

ANIMAL LIFELINE NEWS

Summer 2011

www.animallifeline.org.uk

Issue No 15

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

OPEN DAY SUCCESS

TV presenter Wendy Turner Webster is pictured at the formal opening of a £50,000-plus upgrade of the Animal Lifeline Dog Rescue kennels near Cellerhead. Wendy also officially opened the charity's Garden Party at the Serendipity kennels, which raised an amazing £2,313 a record for the event.

Wendy, Animal Lifeline's patron, is the former presenter of TV's Pet Rescue series and she is also a very successful author. She came along on her birthday to support the event.

"The refurbishment is a major milestone for us," said Cassie Fletcher, one of the charity's Trustees. "We have been able to make the kennels more comfortable, secure and weatherproof for the dogs thanks to a very generous bequest specifically for this purpose.

"This is our 36th year of rescuing and re-homing dogs in the North Staffs area and in that time we have probably saved about 10,000 little lives. The improvements at the kennels help ensure our dogs always receive the best of care while they are with us.

"We are very grateful to Wendy for coming along to support us on her birthday. It was good of her to give up her time on such a special day. We also thank our fantastic team of volunteers, who worked so hard to make the event such a great success, and the many supporters who attended."



DIARY DATE: Next Kennels Open Day: Sunday September 11th 2.00pm-4.00pm



UPGRADE IS 'BIG HELP'

It is now more than 10 years since Lifeline moved to its Serendipity Kennels at Cellerhead and constant use and sometimes harsh weather meant the accommodation was badly in need of improvements.

Thanks to a generous bequest made specifically for kennel refurbishment, work began on providing better accommodation for the dogs, including new floor surfaces, easy-wipe plastic wall cladding, safer pen-doors and extended canopies along the kennels to protect the dogs, staff and visitors in bad weather.

"The improvements have been a big help," said co-manager Steve Woodward. "It is now much easier to clean the kennels and the upgrade provides a better, warmer and safer environment for the dogs."

The work so far is part of an on-going programme of maintenance and improvements. "We feel that the level of care we provide for our dogs is very high and compares well with some of the national rescue agencies," said Cassie Fletcher, one of Lifeline's Trustees.

***** SAM WINS AWARD! *****

Only a few weeks after being re-homed from the Lifeline kennels, a little dog named Sam won his first rosette! Owners Sara and Alec Jenks, who live near Stafford, entered Sam, a collie/labrador cross in a fun day contest organised by PADS, the dog training display team of which Sara is a member. "Sam came second in the cutest puppy section," said Sara. "Of course, we are biased we think he should have won!" She added "Sam has settled with us extremely well. It feels that he has been with us for ever. Each day he is progressing superbly. He is going to turn into a fine young man."



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

I WANT TO DONATE TO THE ANIMAL LIFELINE SUMMER APPEAL

Please accept this donation of £ _____ for the Summer 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.

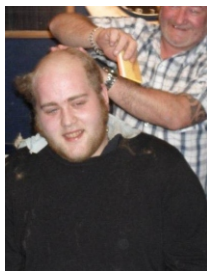
Gift Aid Declaration: I wish Animal Lifeline to treat this £ _____ donation and any future donation I make as Gift Aid.

SIGNED: Date:

Name:..... Address:.....

.....

GOING → **GOING** → **GONE!**



When Alex Coombs decided he wanted to stage a sponsored event to raise funds for Animal Lifeline, he decided to do something which involved him having a close shave. Alex, a regular at the Cricketer's Arms pub at Maybank, Newcastle opted to have his head shaved and thanks to support from friends and pub customers, he raised a whopping £268. His long hair and beard were shaved off in front of a cheering crowd at the pub. A hair-raising event, you might say! Well done, Alex!

TRIBUTE TO CILLA

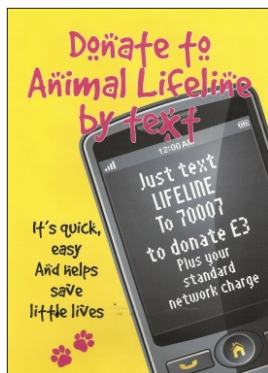
Vistors to Lifeline fund-raising events will certainly have met Cilla Beech, of Silverdale, who operated a tombola stall for us for many years. Sadly, Cilla died earlier this year and will be greatly missed. She was a great character who was very devoted to fund-raising and she put in a lot of hard work and raised thousands of pounds for Lifeline. Our thoughts are with her family and friends.

AGM REPORT

The annual general meeting of Animal Lifeline was held in March at the White Star pub in Stoke on Trent. The existing five Trustees were re-appointed, but more recently, Terry and Marie Martin have decided to step down. We thank them both for their service. Marie was well known to many for running our charity shop in Longton and staging other fund-raising events and her efforts were greatly appreciated.

TEXT YOUR DONATION

Animal Lifeline has always been keen to move with the times and embrace new technology, and now you can donate to Lifeline just by sending a text message! All you have to do is just text the word LIFELINE to 70007 and you make an instant £3 donation to Lifeline. Please give it a try. It's easy!
All donations will be received by Animal Lifeline directly. You will be charged **£3** for each text message, which will be billed by your mobile provider or taken from your prepaid airtime. The donation we receive varies between £2.40 and £2.96 depending on your mobile operator.



SPECIAL THANKS to Patsy & John Taylor for giving a week at their mobile home at Borth which raised £365.00 and also to Carolyn Buck of Buck's Jewellers in Hanley for £100 worth of vouchers.
We appreciate your support.



SKYDIVE SUCCESS

David Fallows, who lives in Leek, has a fear of heights so he tried to conquer that fear and raise funds for Lifeline - by making a parachute jump from 10,000 feet! David made the jump in April, and with added sponsorship from his employer, Barclay's Bank, he raised a grand total of £814. "It was a great thrill and I was pleased to do it for such a worthy cause," said David. And David's effort has inspired others. Two more volunteers are now set to make skydives for Animal Lifeline later this summer.

NEW HOME FOR BUSTER

Buster is just one of scores of Animal Lifeline dogs rehomed in recent months. Buster, a Staffie aged about 3, had been in our kennels for over a year when Jo and Michael Green visited, saw Buster and fell for him. The couple, from Bignall End, have given him a great new home where he has settled in well and is enjoying his new life. Buster is one over over 20 Staffie type dogs in our kennels at present, underlining the consequences of the massive over-breeding of Staffies to cash in on them being a fashion-accessory for young people, who then often don't want them once the fad is over. Staffies can be wonderful loyal pets with the right owners and we do re-home them regularly but there are always more coming in.



FOOD FOR THOUGHT

When Adrian Branner decided to help Lifeline by donating some dog food, he didn't do it by halves! Adrian, wife Lisa and daughter Olivia pitched in and soon had a large load of tinned and dried food which they delivered to our kennels. Lisa and Olivia are pictured with Adam Woodward, one of the Lifeline kennel staff, with some of the food. We are very grateful for the food we get donated we have to feed about 100 dogs every day and the load donated by Adrian and his family was much appreciated," said Adam.
Editor's Note: In addition to dog food, Lifeline is urgently in need of dog treats and chews. You can drop them off at the kennels or at our charity shops in Longton and Newcastle.

