

**OPEN YOUR  
HEART & HELP  
WARM OUR  
HOME THIS  
WINTER**



**Edinburgh**

**Dog  
&  
Cat**

**Home**

**SUPPORT OUR WINTER APPEAL**

Scottish Charity No. SC 006914

# WARM HEARTS, WARMING OUR HOME

Support Edinburgh Dog and Cat Home and help us keep our animals warm this winter.

As the temperatures drop and winter approaches, the Edinburgh Dog and Cat Home needs your support to keep the animals in our care warm and safe.

This October, we're launching the "Warm Hearts, Warming Our Home" Winter Appeal, directly linking your business's donation to a critical, tangible need: keeping our Home warm through the coldest months.

## Why we need your help

This year we've seen a record number of animals come in, almost 400 admissions, alongside all-time high costs. It's only thanks to the kindness of people and businesses like yours that we can keep going. It's thanks to you that our dogs and cats can live happy lives, filled with love and warmth.

### Donations help us to...

#### protect loving homes

We provided **23,225** pets with one week's food to help keep them in their homes.

## How your donation will help

When you donate to Edinburgh Dog & Cat Home, you're donating hope, warmth and care. Without you, over 200 dogs and cats would've missed out on a life filled with love, this year alone. For over 140 years we've given pets a second chance at life, and that's all thanks to you, our supporters. So just know that however much you donate, it makes a world of difference to dogs and cats who just want to be loved.

#### find loving homes

We rehomed **218** dogs and cats in the last year.

# MEET MARY

Like many animals at the Edinburgh Dog and Cat Home, Mary was a stray found on the streets of Edinburgh, arriving cold, frightened, and in desperate need of care. She was also pregnant, with puppies due during the cold winter months. Our team quickly provided her with warmth, comfort, and medical attention, ensuring she had a safe and environment where both she and her puppies would be healthy.

Four weeks later, Mary gave birth to six healthy pups, all thriving under our care. Soon after, they were all rehomed, and Mary herself has now been matched with her forever home, where she'll be moving soon!

The warmth the Home provided was essential, not only for Mary's recovery but also to give her puppies the best possible start in life.

Wendy, Operations Manager said:

"She just wants to sit on your knee and be cuddled all the time. She's just that sort of dog. You would think after 39 years and almost 200 births it would be routine, but every time is still special, and every mum is special."

**Mary is just one of hundreds of dogs whose lives are completely transformed thanks to the generosity of people who donate. People and businesses just like you.**

**By contributing to our heating costs, you're not just keeping Edinburgh Dog and Cat Home warm - you're ensuring the health and comfort of our animals like Mary and her puppies.**



**run a loving Home**

It costs **£7,000** every day to run our loving Home for dogs and cats.

# WAYS YOU CAN WARM OUR HOME THIS WINTER

**£185**



**Keep our animals warm for a day**

**£1,300**



**Keep our animals warm for a week**

**£5,500**



**Keep our animals warm for a month**

**£22,000**



**Keep our animals warm this winter**

Just like many organisations across Scotland, the rising cost of living has significantly increased our operating outgoings. That's why we're inviting businesses like yours to make a meaningful difference by contributing to our heating costs this winter.

Regardless of the size of your business, you can play a vital role in keeping our animals warm this winter. Whether it's for a day, a week, or even longer, your support can provide the gift of warmth and comfort to the animals in our care.

## The True Cost of Heating Our Home

Keeping all the Edinburgh Dog and Cat Home animals warm throughout the winter costs over **£22,000**, and we urgently need your help. Your support ensures that our animals can thrive in a cosy, safe environment during the harsh Edinburgh winter. Together, we can provide the warmth and comfort they deserve.

# HOW YOUR BUSINESS CAN SUPPORT OUR APPEAL

Here are some fun and creative ways your employees can help raise money for Edinburgh Dog and Cat Home:

## 1. Support our Appeal

### Your chosen amount

Support our "Warm Hearts, Warming Our Home" Winter Appeal by making a one-time business donation. This gift will directly contribute to our rising heating costs, ensuring the animals in our care stay warm and comfortable during the harsh winter months.

## 3. Office Games and Competitions

### Goal: £185

Host lunchtime games such as quizzes, bingo, or "Guess the Number of Dog Biscuits in the Jar" contests, with entry fees donated to the Home.



## 2. Festive Dress-Down or Christmas Jumper Days

### Goal: £500

It's an oldie but a goodie! Why not organise a festive dress-down day or Christmas jumper day. Employees can donate to take part, and you can add prizes for the most creative outfits!



## 4. Pet Photo Contest

### Goal: £185






Hold a pet photo contest where employees submit festive pet pictures. Staff can vote for their favourites with donations, and the winning pet gets a prize!

# TAKE PART IN OUR "COLD DIP CHALLENGE"

**This unique challenge is a great way to bring your team together for a fun activity that directly supports our Winter Appeal. Get your businesses or group to take part!**

Encourage your team to brave the elements by taking a cold-water dip! Whether it's a full sea swim, a quick dip, a paddle or even a jump into a cold outdoor pool, your team can take part in an activity that suits their comfort level while still embracing the challenge. Yes, it's chilly, but it's also fun, inclusive, and suited to all fitness levels!

## **How it works:**

-  **Sign up your organisation or group for the challenge.**
-  **Pick your dip day From a full swim to a paddle, you choose the level of the challenge.**
-  **Get sponsored by your network and raise money to support our heating costs this winter.**
-  **Take the plunge!★ Whether it's in the sea, a lake, or even a cold outdoor pool, you'll be making a splash for a great cause.**
-  **Share your experience on social media using #ColdDipChallenge to inspire others and raise awareness.**

**To get started sign up at [bit.ly/ColdDipChallenge](https://bit.ly/ColdDipChallenge) or for more information please email [jay@edch.org.uk](mailto:jay@edch.org.uk)**

\*This challenge is entirely at your own risk, so please assess your ability and safety before you participate. Edinburgh Dog and Cat Home shall not be liable for any injury, damage or loss to you or your property that might occur as a result of your participation.

# OTHER WAYS YOU CAN HELP THIS WINTER

We are also desperately in need of pet food donations for our pet food banks, which help local families struggling to feed their beloved pets.

You can host a pet food drive at your workplace to collect essential pet supplies. For more information please visit:

[www.edch.org.uk/pet-food-drive](http://www.edch.org.uk/pet-food-drive)



**Join us in keeping the animals at Edinburgh Dog and Cat Home warm this winter.**

Thank you for opening your hearts to warm our Home.



[www.edch.org.uk/winterappeal](http://www.edch.org.uk/winterappeal)

Jay Pearson

Partnerships & Philanthropy Manager



**+44 (0) 7759025001**



**[jay@edch.org.uk](mailto:jay@edch.org.uk)**

