

Beyond the Bowl: How the Blue Cross x Pets Foundation Partnership Inspired Change



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My Personal Connection:



This is Sparx!

Challenges:



1. Cost of living crisis

2. Hard decisions

3. Increasing number of pets rehomed

4. Stereotyping of pet ownership

5. Decrease in donations





Pets
Foundation



“Our links with rescue centres made one thing crystal clear: the best way to help pets is to prevent them from ever ending up in a centre. We need to keep them in loving homes where they belong.

**One of the biggest challenges?
Food costs.**

If we can step in and make a difference, we will.”

Amy Wilson
Fundraising Manager at Pets Foundation

The Solution: x Partnership

A powerful collaboration between Pets Foundation (a charity established by Pets at Home) & Blue Cross to support over 400 pet food banks in the UK for a Summer Appeal.

Supportive brands like Lily's Kitchen, Denzel's, Pooch & Mutt and more donated their products to the campaign.

Shared alignment on the goal to keep beloved pets in their homes by ensuring both pets and people have the supplies they need.



How to get involved:



Limited Edition Merchandise



Food
Parcels



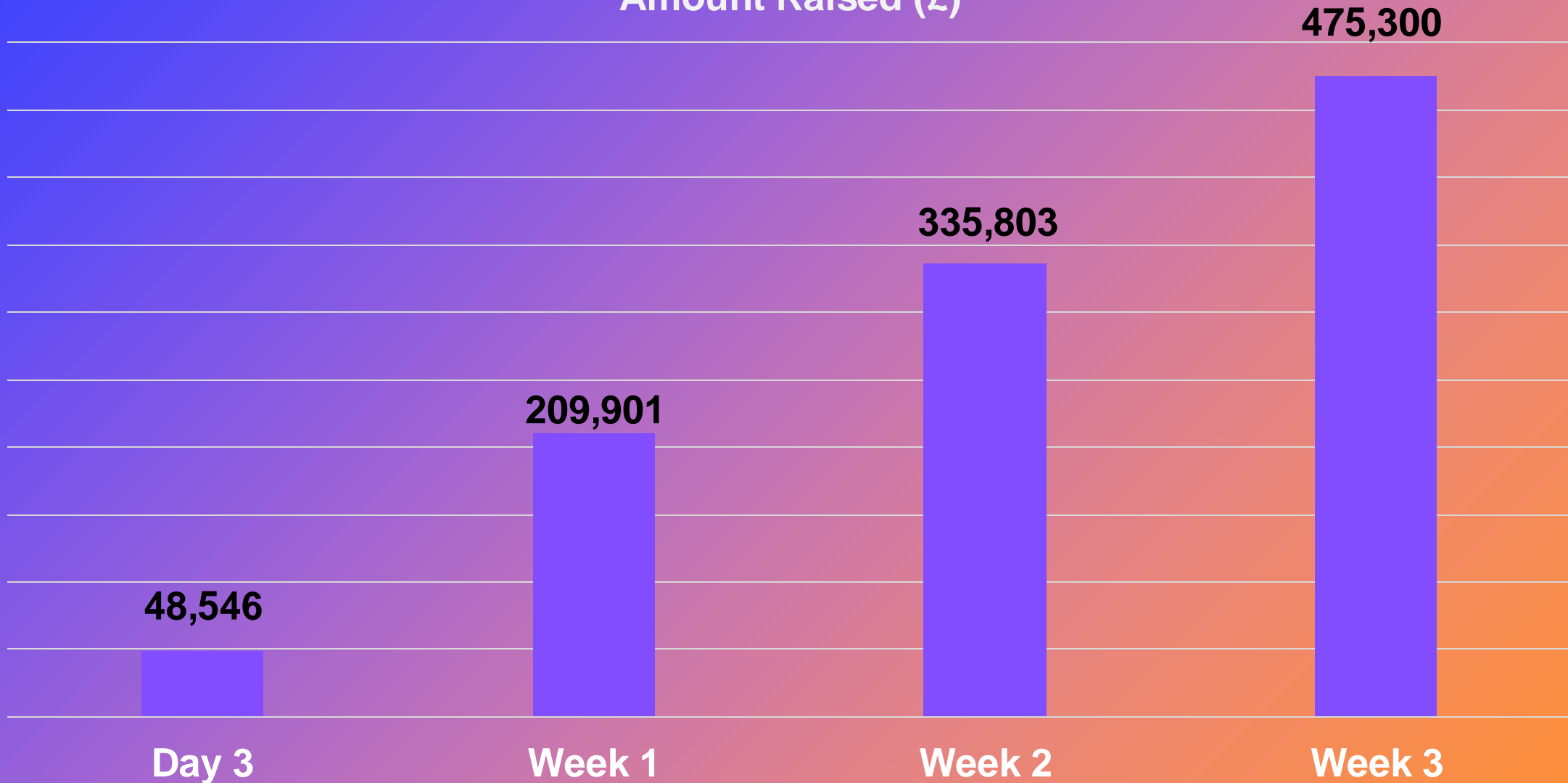
£10 provides 4 parcels at a Blue Cross food bank.

Donate Online
and In-Store

The Impact:



Amount Raised (£)



Why this idea stood out:



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- 1. Tangibility

- 2. Immediate reward

- 3. Personal values



Conclusion:



This campaign provided 60,000 food parcels, raised vital funds and inspired positive change thanks to the power of collaboration.

Sometimes the best ideas are the simplest ones.

This means that even more pets will be kept in their loving homes.





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THANK YOU!

Please feel free to reach out to me on:

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