



DOG AID SCOTLAND

Creating Happy Homes for Dogs

**A Five Year Plan
2024 - 2029**

We Are Dog Aid Scotland

We are an independent dog welfare charity based in Edinburgh. We provide invaluable services to dog owners all over Scotland through various schemes. We are proud to have a rich history of helping Scotland's dogs since our establishment in 1956.

Dog Aid Scotland offers several Schemes to support dogs and their owners facing hard times. Our Neutering Scheme provides vouchers towards getting dogs neutered to avoid unwanted litters and for health benefits. Our Veterinary Aid Scheme gives contributions to applicants in need facing an unexpected vet bill, helping dogs get the veterinary care they may otherwise go without.

At Dog Aid Scotland, we provide a personal and comprehensive rehoming service. We rehome dogs of all breeds, sizes and ages and as we do not have kennels we work on a home to home basis matching dogs to suitable homes. Once in their new homes, we vaccinate, microchip and neuter all our dogs to promote responsible dog ownership. We ensure new owners and dogs have the support they need.

Our dedicated Dog Welfare Officer provides support during and after the rehoming process.

DAS is an independent charity, we receive no government funding. All of our funds come from legacies, donations, memberships and fundraising events.



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Betsy

Strategic Goals

In this five-year strategic period, Dog Aid Scotland will:

- Grow membership numbers to 1,500 across Scotland (treble)
- Help 700, 800, 900 and 1,000 dogs annually year on year through key programmes
- Grow a volunteer network across Scotland to further promote our work at community level
- Generate fundraised income reaching £200,000 per annum
- Establish the charity as a Scotland-wide go-to organisation for help, guidance and support on all matters related to responsible dog ownership.

These goals will be reached through three main priorities:

Support In Communities:

We will promote the importance of responsible dog ownership at community levels by building our presence within those communities. This will be achieved through a new wide-reaching volunteer base which will be built gradually and encouraged to grow. Engaging with existing members or new recruits in specific locations around Scotland we will adopt the one-tells-one approach to increase awareness of Dog Aid Scotland and bring on more supporters through volunteering, membership or both.

The Engagement and Marketing Manager will liaise with these volunteers and members and ensure good working relationships are established with the result being a network of ready, able, and willing ambassadors for Dog Aid Scotland whatever the task – local fundraising, local awareness raising, local representatives and in time local support for the welfare and training operation of Dog Aid Scotland.

The Engagement and Marketing Manager will seek out and generate new members through involvement at shows, events, conferences etc.,

through outreach marketing activity we will represent Dog Aid Scotland at such events and use any opportunity to promote membership of the charity.

Dog Aid Scotland will target younger audiences through school “talks” about responsible dog ownership. Such talks will also be delivered to community groups, church groups, round tables etc... and targeted marketing will be placed in a range of publications across the year on a seasonal basis.

Our Press and Publicity function will concentrate more closely on the success stories we create day in day out and through developing a louder voice, we will proudly tell our story and encourage others to become part of and share in those successes.

Impact Through Partnership:

We will extend our reach and the awareness of Dog Aid Scotland through stronger partnerships with corporate bodies, other not-for-profits, other animal (dog) welfare organisations, vets, and local authorities.

We will put ourselves in front of local authorities and share our vision and ambition for the future which will have a beneficial effect on their neighborhoods. We will offer to work closely with local authorities to eradicate poor dog ownership and promote responsible dog ownership. We will work closely with local authorities to find innovative ways to promote the importance of supporting Dog Aid Scotland and seek to find ways of awarding them for their commitment and successes. (Dog Aid Scotland approved local authority – asking them to sign up to a mandate of deliverables which promotes food dog ownership). The Welfare and Training Manager will develop a range of training provisions which can be made available in several different circumstances. Addressing the rise in requests to rehome dogs, we will have a stronger chance of preventing a rehome through the implementation of basic – and sometimes more involved – training.

This training will be for either the dog or the owner – sometimes both. Rather than accepting that rehoming is the only solution, we will promote the idea of identifying problems and finding solutions to them rather than simply moving a problem on to another owner.

This approach will put a strong reliance on our network of volunteers around the country to provide ongoing support to dog owners before, during and after the training. The introduction and provision of training in a variety of ways will become a revenue generator for Dog Aid Scotland.

We will work with established and qualified trainers across the country to provide their services “on behalf of” Dog Aid Scotland rather than employing more staff at the charities expense.

The Welfare and Training Manager will manage the co-ordination of these services and receive administrative support from the Office Co-Ordinator.

Influence Through Insight/Experience:

We will use the experiences and feedback from those people we help to inform how we work in the future. Constantly striving to improve and do more, Dog Aid Scotland will always remain flexible to change and alter the ways in which we work – if it means making a greater impact and achieving more for dogs and their owners across the country. We will remain close to the changing legislation around licensed service provisions for the animal (dog) trade like kennels, dog walkers, groomers etc and be a neutral but interested party. We will contribute to the debate around dog welfare in Scotland and maintain a confident and informed stance on our policies – backed up by professional experience at Board level whilst being flexible to adjust when legislation dictates.



Business Plan
and how the structure needs to change to deliver
the Strategic Goals

We will appoint a Welfare and Training Co-Ordinator to control and lead:

- Neutering programme
- Rehoming programme
- Training and Support programme

The Welfare and Training Co-Ordinator will work towards eventually having one report – a Welfare and Training Officer. This will be a junior role (perhaps part time) which will be office based and provide support and liaison to the WAC. This will also provide succession management in the Welfare and Training area of our organisation.

We will appoint a Marketing and Engagement Co-Ordinator to control and lead:

- Membership – new members, communications, and training
- Engagement – creating new working relationships and partnerships with external agencies, organisation and corporates (in collaboration with CEO)
- Marketing and advertising activity in liaison with CEO to deliver the agreed objectives of the charity in line with set budgets
- We will look to bring on interns (College/University students) to train and assist through busy periods across the year. This will provide succession management in this area of the organization.

We will appoint an Office and Operations Co-Ordinator to control and lead:

- All administration tasks and the smooth running of the office day to day
- Liaise with Vets and Trustees over the Vet Aid Scheme – including controlling the budget
- Provide secretarial support to the CEO/Chair when required
- Be the point of contact for external suppliers, corporate clients – tenant at Blackford Avenue, for example.
- Liaise with Trustees and set up/arrange meetings, venues etc in collaboration with CEO
- Provide additional administration back up to the WAC and MEC.

Mission Statement

Dog Aid Scotland is led by animal (dog) lovers and owners who have experience of ownership, veterinary care, breeding, training, and handling. We care passionately about dog welfare in Scotland and believe that, regardless of an owners' personal circumstances, no dog should suffer in any way at any time.

Leading by example, we do everything humanly possible to provide the best advice, the best help, care, and where necessary, financial assistance to enable (owners and) dogs to live a happy and fulfilling life.

Together with our partners, our members, our volunteers, and supporters in general, we will not stop removing barriers to creating happy homes for dogs.

Investment

We will invest a total of £1m from reserves over the early years of the five-year strategy. This investment will safeguard the running of the charity and allow for wider reaching promotion of DAS, marketing activity to attract new donors and supporters and engagement activity to sign up new volunteers and members. DAS will demonstrate its commitment to dog welfare in Scotland through investment of funds to attract external partnership funding for our key programmes which will eventually tip the balance to become fully funded through income generation and allow DAS to invest in new services. (i.e. training, animal behavior).

Annual running costs of DAS amount to £300,000 of which approximately £60,000 is generated through donations and membership. This figure includes marketing spend £40,000 which will enable DAS to have an ongoing presence in our chosen media maintaining top-of-mind awareness. Furthermore, the charity will spend more time out and about meeting people; supporters, donors, volunteers, prospective new members... all of whom will contribute to spreading the word and knowledge of the charity.

The Marketing and Engagement Co-Ordinator will develop a plan of continual dialogue with groups around the country and DAS will positively encourage those people to become involved through training days, away days and social opportunities giving all a sense of being part of something where their efforts are recognized and rewarded.

Dog Training

A training need is often identified through an initial application to rehome and/or gain funding support from the Vet Aid scheme. Effective training of a dog (and owner) can often lead to the dog NOT needing rehomed and remaining with the owners.

Our Training provision will be managed by the Welfare and Training Co-Ordinator who will grow a small team (to begin with) of qualified dog trainers around the country to whom we can direct customers. These trainers will be registered and work in partnership with DAS to deliver training on our behalf. They will not be employed by DAS but will operate on a freelance basis with our “approval and recommendation”.

The Welfare and Training Co-Ordinator will oversee all requests for training as well as identify opportunities to co-ordinate the provision of training in collaboration with our freelance team.



Archie

Values and Behaviours of Dog Aid Scotland

The work of Dog Aid Scotland and everything we stand for will fall under our newly adopted Values and Behaviours. Adhering to our Values will ensure that we always remain:

POSITIVE, PROUD, CARING

Positive: We are warm and empathetic – we always look to progress and improve.

Proud: We are strong willed and spirited – and remain firm in our beliefs.

Caring: We are confident and considerate towards people and dogs to achieve the best.

Behaviours which underpin our Values:

Positive: Influential Supportive Collaborative

Proud: Responsible Inclusive Connected

Caring: Mindful Challenging Inspiring



Whizzie

Values:

Behaviours:

POSITIVE

INFLUENTIAL:

Lead by example, by demonstrating best practice in every aspect of your work.

SUPPORTIVE:

Encourage and support those around you to be the best they can be.

COLLABORATIVE:

Work closely with others to achieve remarkable results.

PROUD

RESPONSIBLE:

Do the right thing; put people and dogs at the heart of everything you do.

INCLUSIVE:

Welcome people's differences and champion their individual skills.

CONNECTED:

Develop relationships that extend the reach and impact of our organisation.

CARING

MINDFUL:

Always search for ways to improve as a person, as a team and as an organisation.

CHALLENGING:

Always look to push boundaries, even when they seem impossible.

INSPIRING:

Adapt to what's ahead and inspire others to do the same.



We are a small team working across the services offered by Dog Aid Scotland:

Ross Macfadyen- Chief Executive

Kitty Langley – Operations and Office Co-Ordinator

Clare Dymond – Marketing and Engagement Co-Ordinator

Helen Jones – Welfare and Training Co-Ordinator

We have a dedicate Board of Trustees who meet quarterly and take an active part in our income and publicity activities as well as the financial management of the charity. The Board of Trustees is chaired by Jane Spurgeon.

If you wish to get involved by volunteering with us, we would love to hear from you. You can email us at enquiries@dogaidscotland.com, message through social media or call the office anytime on 0300 365 2500.





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