2026/2027

# Wag




For dog lovers

DogsTrust

# Welcome to Wag

**Welcome to another edition of Wag.**
**The most dog-filled magazine in the universe.**

We've been spending the last year the same way we spend every year: doing everything we can to make the world a better place for dogs and the people who love them (that's you).

Learn all about our work around the world on page 21, check out our new and improved behaviour services on page 3, and find out why treats are just the trick on page 13.

We're so happy you're here with us celebrating everything we've achieved together in the last year.

**Team Wag xo**

## On the cover



Our cover girl this year is the adorable Ivy. Every dog has a story, and Ivy's is one of our favourites. It begins with a family at breaking point and ends somewhere very different. Find out more on **page 6**.

## On the envelope



Eight-year-old Twiglet is a super sweet girl who's been with us for over 2,300 days. She's a little worried around strangers and other dogs, but with the right home, she could absolutely thrive. She's just looking for someone to give her a chance. Could that be you? **Contact our West Calder centre for more info**.



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

**Need a digital version of this magazine, or another format? Get in touch with us at wag@dogstrust.org.uk**

Send your pooch pics to **wag@dogstrust.org.uk** (high-resolution please!)

### Want more Wag?

For all our latest advice, news about our work, and pupdates from our furry friends, sign up to our monthly emails at **dogstrust.org.uk/sign-up** or by **scanning below**.



# Happy rehomes

These pooches are all the centre of attention in their new homes, all thanks to your support.



Aurora ♥ Canterbury



Larry ♥ Shoreham



Bee ♥ Darlington



Hop ♥ Glasgow



Pongo ♥ Shoreham



Jet ♥ Leeds



Bella ♥ Newbury



Missy ♥ Harefield



Kelly ♥ Shoreham

# Dealing with behaviour issues? You're not alone



**Having a dog in your life can come with all sorts of challenges. From puppies who won't stop chewing, to rescue dogs struggling to settle in, and everything in between.**

**Every dog, and every owner, needs a helping hand sometimes. So we're here, when you need us.**

In recent years, we've seen a rise in the number of dogs and owners needing behaviour support. That's why we launched our new and improved behaviour services: to help owners when they're worried, struggling, or considering giving up their dog. Our services were designed to support all dogs, with problems big and small, but particularly those facing complex behavioural challenges.



"Many dog owners need support beyond initial puppy training," says Behaviour Coach Team Leader, Lana-Mae Hamper. "The services we offer aim to help keep owners and dogs, not just together, but happy together whatever life stage they're at."

We've offered training support for many years. But now, we're focusing on helping owners and dogs with more complex needs, including separation anxiety and aggressive behaviours like biting, lunging and growling.

Our aim is to support owners at risk of giving up their dog or facing incredibly difficult decisions about their future.

Importantly, our services are there for everyone – whether you've adopted from us or not.

The journey usually starts with our free Behaviour Support Line, where owners can get reassurance and practical advice. Many get the help they need from that first conversation alone.

We've already helped tens of thousands of dogs through our behaviour services, which shows just how many of us dog lovers benefit from a little extra support.

The main message Lana wants owners to hear is that asking for help is nothing to be embarrassed about. "A lot of the time people feel guilt and embarrassment," she says. "'My dog's behaving like this, it must be my fault.' That can put them off asking for help."

"It's okay to ask for help. Our behaviour experts are trained to offer non-judgmental, welfare-focused advice," says Lana.

In reality, behaviour problems develop for all sorts of reasons, and many can be improved with the right support. Behavioural support isn't just for emergencies. Dogs, like people, go through different life stages and circumstances. A new baby, moving house, changes in routine, another pet joining the family, or simply growing older, can all affect a dog's behaviour and the dynamic at home.

Whether you've noticed a small change in your dog's behaviour, or you're facing a challenge that's affecting everyday life, you're not alone.

Call our Behaviour Support Line today on **0303 003 666** or visit **dogstrust.org.uk** for more help and advice.

**It's okay to ask for help.**
**Our behaviour experts are trained to offer non-judgmental, welfare-focused advice.**







# A little understanding goes a long way



**Seren found a home with experienced dog owner Annie. But as Seren grew, so did their problems.**

Annie had a soft spot for bigger dogs, so she wasn't phased by adopting a Malinois Rottweiler cross like Seren. "We'd had a dog in the family for over 40 years and recently lost our older Labrador," says Annie.

"I couldn't look at Seren and not fall in love."

As she grew up, Seren had heaps of energy, which sometimes came out too enthusiastically towards her human friends.

"Seren got very excited by visitors. I'm 75 and a lot of my friends are my age and older, so she could easily knock us over!"

Then Seren started to guard her food and show aggressive behaviours. "She snapped at me many times over food," recalls Annie.

It was starting to stop Annie from fully enjoying life. "I was very anxious, I almost felt scared of her. I started to give up social plans, which was hard as I had lost my husband and live in a remote place."

Annie knew she had to take action for both of them to be happier.

## A life-changing call

After a desperate late night when she was struggling with Seren's behaviour, Annie picked up the phone to our Behaviour Support Line.

As soon as she made the call, everything started to feel calmer.

"I suddenly felt like I wasn't alone. Someone understood my problem at last."

Annie soon found out that our support isn't one-size-fits-all, but that our experts could tailor support to her and Seren.

"I learned so much about Seren's emotions and why she was feeling overwhelmed."

After speaking to one of our behaviour experts, Annie started training to prepare Seren for visitors and played with her outside more. Both these things, as well as carrying on other training, have had a huge impact.

Annie says Seren's recall has improved "100%", and she's much calmer. So much so that a friend asked if Seren was the same dog.

**"I suddenly felt like I wasn't alone. Someone understood my problem at last.**

"I no longer feel apprehensive, and I have my life back!" says Annie. "We have become better friends and have the relationship I always wanted to have. Hopefully, with the knowledge I have now, I can carry on giving my beautiful girl the life she deserves."

# Helping Ivy stay with her family



**When Zoe first met Ivy, she knew there was something special about her.**

**But just a few months later, Zoe was seriously considering whether she could keep Ivy.**

For the first few weeks, Ivy seemed like the perfect puppy. Then the biting started.

It wasn't the puppy mouthing most owners expect. Ivy grabbed clothes, pulled on skin and particularly targeted Zoe, her husband Rhys, and their daughter Lily.

Zoe realised this wasn't normal puppy behaviour when Lily came down for breakfast one morning.

"She got to the bottom of the stairs and Ivy jumped on her leg and was pulling her pyjamas, grabbing her skin at the same time," says Zoe.

"It was horrendous," she adds. "After that we had to get rid of all of Lily's pyjamas. Every single one had holes."

The biting wasn't the only challenge. Ivy lunged at cars and pulled so hard on walks that Zoe had back and pelvic pain. She also developed separation anxiety whenever family members left the house.

As first-time puppy owners, the family didn't know what was normal. They searched online, watched training videos, and asked friends for advice.

Nothing seemed to help. Eventually, Zoe reached breaking point.
"I was crying every day," says Zoe. "I remember saying to Rhys that we need to get some help now, because if we don't, we're going to have to rehome her."

## Getting help

We initially supported Zoe over the phone through our Behaviour Support Line, talking through Ivy's behaviour and suggesting safety plans to put in place.

The family put the advice into practice, but it became clear Ivy needed more specialised support.

So we arranged 1-to-1 support for Ivy and Zoe, with one of our behaviour coaches, Steph.

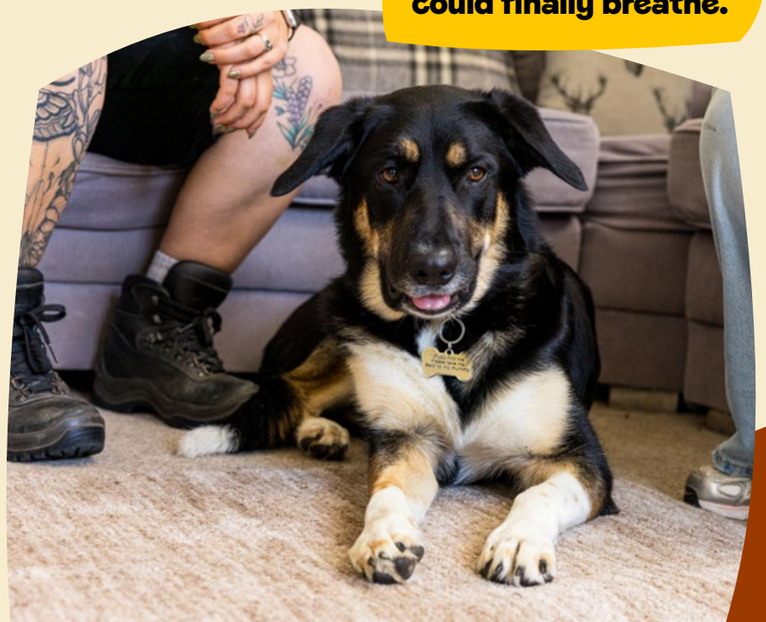
For Zoe, that was the turning point.

"I remember Steph saying to me, 'Zoe, I'm not going to lie to you, this behaviour is extremely challenging, but with some work, I think we can do something about it'."

Together, they worked on redirecting Ivy's biting onto toys by teaching her the words 'Ivy toy'.

"We worked and worked and worked on it," says Zoe. "And now if she's getting a bit too excitable around the house, all I need to say is 'Ivy toy' and she goes to put a toy in her mouth and calms down."

**"After the first session, I felt like I could finally breathe."**



Most importantly, Zoe stopped feeling like she was failing.

"After the first session, I felt like I could finally breathe," she says.

## Life today

The change didn't happen overnight, but gradually the biting stopped, the family relaxed, and the idea of rehoming Ivy disappeared.

Now, the family can enjoy life with a four-legged friend. Ivy and Zoe's children are inseparable; "They're best friends," says Zoe. "It's so cute. They love being around one another."

Zoe can no longer imagine life without Ivy.

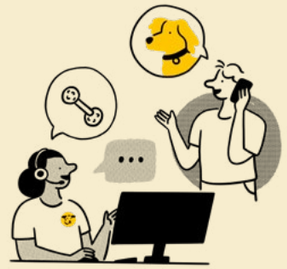
"She means the absolute world to us," she says. "From Steph's advice, we tried our absolute hardest to train Ivy, and now she's the perfect family dog."

## Zoe's advice to anyone facing a similar situation?

"Don't give up, please don't. If Ivy's behaviour can change from how she was to how she is now, there's hope for all dogs. Just keep going. Don't give up."



# Behaviour services at a glance



## Behaviour Support Line

**Phone: 0303 003 6666**

**Get free advice over the phone from one of our behaviour experts:**

- immediate tailored support and management tips
- follow-up info and resources
- referral to our other behaviour services if needed.

**Cost: free**

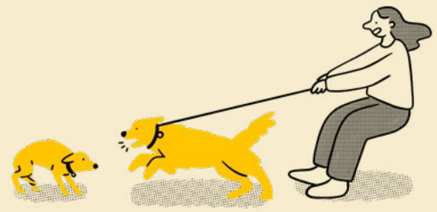


## 1-to-1 Behaviour training

**Tailored support from a behaviour coach for you and your dog:**

- 60-minute practical session
- in-person or online
- tools to progress your training at home.

**Cost: £90**





## Reactive dog package

**Specialist support for managing reactivity around other dogs:**

- 1-to-1 session with one of our behaviour coaches
- a five week small group course
- in-person or online
- learn techniques to feel more in control of challenging situations.

**Cost: £135**

## Specialist behaviour package

**In-depth support for more complex behaviour concerns:**

- consultation with a qualified Clinical Animal Behaviourist
- tailor-made behaviour and training plan
- personalised coaching from our expert team.

**Cost: £290**

## Reduced-cost support

If you get means-tested benefits, or you're struggling with finances, we may be able to offer you a discount. Get in touch to find out more.

## Get in touch

If you're struggling with your dog's behaviour, you don't have to face it alone. Call our Behaviour Support Line today on **0303 003 6666** for free, expert advice. Or visit **dogstrust.org.uk** for more information on our behaviour services.

# Wag Loves

## Catalogue

Shop ‘til you drop while raising pounds for our hounds with our Christmas Catalogue. Here’s a selection of our faves, but we’ve not even scratched the surface. Dig out more deals at

**dogstrustgifts.co.uk**




£5.99

### Dogs Trust A4 calendar 2027

**Our best-seller!**
Show your support with this practical month-to-view calendar featuring heartwarming real-life stories of dogs we’ve helped across the UK. Plenty of room for notes and reminders too.




£4.50

### Dogs Trust slim diary 2027

**New and improved format –** with full colour images throughout. Organise your busy life with this week-to-view pocket diary. **Open size:** 170 x 170mm.

### Paw print seagrass basket

A natural round seagrass basket decorated with hand-painted black paw prints on each side. Strong, durable, sustainable, lightweight and naturally resistant to stains. This flexible design can be used open with the plaited carry handles or collapsed into an equally practical bowl shape. The fanned weave base aids stability. Handcrafted in Vietnam by local artisans.



£22.99



£5.99

### Dog mum socks

Cotton-rich socks for doting dog mums.



£16.00

### Sausage dog vase

A delightful doggy to display flower arrangements. Ceramic.



## Our partners

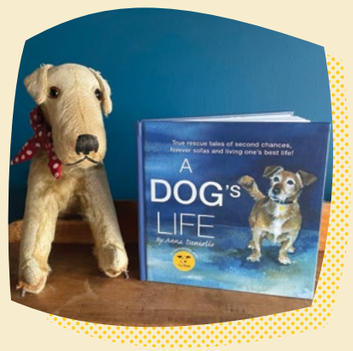
Our partners are always giving us a helping paw when it comes to looking after our dogs. You get a great deal, we get extra cash, more dogs get the love, care and forever homes they deserve. It’s a no brainer.

### Slumberdown

Slumberdown supports Dogs Trust by making a donation from every sale of their Paws for Slumber pet bed range. The range includes options such as versatile vet mats, ideal for home use or on the go.

Wag readers can also receive 20% off the Paws for Slumber range using code WAG20. Find out more at:
**dogstrust.org.uk/slumberdown**



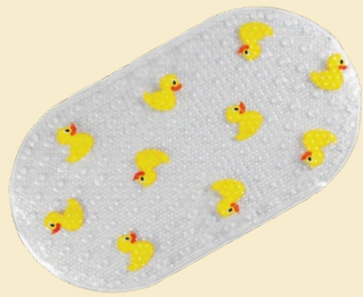



### The Little Dog Laughed

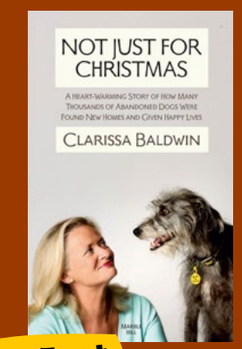
A Dog’s Life from The Little Dog Laughed is a heartwarming collection of 50 stories celebrating the dogs who’ve found their forever homes after time in our care, brought to life with original watercolour illustrations by artist Anna Danielle. For every book sold via their website, 20% of the purchase price is donated to Dogs Trust, helping us continue our vital work. Find out more at:
**dogstrust.org.uk/the-little-dog-laughed**

### Aqualona

We’re working with Aqualona, who donate 2% of every online sale to Dogs Trust. Their range includes products which can help make bath time easier and more comfortable for both you and your dog. These contributions help fund our vital work, supporting the thousands of dogs we care for and rehome each year. Find out more at:
**dogstrust.org.uk/aqualona**



**Why not check out...**




### Not Just For Christmas

Discover more about our history in an uplifting new memoir from Clarissa Baldwin CBE, the creator of our iconic slogan **A dog is for life, not just for Christmas®**. As our Chief Executive for nearly 30 years, Clarissa transformed Dogs Trust from a small charity to a household name and helped thousands of abandoned dogs find safety, rehabilitation and loving homes.

# Your chance to win £15,000!



Support our furry friends by playing the raffle and you could win epic cash prizes too! You'll be helping dogs like Twiglet to secure the jackpot, who's spent over 2,300 days in our care!

**Hi, I'm Twiglet!**

- £15,000 – 1st Prize
- £1,000 – 2nd Prize
- £500 – 3rd Prize
- 5x £250
- 10x £100

## How would you feel if you won?

Maybe you'd be:

**"Thrilled, surprised and in complete shock"**

like Agnes who won last year's £15,000 jackpot. Agnes has been a devoted supporter since adopting her beloved German Shepherd, Sheba, from our Shoreham centre in 2013, and they shared 10 wonderful years together.

**"Sheba gave me so much love and enjoyment over the years, even though she could be naughty at times. She is still sorely missed, so I enter the raffles as another way of donating to Dogs Trust.**

**– Agnes,** Winter Raffle 2025 Winner



**"I was elated and so chuffed to have won! I've just moved house, so used my £100 winnings to help buy my dream sofa in a gorgeous wine red colour!"**

**– Melissa**



**"I was so excited! I never win anything, so I was delighted! I've already donated part of my winnings back to Dogs Trust and treated myself to some shopping too.**

**I love dogs, especially my Lhasa Apso, Buster. I play the raffle so I can help more dogs to be looked after."**

**– Janet**

**Just £1** will make a real difference in the lives of countless dogs across the UK and beyond. And did we mention you could **win a whopping £15,000?**

## £1 to play

**Scan to enter the Winter Raffle, you could win big!**

**Visit dogstrust.raffleentry.org.uk/entries**

18+, GB only. Online entry closes 15 Jan 2027. For full T&C's visit our website.

Dogs Trust Legacy is licensed and regulated in Great Britain by the Gambling Commission, account number 4639. Dogs Trust Legacy is part of the Dogs Trust Group and the net proceeds from the raffle are used for the charitable objects of Dogs Trust.

Registered charity numbers 227523 & SC037843

Registered with FUNDRAISING REGULATOR

GambleAware Advice | Tools | Support

18+



# Wag's gags

**What kind of dog does magic?**

A Labracadabrador



**Why are dogs bad at dancing?**

They have two left feet





**What kind of dog always sneezes?**

A-choo-wawa

**Got your own tail-tickling wisecrack?**

Tag us on socials **@dogstrust** to share the laughs.



# Doggelgangers

**"Look dear, don't you think that Chihuahua has a touch of Anton Du Beke about them?"**

It's the segment you forgot was a thing, but is still a thing, and you actually do remember it now, and are happy it's here, even.

The doggelganger team have been working tirelessly trying to beat the world record for 'most hours looking at dogs who vaguely look like celebs' – and they've only bloomin' gone and done it. So, get your impressed face ready, and your standing ovation poised, as you enter the doggelsphere.




**Daniel Craig**



Three-year-old **Emma** may have Bond's piercing blues, but this agent is more sensitive than secret. Think less 'license to kill', and more 'license to chill' on the sofa for a snuggle. Gadgets? She's got the lot, and don't you dare call them "toys" in her presence. Teddy bears can be high-tech too, didn't you know?

**Bill Nighy**






Look into those soulful eyes and tell us **Toffee** the Poodle isn't Bill Nighy, only nervier and with fewer F-bombs to his name. Like him? You'll love him, actually. And speaking of *Love Actually* – we can't reveal the identity of Bill's double in the film (NDAs, eh?), but next time you watch it, just ask yourself why he's so blonde and furry whenever his back's to camera. Our lips are sealed...




At the time of writing, Emma is still in our Basildon centre looking for her forever home. To find out more, visit **dogstrust.org.uk/rehoming**.

Do you know a doggy doggelganger? Post a pic and tag us on socials **@dogstrust**.

# Your support keeps us running

**Whether it's a hike, 10k, or running a marathon, you're always showing up for our dogs. The money raised by your efforts provides essential care for countless pooches across the nation, and beyond.**

For dog lover Ross Koppel, running the Edinburgh Marathon was a way to give back for the care his dogs received in the first few months of their lives.

Ross rehomed Lenny and Lexi from our centre in West Calder nearly 10 years ago. Ross says “They were found as strays at just 6 months old. Thanks to the amazing work by the West Calder team, I was able to give them their forever home just a few weeks later”.

As Ross is an experienced marathon runner, the training and distance didn’t faze him. However, collecting donations was a bit more challenging. His fundraising page was off to a steady start, but he had to get creative to boost the much-needed donations.

Being known as a diehard Rangers supporter, he decided to make a pitch to his friends and family. If he hit his £500 target, as part of his training, he’d run a half marathon before the Edinburgh Marathon in the rival colours, the infamous Celtic strip!

Ross went on to smash his target and raised almost £1000 for all the dogs in our care.

Hundreds of people like Ross take part in short runs, marathons and treks all over the UK to raise pounds for our hounds.

**See what Ross’ friends and family had to say:**







Ross celebrating his marathon finish

## Fancy a challenge in 2027?

To join Team Underdog for any of these events (with a charity place or with your own place), pop us an email at **fundraisewithus@dogstrust.org.uk**

- **London Landmarks Half Marathon** – 4 April
- **Paris Marathon** – 11 April
- **Glasgow Kiltwalk** – 24/25 April
- **London Marathon** – 24/25 April
- **Isle of Wight Challenge** – 1/2 May
- **Jurassic Coast** – 15/16 May
- **Great Manchester Run (10k or Half)** – 23 May
- **Edinburgh Marathon (Full, Half, 10k, 5k)** – 29/30 May
- **Lake District** – 5/6 June
- **Run Thorpe Park 5k** – September (Date TBC)
- **Great North Run** – 12 September
- **Cardiff Half Marathon** – early October (Date TBC)
- **Royal Parks Half Marathon** – early October (Date TBC)
- **Run Alton Towers 5k** – November (Date TBC)



**Get involved and make a real difference for our furry friends.**



## Hi, I’m Patch!

After a difficult start to life, I now love nothing more than stretching out upside down for a snooze. But I never say no to a quick round of the zoomies, or a gentle stroll with my friends.

Will you be my sponsor pal?

**Sponsor A Dog**

You can sponsor Patch and many other dogs at **dogstrust.org.uk/sponsor**

# Training with a treat

## Your handy guide to reward-based training

**Training with rewards is all about teaching your furry friend that good things happen when they make a good choice.**



Rewarding your dog for doing something you want, like settling or not arguing with that squirrel in the park, will make them more likely to repeat the behaviour in the future.

### Why train using rewards?

- Science tells us that reward-based training is the best way for dogs to learn
- Training with rewards is fun, and helps build a positive bond between you and your dog
- Owners that train using rewards report fewer behaviour problems
- Reward-based training can help build confidence and encourage dogs to think for themselves.



### How to do it

Start by finding a reward they really like. Their favourite snack maybe, or that squeaky rabbit you wish you never introduced them to. All dogs are different, but food, toys and attention are good places to start.



### Rewarding with food

Whatever you choose needs to be safe for your dog and something they like. If you use food for training, remember to cut down on the amount your dog gets during meals to prevent weight gain.

Treats that dogs particularly love – something soft and smelly like cheese, sausage or chicken – can be used as the 'gold star' reward when your clever pooch gets something spot on. These can be chopped into small pea-sized pieces for training.

Use other treats, like dry dog biscuits or chopped up veg, to reward them when it's easier for them to get it right. Like when practising something they know in quiet environments.

### Rewarding with toys

Some pups really love to play. You can use a game with toys, like fetch or tug, to reward them for good behaviour. Make sure you teach your dog how to release toys using reward-based training so you can get the most out of your sessions.

### And for the attention-seeking pooches

We often underestimate how valuable our attention is. Most dogs feel good any time we look at, touch or talk to them. So, make sure your dog gets your valuable attention as a reward for the good choices they make, rather than when they're doing something you don't want them to.

### When to reward your dog

When teaching a new skill, reward your dog each time they succeed. Once they can reliably perform the behaviour in different environments, you can gradually reduce food rewards and use praise instead.



For example, start by giving a treat every time your dog gets it right. When they consistently understand the behaviour, reward every other time, then every third time, mixing treats with verbal praise or fuss. This keeps your dog motivated because they won't always know when to expect their favourite reward.

### Get your timing spot on

It's useful to have a marker to signal to your dog exactly when they're doing something right. The marker tells your dog they've aced it and a treat is coming. It must always be followed by the reward so your dog can be confident they've got things right. Good verbal markers include "Yes!" or "Good!"

### What if your dog isn't behaving how you'd like?

If your mischievous mutt isn't behaving how you'd like, think about whether they're being rewarded unintentionally. For example, if they jump up and someone talks to, looks at, or pushes them away, the attention itself may feel like a reward.

Instead, guide your dog towards a better choice, like asking them to sit before greeting someone, then rewarding them.

If they enjoy meeting people, the greeting itself can become the reward for keeping four paws on the ground.

You can also use everyday things your dog enjoys as rewards. For example, if they love running off-lead, let them do so after walking nicely on-lead for a short distance. Using rewards your dog values helps reinforce good behaviour in a positive, enjoyable way.

## Need some help?



### We're here to talk

Whether you're facing a tricky behaviour or feeling completely overwhelmed, we're here to help. Our team of experts can offer advice, training and support.
**Call us on 0303 003 6666**

Our free telephone service is open Monday to Friday 8:30am to 7:30pm; and 9:30am to 5pm on weekends and bank holidays.

## Good-dog banana bites

### You'll need

- **120g rolled oats**
- **1 ripe banana**
- **65g peanut butter (xylitol free)**
- **2 tbsp water**



### To do

1. Add the oats, banana, peanut butter, and water to a food processor or hand-mix to make a sticky dough.
2. Place some parchment paper on your counter and add the dough on top.
3. Place another piece of parchment paper over it.
4. Roll out the dough until it's smooth and about a ¼ inch thick.
5. Use a cookie cutter to cut out shapes and place on a lined baking tray.
6. Bake in the oven at 160°c for 20–25 minutes.
7. Store in air-tight container in the fridge.

**This recipe may not be suitable for certain dogs with sensitivities so please speak to your vet if you're concerned. Make sure these banana bites are given in moderation and that your dog's diet is modified to reflect the extra food.**

**Why not try these homemade banana bites to reward your pup through their training?**

### Join fellow dog lovers helping dogs thrive

Dogs Trust rehoming centres are supported through **Pets at Home Pets Club Lifelines Scheme**. A **Pets Club** member can select a Dogs Trust rehoming centre to support, and they raise Lifeline vouchers every time they shop.

The Lifeline vouchers are used by our rehoming centres to buy treats, toys and bedding for the dogs in Dogs Trust's care, to help make every day with us as joyful as possible.

By joining **Pets Club** and selecting Dogs Trust as your chosen charity, you can help raise even more Lifeline vouchers – at no extra cost to you – every time you shop or visit the groomers.



# Why dog insurance matters

**No one likes to think about their furry family member becoming ill or injured, but vet treatment can quickly become expensive. Dog insurance can manage unexpected costs and make sure your dog can access the care they need when they need it.**



The cost of insurance depends on lots of things, like your dog's age, breed, size, health history, where you live and the level of cover you choose. While more extensive policies usually come with higher monthly costs, they can provide valuable long-term protection – especially for lifelong conditions that need ongoing treatment or medication.

## Cover to cover... what does it all mean?

If you're looking at dog insurance for the first time, choosing which plan can be a bit of a minefield. But it's important to choose what's best for your pooch. Here are some common types of cover:

**Lifetime cover**

This allows you to claim for continual or lifelong conditions. For example, if your dog developed diabetes after taking out this policy, they would then be covered for the rest of their life. There may be a cap on the total you can claim in a year, which refreshes each year when your policy is renewed.

**Time-limited cover**

These policies cover illnesses or injuries for a fixed period, often 12 months. After that, the condition is excluded from your cover. If you've claimed for an illness or condition from one policy, it would then be classed as a pre-existing condition by other insurance providers.

**Maximum benefit cover**

This covers up to a pre-set limit per condition. Once you reach the limit the condition is not covered anymore and would be classed as a pre-existing condition by other insurance providers.

**Third party liability**

This only covers injury to someone else's dog or damage to their property, caused by your dog. It won't cover your own dog's treatment if they're injured. It may also cover you for legal representation in the event of prosecution.



## What is "excess"?

The excess is the amount you pay towards a claim. Policies with a higher excess often have lower monthly costs, but you may have to pay more if treatment is needed. Some insurers also ask owners to pay an age-related percentage of the vet bill on top of the excess.

## Read the small print

Insurance policies vary widely, so it's important to check what is and isn't included. Routine care like vaccinations, flea and worm treatments, neutering and standard dental care aren't usually covered. Pre-existing conditions may also be excluded.

Some insurers may include extras like prescription diet support or access to telemedicine services, allowing you to speak to a vet remotely when advice is needed quickly.

Choosing the right insurance policy can provide peace of mind and help you focus on what matters most – giving your dog the best possible care throughout their life.

**Note:** Speak to your vet if you have any doubt about the urgency of your dog's condition.

**This information is intended for general guidance only.**

**Being a responsible dog owner means recognising that welcoming a dog into your life is a lifetime commitment, with ongoing care an essential part of that responsibility.**

That's why we encourage adopters to consider dog insurance, helping them prepare for the unexpected and ensure their dog receives the care it needs throughout its life.

We've been partnered with **Petplan** for 25 years, and to help new owners get started, dogs are sent to their forever homes with four weeks free insurance from Petplan. This gives adopters peace of mind from day one, and the opportunity to explore the benefits of comprehensive pet insurance.

With so many providers and policies available, it's important for owners to research their options and choose cover that works best for them and their dog.

Petplan's T&Cs apply to the eligibility of dogs and the insurance cover provided.

# Little and large

## Belle




**Meet busy Belle**, the pint-sized powerhouse who'd make a bee look lazy. Zipping around our Merseyside centre like a weeny Wall Street exec pounding the sidewalks of NYC, she's always sniffing out her next opportunity for fun. Smart, playful, and a little cautious, Belle likes to build trust before signing new contracts. As for her toy portfolio? She knows the value of every asset, so if you want one back, you'd better arrive with a worthwhile trade.

## Lasagna and Linguine Longlegs



**Somebody order two fusilli-billies?** Introducing, with a bond sweeter than cannoli, lifelong best buds Linguine Longlegs and Lasagne Longlegs – aka The Pasta Girls. These ex-racers swapped the 'faster' life for the pasta life at our West Calder centre. You'll now find Linguine tossing her toys like fresh pizza dough while Lasagne stretches her spaghetti-like legs in the sunshine. One mention of "cheese" though and you'll have two snoots in your business before you can say "mamma mia".



# From foster to forever

**After nearly three years waiting for a family, seven-year-old crossbreed Timmy finally found his forever home – with none other than the volunteer who first fell in love with him.**



Leggy lad Timmy arrived at our Glasgow centre in July 2023 after struggling to cope living with young children. Needing an adult-only home, he soon became one of our long-term residents.

Meanwhile, Lisa Boyle began volunteering as an administrator at our Glasgow centre after her adored Shar Pei, Hubble, unexpectedly died. Lisa found it difficult working from home without Hubble and hoped that helping Glasgow's homeless hounds could offer comfort and a way to give back. While volunteering, Lisa first spotted Timmy in all his lovable, lanky glory, and a love affair began to bloom.

> **People said that he had big shoes to fill. Timmy has his own, unique shoes, and they're just as perfect and lovable.**

From that moment, Lisa only had eyes for Timmy – or 'Tim Tam' as he soon came to be known. So, it only felt right that she'd offer him a foster home. Lisa and her husband Gary loved having Timmy stay with them, until one day Lisa arrived for a volunteering shift only to hear that he'd been reserved. **Her heart sank**.

She felt happy and sad at the same time. Lisa says this was the moment she knew Timmy was "our boy". And so, when Timmy's reserve fell through, a relieved Lisa and Gary wasted no time in permanently adopting the boy who stole their heart. After 1,055 days of patiently waiting, this lovable lad finally had a forever home to call his own.

"There was a huge gap in our lives after we lost Hubble. I didn't see myself with another dog until I met Timmy. People said that he had big shoes to fill. Timmy has his own, unique shoes, and they're just as perfect and lovable." **– Lisa**

Since his adoption, Timmy the "gentle giant" has been coming further out of his shell each day, Lisa and Gary tell us. He has a new-found confidence and shows affection towards family, neighbours and even strangers saying hello. "Our beautiful Tim Tam is thriving", they say, "and we cannot imagine life without him."

"We're thrilled Timmy has found his forever family with Lisa and Gary, where he couldn't be more loved. Larger dogs can spend longer in our care, and we always encourage people to look beyond a dog's size. They provide the same companionship, loyalty, and love as smaller dogs. Lisa and Gary did just that and they fell for Timmy's playful, loving, and goofy personality. Together, they're a match made in heaven."
**– Sandra, Dogs Trust Glasgow Manager**



**Timmy in his new home,** sent in by Lisa & Gary





## Tales like Timmy's made possible thanks to Postcode Lottery players

**We're celebrating an incredible milestone: £30 million in funding, made possible by amazing Postcode Lottery players.**

This generous support allows us to provide vital daily care for dogs in our UK rehoming centres, while also helping us achieve other impactful milestones along the way. It means our dedicated teams – training, behaviour and welfare specialists, fostering and volunteering co-ordinators, and other key colleagues – can continue transforming the lives of thousands of dogs and help them find the loving forever homes they deserve.

## Could you temporarily open your heart and home to a dog while we find their forever family?

We're looking for people willing to foster bigger, stronger breeds, dogs who need house training, dogs receiving behaviour support or help with their social skills, and dogs with medical conditions who need extra TLC. If you're able to offer these pooches the loving home environment they need while they get back on their paws, our behaviour and training experts will be with you every step of the way; even if it's just for a quick chat.

When you foster a dog, you'll not only be making a huge difference to them, you'll also be freeing up space in our centres so we can be there for even more dogs with nowhere else to go. Find out more and start your application today by visiting **dogstrust.org.uk/foster**

# A lasting legacy for dogs like Odie

**We find some dogs their forever home quickly. Others, like Odie, need a little more time.**





Odie first came into our care after his owner became unwell and had to make the heartbreaking decision to give him up. We managed to find Odie a new home just a few months later. But Odie was a worried boy and struggled in his new home. And sadly, after nearly two years, he was returned to us.

Our expert team worked patiently to help him build his confidence and feel safer in a world that often seemed overwhelming. Through specialist, reward-based training and a carefully tailored rehabilitation plan, Odie slowly learned the skills he needed to cope with everyday life.

When he was ready, Odie moved in with one of our foster carers to continue his training. Living in a home environment helped us better understand his needs and allowed him to put everything he'd learned into practice.

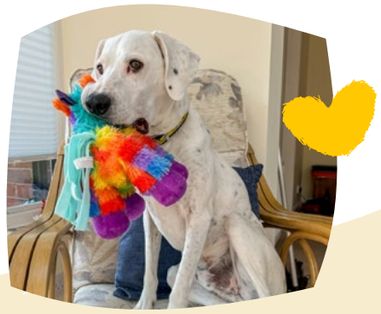
After 950 days in our care, Odie finally met the family he'd been waiting for. Thanks to the knowledge gained during his rehabilitation and foster placement, we knew he could thrive with the right people. Today, he's settled, loved and has even become best friends with one of his cat siblings.

Odie's story is a reminder that some dogs simply need more time, more understanding and more specialist support before they're ready for their forever home.

Around 40% of our vital work is funded by gifts left in Wills. These generous gifts help provide everything from specialist behavioural training and veterinary treatment, to rehabilitation and the everyday care our dogs rely on while they get ready for their second chance.

Without your support, we couldn't give dogs like Odie the time and care they need.

By leaving us a gift in your Will, your love of dogs can live on long into the future. You'll help ensure that whenever a dog arrives frightened, anxious or in need of extra care, we'll be there to help them get back on their paws.



If you have any questions about how to leave a gift in your Will to us, please visit our website **dogstrust.org.uk/giftsinwills** or email us at **legacyinfo@dogstrust.org.uk** and we'll be happy to help.

To request your free guide to gifts in Wills, please complete this form and send it to **FREEPOST DOGSTRUSTL** (no stamp required)

**Title:** **Name:**

**Address:**

**Postcode:** **1058581**

**From time to time we would like to send you exciting updates about our work, products, services and how you can support us, including fundraising activities and research by post.**
**If you'd rather not receive these mailings, please tick here ☐**

We treat your personal information with care and respect your privacy. We do share your information with Dogs Trust and its subsidiaries. Your personal information is never shared with third parties for their own marketing purposes. It may be processed on our behalf by carefully selected partners. For more information about how we look after and analyse your data, please visit our privacy policy: **dogstrust.org.uk/privacy**.

**A dog is for life®**
**dogstrust.org.uk**



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# Every dog deserves a little festive joy

Your donation will spread comfort compassion and festive joy when it's needed most

**This winter, you can make a real difference to dogs and their owners facing homelessness by donating to our Together Through Homelessness Christmas parcel service.**

For many of us, the holidays mean spending time with loved ones, including our dogs. But for thousands of people experiencing homelessness, a dog may be their only source of comfort and companionship.

Last winter, thanks to your generous support, we delivered almost 2,500 Christmas parcels to dogs through more than 300 homelessness services across the UK. Filled with essential items like coats, collars, leads, toys and treats, every parcel keeps dogs warm, happy and by their owner's side.

Throughout the year, we also work with homelessness services to help people access vital support without leaving their loyal companion behind.

Remind dogs and owners facing homelessness that they're not alone during the holidays at **dogstrust.org.uk/together**

# Changing lives around the world one dog at a time



**Every pooch deserves to live a safe, healthy life, wherever they are in the world. That's why our work extends beyond the UK and Ireland to improve dog welfare across the globe.**

Together with our sister charity Worldwide Veterinary Service (WVS), local communities and trusted partners, we tackle the root causes of suffering through vet care, education, vaccination programmes and long-term partnerships. By building local skills and systems, we make lasting change for dogs and the humans who care for them.



**"Helping dogs in need today while building stronger systems for tomorrow.**

## A lifeline for Kud

When little Kud was found near a landfill site in northern Thailand, she had a severely infected head wound. She was rushed to a Dogs Trust-supported International Training Centre, where dedicated veterinary teams treated and stabilised her.

The centre was training vets from across Southeast Asia in advanced surgery and animal welfare techniques.

Kud received life-saving care while helping future veterinary professionals gain skills that will benefit thousands more animals.

Her story reflects our international approach: **helping dogs in need today while building stronger systems for tomorrow**.



## Together, far and wide

**Whether it's helping with vet care, disease prevention, or education and training, our love for dogs knows no borders. We work in countries around the world, including:**

- Thailand
- Cambodia
- Sri Lanka
- India
- Malawi
- Ghana
- Mozambique
- Bosnia and Herzegovina
- USA
- Peru



**230k**
**dogs vaccinated in Cambodia in 2025**



## Creating change that lasts

**We work in Europe, Africa, and Asia, to give dogs and their communities better lives.**

### Preventing rabies

Through Mission Rabies and WVS, we help run mass dog vaccination programmes to stop the disease spreading, while rebuilding the bond between dogs and people. Our goal is to halve the global human death toll while protecting millions of dogs.

**2.1m**
**dogs vaccinated against rabies in 2025**

### Managing dog population humanely

We run mass Catch, Neuter, Vaccinate and Return (CNVR) programmes to tackle dog overpopulation and uncontrolled breeding. By preventing uncontrolled population growth, we improve dogs' long-term health and welfare.

**36k+**
**dogs neutered through humane population management programmes**

### Educating communities

We help communities develop their knowledge and confidence. Our education programmes engage schools, local organisations and wider communities to boost knowledge around dog welfare, rabies prevention, and responsible dog ownership.

**5m**
**people reached through rabies education in 2025**

### Training local vets

Through Mission Rabies and WVS, we help run mass dog vaccination programmes to stop the disease spreading, while rebuilding the bond between dogs and people. Our goal is to halve the global human death toll while protecting millions of dogs.

**5k+**
**vets trained in 2025**



## Help us reach more dogs and people worldwide

Your support helps improve the lives of dogs around the world, and the people who live alongside them.

**Visit our website to find out more or to donate today.**




## Life-saving lessons in Malawi

In October 2025, our Rabies hotline in Malawi received a call from an 11-year-old boy whose friend had just been bitten by a dog.

Having attended a Mission Rabies lesson at his primary school, he knew exactly what to do. He immediately washed his friend's wound with soapy water for 15 minutes – a simple but lifesaving first step – before calling our hotline for guidance.

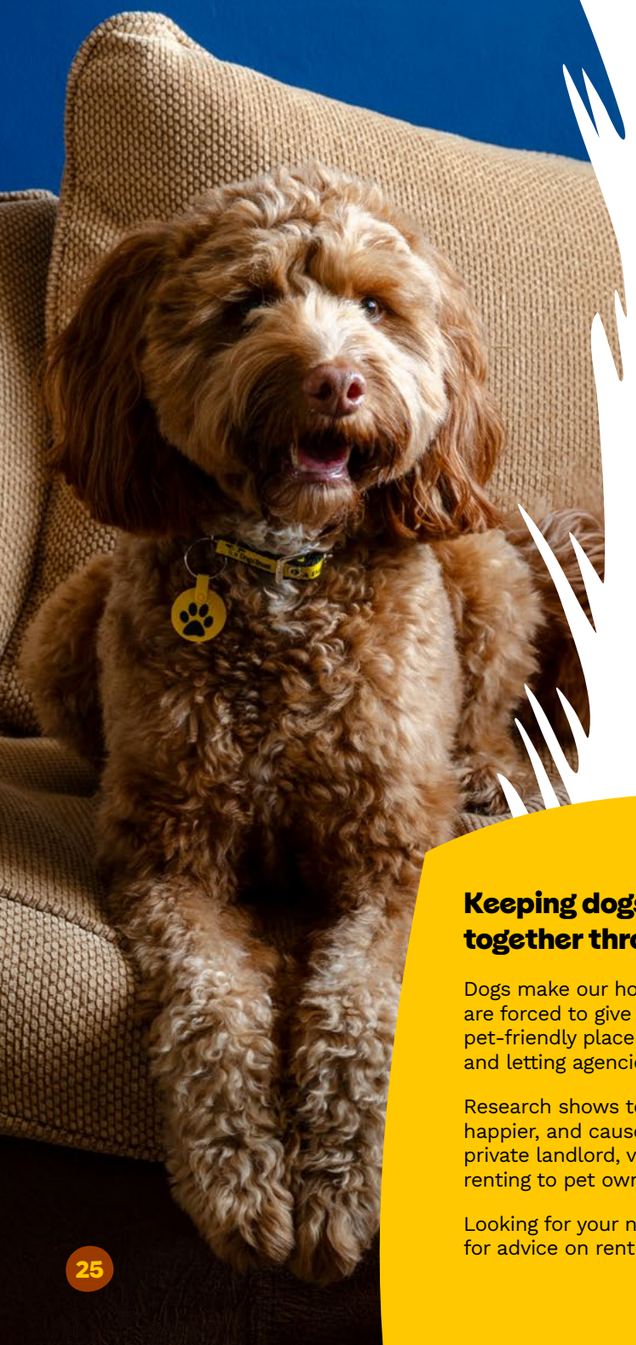
Because one child had the right knowledge, another had the best possible chance of avoiding this deadly disease.

Mission Rabies education lessons teach children in Malawi how to stay safe around dogs, recognise the signs of rabies, and act quickly if someone is bitten. That knowledge protects the children, their friends, families, and entire communities.

# Home is where your hound is

**Moving to a new place at your pooch's pace.**

Moving house can be a big change for our four-legged friends. Here's how to prep your pup and make the move as smooth and stress-free as possible for them.



## Prepping for the big day

- Get a dog sitter – if you can, ask someone to look after your dog while you move. The disruption could be confusing or stressful for them.
- Update their microchip details and ID tag – so you can be contacted quickly if they get lost.
- Register with a vet in your new area.
- Plan for travel sickness or anxiety – ask your vet about options to help them feel comfortable.

## The big day itself

### Things to keep in mind

- Try to stick to your dog's usual routine if they're with you on the day.
- Keep them hydrated with access to fresh water.
- Pack your dog's things last, particularly items that give them comfort, like their toys or blanket.

### Mutt on the move

- If you're travelling by car, use a dog guard, crate or seatbelt harness to keep them safe. Never leave your dog alone in a parked car.
- If your dog gets travel sick, avoid feeding them for a few hours before setting off.
- For longer journeys, plan regular stops so they can stretch their legs, have a toilet break, and enjoy a sniff around.

### Home sweet home

- When you arrive, set up a quiet space for your dog with their bed, toys and water – somewhere they can relax away from the disruption. Make sure anyone helping around the house knows they're there.
- If you have a garden, make sure it's secure so your dog can't escape, and that there are no toxic plants or flowers around.

## Keeping dogs and their humans together through pet-friendly housing

Dogs make our house a home. But one in seven owners in the UK are forced to give up their beloved sidekick because they can't find a pet-friendly place to live. We're working with housing providers, landlords, and letting agencies to keep more dogs and owners together.

Research shows tenants with pets make great long-term renters, feel happier, and cause less damage than people without pets. If you're a private landlord, visit **dogstrust.org.uk/landlords** to learn more about renting to pet owners.

Looking for your next pet-friendly rental? Visit **dogstrust.org.uk/renting** for advice on renting with your furry friend.



# Finding Freedom

A specialist service by DogsTrust



**Our Freedom service helps people fleeing domestic abuse by discreetly fostering their dog while they get to safety. At the end of last year, we reunited Louisa with her dog Freddie*, one of the 403 dogs we fostered in 2025.**

**We asked Louisa to tell us about her journey to freedom.**

**Could you tell us a little about your dog Freddie?**

Freddie's seven, with a very needy personality. He's always up for a fuss from everyone he meets and follows me everywhere, he's so nosy.



**What were the circumstances that led you to contact Freedom?**

I stayed with my husband for the sake of the children until I realised that I was experiencing abuse. He'd threaten me and I didn't feel safe, some of these things I will never get out of my heart or my head. I was dealing with a close family bereavement and an illness where I needed a life-saving operation. I couldn't leave the house or go to work for a while. I was in a very vulnerable position, and he took advantage of this.

I was supported by a domestic abuse service. I told them I needed to get out, so they helped me into a refuge, but I couldn't take Freddie. I had to prioritise the children, so left Freddie with my husband at first. Initially he was taking care of him, but at some point, he must have thought 'I can use the dog to get her to come back' and started neglecting him. My only regret is that I didn't use the Freedom fostering service straight away when I left.

**Did you feel supported by the Freedom team whilst your dog was in foster?**

The service was perfect. The Freedom team were so kind. They'd visit Freddie and send us photos and updates. This was so reassuring, especially for my children, because it made the foster care feel temporary and we knew he was still our dog.

**We couldn't run Freedom without the help of volunteer foster carers. Is there any message you'd like to pass on to the foster carers that cared for your dog?**

I am forever grateful for what they did. They put a happy ending to a nightmare. Freedom is a wonderful reassuring thing because of the amount of guilt that we carry when we leave. Thank you for helping me do this for my children, they've lost so much already.

**How are you doing now that you're reunited with your Freddie?**

When Freddie came back, I remember he just looked so well. You could tell he'd been so well looked after. We're all in a good place now, we feel blessed and are really happy. We have our Freddie back and we're putting life back together.

**Domestic abuse isn't just physical violence. it's an ongoing pattern of controlling and coercive behaviour which can be extremely difficult to break away from, particularly if you have children or pets. Last year, Freedom supported 323 people just like Louisa by placing their dogs into foster homes. We appreciate the time Lousia gave in sharing her story with us and hope it will encourage others experiencing domestic abuse to seek support.**

For more information on our Freedom service, visit **dogstrustfreedom.org.uk**.

***Names have been changed and models used in photography to protect identities.**

> **"Freedom is a wonderful reassuring thing because of the amount of guilt that we carry when we leave."**



# Readers' Dogs



For the chance to see your dog featured in the next issue, send your high-resolution pooch pictures to **wag@dogstrust.org.uk**



## Bacchus

Beautiful **Bacchus** didn't have the best start, but since being rehomed by Richard in 2022, his life has had a remarkable turnaround. He likes nothing better than giving and receiving cuddles, and he's also known to claim any and all soft furnishings as his. Well done, Bacchus, it sounds like you've got Richard well trained.



## Bailey

**Bailey** was adopted from our Shrewsbury centre in 2023 and has been lucky enough to go on a few coastal holidays since. While he's quite happy to be carried over the sand, as soon as Judith puts him down, he calmly pootles the shortest route off the beach in a very clear 'no thank you'. In another rarely heard revelation, Bailey is very lazy and not bothered about going out for walks. In Judith's words, "By the time I've got my boots on he's heading back in the house". I think we can safely say Bailey knows his own mind!

## Barney



Since being rehomed from our Basildon centre earlier this year, **Barney** has settled in very quickly. It didn't take long for Hana and the family to feel like they've always had him. The highlight of his new life so far must be his holiday to Devon where he got to enjoy plenty of beach time and long walks. Paws crossed for many more to come.



Meet **Echo**, a very handsome two-year-old golden retriever who found his forever home with Julie and Phil in May. Since then, he's been on two holidays to Scotland and even won a prize in his local dog show as 'Best Rescue'.



## Echo



## Kola Kube

Pocket-sized **Kola Kube** may be small, but she's full of happiness and love. Companion to Caroline, she likes to make sure everybody she meets knows just how happy she is.

**Molly** and Roseanne together couldn't be better matched. Now aged 12, Molly still behaves like a puppy. She's full of energy, has a huge personality and so much affection to give. She spends a lot of time with Roseanne's mum enjoying coffee dates, train journeys and doing crosswords together – although admittedly that's more of a supportive role.



## Molly



## Ro

After a tough start in life, gorgeous **Ro** was too nervous to be brought out, so the first time Liz saw her was in her photograph. After a few visits to get to know her, Ro went home to her new life. Initially she would only sleep on top of Liz and wouldn't leave her side, but as her confidence grew, they've shared countless adventures. The things she loves most? Her family, her many beds, being stubborn, and of course cheese! Now aged around 15, she's taking life easier, and it couldn't be more deserved.

# Percy's life beyond the track

Your gift of **£25** today could help Percy and other Greyhounds find the love they deserve



**Like many retired racing Greyhounds, Percy faced an uncertain future when his racing days ended, unsure of what life beyond the track would hold.**

## For many Greyhounds, life after racing can be confusing and overwhelming.



Everyday experiences can feel unfamiliar and frightening, leaving them anxious and unsure. Last year alone, **275 Greyhounds** came into our care. Many of them needed specialist care, enrichment and foster placements to help them build confidence and prepare for life in a loving home.

**One of those Greyhounds was Percy.**

When Percy came into our care after years of racing, the world around him felt unfamiliar and overwhelming. Walks were daunting, and new places felt frightening.

He was unsure how to cope with a world that felt so different from anything he'd known before.

## That's where you come in.

**Your gift today could help another Greyhound, like Percy, get the second chance they deserve.**

Helping dogs like Percy takes time, expertise and dedication. With your support, we can provide the specialist care, training, enrichment and foster placements that help retired racing greyhounds build confidence and prepare for loving homes of their own.

Together, we've helped Percy discover new experiences, build friendships and begin embracing life beyond racing. But far too many retired racing Greyhounds are still waiting for that chance.

With your help, Percy was given the time, patience and understanding he needed to build confidence and adjust to life beyond racing. Moving into a foster home made it possible for him to get individual support and begin adjusting to life at his own pace.

**Day by day, his confidence began to grow.**

He discovered the joy of playing with toys and zooming around the garden. He began forming friendships with other dogs and grew increasingly curious about the world around him.

> **He loves following his foster carers from room to room and curls up beside his favourite teddy every evening.**

While Percy has made incredible progress, he's still preparing for his forever home. And many more Greyhounds are still waiting for the support they need to build confidence and thrive.

**A gift today could help another Greyhound experience the same transformation as Percy.**



**Our supporters are helping create brighter futures for Greyhounds:**

**301 Greyhounds** were rehomed in 2025.

**14 Greyhounds** are currently benefitting from foster care.

**Together** with our Pawlitical Champions, we've secured commitments to end Greyhound racing in Wales and Scotland.

Your support will help retired racing Greyhounds leave their racing days behind and start a new chapter.

**If you can, please give a gift today and help another retired racing Greyhound find the same love, comfort and security that transformed Percy's life.**

To donate, scan the QR code or visit **dogstrust.org.uk/beyondthetrack**