



BEYOND OUR WALLS

Edinburgh

**Dog
&
Cat**

Home

Planning
our future

CONTENTS

Introduction	3
Our Philosophy.....	4
What we do and how we do it ...	5
Our Vision	7
Working with Us	8
Priorities & Objectives	9
Contact Us	11



INTRODUCTION

Here at Edinburgh Dog and Cat Home, our mission has never been clearer or more important. A large part of our work is looking after the dogs and cats who need us, but we need to look after the people behind the pets, too. We want to keep dogs and cats with the families who love them and preserve the dignity pet ownership can bring to people going through hard times. Simply put, we're here to keep loving homes whole – to get to the root of the issue instead of offering quick-fix solutions. Since 1883 we've been supporting the dogs, cats, and humans who need us – because behind every pet in need is a person in need.

Lindsay Fyffe-Jardine

Lindsay Fyffe-Jardine
CEO Edinburgh Dog & Cat Home

Love Without Limits

An animal's love just keeps going and going and going. It's unconditional and unlimited. That's why we take the same approach with everyone who comes through our doors – four legs or two.

Getting our claws into our cause

We give our all to keep loving homes whole and keep pets where they belong – with their families. When that's not possible, we take them in and love them as if they're our own. We give every dog and cat the best level of care we can, from food and veterinary care to toys and training – all to get them ready for their future family.

With open doors and open minds, we aim to break down the stigma people can face when they hit hard times. Because we believe there's goodness inside every pet and person.

OUR PHILOSOPHY



WHAT WE DO



At Edinburgh Dog & Cat Home, we:

1

Protect loving homes By supporting people through difficult times so that they can keep their pets.

2

Find loving homes With our thorough rehoming process, we find the perfect match for both pet and person.

3

Run a loving home A place where animals are properly looked after, trained, played with, and loved as if they're our own.



We're Caring

It's not all walkies and belly scratches – our staff work selflessly day in day out. The biggest challenges take the biggest hearts – and ours are boundless.

We're Driven

When times are tough for pets and people, we're here. We don't look away and we don't walk away. We never give up on anyone – dogs, cats, the public, supporters, partners, or staff.

We're Progressive

For 140 years, we've been ahead of the game and looking forward even further. We're one of the first UK pet charities to put the person – not just the pet – at the heart of our Home.

We're Challenging

We're never happy to sit back and accept things for what they are. We're always getting to the nitty gritty and seeing how we can shake things up for better.

& HOW WE DO IT

06

OUR VISION

Here at Edinburgh Dog and Cat Home, we believe in a world where loving homes are kept whole. And we'll stop at nothing to make that world possible.

When it comes to helping our community, we look at the whole picture, and we do so with open doors and open minds. But to really help, we need to delve deeper. We can't just keep papering over the cracks – we need to look at the foundations of what's wrong. We need to move beyond our walls, to be more than an animal shelter. And, with our new programmes and strategy in place, that's exactly what we're doing.

We believe in protecting loving homes, finding loving homes, and running a loving home. The fact is that, in a perfect world, we wouldn't need animal welfare charities. Our goal is to support people and their pets in whatever way they need. And to keep loving homes whole.

We've kicked off a range of new initiatives to make this future happen. Projects like our dog first aid courses, community outreach programmes, education and advice services, and pet food banks.

We're committed to making our vision happen. To promote responsible pet ownership and raise awareness of pet poverty. To make a real difference to the lives of the people and pets of our community.

07



WORKING WITH US

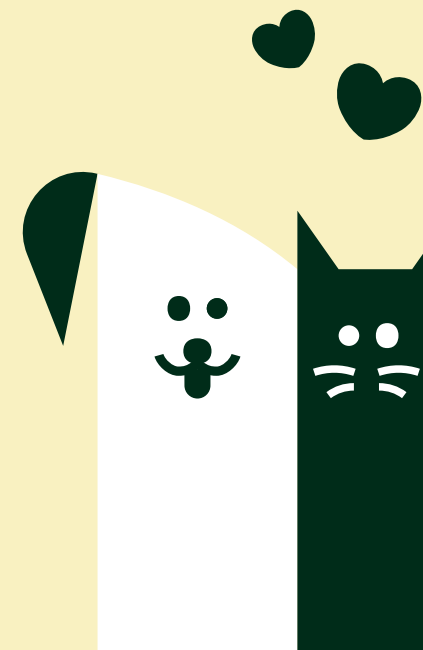
There's a reason we're still here after 140 years. Without the incredible backing of our donors and supporters, our doors couldn't possibly have stayed open. We don't receive any regular government or statutory funding, so working with us is the best way to keep our good work going on and on and on. But it's not just for us – there are benefits for you and your organisation, too.



We always welcome a conversation about developing a partnership. Our partners get their paws into our cause and in return get rewarding partnership experience and the kudos that our well-loved brand has to offer.

PRIORITIES & OBJECTIVES

Looking ahead, we've got a clear sense of what we have to do to move beyond our walls and make lasting changes to the issues our community and our Home face. We have to keep four ambitions in mind. In striving to achieve these, we're sure we'll make a difference to many.



1 Keep dogs and cats in loving homes

We want to be the go-to animal welfare organisation across East and Central Scotland. We want to develop the Home into a community support hub where people can come for information and education as much as food, toys, and bedding.

We'll increase access to support services like veterinary care and pet food banks, and develop a comprehensive pet poverty toolkit to make sure people know the ins and outs and what they can do to avoid the pitfalls.

By raising our profile, improving our team's expertise, and making sure we have the facilities we need, we can help keep pets where they belong – with the families who love them.

2 Support community empowerment through education and outreach

Education is one of the best tools in supporting and empowering pet owners to learn more and take the lead on improving animal welfare, in a practical way.

We'll develop dog and cat welfare courses, support responsible ownership in corporate settings, and roll out a volunteer programme so that help will always be on hand to those who need it – wherever they are in the area.

From speakers to pet food bank volunteers, these networks will be our feet on the ground.

3

Improve our brand's awareness and reach

By improving the scope of our brand, message, and mission, we can get more people on board, and really get our claws into our cause. The more support we attract, the more we can do for the pets and people who rely on us. By attracting more attention and more donations, we can do even more for our community and get to the heart of the matter.

The other side of expanding our brand would be spreading geographically when we're able. We'll develop coordinated cross-departmental activity plans using heat map approaches. We'll expand our campaigning and advocacy work across new council areas where we might, at the moment, experience limited exposure.

4

Become sustainability focused and operationally deficit free

We want to reduce the cost of running our Home – both financially and environmentally. We'll develop a more 'spend aware' culture and control our costs. We'll foster new income streams and make sure that these too follow the same ideals in sustainability. Our future will focus on being greener and staying in the black.



CONTACT US

Thanks for taking the time to find out more about our mission. We appreciate every donation, every message, every meeting, and all interest in our cause. If you'd like to get in touch about partnering with the Home in any capacity, please do...

Call the team on:

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