

ANIMAL LIFELINE NEWS

Summer 2015

www.animallifeline.org.uk

Issue No 23

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

STARTLING STATISTICS

Statistics published earlier this year revealed that pet ownership across the UK last year had declined by 16 per cent. This startling figure included both dogs and cats and was attributed to changing social patterns.

In particular, fewer younger people were having pets – many worked all day and couldn't look after a pet. Many more were in rented property where landlords did not allow pets. Others found the expense of keeping a pet – food and vets bills – too much. It all adds up to a tougher time for animal rescue charities.

At Animal Lifeline, we are finding it harder to find new homes for dogs, and the demand for us to take in unwanted dogs is greater than ever.

Later this year, Lifeline will mark its 40th anniversary, and over the years has rescued and re-homed many thousands of dogs. And despite the bleak background, we are still re-homing dogs, old and young, large and small - and we never have any put down unless on veterinary advice when they are ill and no further treatment is possible.

As fast as we home a dog, another one takes the kennel space, so we always have over 100 dogs in our care. Dogs like Kitt (pictured) who long for a new and loving owner. We do our very best for every dog in our care, however long they are with us, and without the help of people like YOU, we just wouldn't be able to do this. As our 40th birthday approaches, our heartfelt thanks to all our supporters. Your donations, staging fund-raising events, volunteering at the kennels and at our two charity shops and at many of our events truly make a significant difference and really do save little lives.



SEPTEMBER OPEN DAY

Lifeline's garden fetes and open days are always popular and our June event raised a magnificent £2,200 despite some rather damp weather.

The event was very well supported and all the stalls did well, and there was also great demand for refreshments, especially the tempting home-made cakes. Our thanks to all who attended, and the staff and volunteers who helped out. And special thanks to those who also stayed behind to help pack everything away. It is a huge help when everyone is tired to have many hands to pitch in and clear up.

Charity Auction Date

The next Lifeline charity auction will be on Wednesday **NOVEMBER 11** but please note it will be held at a **new venue!**

The auction, which will feature about 140 lots, will be held at the **Sneyd Green Community Hall**, in Ralph Drive, Sneyd Green ST1 6HN.

As usual, viewing will be from 6.30 pm with the sale starting at 7pm. Items will include a good selection of wines and spirits, gifts, toys, books, jewellery, pictures and collectables.

AGM REPORT

The Annual General Meeting of members of Animal Lifeline was held on May 7 at the Thistleberry Hotel in Newcastle. Members heard a report on the charity's activities and heard that the rescue faced its greatest ever challenge as a record number of dogs were being abandoned.

Discussions were held about fund-raising development and improvements to the kennels site, and the existing Trustees, Pat Lawton, Cassie Fletcher and Jan Slater were unanimously re-appointed.

Travel Team Helps Out



A team of volunteers from Trentham-based Blue Bay Travel spent a day at Animal Lifeline's Serendipity Kennels, helping walk dogs and carry out other tasks. "We had an amazing time and can't wait to come back," said Lauren Taylor, Blue Bay Travel's marketing and PR manager.

"The Lifeline team are so dedicated and hard working and it was lovely to see the dogs are so happy, loved and so well cared for."

Lifeline has been chosen as one of Blue Bay Travel's official charity partners and will be featured on the company's website www.bluebaytravel.co.uk

Pictured are the Blue Bay volunteer team: *Top*, left to right: Nia, Lauren, Nicola. *Bottom*, left to right, Alice, Lyndsey.

LORD MAYOR'S VISIT

Lord Mayor of Stoke on Trent, Councillor Jean Bowers, visited the Animal Lifeline kennels recently and despite some heavy rain, enjoyed looking around and meeting the staff, volunteers and dogs. Jean is a great animal-lover and was accompanied on the visit (pictured) by her niece, Councillor Sabrina Bowers who is Lady Mayoress.

Jean has chosen Animal Lifeline as one of her official charities and one of the events scheduled is a charity dog walk on **SUNDAY SEPTEMBER 13**. The event will start at 11.30 a.m. from Westport Lake. The full walk is 5 miles but those who can't manage that can still take part and walk much shorter distances. Further details of the event and how to get involved are available from the Lord Mayor's secretary Denise Powell on 01782 232625, or email denise.powell@stoke.gov.uk

"It was lovely to meet Jean and Sabrina and show them around," said volunteer Cassie Fletcher. "They love animals and it is wonderful that they want to help us and we are delighted to be one of their official charities."



SARAH'S GREAT RUN!

Sarah Harris, who lives at Biddulph, competed in the famous Manchester 10K Run, with Animal Lifeline, her chosen charity. She raised a magnificent £316.85.

Sarah is pictured at the Lifeline kennels handing the money to manager Steve Woodward. "I had a fabulous day, ran a brilliant time and also raised money for Animal Lifeline - what more can you ask?" said Sarah. "It was an absolute pleasure to be able to help such a worthwhile cause."

Lifeline Trustee Cassie Fletcher said: "It was a wonderful effort and we appreciate Sarah's hard work. The money she raised will be of significant help to us at a very busy time for the kennels."



IT'S CHRISTMAS!



Well, not quite! But at our next kennels fete and open day on **Sunday September 6**, Lifeline will be launching its new Christmas card (pictured) which features dogs and other animal pals eagerly watching Santa flying through the starry sky. The card – slightly larger than last year's – was designed by noted artist **Eliza Lillie** and is titled *Waiting Patiently!* The cards will be sold in packs of 10, with envelopes, and with the Animal Lifeline logo and details on the back. Launched at our September open day, they will go on sale at our two charity shops in Longton and Newcastle soon after and will also be available on eBay. Be sure to get yours early – last year's cards sold out!

BIG THANKS

Many people help Animal Lifeline throughout the year and without such support, we just couldn't save so many needy dogs. Among recent supporters receiving our grateful thanks:

The MICHELLE MOSS School of Performing Arts - some 60 dancers took part in a fantastic variety show at Fenton Community Centre to raise funds for Animal Lifeline. The school has a great reputation for staging brilliant entertainment and the show was a sell out, and raised a magnificent £1,300 which enabled us to provide a new rescue kennel at our Serendipity site. We are very grateful for support from the School Of Performing Arts. The event involved a tremendous amount of hard work and energy from young dancers, who have the potential to be future stars. Our thanks and best wishes to every one of them.

CADWALADER'S ice cream cafe at Trentham Shopping Village has made Lifeline a featured charity and has an on-going fund-raising programme for us. Cadwaladers has a dog-friendly policy so you can go there and enjoy one of their superb range of delicious ice-creams with your dog – who may of course want to share it with you!

RON HAMPTON – still our reigning long-distance supporter! Ron, who has local connections but now lives in sunny Florida still sends regular donations to Lifeline, his latest is £300. Many thanks, Ron, and enjoy your retirement in the famous Sunshine State!

CAKES AND MORE.....

Stoke on Trent law firm Grindeys help several local charities, and recently donated a total of £1,588.55 to Animal Lifeline after various fund-raising events, a terrific amount which is very much appreciated.

The company also raised money for Animal Lifeline and two other local charities – Changes, and Douglas McMillan Homes - by staging a Mad Hatter-themed bake-off, and produced an amazing array of brilliantly created and very tasty cakes, according to Lifeline volunteer Carolyn Buck who attended the event.



SCHOOL TREATS

Pupils and staff at St Thomas More Catholic Academy in Longton, Stoke-on-Trent, Class 10M, raised more than £200, plus lots of dog-treats, for Animal Lifeline. They are pictured with kennels staff Steve (right) and Adam (centre) Woodward, and rescue dog Lady, during the handover.

"The money and treats were most welcome, especially at a time when we are caring for more dogs than ever. Our thanks to everyone involved," said Steve Woodward. "It is great to see children understanding animal welfare issues and getting involved."



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 at our website: just click the DONATE button at www.animallifeline.org.uk

OPTIONAL: Your donation can be boosted by a further 25 per cent at no extra cost to you if you sign the Gift Aid declaration below. The extra amount is given by HMRC.

You can also make an instant £10 donation just by texting DOGS45 to 70070. We get the full donation with no deductions.

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

SIGNED: Date:

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