were recruited as foster carers.



Six-week-old terrier cross puppies that were brought into the care of Dogs Trust Ireland in October.

Calling for harsher punishments for puppy farmers

Dogs Trust spent over €60,000 on veterinary care alone for 161 victims of puppy farming over the past two years

Mums can live their whole lives on puppy farms without ever seeing the world outside. Suffering terribly to line the pockets of cruel and heartless puppy farmers, their days are spent in darkness and filth, terrified and unloved. For them, puppy farms are a life sentence.

Puppy Farms are a #LifeSentence

On November 15, in the run up to Christmas, when people start to think about buying puppies as presents, we launched our **Puppy Farms are a #LifeSentence** campaign. It called for dog lovers across Ireland to join with Dogs Trust and sign our petition asking the government to impose harsher punishments on puppy farmers.

Stronger punishments are required

In 2021, those responsible for the suffering inflicted on the dogs we took into our care were each fined less than €2,000.

Considering that the asking price for a single puppy can be much more, and that one puppy farmer openly stated in court that he had been running his unlicensed establishment for more than a decade, financial slaps on the wrist like this are just not a strong enough deterrent.

The impact of the campaign

In the six weeks to the end of 2022, almost 30,000 dog lovers signed the petition and 200 of those signatories became regular donors. The petition will continue to run into 2023 and will be closely monitored for performance.



The Happy Dog Project

A progress report on our goal to make Ireland a more dog friendly country

2022 saw us embarking on the first phase of our three-step plan to help turn Ireland into the best country in the world for dogs and those who love them. This is no small feat and is an audacious goal which requires change, at an individual level, and all the way up to policy level.

Asking the right questions

Phase One of the project has involved hours of research, with a guiding north star of answering the question: “What does a dog need?”

It has been all about defining and understanding the real problems we need to solve and getting to the bottom of what it is that a dog really needs to be happy. Most importantly, from a dog welfare point of view, we need to find out what prevents a dog from getting what it needs.

#1	#2	#3
68	3500+	200+
Qualitative Interviews	Minutes of Conversation	Hours of Analysis

Over the course of 50 insightful conversations with members of the public, 14 interviews with key stakeholders and four dog walking exercises, we gained a much clearer picture of the attitudes towards dogs, how they are treated, the key challenges for owners, and what prevents a dog from living its best life.

Reaching the broader population

We also took time to understand possible solutions and how to give a dog what it needs. Defining those needs in a robust model and sense-checking them with the dog-owning public will follow in due course.






What We Do

Meet Doodles

The six-year-old male terrier was taken into the care of Dogs Trust Ireland after suffering horrific injuries.

 See more about our **Finding All Dogs the Best Possible Home** on page 22.



—
Female lurcher Carmel was nursed back to health by the team at Dogs Trust Ireland after straying for some time.

Strategy Review

How we're going about making Ireland a safe and happy place for dogs

Our strategy is born quite simply out of our love for dogs, and our desire to do everything we can to make sure they lead long, happy lives in loving, caring homes.

The sad and upsetting reality, of course, is that there are dogs and puppies that must live through unbelievable cruelty and trauma every day. In 2022, even more dogs needed our help, while our rehoming and fostering facilities were stretched to capacity again.

From the blight of puppy farms to the continual rise in dogs being surrendered, our strategy has been built on three strategic pillars, with the objective of directly addressing the problems facing dogs and communities across Ireland.

Two years into this ambitious strategy, let's recap on the pillars and look at the progress we've made so far against each one in the last 12 months.

Strategic Pillar 1



Finding All Dogs the Best Possible Home

We strive to do our best for every dog in Ireland, based on their individual circumstances.

We promise that we will help to find loving homes for dogs, all across Ireland. We promise to deliver quality alternatives to our Dublin rehoming centre, through a mix of trained foster carers, short-stay quality boarding kennels, and rehoming with families, who will prioritise the needs of each dog in communities across Ireland.

What this pillar needs to work

- 🐾 Collaboration between departments in Dogs Trust Ireland to recruit adopters, fosterers, and supporters across the entire country
- 🐾 Timely reviews and innovative processes to make sure we keep moving every dog towards their forever home
- 🐾 More help for dogs across the country through our Regional Rehoming scheme
- 🐾 Improvements in the surrender and adoption processes and adopter journey to match owners and dogs more effectively.

Challenges this pillar faces

- 🐾 Upskilling all staff, on a continual basis and keeping abreast of trends
- 🐾 Managing relinquishment numbers
- 🐾 Maximising all adoption applications
- 🐾 Using appropriate technology and systems
- 🐾 Supporting our staff through wellbeing and resilience.

Our Progress In:

Finding All Dogs the Best Possible Home

- 🐾 **More efficiency finding dogs their forever home**
- 🐾 **Adapting and evolving how we do things**

Dialling up on digital

The last three years have accelerated the adoption of digital technology across all age groups and walks of life. As a result of the pandemic and the limitations it brought, many of us had no option but to embrace technology. While COVID-19 restrictions may have been significantly reduced, the use of digital technology is now increasingly part of our everyday lives. In Dogs Trust Ireland, we have updated a lot of our processes to keep up to date.

The processes of the rehoming centre and the Regional Rehoming teams have become more streamlined and efficient with the introduction of Microsoft Azure.

Our Training and Behaviour Team now has access to complete welfare assessments, observation charts and all other behaviour forms on their mobile devices.

Diary management has moved online, making it easier to schedule meetings with potential adopters and help canine carers to plan their day.

Behavioural issues are logged on Microsoft Teams, giving carers real-time access to information on dogs in our care.

664 dogs were rehomed by Dogs Trust Ireland in 2022 compared to 862 in 2021.



Focus on rehoming through our Home from Home fostering programme

Sometimes we encounter dogs who might not be compatible with life in a kennel environment. Our **Home from Home** foster programme seeks temporary homes for these vulnerable dogs.

By expanding our roster of foster coordinators, we have increased our pool of fosterers and the number of dogs receiving dedicated care outside the rehoming centre. Fosterers not only help by taking vulnerable dogs into their homes and caring for them. They also free up space in our rehoming kennels to save the lives of other dogs. This has reduced the length of time dogs need to stay in our kennels and has meant we've been able to take more dogs into our care from local authorities.

2021

Applications received:	166
Fosterers recruited:	151
Dogs cared for by fosterers:	181
Dogs rehomed from Home from Home fostering programme:	149

2022

Applications received:	1208
Fosterers recruited:	955*
Dogs cared for by fosterers:	277
Dogs rehomed from Home from Home fostering programme:	202

* Denotes that they were recruited but may not all have actively fostered by year-end

Dogs rehomed through our Home from Home fostering programme increased by 36% in 2022.



Getting the message out

With the easing of COVID-19 restrictions early in 2022, the teams at Dogs Trust Ireland were able to return to attending live events. The first of these was the Cork Summer Show, where we focused on raising awareness of our fostering programme and offered advice about adopting some of our dogs from Munster in need of caring homes.

Helping more dogs in more places

The development of the Regional Rehoming programme in 2022 meant that adoptions were achieved in 22 out of the 26 counties. This expansion of our network includes adopters, fosterers, and donors nationwide, and has helped to raise the national awareness of our organisation, as we strive to support communities across the country.

Regional Rehoming

The Regional Rehoming programme continued to develop at pace, as we removed the need for people to travel to the rehoming centre in Dublin to meet or surrender their dog. Our regional teams engage with people in their community, and this model will be further enhanced next year.

Timely Review

We understand that dogs must be happy in their new homes and bring happiness to their new families, so that they can be settled in their forever homes. Improvements to our review process; dog care; and training processes, such as the piloting of *Timely Review*, with regular check-ins and milestones, have made it easier to find forever homes for every dog. The *Timely Review* process is undertaken by a centre task force who rate all dogs (aged over eight weeks who have been in our care for longer than one week) across four categories: health, safety, rehoming and behaviour. This process establishes a consistent way to regularly review dogs in our care and to ensure that we can work proactively to seek solutions and improvements in their lives.

“

Fosterers not only help by taking vulnerable dogs into their homes and caring for them. They also free up space in our rehoming kennels to save the lives of other dogs.

Meet
Stephen
Arnold

Regional Rehomer



I've worked at Dogs Trust for eight years now, but started fostering puppies nearly 20 years ago. As the dogs came and went, I was most interested in some of the dogs with behavioural issues and how I could help them. I did some research into different training courses and found that up-to-date, science-based reward training was for me.

Regional rehomingers have a lot of different roles: from taking the dogs in from the pound, to doing their temperament assessment, to dropping them to their new home. Sometimes there are follow-up phone calls or, my favourite part, home consults to help the dogs settle in. I love showing adopters that there really is a way for the dog to be happy in their home.

Sometimes it is very clear when a dog has been abused or neglected. Years ago, I found it very hard to deal with these situations. But my mindset has changed so now I view it as "You're safe now, let's forget the past and move on." Seeing their progress is always an inspiration and it is such a joy to receive the positive updates from adopters.

I have an 18-year-old Shih Tzu, Lin Lin, who came from a puppy farm at six months old. He was very shut down and would hide for the first month in my care. On week five his personality came out and he was such a happy dog, which goes to show how important the right environment is for our canine friends.

And then there's Ollie, a four-year-old mixed breed I adopted from Dogs Trust in 2020 after being assigned to be his trainer. I'm motivated by these dogs and, of course, the wonderful colleagues and the many people who support the charity. We all have one goal: to give a dog a better life.



Strategic Pillar 1
Finding All Dogs
the Best Possible Home

 **See more on page 22**

Strategic Pillar 2



Supporting and Empowering Dog Owners Everywhere

Encourage, educate, and empower dog owners so that they can understand a dog's needs and language even more, and experience the greatest joy together, when they are at home and in their community.

We promise to ensure that dog owners, or soon-to-be dog owners, have all the support, knowledge, and tools they need to give dogs the care and love they deserve, so that they can recognise any extra requirements individual dogs might have, because of their past life experiences and unique personality.

What this pillar needs to work



- 🐾 Accessible digital resources
- 🐾 Development of our Dog School & Education Programmes
- 🐾 Solidification of our reputation with stakeholders as trustworthy experts
- 🐾 Introduction of learning management systems
- 🐾 Increased capacity of trainers and experts
- 🐾 Launch of the Happy Dog Project
- 🐾 A census of dogs in Ireland.

Challenges this pillar faces

- 🐾 Managing the capacity of staff resources
- 🐾 Delivering complex messages in accessible ways
- 🐾 Focusing on impact-driven outcomes.

Our Progress In:

Supporting and Empowering Dog Owners Everywhere

-  **More education and training delivered to dog owners**
-  **Helping them to better understand their dogs and what they need**

Improving fluency in dog body language

Being able to understand when a dog is uncomfortable or stressed is vital for owners - both young and old. New online and in-person modules on dog body language, tailored for adults and secondary school students, were introduced in 2022.

The lessons were designed to empower owners and help them to interpret the signals their dogs were sending them, and also help them to accept that sniffing around trees and digging in seemingly random places is all part and parcel of normal dog behaviour.

Promoting safe behaviour around dogs

We reshaped our primary school and pre-school oriented education initiatives to focus on safe and kind behaviours around dogs. Our **Be Safe Be Kind** resource for children at Montessori or creche is an example of this approach.

For families with small children who might be anxious about having a dog in their home, we provide advice and resources to help children feel less stressed around dogs and show them how to interact positively with them.

Back to Dog School

2022 saw us put together a new range of workshops. These workshops gave us the ability to address specific issues directly through online classes. New features now enable trainers to observe how each owner interacts with their dog in their home around issues such as toilet training, teething, and mouthing (where dogs investigate or explore using their mouth), in particular.

Life After Lockdown – Bark to Basics

Introduced in the summer of 2021, this programme was relaunched in 2022 to help dog owners and their dogs adjust to the reopening of society, which was happening at different speeds for different people in different parts of the country. Adapted and streamlined into a more compact four-week course, the programme supports owners who are experiencing behavioural issues with their dogs.

Dogitude

Teams from Dogs Trust Ireland travelled to Causey Farm in County Meath last May to attend Dogitude, the Irish dog lovers' festival, where the education team delivered the *Be Dog Safe* workshop to many of the 5,000 dog owners in attendance.

Updated Dog School Hub

The Dog School section of the Dogs Trust Ireland website has been revitalised, with the addition of an FAQ page, answering all the questions owners or fosterers might have about our training programmes or what to expect from our online classes.

Meet
Dawn
Kavanagh

Education & Community Manager



I spotted this role with Dogs Trust in 2014 and the rest, as they say, is history!

I love the fact that I get to be at the people end of Dogs Trust's work and be on the proactive side of things. Everyone is so passionate about what we do it makes working together very easy and super enjoyable. Knowing everyone is working toward the same goal is really unifying.

When I can, I love getting out on the road and visiting schools and communities. Hearing stories of negative dog/child interactions in the news can be hard not to take personally. My hope is that we can prevent these interactions in the future by reaching communities with our messaging.

I was born and brought up in London and we never really had the space for pets. At 14, I volunteered for an animal charity, and got my fix of being around and helping animals there. My family moved to Ireland when I was 16 and I was finally able to have a dog, a shy springer spaniel called Pele, who was the opposite of what you would expect a springer to be. I studied science and zoology at university before doing a Masters in Queens University Belfast in Animal Behaviour and Welfare.

Two personal heroes who have supported me in different ways are my mum and Sir David Attenborough. She has always been behind me, regardless of whether she thought I was crazy or not for some of my choices. And when I left my first teaching post, my year 7 class got Sir David himself to sign my leaving card(!).



Strategic Pillar 2
Supporting and Empowering
Dog Owners Everywhere

 [See more on page 28](#)

Strategic Pillar 3



Advocating for the Elimination of Unethical Trading and Cruel Breeding

Improve standards in the breeding, sourcing, and ownership transfer of dogs.

Our goal is to significantly improve welfare standards and to ensure that dogs are consistently adopted and sourced from reputable breeders. By intervening earlier in the lifecycle of a dog (puppyhood, adolescence, adulthood and senior years), we can positively impact with a more upstream welfare intervention.

What this pillar needs to work


- 🐾 Harsher punishments for puppy farm owners
- 🐾 Engagement and lobbying with government and stakeholders to secure improvements and changes in legislation in Ireland and the EU
- 🐾 Education around the acquisition of dogs, including improvements to the online advertising of pets.

Challenges this pillar faces

- 🐾 Lean punishments are not a deterrent to the large volume of puppy farms across Ireland
- 🐾 It is difficult to distinguish between reputable breeders and unscrupulous dealers and there is an ongoing demand for pedigree and desirable crossbreed dogs
- 🐾 There is a lack of traceability for dogs
- 🐾 Legislation on the health and welfare, microchipping, control and breeding of dogs in Ireland is spread across multiple government departments.

Our Progress In:

Advocating for the Elimination of Unethical Trading and Cruel Breeding

 **More impact on the issues threatening dog welfare:**
Gaining support from the public and policy makers

Getting government backing

After we gave evidence to the Joint Committee on Agriculture, Food and the Marine on several issues impacting on dog welfare, the committee considered our recommendations.

Following on from this, Dogs Trust Ireland was invited to Leinster House for the publication of the committee's report: *Issues Impacting Dog Welfare in Ireland*. This report recommends a wide range of improvements in legislation governing the sale, supply and advertising of dogs, ear cropping, microchipping of dogs and dog breeding establishments.

Advancing policy and legislation

We continue to work with several stakeholders across all areas of government, and with departmental officials to develop and advance existing policy and legislation on dog welfare, dog control, microchipping, dog breeding, and online advertising of dogs for sale. We also call for new legislation, where required.

In 2021, stemming from a commitment in the *Working Together for Animal Welfare, Ireland's Animal Welfare Strategy 2021-2025*, the Minister for Agriculture, Food and the Marine, Charlie McConalogue, established a new, independently chaired Advisory Council on Companion Animal Welfare (ACCAW) to examine and advise on issues of relevance to the companion animal sector.

Dogs Trust Ireland has had a place on this council since October 2021 and is very grateful to have the opportunity to contribute and share our expertise on dog ownership and welfare. With a useful role to play in advising on ways to achieve the best possible welfare for companion animals, the main goals of ACCAW are to:

- Identify ways in which the welfare of companion animals can be further improved
- Consider and advise on proposals for EU and national legislation relating to companion animals
- Consider ways of increasing public awareness and developing and disseminating information on the welfare of companion animals
- Provide any other advice relevant to the welfare of companion animals as the minister may seek from time to time.

As Chair of the EU Dog & Cat Alliance, which encompasses over 100 organisations from EU Member States and the UK, we are working to improve companion animal welfare and to build a better Europe for dogs and cats. We lobby the EU institutions to introduce and improve EU legislation; we are members of the Association of Dogs and Cats Homes (ADCH), and a founding member of the Irish Pet Advertising Advisory Group; and we take a lead role in the EU Pet Advertising Advisory Group, to improve the online sale and advertising of animals.



Becky Bristow, Dogs Trust Ireland's former Executive Director with committee Senator Lynn Boylan, after the publication of the report on canine welfare by the Joint Committee on Agriculture, Food and the Marine in October.

The finish line for greyhound racing

Along with other animal welfare organisations, Dogs Trust Ireland has been, a part of the International Greyhound Forum, working with the greyhound racing industry for many years to try to improve conditions for the dogs involved in the industry. While some welfare improvements have been made, the most significant issues for racing greyhounds have not been resolved. In 2022, we amended our position and we are now calling for a phased end to greyhound racing in Ireland, and a complete stop to the unnecessary and completely preventable deaths of hundreds of dogs.

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869 greyhounds have died on racetracks in Ireland over the last six years, with 2,343 more injured. Pictured is Fran, a 4-year old greyhound taken into the care of Dogs Trust Ireland in 2022.



Meet
**Gill
McDermott**

Head of Donor Marketing



When Dogs Trust Ireland opened its rehoming centre, I would check the website for job opportunities daily, wishing and hoping for something to arise.

Relationship building, whether with dogs or people, is the cornerstone of Dogs Trust. I get to connect dog lovers with the dogs that need their support the most through creative, compelling and innovative campaigns and report back to donors on the life-saving impact their donations have made. We create the opportunities - that's our job.

Through our communications, I also showcase what Dogs Trust does beyond our rescue work. We are so much more than a rehoming centre. Everyone at Dogs Trust, rehoming centre and office-based alike, is truly passionate about our cause, and everyone collectively works so hard for better lives and improved welfare for dogs and their owners.

Rescues across Ireland are full of beautiful dogs who have been let down by humans and are deserving of a second chance. If people can look beyond wanting a certain breed or size of dog, they would find a friend for life who will give them back love in spades.

I started my career at Dogs Trust in 2011 as a marketing administrator and knew instantly that I had found my calling. Last year, we launched a campaign to show the true scale of puppy farming and encouraged the public to not turn a blind eye when buying a dog. Our petition was successful because we were able stay up to date with the latest trends and best practices, and had the ability to pivot and experiment quickly with new strategies and tactics. Over 30,000 supporters have already pledged their support and over 200 of those have become regular donors. I want to provide each supporter with the best customer service experience possible and lead the way in donor care.

For as long as I can remember, I have been an animal lover, specifically a dog lover! My first dog, Levi, a Westie, who I bought at six years old with my communion money, was so much more than just a dog to me. He was my best friend for 18 years and the reason why I ended up working in the animal welfare sector.



Strategic Pillar 3

Advocating for the Elimination of Unethical Trading and Cruel Breeding

 See more on page 32




Strategic Enablers

The strong roots our strategy needs to flourish.

Making the kind of difference we want for all dogs - so that they can lead full, safe, and happy lives - will not happen overnight. This is going to take time. That's why our strategy has been designed as a ten-year programme of change. To support the weight of this ambition, we have put in place what we call our five strategic enablers.

Meet Maggie

The organisation faced an unprecedented spike in requests to take dogs into our care in the first six months of 2022.

 See more about **Supporting and Empowering Dog Owners Everywhere** pillar on page 28.

Strategic Enabler 1

Developing Our Team & Organisation

The happiness of our staff matters just as much as the happiness of dogs. If our people aren't feeling valued and fulfilled in their roles, how can we expect them to deliver on our mission?

Updating our systems during the pandemic and moving many of our tools and processes online has improved efficiencies for our team and made it easier for them to manage their tasks and duties. Now that we have begun to develop our technological capabilities, we will see even more improvements for our staff in 2023.

This year, we welcomed seven new people to our team. This means we now have 88 staff to grow the charity. Everyone who works at Dogs Trust Ireland is so grateful for the amazing generosity and kindness we see every day from people who support our work. We are all part of **The Dogs Trust Way**.

Our priorities in 2023 will be to:

- **Embed our values and behaviours** across Dogs Trust Ireland and concentrate our collective energy on finding new and more practical ways to solve the issues that impact on the happiness of dogs
- **Launch our Being our Best** appraisal process and increase our training programmes for all employees
- **Launch our Leadership Development Programmes** to help build team members' management skills and capacity to succeed in their roles
- **Develop and enhance our wellbeing programme** to provide a healthy working environment and create a more open and supportive culture
- **Develop our work environments to encourage smarter working** and empower teams to improve their productivity and enable a better work-life balance
- **Develop our Equality, Equity, Diversity & Inclusion (EEDI) Action Plan** to pledge an inclusive, equal and fair workplace for each and every person we employ.

Opposite: To mark 'World Mental Health Day' Dogs Trust Ireland hosted a complementary 'Puppy Meditation' class for our employees at the rehoming centre in Dublin accompanied by a litter of eight-week old crossbreed puppies.



Volunteering Programme

As we returned to some semblance of normality in our lives in 2022, we were able to open the doors of our rehoming centre in Dublin once more to volunteers. Initially, all volunteering hours were allocated to our corporate partners, to ensure that they could see the impact their support has on our organisation first-hand. This provided them with a greater understanding of all the operational, educational, administrative, and prevention work our team members carry out each day. In 2023, we will recruit a volunteer coordinator to build a specific programme meeting the growing needs and ambitions of the whole organisation.

Equity, Equality, Diversity & Inclusion (EEDI)

We work with partners, beneficiaries, and supporters from all around the world who love dogs just as much as we do. So, it's only right that we create an inclusive, welcoming environment for all those who work or volunteer with Dogs Trust, and for all the dog lovers we connect with each day.

Our EEDI Mission

- We want Dogs Trust Ireland to be truly inclusive, with colleagues, volunteers, and supporters as diverse as the communities we are here to serve.
- Diversity brings perspectives and experiences which will help Dogs Trust Ireland to thrive. We need to ensure that our staff and volunteers are representative of all sections of society, across all levels in the organisation.
- We recognise that we need to do more to reach all individuals and communities. We need to be equally open to everyone as a potential employer and to be a place for volunteering, a provider of services, and a charity of choice, as a supporter.

- We are committed to eradicating racial and other prejudices, wherever they may exist and to supporting the goal of inclusion, respect, and equal opportunities for all.
- Full inclusion needs constant work, and we will make this an ongoing commitment.

Our EEDI Action Plan

The more we work with people who have different backgrounds, experiences, and working styles, the more we learn from alternative outlooks and perspectives. Diversity in the workplace broadens our horizons, encourages empathy and collaboration, and fosters innovation.

People need to feel that they have a voice in the organisation, to allow their different perspectives to be heard. For change to happen, we need to work together and be proactive. We need to know if someone doesn't feel heard or supported and what isn't working day to day for our team members, service users, adopters, and supporters.

- **Employee satisfaction and talent:** Developing and maintaining a consistently inclusive workplace culture, with appropriate and fair people practices and values, will allow us to create and sustain an environment in which everyone feels valued at work. Enabling everyone to perform to their full potential and to feel appreciated is key to job satisfaction and wellbeing. It's also part of attracting and retaining a wide pool of happy, talented people.
- **Market competitiveness:** A diverse workforce provides diverse perspectives. This boosts innovation and creativity and enables us to solve problems faster. Appealing to a diverse range of supporters will keep us relevant and help us to better reflect a wider range of communities, and attract and retain those who support and value our work.

- **Improving dog welfare benefits:** Making sure our activities connect with diverse communities will mean that our important dog welfare messages can reach a wider audience and have greater impact. Creating inclusive customer journeys will help us to reach our aim of being the dog welfare organisation everyone can turn to and think of first.
- **Corporate reputation:** Diversity and inclusion initiatives, when integrated into an organisational strategy, have been shown to strengthen the trust that supporters place in an organisation.

Developed in late 2022, the EEDI action plan will be implemented in Ireland next year.

Building a Sustainable Organisation

In practice, building sustainability means living in harmony with the natural environment; considering the social, environmental, and economic aspects of decisions; and reducing our footprint through a less energy, water, and material intensive footprint. So, for Dogs Trust Ireland, that means looking at our rehoming centre premises and activities and analysing the ways we can reduce our energy consumption, increase energy efficiency, and improve our recycling practices.

The Green Team

First formed within Dogs Trust in the UK in May 2019, as a cross-departmental group to reduce the environmental impact of the organisation, the Green Team ensures that sustainable business practices are identified and addressed. Dogs Trust Ireland ramped up its own Green Team initiatives in 2022. This began with the team auditing our travel emissions, energy consumption and waste management. The changes implemented already range in size and scale, from simple things like recycling our Nespresso pods responsibly offsite, to the ones listed below.

Heating and air conditioning

Replacing heating and cooling equipment with higher efficiency equipment can greatly reduce energy use. We made an investment of €38,000, in 2022, to upgrade three heat pumps in our housing units with new air-to-water heat pumps. These pumps utilise energy in the outside air and transform it into usable heat. Essentially, they work on the same principle as a fridge, except in reverse.

EV charging

Electric vehicle charging stations were installed at the rehoming centre in 2022. There are four in total. The two at the back of the building charge Dogs Trust electric cars and vans for deliveries of dogs to the greater Dublin area. Another two stations are located at the front of the building for use by staff and people coming to the centre to visit dogs.

Embedding the values and behaviours across the organisation will strengthen our ability to find new ways to help dogs and dog-owners across Ireland.



Strategic Enabler 2

Funding Our Impact & Growth

Against the backdrop of the war in Ukraine, exponentially rising energy bills, a cost of living crisis, the threat of recession, and economic fallout from the pandemic, we did anticipate that our fundraising revenue would be effected in comparison with 2021, our most successful year to date. But we couldn't have been more surprised and pleased by how relatively small that drop was.

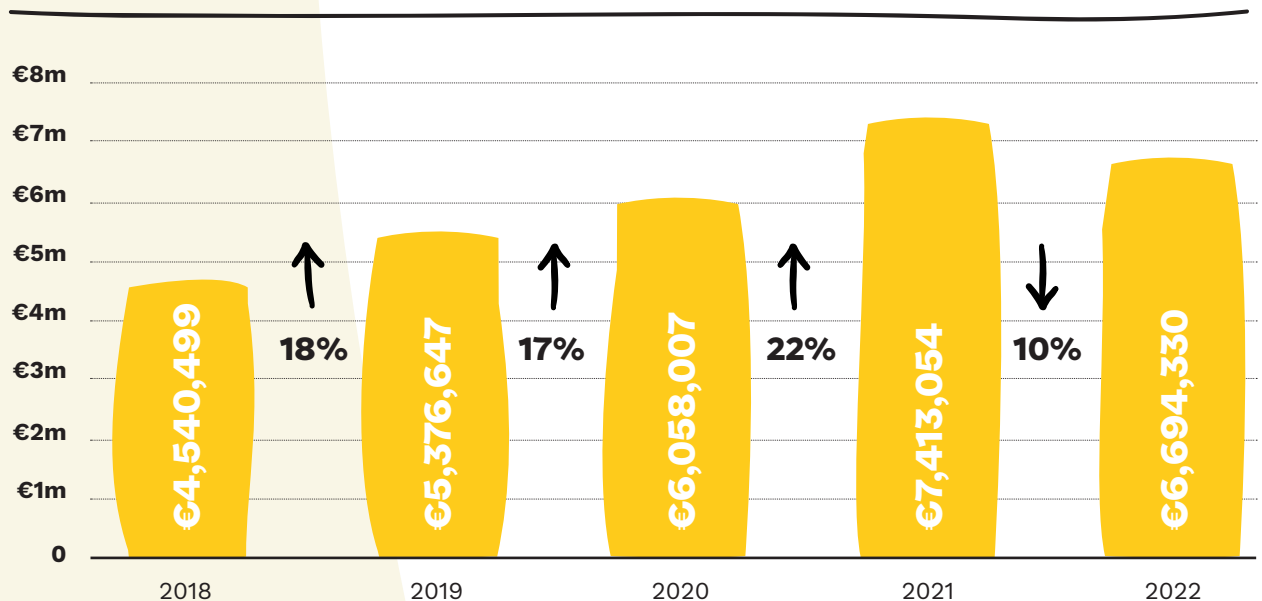
Our amazing supporters

For that we must thank everyone who supported our work in 2022. We are so grateful for every donation and contribution we receive, financial or otherwise. We never forget that it's our amazing supporters who enable Dogs Trust Ireland to save the lives of so many dogs across the country. Our donors are as much a part of the Dogs Trust Ireland team as our staff and volunteers across Ireland.

Astonishing generosity in the face of adversity

Dogs Trust Ireland is delighted to report that, in what was a year full of turmoil and uncertainty, fundraising revenue reached nearly €6.7 million in 2022. As already mentioned, this was a decrease on the record €7.4 million recorded in 2021. But, given the economic pressures on so many of our supporters, this figure is an extraordinary one, and more proof of the astonishing generosity of Ireland's dog lovers.

Fundraising & Legacy Income 2018 - 2022





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One of the 54 puppies taken into our care in October alone.

Fundraising highlights

Our **Puppy Farms are a #LifeSentence** campaign ran from November 15, with a moving online film at the centre of the campaign, telling the story of the suffering that mums endure on puppy farms. The fundraising team created website pages, an email donor journey and social media ads to support the campaign. Since the campaign launch, we have added over 200 new monthly donors to the charity. The campaign will continue well into 2023.

Having the support of our committed monthly donors means we can confidently plan for better outcomes for unwanted and unloved dogs across Ireland, and our **Sponsor a Dog** programme remains a vital component of our work.

For Christmas 2022, we also created a donation page specifically for our annual **Santa Paws Day** video. This enabled us to track the number of contributions made directly because of the video. We shared the link on our organic social media posts, in our press release, and in an email sent out by the fundraising team.

Evolving our fundraising model

We continued to adapt and introduce new digital features during 2022, making the supporter experience easier for people. This included the addition of Apple Pay and Google Pay to our website and developing our income generation tools, to increase conversion rates.

We continued to foster relationships with new supporters using digital means and to develop our connections with partners, major donors, and legacy donors. Keeping pace with technology is key for Dogs Trust Ireland. The speed, versatility, and always-on nature of digital media will help us to stay front of mind as cost of living pressures persist.

We are still working to diversify our donor portfolio and evolve our methods of helping to connect dog lovers across the country with the dogs that need their love and help the most. Our ongoing ten-year strategy requires the necessary funding to succeed, so every donation and legacy we receive is crucial.

Our commitment to good governance

Dogs Trust Ireland continues proudly as a Triple Lock Standard member of Charities Institute Ireland. The Triple Lock is a standard introduced by Charities Institute Ireland, which allows organisations to actively demonstrate openness, transparency, and integrity to beneficiaries and donors. The three standards covered include: transparent reporting (compliance with Charities SORP); ethical fundraising (formally adopted from the CRA Guidelines for Charitable Organisations on Fundraising from the Public); and good governance (formally adopted from the CRA Charities Governance Code).



Best Practice in Transparency and Accountability

Strategic Enabler 3

Campaigning & Advocacy

Campaigning and advocacy are central to our mission and to improving the lives of dogs. Influencing and lobbying decision makers and stakeholders for change in existing legislation and policy, or even the introduction of new regulation, will help us to find new and better ways to make the world a happier and safer place for all dogs and their owners.

Upcoming developments for 2023

We have set ourselves objectives to implement several improvements over the coming year, which will help us to campaign more effectively for the change we want to see.

- Developing a new Dogs Trust Ireland public affairs strategy, focusing on upstream interventions and ensuring collaboration with policy makers and decision makers
- Developing our social media channels and our website to engage with more people more rapidly
- Creating our ambassador programme to raise the profile of the organisation to help us to connect in a more visible way with our audiences
- Re-engineering our processes around customer care and striving for excellence in order to improve the experience of those who engage with our charity.

The current challenges for campaigning

In a world of constant political and societal upheaval, with a seemingly endless new list of crises dominating the headlines from week to week, it is vital that we stay relevant and top of mind in the place where the decisions that matter are made.

Our public affairs & communications team and our training & engagement team have key roles to play here. Driving our brand awareness and working on upstream change with policy makers and government departments is vital to answer the needs of our communities.

Strategic Enabler 4

Expanding our international Impact

While our focus, as dog lovers, is on improving the welfare of dogs in Ireland and seeing that they get the opportunity to lead fuller, happier lives, we also care about the plight of our four-legged friends across the world.

Chairing the EU Dog & Cat Alliance

There is still very little EU legislation protecting the welfare of dogs and cats. To address this, the EU Dog & Cat Alliance was launched in 2014 and now represents over 100 member organisations from 25 EU Member States plus the United Kingdom.

Our primary objective is to call for EU-level legislative and non-legislative action to champion an ethical market for dogs and cats, that strongly aligns with the objectives of Strategic Pillar 3, 'Advocating for the Elimination of Unethical Trading and Cruel Breeding'.

Some of the key activities this year were:

EU legislation highlights

- We were delighted to be invited to stakeholder interviews on the welfare of animals in transport, as there will be a proposal for amendments to the current EU legislation in 2023. There will be new specific provisions for dogs and cats in the proposal next year, so we hope that these provisions will be as ambitious in scope as what we have called for.
- On the animal health and diseases legislation side, we kept up our calls for the 2021 requirement that breeders be registered with the competent authorities to apply to all breeders (like Ireland, quite a few EU countries allowed exceptions). In August, a delegated regulation clarified that, indeed, all breeders should be registered and we were very pleased to see this.

National legislation project

- The biggest project this year was an overhaul of the Alliance's national legislation research.
- As part of the overhaul, we completely changed how we present this data and our recommendations. Rather than a PDF report, we worked with website developers to create an easy-to-use interactive map on the EU Dog & Cat Alliance website.
- As well as a social media campaign, which includes three storytelling animations based on our recommendations, we officially launched the Interactive National Legislation Tool with a webinar, featuring speakers from the European Commission, the European Parliament and an EU Dog & Cat Alliance member from Hungary. We also sent out information packs to over 100 MEPs.


Our Strategic Priority Issues for 2023

- Welfare and health in cross-border movements of dogs and cats
- EU-wide microchip registration
- Welfare and health in breeding establishments
- Standards of online advertisements
- Illegal trading of dogs and cats.



Meet the pups

A litter of 10-week-old cross puppies in Dogs Trust Ireland, who needed fosterers to help.

 See more about our Finding All Dogs the Best Possible Home pillar on page 22.

Working on EU Pet Advertising Advisory Group Project (EUPAAG)

The EU Pet Advertising Advisory Group (EUPAAG), a project of the EU Dog & Cat Alliance, helps animal welfare organisations, websites, and other stakeholders in EU Member States to address inappropriate dog and cat advertisements appearing on classified websites and social media. This is a problem we have been working hard to combat in Ireland.

This year we will continue collaborating with EUPAAG members to educate potential pet buyers, publish standards for classified advertising websites, and create partnerships between stakeholders to tackle the problem. By sharing best practice and advice, we hope to eliminate misleading and fraudulent practices, and highlight the issues with the online advertising of pets for sale across Europe, including underage animals, unvaccinated animals, animals in poor health, false identification documents, and illegal transport.

Working with Dogs Trust in Bosnia

Bosnia-Herzegovina is a country that has had a significant stray dog problem for many years, with the main source of the problem being abandonment by owners. In 2012, there were over 11,000 stray dogs living on the streets of Sarajevo. Unwanted litters of puppies continue to be born every day and lead miserable lives on the streets. Dogs Trust launched a long-term programme in 2012, to support local authorities in implementing an animal welfare friendly system of dog population management.

We will continue to collaborate with Dogs Trust Bosnia-Herzegovina in an exercise around reciprocal learning and information sharing. The Dogs Trust Bosnia-Herzegovina team have had success in terms of addressing the population management of stray dogs in Sarajevo through neutering and education, while also improving the long-term health and welfare of the canine population. We will continue to learn from each other in 2023.

Meet
Vonna
Nolan

Dog School Head Coach



I joined Dogs Trust Ireland in 2018 as a canine carer before becoming an adoption advisor. When we launched Dog School I was thrilled to become part of it.

When I started at Dogs Trust, I saw how well Andrew Harold, a member of our operations team, worked with the dogs and the other staff. On my first day, he came in to see how I was getting on and said, “Well done, the place is immaculate! You have all your dogs walked and fed? Perfect job.” That inspired me to be an “Andy” one day.

My favourite thing about my role is teaching people to understand our canine companions and dispelling some widespread myths. I get to talk to aspiring trainers, adopters, foster families, or anyone who wants to learn, and help them see that dogs need mental stimulation on top of their walks, that training is a process and not an instant cure, and what makes a dog and home suitable for each other. Changing a mindset is not always easy. In Dog School we don’t preach, but we do teach! All of our training methods are positive.

One of my fond, early memories is running around my parents’ back garden with our Springer Spaniel puppy, Kerrie. I have always loved animals, as a kid you couldn’t tear me away from any creature. I was lucky enough to start horse riding at a young age and was so fascinated with animal behaviour and the science behind it that my BSc is in the animal science sector.

Outside of work, I love to sing and have played in bands for about 25 years.
Fun fact: I once sold Hugh Laurie dog treats!



Strategic Pillar 2
Supporting and Empowering
Dog Owners Everywhere

 [See more on page 28](#)

Strategic Enabler 5

Growing Our Reach & Engagement

Reaching more people is not simply a matter of shouting louder for longer. It's about connecting with the right people, at the right time, with the right messaging, on the right channel. Clearly, it is important to get all of this right. But the work is already underway, as we build our communications strategy to meet the organisation's evolving needs.

However, in a fast-changing country, we have a wider mix of audiences to engage with than ever before - all of them easily distracted by the rising cost of living and an ever-growing host of media channels vying for their attention.

Our 2023 objectives to stay top of mind and relevant

- Creating engagement tools for the wider dog-owning population
- Developing our educational and training programmes to reach more people in innovative and effective ways
- Working on customer care, to ensure we talk to everyone, when and where they interact with us as an organisation.

#NotJustADog

We launched our **#NotJustADog** campaign in July 2022, to highlight the grief an owner experiences when their dog passes, and to ask employers to consider offering their employees compassionate leave, should they lose their furry friend. The campaign resulted in strong interest across all channels, generating 120 separate pieces of coverage in the launch week alone.


Emergency Foster Appeal

In the space of just three weeks last October, the operations team at our rehoming centre took in 54 puppies. With absolutely no kennel space to spare, and more pregnant mums in need of care on our waiting list, we put out an urgent appeal for loving homes to foster puppies and dogs. The appeal generated over 600 foster applications, while the website experienced nearly 35,000 users on the day of the launch and the day after.



Meet Flora

The two-year-old Foxhound gave birth to 10 puppies in our care.

 See more about our **Advocating for the Elimination of Unethical Trading and Cruel Breeding** pillar on page 32.

Puppy Farms are a #LifeSentence

In November, we launched the **Puppy Farms are a #LifeSentence** campaign, calling for dog lovers to sign our petition asking the government to impose harsher punishments on puppy farmers. The campaign made a huge impact in the media with lots of coverage online, in radio programming, and in the press. It also resulted in more than 30,000 people adding their names to the petition, to date. This petition will be presented to the government.

Santa Paws Day

Following in the 'pawsteps' of our success in previous years, our **Santa Paws Day** video (where the dogs in the rehoming centre are seen choosing their Christmas toys) was again shared around the world, as far afield as Brazil, Canada, France, Hungary, Italy, Japan, Malaysia, Singapore, Turkey, the UK and USA.

The video has sparked a tradition around the world, just as we hoped it would, with shelters in the US and Australia holding their own **Santa Paws Day** events for the dogs in their care.

2022 Awards

At the 2022 Sockies (Social Media Awards), Dogs Trust Ireland picked up two gold awards in the Twitter Business/Brand and Instagram NGO categories, respectively. We also won silver in the Instagram Business/Brand and Facebook Business/Brand categories.

The 2021 Dogs Trust Ireland Annual Report was recognised at the Chartered Accountants Leinster Society Branding, Communication and Digital Awards.

Charities Institute Ireland shortlisted the fundraising team for Team of the Year at the 2022 Fundraising Awards in September.

We are incredibly proud of all the recognition that our teams receive.



Boosting Our Digital Capabilities

Our digital fundraising team tripled in size in 2022, from one member to three, giving the team the capacity to take ownership of projects and lead tasks through from concept to completion.

Dogs Trust Ireland Website Wallet

One of the first projects completed by the expanded digital fundraising team was the introduction of a new payment system on the Dogs Trust Ireland website. It was launched in mid-December 2022 and raised a total of €117,686 in that month alone, through 2,624 transactions.

TikTok, TikTok

Dogs Trust Ireland has established a presence on TikTok, gathering more than 5,000 followers and raising over €17,000 from 99,000 video views. The channel has achieved a 9.6% conversion rate on ads relating to our **Puppy Farms are a #LifeSentence** campaign. We also partnered with TikTok influencer, Fiona Bergin to publish three videos on her channel. These have garnered 202,000 views and more than 22,000 likes, so far.

Dogs Trust Ireland on LinkedIn

The collaboration between the digital fundraising team and partnerships team to develop a new LinkedIn strategy has brought a 20% increase in followers to our LinkedIn page. On average, posts have achieved 4,574 impressions and 533 clickthroughs.

Meaningful Partnerships that Matter

We always ask ourselves if a brand or a company feels like the right fit for Dogs Trust Ireland, when it comes to agreeing to a new partnership. In MINI Ireland and Iconic Offices, we believe we have found people with a genuine love for dogs and the happiness they bring to people, whether at work, at play, or out for a drive!

MINI Ireland became a strategic partner of Dogs Trust Ireland in June 2022. With an ambition to become Ireland's first official dog friendly car retailer, all MINI retail showrooms are now dog friendly environments, complete with mats, bowls and treats for four-legged test drivers.

With a desire for their customers and their furry friends to be able to travel more safely and happily, our Dog School experts organised training sessions for the MINI team and their customers on best safety practices and equipment for happy dog car journeys.

In December, MINI Ireland held numerous fundraisers for Dogs Trust Ireland, with Joe Duffy MINI holding a Test Drive Fundraiser at their branch in Charlestown, North Dublin. With each test drive, €10 was donated, raising over €1,000.

—
 Pictured are Ailbhe White, Partnerships Manager at Dogs Trust Ireland and Julie Bothwell, Head of Sales and Marketing for MINI Ireland with bichon frise Bertie and Labrador Doug.



MINI and BMW Group Ireland held their annual Christmas Swim at Portmarnock beach, where some of their staff braved the cold to take a **Dip for Dogs**.

Dogs Trust Ireland Christmas card packs were ordered by MINI retailers, which they then sent out to their loyal customers and clients.

MINI Ireland promoted their partnership with Dogs Trust Ireland in *Image Magazine* and *District Magazine*, to highlight the importance of responsible dog ownership. The partnership was also covered in the BMW Sustainability glossy newsletter, which goes out to over 10,000 customers.

Iconic Offices joined as a strategic partner with Dogs Trust Ireland in August 2022. The company provides a dog friendly, shared workspace with unique spaces to work, collaborate and be creative in locations across Dublin and Cork.

Iconic Offices hosted their first partnership event at their Masonry Building on Thomas Street in Dublin 8 with a **Donuts & Dogs Workshop** for staff. Dog School Head Coach, Vonna Nolan, helped the Iconic Offices team to get **Bark to Basics** with their wonderful pooches after returning to the workplace post-COVID-19, as restrictions eased.

Dog Friendly Ireland Day was a feature of the launch day event at Iconic Offices, to encourage establishments and services across the country to become accessible to dogs and their owners.

The Dogs Trust Ireland Christmas Campaign was featured in the Iconic Offices monthly newsletter in November. This went out to all staff, as well as their client mailing list. This campaign messaging was shared on all their social channels, with a link to sign our **Puppy Farms are a #LifeSentence** petition and donate.

Iconic Offices also participated in our 2022 **Santa Paws Day** initiative in December, collecting lots of toys and treats from each of their locations, just in time for Christmas.

We are looking forward to continuing both partnerships next year and building our base of strategic partnerships across business sectors in Ireland.

Staff from Iconic Offices committed to a volunteer day as part of their partnership in 2022.

Meet
Ciara
Murran

Head of Communications



I manage Dogs Trust's brand and reputation in Ireland, so when 54 puppies were surrendered to us last October, I was glad the public knew they could trust us.

If I had one wish for dogs in Ireland, it would be that I could wave a magic wand and solve the issues that dogs and dog lovers are facing. But I know it will take time. Aiming to be the best place in the world for dogs is no small feat. Luckily, I lead a fantastic team of creative masterminds who, with award-winning PR and marketing campaigns, are working to make that happen and increase awareness of the amazing work Dogs Trust Ireland does.

As we dealt with the growing impact of even more people feeling they could no longer provide for their dogs' needs, we increased advocacy for our canine companions, educating the public and calling for their help through numerous campaigns. I'm happy to say that we had so many supporters who feel the same way about dogs as we do. Whether responding to our urgent call for fosterers, signing our petition for harsher punishments for puppy farmers, or donating to allow us to continue our work, they were there when we needed them most. I know our furry friends are also forever grateful!

Before joining Dogs Trust in 2017, I worked in PR for Virgin Media Television (formally TV3), where I oversaw the publicity for Dogs Trust Ireland's TV Series, Dog Tales with Andrea Hayes.

When I'm not trying to bring the Dogs Trust dream to reality, you can find me spending time with my husband, two young kids, and two rescue cats.



Strategic Pillar 3

Advocating for the Elimination of Unethical Trading and Cruel Breeding

 See more on page 32






How We Are Run

Meet Clause

Clause was part of the launch of the partnership between MINI Ireland and Dogs Trust Ireland in summer 2022.

 See more about **Partnerships** on page 52.

Financial Review

Income

Our total income decreased from €8.2 million in 2021, to €7.7 million in 2022, primarily due to a drop in donations and legacies after an exceptionally strong 2021. Dogs Trust in the UK continued to support the work of Dogs Trust Ireland, giving us a grant of €800,000 (2021: €550,000 grant).

Expenditure

Our total expenditure increased from €7.5 million in 2021 to €9.1 million in 2022. The increased expenditure was primarily in fundraising growth and investment. We were able to continue to strategically focus on future income generation and the charity's financial stability. All areas of charitable activity also saw uplifts in spend, reflecting the return to the higher levels of activity that were seen before the pandemic.

This gives a total net loss for the year of €1.4m (2021: net surplus of €0.8 million), as we intentionally consumed some of the charity's cash reserves.

Balance Sheet

Net assets totalled €4.9 million at the end of 2022 (2021: €6.3 million). This was driven by a planned reduction in cash from €1.3m to €0.5m.

Investments

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

Reserves Policy

Dogs Trust Ireland had total funds of €4.9 million at 31 December 2022 (2021: €6.3 million), of which €nil (2021: €68,500) was restricted and €4.8 million (2021: €5.2 million) was in the form of fixed assets and, therefore, not readily available to support the general purposes of the charity.

This leaves €0.1 million in reserves. The charity's policy is not to hold reserves, as the parent charity has confirmed its financial support of the charity for the period to June 2024, providing funding if required. Therefore, it is not normally necessary for the charity to hold reserves.

Governance

Directors

Owen Sharp,
Non-Executive and Chair of the Board
UK resident

Nicola Canavan,
Non-Executive
Irish resident

Brian Halford,
Non-Executive
Irish resident

Brett Llewellyn,
Non-Executive
United Arab Emirates resident

Siobhán O'Donnell,
Non-Executive
Irish resident

Guy Thompson,
Non-Executive
Irish resident

Karolina Walkowicz,
Secretary
UK resident

The Directors present their Annual Report and the financial statements for the year ended 31 December 2022. The company was incorporated on 27 January 2005 and was granted charitable status by Revenue on 18 March 2005.

Governing Document

The driving principle of Dogs Trust Ireland is to see that every dog lives life to the full. We aim to achieve this through our policy of Rescue, Rehabilitation, Rehoming and Regulation. Dogs Trust Ireland operates as set out in its Memorandum and Articles of Association.

In 2021, the Dogs Trust Board and its members adopted revised Articles of Association, following an extensive review to ensure that the charity's governing documents were fit for purpose for the future.

Subsidiary

Dogs Trust Ireland is a subsidiary of Dogs Trust, a UK registered charity (Charity number 227523), with a sole corporate trustee (Dogs Trust Trustee Limited). All members of Dogs Trust Ireland are either Directors of Dogs Trust Trustee Limited or employees of the parent charity. Dogs Trust Ireland is a company limited by guarantee under the Companies Act 2014 and does not have shareholders.

Going Concern

Dogs Trust Ireland received a letter of support from Dogs Trust UK, outlining that any funding required in 2023 and 2024 would be covered by way of a grant. Therefore, the trustees are satisfied that Dogs Trust Ireland is a going concern.

Events After the Reporting Date

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

Council Members, Officers, and Management

Board Governance

The Directors of Dogs Trust Ireland constitute the Board of Directors. The Board's responsibilities include determining the overall strategy, direction, policies, and goals of Dogs Trust Ireland, protecting, and promoting the identity and values of the charity and fulfilling its statutory responsibilities. The Directors review the finances and monitor the activities of Dogs Trust Ireland at every Board meeting. These take place at least four times a year – and more frequently, when necessary. Between meetings, the day-to-day management of the organisation is delegated to the Executive Director and the management team. The Executive Director does not sit on the Board of Directors and does not have voting power on the Board.

The Board of Directors is unpaid, apart from reasonable expenses required to carry out this voluntary role.

Board Members

Board members serve three-year terms, with an opportunity to renew for a total of nine years of service.

Board appointments are made based on an assessment of the skills required to deliver on the strategy. Our current membership demonstrates representation from the financial, animal welfare, business management, media and marketing sectors. The composition of the Board is reviewed regularly, and recommendations are made through the Chair of the Board.

Conflicts of interest are managed through a disclosure process, initiated at each meeting and monitored via a register of interests. Dogs Trust Ireland management, including the Executive Director, does not have voting power on the Board, but may participate in an advisory capacity.

Appointment, Induction and Training

When a seat on the Board becomes available, a skills gap analysis is undertaken and nominations are made based on the results. The candidate is then interviewed and, if the individual is successful, their appointment is proposed at the next Board meeting.

New Board members receive training, through an induction process, to immerse themselves in the information relevant to carrying out their role. This may include formal trustee training, induction meetings with relevant staff to better understand the charity's activities and other training specific to each role.

Attendance

The Board of Directors operates under the full understanding that meeting attendance is of the utmost importance to the effectiveness of the organisation.

The following table sets out the attendance of the Directors in 2022:

Name	Position	Country of Residence	Meeting Attendance 2022	Date of Appointment
Owen Sharp	Non-Executive and Chair of the Board	UK	5/5	July 2019
Clarissa Baldwin	Non-Executive	UK	4/5	January 2005 (Resigned 12/10/22)
Nicola Canavan	Non-Executive	Ireland	5/5	March 2015
Brian Halford	Non-Executive	Ireland	5/5	July 2014
Brett Llewellyn	Non-Executive	UAE	5/5	July 2019
Siobhán O'Donnell	Non-Executive	Ireland	5/5	July 2014
Guy Thompson	Non-Executive	Ireland	5/5	July 2021

Decision-Making

Strategic decisions are made by the Board, in line with the global strategy set by the parent charity in the UK. The Board receives recommendations for changes to strategy, policy and operations from the Executive Director, who is delegated the responsibility of carrying out the Board's decisions through day-to-day operations.

Risk Management

The Board of Directors is responsible for ensuring that there are appropriate risk management processes and internal control systems in place to manage the major risks that may impact on the charity. To minimise the risk associated with our activities, risk assessments are undertaken as part of our procedures to help ensure that Dogs Trust Ireland remains compliant with all current applicable laws, with our own internal codes of conduct and with the highest possible standards of safety and security. We also ensure that all our staff and volunteers are screened and trained to the standard necessary to carry out their tasks while keeping themselves, other humans and dogs safe and healthy.

Our risk management policy includes the following processes and controls:

- 1 A comprehensive risk register, developed and enacted at departmental level and subject to top-down review by senior management
- 2 A regular review and assessment of key risks by senior management, with feedback to their relevant departments, and mitigating controls put in place
- 3 A regular review of the organisational risk register at Board level.

Key Category

Summary of Risks

Management

Key Category	Summary of Risks	Management
Strategy	<ul style="list-style-type: none">→ Activities become too broad, resulting in a lack of clarity on strategic objectives and difficulty in measuring impacts→ New strategic areas cannot be fulfilled.	<ul style="list-style-type: none">→ New strategy developed and KPIs monitored to stay on track→ Strategy progress and direction regularly reviewed and approved by the Board.
Dog Welfare	<ul style="list-style-type: none">→ The number of dogs surrendered exceeds our capacity to rehome→ A dog dies, is seriously injured or goes missing in the charity's care→ The treatment of a dog in the charity's care goes against our agreed ways of working→ Research or behavioural advice is inaccurate, obsolete or contradicts best practice.	<ul style="list-style-type: none">→ Budget in place to use private boarding kennels as overflow, and collaboration established with other rehoming charities→ Robust safety procedures regularly reviewed→ Regular staff dog-handling training. Clinical decisions documented→ External research perspective provided by Scientific Advisory Board (via Dogs Trust UK).
Income Generation	<ul style="list-style-type: none">→ Changes in public giving trends, external conditions or regulation reduce or potentially reduce income significantly→ Economic conditions/changes give rise to significant losses to the charity's assets.	<ul style="list-style-type: none">→ Investment in diversification of income streams→ Proactive monitoring/discussions with industry representative bodies, the Charities Regulator and competitors.
Governance	<ul style="list-style-type: none">→ Conflicts of interest are not appropriately managed→ A change in law or regulation compromises current operations or makes them obsolete→ The Board makes decisions ultra vires (acts beyond its legal power or authority).	<ul style="list-style-type: none">→ Potential conflicts assessed ahead of appointment. Board members disclose any conflicts ahead of each meeting. Register of interests maintained→ Regular updates from legal advisors→ Internal and external audits undertaken regularly→ External legal advice sought for high-impact decisions.

Key Category Summary of Risks Management

<p>People</p>	<ul style="list-style-type: none"> → An issue is raised by an employee → The organisational structure is not fit for purpose or staff knowledge/skills are insufficient → We fail to attract, motivate and retain the best employees → There are issues around non-compliance with laws, regulations or contractual terms by employees or volunteers. 	<ul style="list-style-type: none"> → Whistleblowing, safeguarding and Health and Safety (H&S) policies in place and updated annually (at a minimum) → Training for all staff on safeguarding and H&S → Performance management process in place → Job descriptions reviewed annually → Salaries benchmarked against other charities → External advisors used to inform contracts, decisions and processes.
<p>Health & Safety</p>	<ul style="list-style-type: none"> → There are health issues or a disease outbreak at one of the charity’s sites or events → An employee or volunteer is seriously injured while at work → A third party dies or is seriously injured while visiting one of the charity’s sites or events, or while encountering one of the charity’s dogs. 	<ul style="list-style-type: none"> → Isolation and proactive cleaning procedures in place → Crisis management plan updated annually → Health & Safety committee in place → Procedures regularly reviewed → Potential adopters informed of specific behavioural issues, where known.
<p>Security & Systems</p>	<ul style="list-style-type: none"> → Data on the charity’s systems is compromised → The charity’s technology fails/is not fit for purpose → Physical site security is severely compromised → Goods/services are not procured effectively or become onerous. 	<ul style="list-style-type: none"> → Password and system security firewalls → IT systems upgraded and maintained to bring CRM up to date → Data backed up and checked regularly → Penetration testing and phishing simulation testing implemented, with actions followed up → Locks, safes, and CCTV alarms.

We recognise that systems can only provide reasonable, but not absolute assurance that major risks have been adequately managed.

Management Structure, Setting Pay and Remuneration

Remuneration of the Board

The Directors of Dogs Trust Ireland receive no remuneration for their positions. They are, however, entitled to claim for expenses incurred in their roles. In 2022, there were no claims made for expenses and the total of expenses reimbursed was €nil.

Management Structure and Remuneration

The Management Board is led by our Executive Director, Suzie Carley (from 1 September 2022, Becky Bristow to 31 August 2022), and includes Karla Dunne (Group Head of Operations, Veterinary and Behaviour), JoAnne O'Donovan (Group Head of Fundraising & Development), Patrick Kelly (Finance Manager), Ciara Murran (Head of Communications) and Sarah Lynch (Policy, Compliance and Research Manager). The team received total remuneration of €643,000 in 2022 (2021: €559,000). See Note 7 to the accounts for further details. Management remuneration is benchmarked against similar positions in the charity sector.

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 Ireland Rehoming Centre, Ashbourne Road, Finglas, Dublin 11, D11 K003.

Lobbying and Political Contributions

Dogs Trust Ireland made no political donations in 2022 and has no plans to do so in the future. Dogs Trust Ireland 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 the 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 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 net income or expenditure 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 net income or expenditure 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 Directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The report was approved by the Board and signed on its behalf by:



Brian Halford
Director

6 April 2023

Dogs Trust Ireland
Ashbourne Road
Finglas
Dublin 11
D11 K003



Owen Sharp
Director


6 April 2023



Financial Statements

Meet Frank

The two-year-old dachshund was surrendered to Dogs Trust Ireland and cared for by an experienced foster carer due to his extremely fearful behaviour.

 See more about our Finding All Dogs the Best Possible Home pillar on page 22.

Independent Auditor's Report

to the Members of Dogs Trust Ireland CLG

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 2022, 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 2022 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 twelve 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.

Independent Auditor's Report (continued)

to the Members of Dogs Trust Ireland CLG

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 agree 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.

Simon Carbery

for and on behalf of

BDO

Dublin

Statutory Audit Firm AI223876

Date: 6 April 2023

Statement of Financial Activities

(including income and expenditure account) For the year ended 31 December 2022

	Notes	2022		2022	2021
		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		€'000	€'000	€'000	€'000
Income from:					
Raising Funds					
Donations and legacies	1	6,695	-	6,695	7,413
Other fundraising activities	2	68	-	68	103
Grant from Dogs Trust UK	18	800	-	800	550
Charitable Activities					
Adoption and neutering fees		111	-	111	141
Other Income	3	27	-	27	3
Total Income		7,701	-	7,701	8,210
Expenditure on:					
Raising Funds					
Donations and legacies	4	4,081	-	4,081	2,821
Other fundraising activities	4	63	-	63	64
		4,144	-	4,144	2,885
Charitable Activities					
Rehoming	4	3,607	-	3,607	3,396
Preventative work	4	141	-	141	130
Education and communications	4	1,186	-	1,186	1,047
		4,934	-	4,934	4,572
Total Expenditure	4	9,078	-	9,078	7,457
Net (Expenditure) / Income		(1,377)	-	(1,377)	753
Net Movement In Funds		(1,377)	-	(1,377)	753
Reconciliation of funds:					
Total funds brought forward	14	6,269	-	6,269	5,516
Total Funds Carried Forward		4,892	-	4,892	6,269

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 75 to 83 form part of these financial statements.

These financial statements were approved by the Board on 6 April 2023 and signed on its behalf by:



Brian Halford
Director



Owen Sharp
Director

Balance Sheet

For the year ended 31 December 2022

	Notes	2022	2021
		€'000	€'000
Fixed Assets			
Tangible assets	9	4,099	4,579
Intangible assets	10	703	575
Total Fixed Assets		4,802	5,154
Current Assets			
Debtors: amounts falling due within one year	11	560	314
Cash at bank and in hand	12	497	1,337
Total Current Assets		1,057	1,651
Current Liabilities			
Creditors: Amounts Falling Due Within One Year	13	(967)	(536)
Net Current Assets		90	1,115
Total Net Assets		4,892	6,269
The funds of the Charity:			
Unrestricted funds	14	4,892	6,269
Restricted funds	14	-	-
Total Charity Funds		4,892	6,269

The notes on pages 75 to 83 form part of these financial statements.

These financial statements were approved by the Board on 6 April 2023 and signed on its behalf by:



Brian Halford
Director



Owen Sharp
Director

Cash Flow Statement

for the year ended 31 December 2022

	2022	2021
	€'000	€'000
Net Cash Inflow from Operating Activities	(420)	1,028
Cash Flows From Investing Activities		
Purchase of property, plant and equipment	(292)	(102)
Purchase of intangible assets	(128)	(207)
(Decrease)/Increase In Cash and Cash Equivalents In Reporting Period	(840)	719
Reconciliation Of Net Cash Flow		
Cash and cash equivalents at beginning of the financial year	1,337	618
(decrease)/Increase in cash	(840)	719
Cash and Cash Equivalents at End of The Financial Year	497	1,337
Reconciliation Of Net Incoming Resources To Cash Inflow/(Outflow) From Operating Activities		
Net incoming resources	(1,377)	753
Depreciation	772	752
Increase in debtors	(246)	(160)
Increase / (decrease) in creditors	431	(317)
Net Cash Provided By/(Used In) Operating Activities	(420)	1,028
Analysis Of Cash And Cash Equivalents		
Cash in hand, and total cash and cash equivalents	497	1,337

	At 1 January	Cash Flows	At 31 December
	€'000	€'000	€'000
Analysis Of Net Debt			
Cash	2022	1,337	(840)
	2021	618	719
			1,337

Statement of Accounting Policies

for the year ended 31 December 2022

The following accounting policies have been consistently applied in relation to the Charity'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 in accordance with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), 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 Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charity is a Public Benefit Entity.

Going Concern

The continued financial support from Dogs Trust UK in 2022 (see Note 18), and its strong financial position, means there are no material uncertainties about the Charity's ability to continue as a going concern.

Funds

The Charity has both unrestricted and restricted funds. Income is treated as restricted where the donor/funder has specified that it may only be used for a particular purpose or project. All other income is treated as unrestricted.

Expenditure is treated as being made out of restricted funds to the extent that it meets the criteria specified by the donor/funder. All other expenditure is treated as being from unrestricted funds.

Income

All income is included in the Statement of Financial Activities when the Charity is legally entitled to the income, receipt is probable and the amount can be quantified with reasonable accuracy. Donations are accounted for when received. Legacy income is recognised when there is sufficient evidence of a legacy having been left to the Charity based on probate having been granted before the year end and the Charity's share of the estate has been received or notified from the executor, with no material uncertainties or disputes, and there is a reasonable estimate of the amount due.

The Charity 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, or when Dogs Trust UK has confirmed an agreed amount of financial support, if earlier).

Other fundraising income (sale of goods and income from fundraising events) is accounted for when the sale or event takes place. Adoption and neutering fee income is recognised when these events take place. Where applicable, income is recognised net of VAT.

No amounts are included in the financial statements for services donated by generalist volunteers. There were no services donated by specialist volunteers.

Income not received by year end but where recognition criteria are met is accrued.

Expenditure

All expenditure is accounted for on an accrual 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 IT are allocated in this way.

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 at rates calculated to write off the cost or valuation, less estimated residual value, of each asset systematically over its expected useful economic life, which is estimated as follows:

Freehold land	Infinite
Freehold buildings (rehoming centre)	15 years
Motor vehicles	3 years
Equipment	4 years

Statement of Accounting Policies (continued)

for the year ended 31 December 2022

Intangible Fixed Assets

Intangible assets are stated at cost, net of amortisation. The Charity regularly conducts impairment reviews of the net book value of its fixed assets and writes their values down to realisable cost, if this is lower.

Amortisation is provided on all intangible assets available for their use over their useful economic lives as follows:

Software	4 years
Assets under construction	Not depreciated

Financial and Other Assets and Liabilities

The Charity 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.

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.

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

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

Foreign Currencies

The financial statements are expressed in Euro (€000's). Transactions in foreign currencies are recorded at the rate ruling at the date of the transactions. The resulting monetary assets and liabilities are translated at the balance sheet rate, or the contracted rate and the exchange differences are recorded in the Statement of Financial Activities.

Taxation

The Company, registered charity number CHY 16218, is exempt from taxation on income under Section 207 of the Taxes Consolidation Act 1997, as it is for charitable purposes.

Pension

Pension costs comprise the costs of the Charity's contribution to its employees' defined contribution pension scheme. The scheme is available to all employees on successful completion of their probation period.

Accounting Judgements and Estimates

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.

The following estimates, which are considered annually, are applied:

- Useful economic lives of assets: see Tangible and Intangible Assets above. The rehoming centre is a specialist asset, custom built for the Charity, and therefore it has a bespoke useful economic life estimated at 15 years. Software under construction is not yet in use and not considered to be impaired.
- Allocation of support costs: see Expenditure above.

Reserves Policy

Dogs Trust Ireland had total funds of €4,892,000 at 31 December 2022 (2021: €6,269,000), of which €nil (2021: €nil) was restricted. €4,802,000 is in the form of fixed assets and is therefore not readily available to support the general purposes of the Charity. This leave €90,000 in reserves. The Charity's policy is not to hold reserves as Dogs Trust UK has confirmed its financial support of the Charity for the period to June 2024, providing funding if required, and therefore is not normally necessary for the Charity to hold reserves.

Notes to the financial statements

for the year ended 31st December 2022

01 Donations and legacies

	2022	2021
	€'000	€'000
Donations	5,905	6,251
Legacies	790	1,162
	6,695	7,413

€nil (2021: €68,500) of Donations are restricted. All other income is unrestricted.

02 Other fundraising activities

	2022	2021
	€'000	€'000
Fundraising events	10	28
Promotional goods	58	75
	68	103

All other fundraising activities in 2022 and 2021 were unrestricted.

03 Other income

	2022	2021
	€'000	€'000
Other income	27	3
	27	3

No government grants were received.

All other income in 2022 and 2021 was unrestricted.

Notes to the financial statements (continued)

for the year ended 31st December 2022

04 Analysis of expenditure

	Activities undertaken directly	Support Costs	2022 Total	2021 Total
	€'000	€'000	€'000	€'000
Raising funds:				
Donations and legacies	3,858	223	4,081	2,821
Other fundraising activities	60	3	63	64
	3,918	226	4,144	2,885
Charitable activities:				
Rehoming centre	3,410	197	3,607	3,395
Preventative work	133	8	141	130
Publicity, Education and Communications	1,121	65	1,186	1,047
	4,664	270	4,934	4,572
Total	8,582	496	9,078	7,457

€nil (2021: €77,000) of education expenditure is restricted. All other expenditure is unrestricted.

The main categories of support costs are:

	2021	2021
	€'000	€'000
IT	119	85
HR and Finance	162	151
Governance and central management	157	158
Other	58	137
	496	531

Notes to the financial statements (continued)

for the year ended 31st December 2022

04 Analysis of expenditure (continued)

Within governance costs are the following amounts:

	2022	2021
	€'000	€'000
Auditors' Remuneration		
For Audit	24	19
For other assurance services	1	1
For Tax and Advisory	16	32
	41	52

05 Net movement in funds

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

	2022	2021
	€'000	€'000
Depreciation	772	752

06 Directors' remuneration and expenses

None of the Directors of Dogs Trust Ireland 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.

07 Staff numbers and emoluments

	2022	2021
	Headcount	Headcount
Rehoming centre	53	52
Fundraising, Campaigns and Communications	19	17
Education and Dog School	9	9
Management and Administration	5	4
	86	82

Notes to the financial statements (continued)

for the year ended 31st December 2022

07 Staff numbers and emoluments (continued)

Their aggregate emoluments were as follows:

	2022	2021
	€'000	€'000
Wages and salaries	2,835	2,396
Employer's PRSI	313	267
Pension and other payroll costs	276	226
	3,424	2,889

Redundancy payments of €20,000 (2021: €9,000) are included within other payroll costs. None were outstanding at the end of the year.

Number of employees of the Company who earned from:

	2022	2021
	Number	Number
€70,001 to €80,000	2	1
€80,001 to €90,000	2	-
€90,001 to €100,000	1	-
€100,001 to €110,000	-	-
€110,001 to €120,000	-	1
Total	5	2

The key management personnel, as defined in the directors' report, received total remuneration as follows:

	2022	2021
	€'000	€'000
Wages and salaries	555	495
Employer's pension contribution	88	64
	643	559

08 Taxation

The Company, charity number CHY 16218, is exempt from taxation on income under section 207 Taxes Consolidation Act 1997, as it is for charitable purposes.

Notes to the financial statements (continued)

for the year ended 31st December 2022

09 Tangible Fixed Assets

	Freehold Land & Buildings	Motor Vehicles	Equipment & Fittings	Total
	€'000	€'000	€'000	€'000
Cost				
Balance at 1 January 2022	12,418	350	420	13,188
Additions	202	28	62	292
Disposals	-	(36)	-	(36)
Balance at 31 December 2022	12,620	342	482	13,444
Accumulated depreciation				
	€'000	€'000	€'000	€'000
Balance at 1 January 2022	7,987	325	297	8,609
Depreciation charge for year	680	29	63	772
Disposals	-	(36)	-	(36)
Transfers between classes				
Balance at 31 December 2022	8,667	318	360	9,345
Net book value at 31 December 2022	3,953	24	122	4,099
Net book value at 31 December 2021	4,431	25	123	4,579

Freehold land and buildings represent the rehoming centre in Dublin and includes the cost of freehold land of €1,999,022, which is not depreciated.

10 Intangible Fixed Assets

	Software under construction
	€'000
Cost	
Balance at 1 January 2022	575
Additions	128
Balance at 31 December 2022	703

The software under construction was not amortised during the year as it was not available for use.

Notes to the financial statements (continued)

for the year ended 31st December 2022

11 Debtors

	2022	2021
	€'000	€'000
Prepayments and other debtors	118	146
VAT	242	167
Accrued income	200	1
Total	560	314

12 Cash and cash equivalents

	2022	2021
	€'000	€'000
Cash at bank and in hand	497	1,337

13 Creditors (amounts falling due within one year)

	2022	2021
	€'000	€'000
Trade creditors	667	248
Amounts owed to parent company (see Note 18)	17	9
Tax and Social Security	77	78
Accruals and other creditors	206	201
	967	536

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.

Notes to the financial statements (continued)

for the year ended 31st December 2022

14 Reserves

	2022	2022	2022	2021
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Funds balance at 1 January	6,269	-	6,269	5,516
Net incoming/(outgoing) resources	(1,377)	-	(1,377)	753
Funds balance at 31 December	4,892	-	4,892	6,269

	2021	2021	2021	2020
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Funds balance at 1 January	5,508	8	5,516	643
Net incoming/(outgoing) resources	761	(8)	753	4,873
Funds balance at 31 December	6,269	-	6,269	5,516

Unrestricted funds are used for general purposes. Restricted funds in 2021 were received to support Education projects.

Analysis of Net Assets Between Funds

Fund balances at 31 December 2022 are represented by:

	2022	2022	2022	2021
	€'000	€'000	€'000	€'000
	Unrestricted	Restricted	Total	Total
Tangible assets	4,802	-	4,802	5,154
Current assets	1,057	-	1,057	1,651
Current liabilities	(967)	-	(967)	(536)
Total net assets	4,892	-	4,892	6,269

15 Legal form and share capital

Dogs Trust Ireland 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.

16 Capital commitments

The Company did not have any capital commitments at the year end (2021: €nil).

Notes to the financial statements (continued)

for the year ended 31st December 2022

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 Ireland are council members (trustees of the corporate trustee) or employees of Dogs Trust UK. Dogs Trust UK prepares annual financial statements which consolidate on a line-by-line basis the results of the Charity; a copy can be obtained from the Company Secretary, Dogs Trust, 17 Wakley Street, London EC1V 7RQ, UK.

18 Related party transactions

The parent entity, Dogs Trust UK (see Note 17) provided a grant to the Charity of €800,000 (2021: €550,000) during the year, of which none was outstanding at year end. Additionally, some services were procured for the Dogs Trust group and paid by Dogs Trust UK then invoiced to the Charity. At the year end there was an amount of €17,000 (2021: €9,000) in respect of these purchases owed to Dogs Trust UK, which does not have interest accruing. Dogs Trust UK has confirmed its financial support of Dogs Trust Ireland CLG for the 18- month period to June 2024.

19 Pension costs

The Charity provides a contribution to its employees' defined contribution pension schemes. The scheme is available to all employees on successful completion of their probation period. The Charity also contributes to certain employees' pension plans. The charge for the year was €242,075 (2021: €198,121). Employer contribution costs are attributed to the activity or function of the member of staff receiving the contribution. At year end, €nil was due to the pension provider (2021: €28,608).

20 Contingent liabilities

There were no contingent liabilities at the financial year end (2021: €nil).

21 Contingent assets

In December 2020, the Charity submitted a claim to Revenue in respect of historically overpaid VAT, totalling €442,628. This is not recognised as the claim is being processed by Revenue and the final figure is not virtually certain at present.

22 Post balance sheet events

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

Notes to the financial statements (continued)

for the year ended 31st December 2022

23 Financial instruments

	2022	2021
	€'000	€'000
Financial assets		
Financial assets measured at amortised cost	523	1,338
Financial liabilities		
Financial liabilities measured at amortised cost	683	257

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

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

24 Approval of Financial Statements

The financial statements were approved and authorised for issue by the Board of Directors on 6 April 2023.

Notes

www.DogsTrust.ie



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