

ANIMAL LIFELINE NEWS

Winter 2010

www.animallifeline.org.uk

Issue No 14

Animal Lifeline, PO Box 411, Longton ST3 4SS Reg Charity No: 1041362

CHRISTMAS GREETINGS - AND MANY THANKS!

Everyone at Lifeline, including kennels staff and volunteers (*pictured right*) wishes all our supporters a very Happy Christmas and a peaceful New Year. 2010 has been a tough year, but it's not all doom and gloom. We have rescued and re-homed about 250 dogs and puppies and we couldn't have done so without YOUR help. The donations you send, the items you give to our charity shops, the fundraising events you stage and the time that you give to helping us at the kennels, the shops and in other ways are all vital. We are so lucky to have such wonderful supporters. Demand for our services is growing as the Government's financial crunch begins to take effect. We are inundated with calls for help and every dog is vitally important, but of course we have only limited spaces and resources. We do our best to help everyone by operating a managed intake system based on priority needs and that way we can usually help most of the little souls which come our way. For every kennel space we get, there are several needy cases in waiting and juggling the list is always difficult. But the upside is that when dogs that were once at risk are safely re-homed with loving people, it is so rewarding for everyone involved. Just a few of our recent success stories are featured overleaf.

At Lifeline, we try not to swamp you with appeals for financial help. We try to restrict our appeals to just one a year. And this is it. The coming year is going to be even harder for us. We need urgent repairs to the kennels to provide safer hard surfaces to prevent paw injuries, to make the outside runs more weather-proof and the inner kennels warmer. And we face rising utility charges and higher veterinary fees among various increased costs.

We know you face rising costs too. All we ask is that you consider whether you can afford to make a donation to our Christmas Appeal, by filling in and returning the cut-off slip below. If you can't, we understand. If you can, our deepest gratitude.



Members of Staff

Lifeline staff, volunteers, and dogs needing homes: back row from left): Catherine, Carmen, Ted/Jack, Adam, Jody, Steve, Brian/Sammy&Cassie. Front Row: Jon/Oscar, Karen/Sally, Glenys/Hope, Jess/Chip.



The Sky's NOT the Limit!

If you don't have a head for heights, then throwing yourself out of an aeroplane at 10,000 feet is a very brave thing to do. David Fallows is doing just that to raise funds for Lifeline.

David, (*pictured with his rescue dogs Molly and Duke*) lives in Leek. He says "I am afraid of heights so I couldn't have picked a worse way than skydiving to raise funds for Animal Lifeline. I've chosen to do the sky dive to raise funds and awareness for a cause that is very important to me. Dogs play a big part in my life! Both of our dogs are rescue dogs and organisations like Lifeline do a magnificent job.



"Animal lifeline is our local dog sanctuary and hopefully as well as raising funds, my jump will also raise awareness of what good work is done for animals in our own community."

David's employer, Barclays Bank Plc, also believes in helping the community and has kindly offered to match whatever David raises, pound for pound, thus doubling the amount he raises. You can sponsor David by contacting him on 07738 626 164 or at mrdgammon@hotmail.com

The skydive takes place on April 9th. Please contact David to get a sponsor form and make your pledge. Remember, whatever amount you sponsor him for, Barclays Bank will contribute the same amount!

If YOU want to make a sponsored skydive yourself, all you need to do is contact www.skylineevents.co.uk They will arrange for you to make a FREE jump, subject to a minimum amount of sponsorship. Details are on their website, and Animal Lifeline is registered with them as one of their approved charities.

Of course, if you find the idea of making a skydive yourself too scary, just sponsor David instead!

----- Cut off and return to Animal Lifeline, PO Box 411, Longton ST3 4SS -----

I WANT TO HELP NEEDY DOGS THIS CHRISTMAS

Please accept this donation of £ _____ for the Winter Appeal. (Cheque payable to ANIMAL LIFELINE, please)

You can also donate instantly via Paypal at our website: just click the DONATE button at www.animallifeline.org.uk

OPTIONAL: Your donation can be boosted by a further 28 per cent at no extra cost to you if you sign the Gift Aid declaration below. The extra amount is given by HMRC.

Gift Aid Declaration: I wish Animal Lifeline to treat this £ _____ donation and any future donation I make as Gift Aid.

SIGNED: Date:

Name: Address:

.....

NEWS FROM THE HOME FRONT



Lucy

Placing abandoned dogs in new loving homes is what Animal Lifeline is all about, and its been a very busy year for homing. Among the many dogs we have placed was MEG who now has a new home in Keele. Her new owner wrote to us saying: "Thanks to you all for putting Meg and I in touch with each other. She has settled in very well and we take long walks every day. She is fond of bringing me sticks, and doesn't seem to care how big some of them are! I am so pleased she is getting on well."

That is great news we love to hear how dogs we re-homed are doing. Other dogs to be placed include Peggy, a Staffie who had only 3 legs, and Hugo, a Husky-German Shepherd-cross born at our kennels when his mother Iris arrived pregnant. Lucy, one of several long-termers to be rehomed, has gone to a new owner in Blurton, and Blaze and Thor, father and son, have been also re-homed, one of them going to Alf, one of our regular volunteers.

Two other dogs have been re-homed with volunteers at the kennels, Rupert an elderly Staffie aged 10-plus, and Archie, aged about 3, who is one of the dogs featured on our 2011 calendar. Zak, a young bearded collie-cross has also been re-homed recently, so too little Gizmo, a real character!

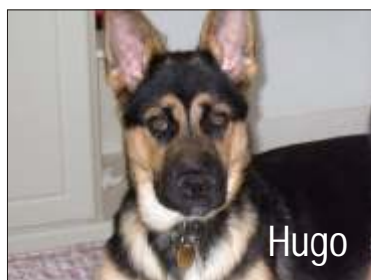
They and many others are now much loved family pets.



Zak



Peggy



Hugo



Blaze & Thor



Meg

FOOD NEEDED

We always have at least 100 dogs and puppies in our care, and they take a lot of feeding. Our stocks of tinned dog food and treats are running low and need topping up to help us cover the Winter period. We can use some dried food too, though tins are our priority.

If you can help, then you can bring food to the kennels direct, or leave some at our charity shops in Longton and Newcastle.

We try to give our dogs the best we can, so we prefer to have fewer tins of better-quality food (Pedigree, Butchers, Winalot etc) rather than a larger amount of cheaper food which is not as nutritionally good. George, a former Lifeline dog, is pictured showing you an example!



Children and teachers of St.Mary's Junior School,Leek, years 5/6, pictured visiting the Lifeline Kennels at Cellarhead to bring a cash donation, food and blankets. We thank them for a wonderful effort and for their keen interest in all that we do.

CALENDAR SUCCESS



Lifeline's 2011 Calendar has been a tremendous success, attracting much publicity and virtually selling out in less than a month. Orders flooded in including ones from Scotland, Devon and even France and Spain! The calendar features 12 of our dogs, all photographed by kennels volunteer Roger Adams. Aimed at raising funds and promoting the charity, the calendar also highlighted the wide range of dogs we have at the kennels, and the good news is that most of the ones featured have already been re-homed.

It is the first time we have ever produced a calendar and we are already planning a new and improved calendar for 2012, so watch this space!

DID YOU KNOW...

...that you can follow Animal Lifeline on Facebook and on Twitter? To see what is happening, see photos of the dogs, and post your own comments, just click the links on our website www.animallifeline.co.uk

NOTE THESE NUMBERS

Lifeline has changed one of its telephone numbers to reflect its different activities, and to try to offer a better customer service. All homing calls should go to 01 782 638341, while general office calls (admin, fund-raising, marketing etc.) should now go to 07790 079025.

CAN WE SEND FUTURE NEWSLETTERS TO YOU BY EMAIL?

We send out almost 1,000 Newsletters twice a year because its important we keep all our supporters informed about what we do. The Newsletters are sent out by second-class post but if you want to get yours by email (as a PDF File) in future, thus saving us postage costs, then please let us know. Just send your email address to cassie@animallifeline.org.uk stating NEWSLETTER EMAIL and including your name and address so we can amend our database. We will not disclose your details to anyone else.