



**XXXX Animal Rescue**  
caring for the unwanted...



Gizzy just wanted to be loved...

September 2008

Dear Caring Pet Owner,

**Please help us to stop victims like Gizzy dying needlessly**

Meet Gizzy - she's one of our rescue kittens and is so lucky to be alive. Sadly, she was just a tiny shivering emaciated mass of skin and bones when we found her huddled up on a railway embankment. She was blind and just a baby - yet she was callously dumped to fend for herself.

Can you imagine what horrors Gizzy endured - how terrified she must have been? By donating just £30 today, you can help us to rescue desperate animals like Gizzy and help them to find loving homes again.

Did you know, a staggering 3,000 pets go missing *every week* in Britain?

You more than anyone understand how devastating it is to lose a loved one. So, when a beloved pet runs off or is cruelly stolen, nothing prepares you for this agonizing loss. Fortunately, we understand how you feel and so make it our mission to reunite lost pets with their loving owners. Your donation will make miracles happen. So, won't you help?



Without your support, helpless victims like Gizzy would not stand a chance. If we had not rescued her, she would have died alone, suffering from pain and become just another tragic statistic of a careless throwaway society...

Fortunately, we were able to find her in time and gently nurse her back to health. To hear her purr again, was a heartwarming moment for everyone at XXXX. Will you too help abandoned pets like Gizzy find happiness again? You can, by sending us a donation today. We simply cannot exist without your generosity - and appreciate any amount you can give.

Unbelievably, it costs just £5 to feed an animal for a week - **£5 to save a life**. To our pets, your gift is invaluable... Your donation will be the most rewarding gift you will ever give - as it is a gift of life.

*Without your help, we cannot save lives...*

### **Why we need your help**

All 800 residents who come to us each year, whether moggy or doggy, need individual care and support. To fund our home, we need to find £150,000 every year. Yet, as we receive absolutely no government funding, we depend on donations to keep our home open. We couldn't bear to let these animals lose their home again...

So, we really do need your help, otherwise we cannot carry on providing care. We do a lot more than just feed our furry friends, of course. As you know, £5 doesn't go far these days.

### **How we spend your money**

- ★ A £5 donation will feed a cat like Gizzy for a week
- ★ A £10 donation will microchip a pet before being re-homed
- ★ A £30 donation will help pay for our rescue service every week
- ★ A £50 donation will help maintain our kennels and catteries
- ★ A £100 donation will help towards providing a re-training programme
- ★ A £200 donation will help pay for veterinary care



- ★ A £400 donation will pay for urgent building repairs
- ★ A £500 gift will pay for a life-saving operation and post-op care

### **Kennels in Crisis**

The recent flooding has had a devastating effect on many of our kennels; some are in a terrible state of disrepair. We urgently need to rebuild them, otherwise we will have no choice but to turn distressed animals away... Can you help us to give these animals a home they deserve? A donation of just £400 now is enough to start our kennel rebuilding programme before the Winter sets in. Think of the difference your donation will make...

### **Happy endings**

Since many animals who arrive here are ill, abandoned or separated from families, we see it as our duty to make them feel special again. Some animals have endured the worse abuse imaginable. So, after nurturing them back to health, we spend much of our time trying to re-home these loving pets.

Just last year alone, we successfully re-homed over 400 of our residents. Many pets were happily re-united with their owners too. A donation of just £50, or whatever you can afford, will help fund our rehoming service for a week. For these animals, your generosity is life-changing. More importantly, you will help an unwanted pet feel loved again.

Sadly, some of our animals cannot be re-homed, due to ill-health or old age. Your donation, therefore, will make such a difference to their lives. As you know - our pets are not just animals; they are our companions and our friends. Sometimes, they are the only family we have. So, your gift will allow these special animals to live a dignified life surrounded by people who *care* about them..

**Make a difference today - make a donation - help make an unwanted pet happy...**

### **Ways you can help**

✓ Donate

You can make a one-off donation, by simply filling in the tear-off slip and returning it to us in the pre-paid envelope attached. Or you could easily set up a standing order with the



same form and make a monthly donation. And on our website, we have a secure online payment facility. ([www.xxxx.co.uk](http://www.xxxx.co.uk)) Perhaps you would like to leave a lasting legacy, by remembering us in your will? What a comfort to know you can help others to live, after you have gone...

#### ✓ Buy a gift voucher

Our unique 'Moggy doggy carer for the day' gift voucher, is the perfect gift to someone who loves animals. You can be part of the grooming and 'walkies' programme, as well as learn how to care for different breeds. What a great opportunity for someone who might want to work with animals in the future.

#### ✓ Adoption scheme

Some of our residents are permanent live-in guests, who will live out the rest of their days with us at XXXX. We have a no-destroy policy here, so sponsoring one of these animals is a thoughtful way to help us care for our most vulnerable residents.

Choose one of our special animals to adopt for the year and you will receive:

- A picture and adoption certificate
- Our 'Paws For Thought' magazine twice a year
- Two invitations to visit your pet on certain visiting days

Just ring freephone 0800 644821 if you want to adopt a pet, buy a gift voucher or leave a legacy!

### **Future Plans**

Thanks to your caring support, we recently completed last year's mission. Our animals can now exercise and play in open-air runs, instead of being cooped up inside their pens.

Our next plan is to fund a "New Arrivals" unit for sick, frightened animals who need one to one care within a quiet environment. Many animals are terribly stressed when they first arrive and need intensive care. To help animals like these, we are hoping to be able to offer full-time in-house veterinary care so our new residents don't have to wait for a local vet to call in. Think about it for a second: if someone in your family was ill or in trouble,



wouldn't you want them to receive first class, immediate care? Please help by giving generously. We need your support NOW.

Finally, as a UK taxpayer, you can make your donation worth almost a third more, at no extra cost to you. By completing the enclosed gift-aid form and popping it in the pre-paid envelope, we will be able to reclaim tax. This way, your donation will stretch even further.

**Make a difference today, by helping to give these animals the home they deserve.**

Yours sincerely

XXXX

Managing Director

PS. Have you spotted the cute paw print address labels at the end of this letter? This gift is our way of saying thank you for your support. If you want to use them, please donate at least £30 to our home. With the help of people like you, who care enough to make a difference, together we can make an unwanted pet's life a happy one ... It will be the best gift you'll ever give!

