

Autumn 2021



Wag

For dog lovers



Welcome

Welcome, fàilte, croeso, and woof to a furry new edition of Wag! Officially the nation's favourite magazine.*

Did you miss us? We've missed you. It's become cliché to say, but this last year and a half has been tough on a lot of us, and our dogs are no exception. Although we haven't been able to bring you the joy of Wag recently, our staff have continued to work tirelessly to make sure every dog has the love, care and forever home they deserve. We'd like to say a huge thank you to all our wonderful supporters, without you our vital work simply wouldn't be possible.

So, put the kettle on, wrap yourself up in something cosy, snuggle up with your dog (if you're lucky enough to live with one) and read about all of the wonderful things we've been up to while Wag has been away.

Warning: the happy rehome stories (page 4-5) may cause uncontrollable tears of happiness.

Team Wag xo

In this issue:

- 🐾 Adopted dogs galore
- 🐾 Take a tour of our new centre in Cardiff
- 🐾 Advice to keep your dog cosy and safe this winter
- 🐾 Find out about our Freedom Project
- 🐾 Wagony Aunt answers your questions
- 🐾 Baking, colouring, shopping and much more!



Dyllis



Beau



Boris



William



Want more Wag? For all our latest advice, news about our work, and pup-dates from our furry friends, sign up to our monthly emails at dogstrust.org.uk/sign-up or by scanning this QR code.

* According to a survey of dogs in our centres.



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Want large print or audio? Get in touch with us at wag@dogstrust.org.uk

Send us your pooch pics to wag@dogstrust.org.uk (high-res please!)

A dog is for life, not just for Christmas®

On the cover:

Tia photographed by Kevin Johnson, Canine Carer and Media Assistant at Dogs Trust Leeds.



Rehomed rovers

We've been busier than ever this past year finding safe, loving homes for our pooches.

Here are just a handful of the happy hounds we've rehomed, who are now living their best lives with their new families.

Nancy from Manchester



Seal from Ballymena



Sid from Evesham



Luna from Ilfracombe



Willow from Ballymena



Laska and Shakira from Glasgow

Merlin and Harvey from Salisbury



Lad from Harefield



Bronte from Evesham

Charlie and Tig from West Calder



Dyllis from Ballymena



Sasha from Leeds



Happy tales of adopted dogs

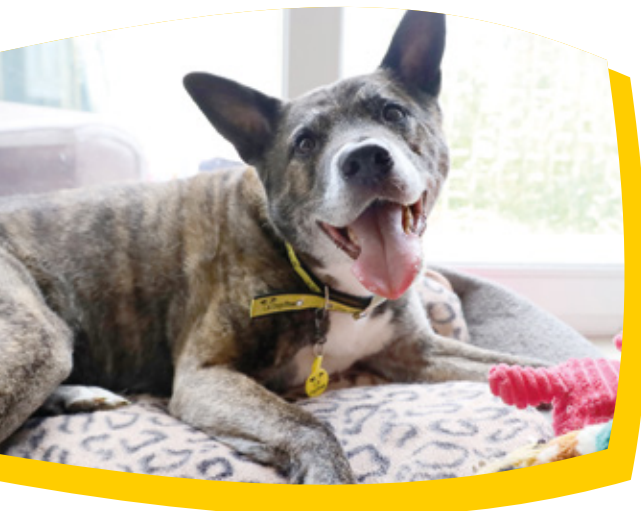


No matter what challenges the past year has thrown at us, our staff have gone above and beyond to make sure our dogs always get the very best care. We've rehomed thousands of pooches, and our new virtual process has helped match even more four-legged friends with their forever homes. Here are just some of the dogs we've changed the tale for, from terrific Tia and gentle giant Galahad, to Markus Barkus the NHS hero dog.

A turnaround for Tia

You may recognise our cover girl Tia from our appeal last year. She came to us as a tiny puppy after she was found abandoned in a box with her seven siblings, at just a day old. Years after being happily rehomed, Tia's adoring owner sadly passed away and we took in this beautiful girl once more.

Our canine carers loved Tia's affectionate and playful personality but much to our surprise, it took us two years to find her a new home, possibly because of people looking for fluffier, floppier or more striking breeds. That's until Kim and David found her on our website and instantly fell in love. The couple rehomed her just before the first lockdown struck, and they've been inseparable ever since. "Tia brings so much joy to our lives," say Kim and David. "We love her so much."



A fairy-tale rehome for a gentle giant

Galahad, a five-year-old Bullmastiff was the largest dog our Canterbury rehoming centre had ever cared for. Weighing in at a stonking 100kg, Galahad was the equivalent weight of a baby elephant, or approximately 40 Chihuahuas. Centre manager Harriet says, "He has no idea of his size at all, loves human company and enjoys exploring, sniffing (and knocking things over) as he goes."

Galahad was rehomed with the huge-hearted Dimmock family, who are completely in love with their new family member, saying, "He's fantastic. He'll chase a football down the garden and once he's punctured it he'll bring it back. We haven't found a toy he can't destroy yet."



Lovestruck by dashing Bash

Our virtual rehoming programme has proven time and again that looks don't matter when it comes to finding your pawfect match. This was true for Julia and her new family member, Bash, a gorgeous 10-year-old Border Collie Corgi-cross. Normally drawn to very fluffy dogs, Bash wasn't her usual 'type' but Julia soon fell in love anyway.

Julia says, "I had a couple of Zoom calls and saw Bash 'in action' and that reassured me that he was the dog for us! Reading the website profiles meant I really looked at what the dog needed and whether we could offer that, rather than falling in love with a cute face. I would recommend virtual rehoming to anyone."



NHS heroes find their perfect match in Markus

Meet Markus Barkus (best dog name ever?), who we rehomed with NHS worker Abby and her partner. The pair are a very outdoorsy couple and were looking to share their lives with a four-legged friend who'd enjoy lots of walks and adventures. After long shifts on the Covid wards, Abby's days were brightened when she came home to her partner and saw Markus "wagging his whole body" in his excitement to see her. Abby says, "He is the best dog we could imagine."

A helping paw from Pets at Home

We'd like to say a massive thank you from us, and our pooches, to the VIP club members at Pets at Home who have provided a 2kg bag of Wainwright's dry dog food for every dog we rehome to help them settle into their new family.* During lockdown in the UK, our rehoming centres received a whopping 6,392 bags of Wainwright's dry dog food – that's 95,880kgs of kibble! Tuck in, chaps! Visit dogstrust.org.uk/petsathome to sign up to the Pets at Home VIP club to support us as you shop.

*Unless they need to be fed on different food for dietary or veterinary reasons.



A tale of three Collies

After their owner passed away, we took Rough Collies Reece, Maurice, and Jock into our care, and gave them the love and support they needed to get back on their paws.

This muttley crew has since been rehomed, and welcomed a fourth member. Their family's existing doggy resident Ollie (a Border Collie who was also rehomed from us), loves snuggling up with his new pals after a busy day of trotting around in the garden.



Feature

"Croeso" to Cardiff!

A brand-new centre for our four-legged friends

Earlier this year, our 21st rehoming centre opened in the lush land of Wales, home of dragons, the town of Llanfairpwllgwyngyllgogerychwyrndrobwllllantysiliogogoch (yes, that's a real place), and Corgis. Once at full capacity, Cardiff rehoming centre will have the potential to rehome 1,000 dogs a year – a number not to be sniffed at.



Beau

Best-in-show facilities

Everything at our Cardiff centre has been designed with dogs in mind, from the fully-equipped grooming suite to its 74 kennels, each with underfloor heating so our dogs can keep cosy all year round.

There's plenty of room to play, with 20 exercise paddocks and a specially landscaped area for practising lead walking. We also have an airy training hall, perfect for teaching dogs of any age new skills and tricks. Dogs Trust Cardiff's learning amenities also extend to dog owners, with Dog School classrooms on site.

The centre has a range of veterinary facilities, including a physiotherapy and hydrotherapy suite. There's also a specialist puppy rearing suite, with two large puppy kennels and a whelping room for pregnant mums.

Centre Manager Angela says, "We couldn't be more excited to bring Dogs Trust to Cardiff. We're delighted we can give more dogs the care and attention they need, and find their forever homes."

Angela and Bobby



Our first residents

Meet Alaska, Buddy and Mila, three of the first four-legged friends to settle into the new centre. They've all since headed happily off to their new homes. Llongyfarchiadau to them all (that's congratulations in Welsh).



Mila



Alaska



Buddy

Feature

New digs for Boris

Back in the summer, beloved Sponsor Dog Boris packed up his bags in Bridgend and made the big move to Cardiff. He's settling into his new home well and is having endless fun chasing his tennis ball.

"We couldn't be more excited to bring Dogs Trust to Cardiff"

Cymraeg commands

Last year, Welsh was the fastest-growing language in the UK.

Give your pooch a leg up on their furry friends by teaching them some Welsh cue words.

English	➤	Welsh
Sit	➤	Eistedd
Stay	➤	Aros
Paw	➤	Pawen
Breathe fire!	➤	Anadlu tân!



With special thanks to the players of People's Postcode Lottery

None of this amazing work would be possible without players of People's Postcode Lottery. Their support has enabled funding of £900,000 towards our centre build, as well as funding vital staff members including our veterinary nurse, canine carers and centre managers. Players have also supported Dog School by funding 47 coaches, helping us go above and beyond to help people live happily with their dogs. Thank you.



Trick or treat?



Our pumpkin and peanut butter spookies are scary scrumptious, and totally dog-friendly.

So, why not brush the cobwebs from your witch's hat, put on the *Monster Mash*, and treat your best pal to some easy-to-make, fun and delicious Halloween treats?

What you'll need

- 65g oats
- 35g pure pumpkin (fresh)
- 30g peanut butter (xylitol free).

What you'll need to do

1. Preheat the oven to 150°C.
2. Add the oats to a food processor, or use a stick blender, to create a fine flour. Set your oats to one side.
3. Use the food processor, or stick blender, to blend your pumpkin until smooth.
4. Pop the pumpkin, oats and peanut butter into a bowl. Mix into a firm dough.
5. Roll your dough out until it's about 2cm thick and cut out the treats using your favourite cookie cutter.
6. Put the treats onto a non-stick tray and pop in the oven for 30-40 minutes.

Our 'spookies' are intended as an occasional treat. If you're not sure about giving your dog new foods, speak to your vet first.

Warning: only use xylitol-free peanut butter.

Dogglegangers

The similarity between these pooches and their celeb lookalikes is quite frankly shocking. We just hope they don't end up in the same room or we may never be able to tell them apart.

Okay, we know these are a bit of a stretch. But with a little bit of believing (and some eye squinting), these dogs have an extremely bright future of celeb impersonation in front of them.

Brody / Esme

Rocking the same iconic bob, but still working on his sewing skills, Brody is the canine world's answer to *The Great British Sewing Bee's* Esme Young.



Apache / Bowie

Apache's our star-eyed-dog, waiting in the sky (for some treats). Think less Bowie, more Bow-wowie.

Naughty* and nice dog of the issue



Nice William

At just five years old, William the Staffy cross has earned the title of nice dog of the issue for being the most house-proud hound at our Leeds rehoming centre. His zero-tolerance policy on mess keeps his kennel tidy and organised, so he can focus on the big things in life; eating snacks and lounging around in his favourite chair.

Naughty* Jake

Our naughty* dog of this issue is Jake the Lurcher. This six-year-old long boy hasn't quite grasped the meaning of 'personal space' when it comes to the sofa. At a full stretch, Jake easily fills up even the roomiest of sofas, but fear not, he's very willing to share (by share, we mean he'll sit on you).

Both of these beautiful beasts have found their forever homes, but if you're thinking of adopting a new furry friend, head over to [dogstrust.org.uk/rehoming](https://www.dogstrust.org.uk/rehoming) and select your nearest rehoming centre. Your new best pal can't wait to meet you.

And remember, any 'naughty' behaviour your dog shows is simply your dog doing whatever they've learnt works out best for them. If you'd like to train your pal how to behave in a more desirable way, check out the advice on our website, or bring them along to our Dog School. To find your nearest Dog School, visit [dogstrust.org.uk/dogschool](https://www.dogstrust.org.uk/dogschool)

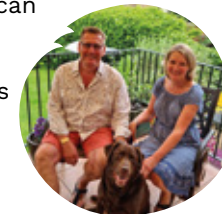
***All dogs are good dogs.**

Winter Raffle 2021

Meet Casper, the friendly dog! Despite all he's been through, this three-legged golden oldie still has a sparkle in his eye. Casper arrived at Dogs Trust with a nasty mass on his foot which had been causing him real pain and discomfort. The vets tried everything they could to save his leg, but sadly there was no choice but to amputate. It was a big decision, but the right one, as they knew it would drastically improve his quality of life.

We were able to help Casper thanks to dog-lovers like you continuing to support our work – and taking part in our raffle is one of the most fun ways to do it! For **just £1 a ticket**, you'll help us provide life-changing treatment for dogs like Casper and could win up to an **incredible £7,500!**

Jane (pictured with her husband and Dogs Trust rescue Rusty) was the lucky winner of our spring raffle. By playing, Jane helped us continue our vital work, and her prize means she can finally visit her son in Australia when restrictions allow. Like many of you, Jane supports us because she knows we never put down a healthy dog.



Take a chance this winter and play our raffle. To order a ticket book, email supporterservices@dogstrust.org.uk or call us on 020 7833 7672. Find out more about our raffles at [dogstrust.org.uk/raffle](https://www.dogstrust.org.uk/raffle)

Thank you and good luck in the draw!

The small print: tickets may not be sold by or to any person under the age of 16 and the raffle is only open to residents of Great Britain.

Winter advice



This time of year can be exciting and exhausting — for us and our dogs.

With temperatures dropping and dark nights drawing in, some dogs will need to wrap up warm for their walkies. For some, the sounds, smells, and snow will be brand new experiences. For others, their home will suddenly be full of food temptations and feature an indoor tree covered in lights.

Whatever the season is like for you and your dog, read on for our advice to help your furry friend enjoy the most wonderful time of the year.

Winter walks

Keep your pooch pal visible in the dark with a flashing collar or high-vis jacket.

In the (for most of the UK, unlikely) event of snow, your dog could get very excited, so make sure it's safe before letting them off the lead to play.

Cold weather

Short-haired breeds, puppies, or old dogs may need to wear a warm coat for their walks (introduce your pooch to wearing a jacket gradually, visit our website to find out how). If it's not possible to go out safely, provide plenty of indoor fun and games.



For more dog care advice, and tips for keeping your dog busy indoors in wintery weather, visit [dogtrust.org.uk/winteradvice](https://www.dogtrust.org.uk/winteradvice)

Fireworks

If your dog is spooked by sparklers or rattled by rockets, walk them well before fireworks start. Inside, drown out scary sounds with music or the TV and close the curtains. Build a doggy den to give your dog a safe place to retreat and let them hide away undisturbed if they want to.

Festive food

Don't let your pooch get into your party food — Christmas cake, mince pies and chocolate can all be toxic for them. Keep raisins, onions, garlic, leeks and chives out of reach of searching snouts, as they can all cause vomiting, diarrhoea, and other damage. And don't let dogs drink cocoa, mulled wine, or any alcohol (more for you!)

Safe and dry

Wipe your dog's paws, legs and tum after walks — grit and dampness can irritate their skin. If you've got a holly wreath or mistletoe at your door, look out for fallen berries so your dog can't eat them. Keep anti-freeze out of reach and mop up any spillages (it's poisonous for dogs).



Readers' dogs



Ace of Newbury >

Enjoying his time in the fields, agile Ace looks like he's waiting for a job to do – or maybe he's just rounded himself up and is feeling rather pleased with himself.

< Sushi of Shrewsbury

This handsome gal is Sushi. Originally a stray, she was (understandably) very anxious and timid when she first came to us. After some TLC from our staff, and the love and friendship of her new owner Jess, Sushi has blossomed into the sassy Staffy she was always supposed to be. Her favourite things are snacks, sunbathing, and hanging out with her best pal Jess.



< Mac of Ballymena

Meet big Mac. Mac's pic was originally sent to us by his owner John to show us how similar he is to a dog featured in a previous edition of Wag. But when we saw Mac's big smiley face, we couldn't resist sharing it!

Pip of Manchester >

This happy chappy is Pip, rehomed as a youngster by the Roper family. He's lucky enough to live by the sea now and loves nothing more than long walks on the beach and a swim on a hot day. He adores other dogs, and when he's not playing with his many furry friends, you'll find him curled up on his favourite chair, keeping his grandma company.



Charlie of Snetterton >

When Theresa first brought Charlie home, there were some behavioural issues to work through. But with help from the 'patient, thoughtful, knowledgeable, and utterly wonderful' Dogs Trust behaviourists, Charlie is now living his best life with his new, loving family.



< Astro of Basildon

Rehomed from us as a puppy, Astro holds a very special place in his family's hearts. His owner Charmaine says "Thank you Dogs Trust for helping me find my best friend!" You're so welcome Charmaine.



Ruby of Merseyside >

Sweet Ruby didn't end up spending much time with us at all. Soon after she arrived, we found her a forever home with Helena. When she was just a puppy, she sadly had to have a leg amputated but she's adapted very well and lives a full, happy and active life – despite photographic evidence to the contrary.



Gracie of Salisbury >

Taking a very relaxed view on life is Gracie. Living with Pat since February, not only is she a total sweetheart, but she's also a lady of luxury who puts comfort above all else. A life we can all aspire to.



Dog School of life



1

No matter their age or stage, our dogs are always learning, so it's never too late to start training or improve on their skills. Dog School is here to provide you with the tools you and your dog need to tackle everything that life may throw at you.

Take your pooch from rebel-without-a-cause to your friend-on-four-paws with these helpful hints, brought to you by our expert trainers. For more tips, tricks and support, visit dogstrust.org.uk/dogschool



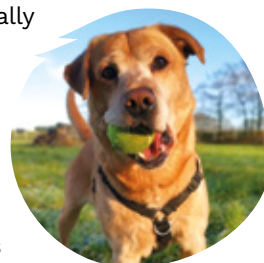
Plan ahead

Decide what you're going to teach your dog before you start, and even practise without them first so you're clear on the training steps. Make sure you choose a quiet, familiar, distraction-free location, and take your dog to the toilet before you begin. Sessions should be kept short and sweet, followed by a fun game played together.

2

Maintain the motivation

Reward your dog with something they really enjoy, like their favourite treats or a special toy. In general, toys are good for energetic exercises like recall, while treats are great for calmer, slower skills like 'stay'. You can keep an eye on your dog's weight by taking rations from their daily food intake and using them in training.



3

Be patient and have fun

If you or your pup are getting confused or frustrated during training, stop the session and play a game instead. Next time you train, go back to the stage when you were both getting it right before trying to move on. Only train your pooch if you're both in the mood. If you've had a tough day, relax and wait until you're feeling calmer so you can both get the most out of the session and enjoy it together.



Reward your teamwork with a dog-friendly holiday

One of the biggest perks of a holiday in the UK is that your four-legged friend can come with you. Book a dog-friendly cottage, lodge, or boat (!) with Dogs Trust Holidays and make special memories with your pooch. We receive a 10% donation for all bookings made through dogstrustholidays.co.uk, so find your perfect getaway today.

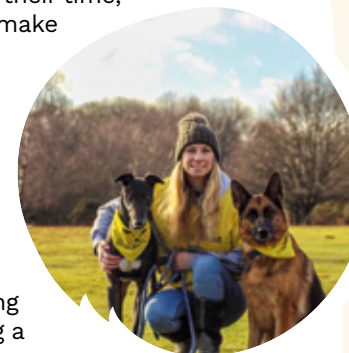
Get involved

Lenny



Fantastic fundraising

It's been a strange year, with big changes for lots of us. But one thing that hasn't changed is the incredible generosity of our supporters. We've been bowled over by the brilliant, and sometimes bonkers, ways people have raised money for us recently. And we couldn't be more grateful. Here are just a few of the ways our two and four-legged friends have used their time, skills and imaginations to help us make sure all dogs get the love and care they deserve.



Wonderful walkies

12,000 people took part in our two '99k for Canines' challenges via Facebook, walking over a million kilometres (that's further than going to the moon and back!) and raising a whopping £500,000 between them. They made it look like a stroll in the park too — as demonstrated Savannah, Purdi and Goofy here. Thank you all so much! If you'd like to get involved in a future 99k challenge for us, email fundraisewithus@dogstrust.org.uk for more information and a fundraising pack.



Fly for Fido

Back in February, qualified pilot and flight simulation whizz Sam, took to the virtual skies to raise money for us. Over the course of a seven-hour live stream, he flew from London to Edinburgh and raised an amazing £3,500! A massive thank you to Sam and all his followers who watched and donated.

Miniature mountaineers

Following the loss of their beloved dog Stella, who was adopted from our Bridgend centre 14 years ago, cousins Belle and Lucie wanted to give something back in her memory. So they took on the mighty task of climbing Pen y Fan mountain — an impressive feat even before we tell you they're both just eight years old! Thank you girls, you rock.



Researching rover

Do you have a puppy less than 16 weeks old? You and your pup could help improve dog welfare for generations of pooches to come, by joining Generation Pup — our groundbreaking study of the health and behaviour of dogs throughout their whole lives. This year we celebrated recruiting our 5,000th puppy to the study (that's a lot of scientific sniffers) but we're only halfway to our goal of 10,000 puppies. So come and sign up! Find out more at generationpup.ac.uk

Help us spread hope this Christmas

Every Christmas, through our Hope Project, we send gift boxes full of goodies to dog owners experiencing homelessness. This can be a difficult and lonely time of year for someone in housing crisis, so our doggy boxes bring some much-needed festive cheer.

In 2020 we sent out parcels for more than 1,500 dogs, and we're expecting to send even more this year. You can help by buying a treat, toy or warm winter coat from our Amazon wishlist, which will go straight into a present parcel for a pooch. Visit dogstrust.org.uk/spreadhope to help.

If you know a dog owner experiencing housing crisis who needs support, they can contact us at hopeproject@dogstrust.org.uk



Freedom Project

By the end of the year, we expect to have fostered our 2,000th dog through our Freedom Project — a confidential dog fostering service for anyone fleeing domestic abuse. While we're proud of this milestone, it's also a serious reminder of how vital our service is.

For someone experiencing abuse, it can be impossible to leave if it means leaving a beloved dog behind. We offer somewhere safe for dogs to go, allowing their owners to flee, and be reunited when they've found a permanent safe place to live.

For our staff who run the project, no two days are the same. From collecting dogs who need our help, to recruiting new volunteer foster carers, we asked some of them to give us a glimpse of what they get up to.

Becci



Taking calls for help

We receive referrals from domestic abuse organisations, refuges, social workers, or through the police. Anyone can also contact us directly and sometimes we're the first person they speak to about the abuse they're experiencing. "Wherever the request comes from, we do everything we can to help," says Sarah, Freedom Project Coordinator for the North East. We make sure they know where to get support and ask lots of questions about the dog to make sure we match them with the right foster carer.

Collecting dogs

Once we've agreed to take in a dog, we arrange to meet their owner in a safe place. We often have a narrow window of time to collect a dog, to fit around arrangements for their owner to get to the safety of a refuge. We try to take dogs to foster homes on the same day we pick them up, to get them somewhere safe straight away.

Checking in with carers

Most days, we're in touch with foster carers to see how they and the dogs are doing. Often the dogs that come into our care are unsettled to start with and need lots of patience and understanding. "To be a foster carer, you need a big heart," says Becci, Freedom Project Assistant for Greater London and Home Counties. "We get all kinds of dogs, so it's great when volunteers are willing to open their homes to whoever comes through the door!"

We're there to support volunteers every step of the way. Sue, who's cared for an incredible 36 dogs through the project, says the key to fostering is going at the dog's pace. "Each dog has different needs. We let them lead the way and get comfortable — because our home becomes their home."



Carmel

Could you help by fostering a dog?

Our Freedom Project is only possible with the support and commitment of volunteer foster carers who love and look after dogs in their own homes.

"What these people are going through, and having to leave their home, must be horrendous. To have the additional worry of what's going to happen to your pet — I just can't imagine what that must be like" says Carmel, a volunteer foster carer.

"Knowing that you can do something to help them and alleviate one little bit of stress is a lovely feeling. It's emotional to give the dogs back, because you grow so fond of them. But you know they're going back to someone who loves them, and you've done something very positive for them and their family. That makes it all worthwhile."

If you could open your home and heart to a dog in need, visit dogstrust.org.uk/freedomproject to apply.

Reuniting dogs and their owners

For Sarah, "Reuniting a dog with their owner is one of the best bits of my job. It's wonderful when a client calls us to say they've been given the keys to their new home and can have their dog back!"

Becci agrees, "My favourite days are when we return dogs to their owners. That's the point of the project. The dogs are so happy to see their owners, and they're always overjoyed to see their dogs."

Whatever a day brings, for Becci "It's so rewarding knowing that every day I help people and their dogs on the road to safety."

Sue



Dogs Trust Worldwide: a global effort



Projects funded in 2020/2021



The effects of Covid-19 have been felt around the world, meaning changes and challenges for lots of people, and for many dogs too. Amid the pandemic, the work of Dogs Trust Worldwide has been more essential than ever.

As the world went into lockdown last year, dogs across the globe started to go short on food. Dog owners struggled, street vendors couldn't operate, and tourists vanished, leaving the dogs that relied on them facing starvation. We intervened, providing months' worth of food through organisations in South Africa, Nepal, India, and Bali. Before the end of 2020, we'd helped to feed more than 30,000 dogs.

As the pandemic continued, organisations we work with around the world struggled too. Local lockdown restrictions stopped services, and donations and volunteer pools dried up. We sprang into action, offering emergency help to keep vital services afloat. In Chile, Thailand and South Africa, we gave emergency funds to cover essential vet care for 381 dogs.

Following devastating bush fires in Australia and a tragic explosion in Lebanon, we offered a helping hand. Our grants supported local organisations to rescue animals and reunite them with their owners.

On top of this, we made massive steps to improve animal welfare in a multitude of countries. Teams we support vaccinated more than 280,000 dogs and neutered more than 90,000 between them. That's a lot of dogs whose lives have changed for the better. We've also helped train 500 vets, who will make a huge difference for animals in their communities.

Despite unprecedented challenges this year, we couldn't be prouder of our efforts to protect dogs around the world. You can find out more about our international work at dogstrustworldwide.com

Loved for a lifetime with the Canine Care Card



From learning their favourite treat, to discovering the perfect country blues album that sends them drifting off to squirrel-filled dreams, it's hard to imagine that anyone else could care for our dogs like we can.

With health being in the forefront of all our minds, we imagine that many dog owners might be wondering what would happen to their four-legged friend if they became seriously ill or passed away. We want to give dog parents some reassurance with our Canine Care Card; a completely free service that guarantees our devoted team will be there to care for your dog if you can no longer look after them.

Making provisions for your four-legged friend

When you sign up for our free Canine Care Card, we go above and beyond to make sure we understand your dog's character and needs. We want to know all about your dog, so we can care for them as the individual they are. If they need us, our dedicated staff will give them the love and support they need to get back on their paws and find a new home.

Meet Wilf

You might have seen a certain pair of bright yellow briefs gracing your screen recently, raising awareness of our Canine Care Card service. Our television advert depicts the loving relationship between Wilf and his owner, as well as the (metaphorical!) lengths our staff go to, to make sure all our pooches are comfortable and content in our care. 'Pants' and all.



Sign up for a Canine Care Card today by visiting dogstrust.org.uk/CCC or filling out the coupon below.

No matter what your personal circumstances are, we're always here to help you do best by your pooch. If you need help or advice, we're just a phone call away. Signing up for a Canine Care Card is quick and easy to do. Complete the form below and we'll get in touch with you to arrange the rest.

Changing the tale for Max and Wills

First adopted from us in 2014, Yorkshire Terriers Max and Wills lived with their adoring owners until they sadly passed away. Thankfully, Max and Wills' owners had signed up for a Canine Care Card and, with the help of their family, we were able to take the couple's beloved dogs back into our care. After a short stay at our Snetterton rehoming centre, Max and Wills were rehomed together.

Their new owners absolutely adore the pair, saying "Max and Wills are a blessing and we are very happy that they chose us. They've settled in extremely well and are an absolute joy. They make us smile every day."



Yes, I'd like to apply for my free Canine Care Card (please fill out in block capitals)

Name _____

Address _____

Postcode _____

Please send this coupon to:
FREEPOST DOGSTRUSTL (no stamp required)

From time to time we would like to send you exciting updates about our work, products, services and how you can support us, including fundraising activities and research by post. You can opt out of communications or change your preferences at any time by calling **0207 837 0006** or visiting dogstrust.org.uk/keepintouch

In order to communicate with you more effectively, and better understand your preferences and ability to support our work, we may analyse your data. We do share your information within the Dogs Trust Group; currently Dogs Trust Worldwide, Dogs Trust Ireland and Dogs Trust Promotions. To read our full privacy policy visit dogstrust.org.uk/privacy



Feature



Pick up a classic Pound Puppies toy with our logo on the box and we'll receive a donation from the sale price. Available at Amazon UK and selected retailers around the UK. <

Wag

Gifts (glorious gifts!) for you, your loved ones and your pooch. These and many more are available at dogstrust.org.uk/wagloves

Zip-top cross-body bag **£109**. Head 'Off On An Adventure' with Radley London's new dog-adorned sustainable bags, made using recycled plastic bottles. Shop the collection at dogstrust.org.uk/radley and they'll donate 10% of the net sale price to us! >

Tito's Handmade Vodka (for humans!) We'll receive a £1 donation from the sale of every bottle of Tito's premium vodka carrying a special Dogs Trust neck label. Available via dogstrust.org.uk/titos



Feature



Snoot-tastic socks **£18.99**. Personalise (nearly) anything with pictures of your pooch through the Dogsy for Dogs Trust shop — and we'll get 15% of the net sales price. Visit dogstrust.org.uk/dogsy <



Loves

A range of dog tags to keep your furry friend findable, including our exclusive Dogs Trust tag. Visit dogstrust.org.uk/collarandtag >



Our Christmas catalogue is also full of goodies for your two and four-legged friends — here are a few of our favourites. Visit dogstrustgifts.com for the full range, where every purchase helps towards the care of stray and abandoned dogs.

> Playful dogs mug **£5.99**. Perfect for people who like hot drinks and facts. Available from dogstrustgifts.org.uk

Doggy silhouette bauble **£4.50**
The only dog barking up the right tree. Available from dogstrustgifts.org.uk >



Doormat **£12.99**. Welcome humans and hounds without the mess. Available from dogstrustgifts.org.uk >



Teddy dog toy **£6.99**. A tough little teddy, for serious playtime. Available from dogstrustgifts.org.uk >





Please think of the dogs in our street before setting off fireworks



If you do have a firework display, please:

- Let your neighbours know well in advance
- Keep the noisy part of the evening short
- Use quieter or silent fireworks if you can.

More advice: [dogstrust.org.uk/fireworks](https://www.dogstrust.org.uk/fireworks)

Cut me out, colour me in and put me up in your window

Dear Wagony Aunt

Do you ever look at your four-legged friend (perhaps after they've taken a running dive into fox poo, or made a hole in your favourite slippers) and wish you knew what they were thinking?

To understand our dog's behaviour, it's best to imagine the world from their point of view. If you can work out how they're feeling, you can take steps to help them live happily at your side. Read on for advice on some common behaviour problems to help you and your pooch along the way.

When we welcome a dog into our home, we promise to help them live their best doggy lives. But as with all relationships, problems may arise that we need to work through.

For advice on these topics and more, visit [dogstrust.org.uk/help-advice](https://www.dogstrust.org.uk/help-advice) or scan this QR code.



My pooch keeps pulling on the lead. What can I do?

Achey Amy, Tughall Burn

Dear Amy,

One of the reasons dogs pull on the lead is that they find it 'self-rewarding'. By pulling, they learn that they get where they want much faster, so they keep doing it. To change this behaviour, you need to show them that the best place to walk is near you. Start with training sessions in the house or garden, where your dog is calm and less distracted. Reward them for staying close to you with their favourite toy or treat and lots of praise. Once they've got the hang of it, start moving around, and keep rewarding them for sticking by your side.

Love Auntie Wag x



How can I stop my little scamp from digging up my roses?

Frustrated Flora, Diggle

Dear Flora,

Dogs love to dig, but it can be a problem for our plants. Have the best of both worlds by making your dog a digging pit. Find a sturdy container and a suitable spot in your garden; dig a hole deep enough for the container and fill it with the earth you've dug out (or use dog-friendly sand). Encourage your dog to sniff and snuffle in their pit and give them lots of praise. This way, they can fulfil their digging needs, without involving your roses.



Love Auntie Wag x

Need more support?

If you're struggling with a behavioural issue, speak to your vet. They can check if underlying health issues could be contributing to your dog's behaviour. If your pal is given the all-clear, your next step would be seeking advice from a qualified behaviourist.

My puppy keeps chewing my shoes, help!

Worn-out William, Wookey Hole

Dear William,

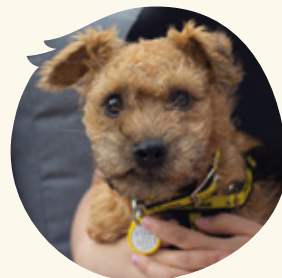
Mouthing is totally normal puppy behaviour. Our little furballs just need to learn the difference between suitable chews and our favourite trainers. First things first – remove the temptation. Keep shoes well out of puppy-reach, so they aren't a chewable option. Provide age-appropriate chew toys in lots of shapes and textures and praise your pup for using them. If they're teething, you can soak and freeze toys, so that chewing can also soothe achy gums. Keep a toy handy so when your pup is eyeing your shoes, you can help them make a better choice.

Love Auntie Wag x



Help us **change the tale** for scared strays like **Flossie**

Every day, dogs still face abandonment. Left to face the elements alone, stray dogs are often frightened and in desperate need of medical treatment. The support of kind people like you is vital for them to recover and learn to trust again.



Flossie was one such stray who needed our help — found alone and fighting for her life.

This tiny Terrier was found completely alone in the middle of a field, a terrifying situation for any vulnerable dog. But poor Flossie also needed urgent medical help. Shockingly, her front foot was barely hanging on.

Little Flossie was rushed to the vet, who believed she may have been in that terrible condition for a week. It's unbearable to imagine the pain and suffering she experienced. Tragically, her leg couldn't be saved, but we could at least give her a second chance at life.

Dogs like Flossie need our help to recover from their trauma.

The trauma of what Flossie had been through had left her terrified of people, and of everything around her. That's where we stepped in to help. Once Flossie was stable the vets called upon Dogs Trust, as they knew we'd provide the aftercare, training and rehabilitation she'd need, and find her the perfect forever home. It was clear that it would be a long journey before Flossie could learn to trust anyone again.

Your support goes a long way for strays.

Thanks to donations from people like you, we were able to place Flossie in a dedicated home environment, where she could feel safe and secure. At first, she was too nervous to leave her crate, but gradually she began to relax around her carer. To help boost her confidence, we introduced her to a friendly dog to socialise with and learn to interact.

After the success of meeting a canine companion, we moved her to a new location with more friendly dogs to bring her out of her shell. Amazingly, it didn't take long before she was confident enough to lie outside of her crate for the first time. Our carers will continue their training with Flossie, showing her kindness, encouragement and understanding for as long as it takes, until she's able to trust again. Because at Dogs Trust, **we never put down a healthy dog.**

Will you give a gift today to help terrified dogs like Flossie learn to trust again?

Understanding dogs' individual needs and tailoring their rehabilitation — like we're doing for Flossie — takes a huge amount of time, dedication and funding. We rely entirely on donations from supporters like you to provide essential care for our dogs. **That's why we are asking for your help today**, as we prepare for a significant rise in the number of dogs just like Flossie who will need our help in the aftermath of the pandemic.



Please donate today, to help us change the tale for more strays like Flossie. Go to dogstrust.org.uk/flossie

Yes, I want to help stray and abandoned dogs like Flossie learn to trust again

To send a much-appreciated gift, the quickest and easiest way is online at dogstrust.org.uk/flossie, or by calling us on 020 7837 0006.

Alternatively, please complete the form below and return it in the Freepost envelope provided, or address an envelope to **Freepost DOGFORLIFE**

Your details: Source: 900075

Mr/Mrs/Miss/Ms/Other (please circle) _____

First Name: _____

Surname: _____

Address: _____

Postcode: _____

Supporter No. (if known) _____

I'd like to give a gift of:

- £10 — to buy treats and interactive toys to help us build trust with dogs like Flossie**
- £25 — to help pay for a full vet check-up, to ensure strays get the vital treatment they need**
- £50 — towards a special heat pad to keep an injured dog warm during essential surgical procedures**
- £100 — for tailored behavioural training for a nervous dog like Flossie, to help get them ready for their forever home**
- Other £** _____

I would like to donate by:

Cheque/postal order (please make payable to Dogs Trust and write your name and address details on the back)

Debit/credit card CAF card

Card no: _____

Valid from: □□ / □□

Expiry date: □□ / □□

Issue no (Switch/Maestro only): _____

Cardholder's name (as printed on the card): _____

Signature: _____

Date: _____

Donations go towards the care of all dogs at Dogs Trust



giftaid it

Boost your donation by 25p for every £1 you donate to Dogs Trust

Gift Aid is reclaimed by Dogs Trust from the tax you pay for the current tax year. In order for us to Gift Aid your donations please ensure you tick and date the box below.

Tick here
Date: _____

I wish to Gift Aid this donation and any donation I make in the future or have made in the past four years to Dogs Trust.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please note your address is required to identify you as a current taxpayer.

Please notify Dogs Trust if you:

1. Want to cancel this declaration
2. Change your name or home address
3. No longer pay sufficient tax on your Income and/or Capital Gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

From time to time we would like to send you updates about our work, products, services and how you can support us, including fundraising activities and research by post. If you're also happy to hear from us by email and/or phone, please fill in your details:

Email: _____

Phone: _____

I'd prefer not to receive a thank you letter

You can opt out of communications or change your preferences at any time by phoning **020 7837 0006** or visiting dogstrust.org.uk/keepintouch

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