

If undelivered, please return to: Dogs Trust,
Ashbourne Rd, Finglas, Dublin 11.



Postage Paid Postas Íochta
Baile Átha Cliath DM9515

DogsTrust

Sample Name
Sample Street
Sample town
Sample County

What's the best thing
YOU CAN GIVE an
abandoned dog like
Bella for Christmas?

Bella who was rescued by Dogs Trust after being neglected & abandoned.



<p>1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 	<p>1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 	<p>1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 
<p>Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 	<p>Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 	<p>Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 
<p>Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 	<p>Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 	<p>Mrs. Joan Sample, 1 Sample Street, Sample Grove, Sampletown, Co. Sample.</p> 
<p>Mrs. Joan Sample,</p>	<p>Mrs. Joan Sample,</p>	<p>Mrs. Joan Sample, 1 Sample Street,</p>

Plus... there's a selection of free dog lover's gifts enclosed for you too!

Sample House
Sample Street
Sample Town
Sample County



The best thing you can give
an abandoned dog like Bella
this Christmas is **LIFE**

If you agree that a dog is for life and not just for Christmas...
please will you send a special **€25 Christmas Gift Pack**
to save an abandoned dog's life and help them
find a new "Forever Home" too?

Christmas 2015

Dear Friend,

If you love dogs like I think you do...

...your heart will melt when you hear Bella's story.

She's not exactly what you'd call a 'pretty' dog... but she's incredibly cute, has a beautiful soul and a heart of gold. All she wants in life is love.

Tragically though, that's not the way things began for poor Bella.

We don't know her full story. We can only guess at what happened to her. But if she could talk, I think she'd tell us a sad, but all too familiar tale, of mistreatment, neglect and selfish mistakes by the humans she wanted so badly to trust and love.

She came to us in February, strayed and abandoned. Before that, she faced a very uncertain future. But luckily for Bella, she ended up in Dogs Trust. She was a...

A 'Forever Home' is a lifelong home with a loving family. The kind we find for thousands of dogs a year. Without Dogs Trust, and people like you, these dogs could face a very different fate.

...young pup, so our guess is she was given to someone as a “Christmas present”.

Someone who didn’t know how to care for her or love her as she deserved.

It was bitterly cold last February, as you’ll probably remember.

And Bella came in to us in a terrible state. With signs of neglect all over her half starved little body.

She was very quiet and withdrawn. She had a very bad skin condition called mange, causing itchy, raw patches on her skin and clumps of her fur to fall out.

Her right eye was horribly swollen. So swollen that it was completely closed and unfortunately had to be removed. Her other eye – as you might have noticed from her photo – was cloudy. A sign of an eye infection which had damaged her vision, leaving her only partially sighted.



Poor Bella was in a shocking state when she came to us, with her right eye badly infected and swollen tight shut.

But despite her tragic condition, we saw that there was a wonderful, beautiful dog inside, just aching to give her love to a kind and caring family.

Without Dogs Trust, Bella would almost certainly have been destroyed.

But our policy is never to put a healthy dog to sleep, and in our eyes, that’s exactly what Bella was.

Of course, she wasn’t called Bella when she came to us.

She was nameless, collarless, and homeless.

But we gave her a name, Bella meaning “beautiful”, nursed her back to health, and promised her we would find her a new home too.

And thanks to the amazing support we receive from generous and caring dog lovers like you, we made good on that promise. Bella now has her Forever Home.

And you can help us do the same for another abandoned and neglected dog this Christmas.

Dogs Trust receives no government funding and is 100% reliant on the generosity of people like you to help dogs like Bella. Please make a gift today and help us save...

...another dog like Bella by using the donation form I've enclosed for you. You can choose one of three special Christmas Gift Packs valued at €25, €50 or €120 to send to an abandoned dog this Christmas. Which would you prefer to choose?

... a **€25 Happy Pack** can make a dog like Bella happy and comfortable when she first arrives to Dogs Trust consisting of a cosy bed and interactive toy.

... a **€50 Hope Pack** can provide the veterinary care to help a dog like Bella get back on her paws and start her road to recovery.

... a **€120 Home Pack** will help towards neutering, microchipping and vaccinating a dog like Bella, preparing her for her Forever Home.

A **Forever Home** is the one thing every abandoned dog wants.

Not a home for Christmas. Not a temporary home. But a home for life. With caring loving people who will adopt her and give her all the love, care, attention and exercise a dog deserves.

And that's exactly what Bella now has... a lovely **Forever Home** with a family who all adore her and who she can adore back until her heart's content. She lives with her family in Co. Sligo, where she's having a fantastic time and has hopefully forgotten all about her tough start in life.

Last year alone, we gave 3,230 abandoned dogs a wonderful, fresh start in life just like Bella's.

3,230 dogs whose lives could otherwise have taken a very different path.

People like you saved their lives.

People like you helped us feed them. Love them. And care for them.

So if you love dogs like I think you do, please will you help us to do the same again for thousands more over the coming year? All you have to do to help make this happen is send a **€25 Happy Pack**, **€50 Hope Pack**, or **€120 Home Pack** this Christmas to save a dog's life, and help us find them a **Forever Home**.

I really can't stress just how much I need your support.



A happy Bella enjoying the garden in her new Forever Home in Sligo.

You see, without the amazing support we receive from dog lovers all over Ireland, all of those dogs might not be here with us today.

But thanks to people like you, they're all safe and happy, living with their Forever Families in their Forever Homes.

Isn't it amazing to think you can do the same thing for another abandoned dog this Christmas... that in one act of kindness and generosity, you can help give a dog like Bella the two most precious gifts any dog can have?

The gift of HOPE... and the gift of A HAPPY HOME.

What a wonderful gift for an abandoned dog at Christmas.

Thank you so much,

Mark Beazley

Mark Beazley

Executive Director, Dogs Trust

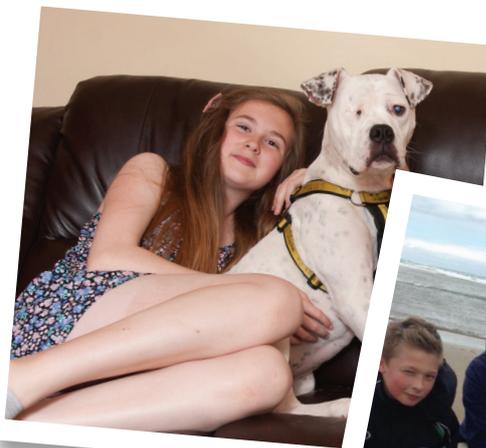
I really hope Bella's story has touched you the way it touched me. In the spirit of the festive season of giving I have enclosed some doggy gifts for you to enjoy.

Enclosed for you are address labels, a window sticker, a bookmark and some lovely cards.

I have also sent you an ornament for your tree and one for you to send back for our tree along with your gift and message for all the dogs here at Dogs Trust this Christmas.

Any gift you can send today will help us save more dogs like Bella.

P.S. If you can send a €25 Happy Pack this Christmas, you'll help save a dog like Bella. If you can give a €50 Hope Pack, you'll help to provide the veterinary care needed to nurse dogs like Bella back to health. And if you can give a generous €120 Home Pack, you'll be helping us to get them ready for a new Forever Home too. Please do all you can, and thank you for putting dogs first!



Bella is enjoying lots of fun times with her new Forever Family the Cunnanes.



<Personalised>, please will you send a Christmas Gift Pack today to save the life of a dog like Bella?

YES! I want to put dogs first this Christmas with:

€<ASK1> **HAPPY PACK** to help make dogs feel content and comfortable during their stay at Dogs Trust.

€<ASK2> **HOPE PACK** to help provide the veterinary care needed to help dogs like Bella get back on their paws.

€<ASK3> **HOME PACK** to help prepare Dogs Trust dogs for their Forever Homes providing essentials like neutering, microchipping and vaccinations.

* **MY OWN AMOUNT OF** € _____

* **AN EXTRAORDINARY GIFT OF €5,000**
to feed all the puppies in Dogs Trust for 6 months.

* *If you are a taxpayer and you give over €250, your gift is worth an additional 45% to Dogs Trust at no extra cost to you.*



I enclose a cheque/postal order/bank draft (Please make payable to Dogs Trust and write your name and address on the back)

OR

Please debit my: Visa Mastercard

Card Number

Security Code Expiry Date

Signature _____ Date _____

Please fill in/update your contact details below:

Sample Name
Sample House
Sample Street
Sample Town
Sample County

Tel _____

Email _____

Thank you so much <Personalised>. Dog lovers like you are the best!

Please complete the form and return in the FREEPOST envelope provided.

We would like to send you updates about how your support is helping us save the lives of more dogs like Bella. We'd also like to tell you about supporter events and opportunities to support our work.

If you'd prefer NOT to receive communications from us, please tick this box

Dogs Trust Limited, Ashbourne Rd, Finglas, Dublin 11 | Registered Charity Number 20057978

Telephone: 01 879 1000 | Lo-Call: 1890 25 29 28 | Email: enquiries@dogstrust.ie | www.dogstrust.ie

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What your support achieves



New Puppy Wing extension built in 2014. Capacity to rescue an additional 500 puppies every year.



Total Number of Visitors to the Centre in 2014:

5,233



Total number of Dogs Rehomed in 2014:

3,230



Number of Dogs Neutered in 2014:

5,300

Number of Dogs Microchipped in 2014:

5,235



Education



1,617

Number of Education workshops delivered in 2014



48,500

Number of children educated about responsible dog ownership in 2014

Educational resources for teachers are available at www.learnwithdogstrust.ie



Reduction in the number of dogs put to sleep in Irish Pounds since our work began:

48 dogs per day to under 8 dogs per day.



Number of dogs put to sleep in Ireland last year: 2896.



Our mission is to ensure all dogs enjoy a happy life, free from the threat of unnecessary destruction.

1%

Governance and administration cost

69%

Rescue, rehabilitation and rehoming of dogs and puppies

30%

Reinvested to raise essential future funding.



All Dogs Trust dogs and puppies are:

Neutered
Microchipped
Vet Checked
Dewormed & Defleaed
Fully Vaccinated



Rescue & Rehoming (Rescue & Adoption)

Reduction in Dog Numbers (Neutering)

Responsible Dog Ownership (Education)

Regulation (Improving and developing animal welfare legislation)

Dogs Trust
4 R's

€5 million running costs per year.

Including €1m on neutering and microchipping campaign.

0% Government funding. We rely on the kind generosity of the public to make our life saving work possible.



We never destroy a healthy dog



Our full audited accounts are available at www.dogstrust.ie



DogsTrust



STEP BY STEP...

**How you can save a dog
like Bella and find her a**

FOREVER HOME...



So what does it take to turn a sad, neglected and abandoned pup like Bella into a healthy, happy dog with a loving Forever Home?

Dogs Trust + YOU

Read on to find out how you can help a dog like Bella make the journey to find her Forever Home and Forever Family.





STEP ONE: You start the process

Just choose one of these three life changing Christmas Gift Packs for an abandoned dog.



HAPPY PACK

€25

can make a dog like Bella happy and comfortable when she first arrives to Dogs Trust consisting of a cosy bed and interactive toy.



HOPE PACK

€50

can provide veterinary care to help a dog like Bella get back on her paws and start her road to recovery.



HOME PACK

€120

can help towards neutering, microchipping and vaccinating a dog like Bella, preparing her for her Forever Home.



STEP TWO: We do the leg work



Bella on the mend.

We'll turn your gift into real hands on TLC for an abandoned dog like Bella this Christmas. We'll feed her well. We'll make sure she always has a clean, dry, warm bed. Our Canine Carers will provide lots of love and cuddles. And we'll vaccinate her, neuter her, microchip her, and make sure she gets professional veterinary care too.





STEP THREE:

A dog finds a new home



*Bella in her new Forever Home
with the family that adopted her.*

No matter how much you give today, your support will help an abandoned dog like Bella to reach the most important day of her life... the day she leaves our care to go and live in her Forever Home. Finding good people and making sure they're suitable to adopt a rescue dog is key. And you can help make that possible through your Christmas gift too.





Thank you so much for helping
a rescue dog like Bella find a
'Forever Home' this Christmas!

**A dog is for life,
not just for Christmas®**



DogsTrust

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Registered Charity Number 20057978

ABANDONED



Status: **REHOMED**

...THEN SAVED BY SOMEONE LIKE YOU!

Bella came to us shortly after Christmas last year. She was around three months old. We believe she was one of many "January Dogs", given as Christmas presents to people who are completely unprepared for a pet dog, then abandoned in the New Year.

She was in such terrible state that she lost one of her eyes. Almost both. Fortunately, thanks to amazing 'dog-loving' supporters like you, we were able to nurse her back to health and find her a new "Forever Home".

ABANDONED



NAME **Chip**

AGE **xxx**

BREED **collie cross**

SEX **Male**

Status: **RESCUED**

ABANDONED



NAME **Sparky**

AGE **xxx**

BREED **Lab cross**

SEX **Male**

Status: **REHOMED**

ABANDONED



NAME **Holly**

AGE **xxx**

BREED **corgi cross**

SEX **Female**

Status: **RECOVERING**

Registered Charity Number 20057978

PLEASE HELP

us rescue another dog who desperately needs you today!