

LONELY PAWZ

Supporting People and Pets

Business Plan

For Proposed

New Centre

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Charity Number 110587

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SUMMARY

Lonely Pawz is a Redruth based charity, run by volunteers, providing help and support for people when they face difficulties resulting in separation from their pets. This is a business plan to establish a new centre for Lonely Pawz on a larger site in the Redruth area.

We are already well established in the local area, and with our existing expertise, the new site will enable us to meet a growing demand for helping people who are often in poor health or in distress and unable to keep their much loved pets, either temporarily or permanently. We intend to increase our capacity from 8 pens to 20.

The objectives of Lonely Pawz for the new centre are as follows:

- i) *Take in and re-home pets for owners who are unable to look after them any more.*
- ii) *Provide respite care for animals of owners who have a temporary need.*
- iii) *Provide a pet for companionship for a long or short term.*
- iv) *Initiate links with other charities, e.g. Age UK.*
- v) *Encourage planned visits by those who benefit from the therapy of being with animals.*
- vi) *Facilitate training and education.*

The costs of the charity are currently met by fundraising and donations. We are unable to provide any finance for the new centre.

We anticipate that financing of ??? will be required as follows:

Capital Costs

- i) *The land.*
- ii) *The cattery/small animal block.*
- iii) *Two apartments.*

Cont'd

- iv) *Café/shop*
- v) *Office*
- vi) *Treatment room.*
- vii) *Groundwork, gates, fencing.*

THE PAST

Lonely Pawz was founded 10 years ago by local vet Jennifer Williamson. Jenny recognised the distress felt by those who were parted from their much loved pets due to significant changes in their domestic situation.

The rescue centre was then established at one of Jenny's veterinary practices, taking in and caring for pets who were parted from their owners either permanently or temporarily. Owners were kept informed with news of their pets' welfare, and reunited with them whenever possible. Other pets were rehomed or put into respite care with caring new owners. At that time, there was capacity to look after 6 pets, each typically staying for a period of between 1 and 12 months.

The pets were looked after by veterinary nurses at the practice.

In 2012, Jenny decided to sell her veterinary practices, and Lonely Pawz moved to her home at Foxworth, Sandy Lane, Redruth, the charity then renting the space from her. 4 pens were constructed and were occupied continuously. Requests for the charity's help increased from pet owners in the local community. In an average month, 6 pets were taken in, while as many were turned away.

The need to increase the capacity for helping owners to find care for their pets became evident.

MANAGEMENT

All those involved give their time to Lonely Pawz without pay.

Jennifer Williamson BVet Med MRCVS. Veterinary Liason Officer

Jenny heads up Lonely Pawz, and is a veterinarian of forty years' experience. In addition to running practices of her own in Redruth during this time, Jenny has also been well known as the "phone in" vet on BBC Radio Cornwall for the last thirty years.

Deciding on a change of direction, Jenny sold her veterinary practices in 2012 and studied acupuncture for pets. She now networks with acupuncturists internationally to discuss ideas and potential clients.

Jenny's extensive professional experience has made her very aware of the relationship between owners and their pets, and the emotional difficulties which result when separation occurs.

Trustees

Chairman

Treasurer

Secretary

IT Support

Cont'd

Volunteers

There are between fifteen and twenty other volunteers who concentrate on fundraising. The number varies slightly as individuals' spare time allows.

The Charity Who We Help

To the vast majority of owners, their pets are loved as members of the family. To a significant number of those owners, the pet is the only family member, and separation can cause great distress.

An animal can be a vital support, providing company, someone to talk to, to give and receive love and affection, when there is nobody else around. This is where we step in, to provide help to people who are separated from their pets, or who will benefit from having a pet in their home, temporarily or permanently.

We can provide respite care for pets, greatly relieving the distress for owners, knowing that their pets are secure and cared for.

We can rehome a pet to someone who would very much love to have one for companionship, but we will provide veterinary care, and take the pet back if the owner can no longer keep it.

To some, just to be with animals, stroking a cat, or cuddling a small pet, can be very therapeutic. Under supervision, those with, for example learning difficulties or autism, can spend time with animals at the centre, enjoying their company.

Those who can benefit from Lonely Pawz will include:

- i) Elderly or infirm people needing to go into care.*
- ii) Owners going into hospital, or respite care.*
- iii) Tenants evicted from their homes, looking for homes which accept pets.*
- iv) People who enjoy the company of a pet in their homes for a shorter term.*
- v) People who benefit from the presence of animals, therapy of cuddling and stroking them.*

We will be establishing contacts with other organisations such as MIND and Age UK, who will be able to put us in touch with people who they feel we can help.

Education

We are in contact with Cornwall College and occasionally have students at Lonely Pawz on work placements.

At the new centre, we will be able to extend this facility to more students. Jenny will provide veterinary tuition in nursing and animal care.

Brownies and Cubs will also be able to spend time at the centre to work towards their Animal Care badges.

The Operation

This will begin with a request from, or on behalf of, an owner who needs help with giving their pet a temporary or permanent home.

If we are able to accept the pet, we will put the owners mind at ease and settle the animal at Lonely Paws. Jenny provides any veterinary care before animals leave. Sometimes the stay will be respite care and the pet returns to the owner.

If this is not possible, we find a new loving home for the pet.

Requests and contacts come from a number of sources:

- i) Telephone call from the owner.*
- ii) Word of mouth, from a third party e.g. relative or neighbour.*
- iii) Via email or social media from our website.*
- iv) Enquiries at fundraising events.*
- v) The “Phone – in” on Radio Cornwall.*
- vi) Previous re-homers.*
- vii) Links with other local charities.*

The new centre will enable us to expand on this service via media coverage, and people visiting us either socially or for education. This will raise awareness for Lonely Pawz and enable us to help more pet owners and find more people who would benefit from adopting a pet.

Fundraising

We have a team of 15 – 20 dedicated and hardworking fundraisers.

Money is raised from:

- (i) *Table top sales*
- (ii) *Donations at the sales*
- (iii) *Raffles*
- (iv) *Sponsored events*
- (v) *Dog Shows*
- (vi) *Local Celebration Days*

We attend many other events

The New Centre

This will comprise:

- (i) *20 purpose – built pens.*
- (ii) *Veterinary treatment room*
- (iii) *Two studio flats for residential staff*
- (iv) *Storage area*
- (v) *Office*
- (vi) *Café*
- (vii) *Education area*
- (viii) *Shop*
- (ix) *Reception area*

Studio Flats

Two full-time paid staff, possibly veterinary nurses, will be required to live on-site as the animals cannot be left unattended. The staff will be able to deal with emergencies and oversee the daily running of Lonely Pawz, offering advice and support to pet owners, accepting animals into the centre, rehoming, and helping volunteers.

Veterinary Treatment Room

Jenny will provide veterinary care and give advice and reassurance on medical issues to pet owners and those taking pets into their homes.

Office

We will need to pay support staff for up to 2 hours per week for book keeping and other office work.

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Café/Shop

The café, approximately 20 covers, and shop may be combined in one area for extra sales potential, and will generate vital funds for the centre. This unit will also facilitate training, education, and events such as “Meet the Pet” for elderly people. There will be an opportunity to increase income by renting out the café/shop for meetings and functions.

Should the popularity of this area increase, resulting in the need to expand, we would consider a unit from Isospaces (see appendix). This is a local company, based in Newquay, which has won acclaim for its’ innovative ideas. Around the world, there are about 30 million redundant shipping containers left to rot away. Isospaces recycles these in to rooms with a multitude of uses. Using local labour from dockyards, and drawing on up to date training in engineering and design from students from Falmouth University, the shipping containers can be recycled to provide a space specific to the customers’ needs.