REPORT OF THE TRUSTEES

and

FINANCIAL STATEMENTS

for

PRO DOGS DIRECT

Registered Charity Number 1115647

2024/2025

E G DUNN & CO
Financial Accountants

PRO DOGS DIRECT

LEGAL & ADMINSTRATIVE DETAILS

FOR THE YEAR ENDED 30TH SEPTEMBER 2025

CHARITY NAME & NUMBER

Pro Dogs Direct
Registered Charity Number 1115647

CORRESPONDENCE ADDRESS

4 Cole Avenue
Aldershot
Hampshire
GU11 1AN

TRUSTEES

Pat Bryant
Donna Woodford
Johanna Morris

PROFESSIONAL ADVISORS

BANKERS

HSBC plc
149 Rushey Green
Catford
London
SE6 4BQ

INDEPENDENT EXAMINER

E G Dunn & Co
Financial Accountants
109 Blackfen Road
Sidcup
Kent
DA15 8PZ

PRO DOGS DIRECT

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We are utterly & completely in love with Ajax! He is a dream to have around, his lust for life & pure joy in everything is infectious. We are grateful every day to Pro Dogs Direct for saving him from being PTS after being found by the dog warden as a stray and we cannot imagine life without him!

Kate—September 2025



PRO DOGS DIRECT - TRUSTEES ANNUAL REPORT

The Trustees are pleased to present their annual report and financial statements for the year ended 30th September 2025

Constitution and Objects

Pro Dogs Direct is an unincorporated body. Our key charitable objectives are to save 'at risk' dogs, to care for them, provide them with any care and/or medical treatment they need and ultimately to find them loving, happy, safe, and secure new homes where they can live their lives as cherished pets. Since launching in 2006, we have cared for, and rehomed over 10,500 dogs (along with a smattering of cats, reptiles, rodents and more).

Alongside our rehoming activities, we have a further objective of providing education, advice & guidance to promote the positive welfare of dogs with the aim of ensuring that people can keep their dogs, look after them appropriately, and be fully able to enjoy owning them.

From the outset, our aim has been to avoid the need for dogs to be kept in kennels, instead placing them in family homes with volunteer foster-carers whilst we seek new, permanent homes for them. This 'direct' from 'home to home' approach is much better for the dogs, and is vitally instrumental in helping them to transition more easily into their new adoptive homes. Most important of all, we know from our own experience and industry statistics that this 'direct' rehoming model, coupled with our stringent adoption procedures leads to a much lower 'failed adoption` rate which is better for the dogs and for their adopters.

Pro Dogs Direct operates a non-destruction policy, the only exceptions being when independent expert advice taken indicates welfare concerns for any dog. As a charity, we are proud to be a full member of the Association of Dogs & Cats Homes and to have been assessed by them as demonstrating high quality welfare and operational standards in all aspects of our work.

Charitable Activities, Outcomes and Public Benefit

We and other rescues charities, continue to face massive demand for rescue spaces. We have seen owner surrender requests more than quadruple along with a substantial increase in the number of requests from local authorities to take in unclaimed strays and breeders wanting to relinquish no longer wanted ex-breeding dogs. Despite the pandemic fast becoming a distant memory for most, its' legacy continues to cause stress and strain for rescues including our own who are struggling to meet the continuing high demand for spaces.

As a rescue we aim to help the dogs that need us most. Many of those that came into our care during the year had health issues requiring medical intervention and a longer stay in rescue whilst they recuperated. Others came with behavioural issues and needed retraining to fully prepare them for a successful adoption. In light of this, whilst the average time spent in rescue for more 'straightforward' dogs was around 54 days, others were with us for much more substantial periods of time.



We do get some dogs that due to age or ongoing health issues, cannot be adopted and these stay with us as 'long term fosters' , being cared for and treated as a much loved pet for the remainder of their lives in one of our foster homes. During the 2024-2025 accounting year we had eight such 'resident' dogs.

In theory as a foster based rescue, there is no limit to the number of dogs we can help. In reality we can still only take dogs that we

have a space available for and with a decline in the number of foster homes available it remains a challenging environment in which to fulfil our charitable aims. To alleviate some of the pressure, we introduced our Foster2Adopt programme in Summer '24. The programme enables us to rescue and rehome more dogs by placing dogs in foster with individuals that are serious about wanting to adopt. Once a dog has been in foster with those on the programme for a couple of weeks, they can decide whether to permanently adopt it or simply continue to foster until another adopter is found. The programme continues to go from strength to strength and over the course of this financial year has helped us rescue and rehome an additional 28 dogs.

Despite the challenges faced, we are pleased to report that during the operating year we were able to help 312 dogs (and two cats). Along with direct rescue and rehoming, we also supported a number of people who were considering surrendering their dogs by providing them with advice and guidance to enable them to keep their dogs. Where we were unable to provide rescue spaces we provided owners with advice, guidance and sign-posting to help them find suitable spaces in other rescues, as well as directly securing spaces for eighteen dogs during the year from our own network of contacts.

Looking after our dogs in foster homes means we can get to know them well and gain valuable insights about their character, needs, likes and dislikes which can, in turn, be shared with their adopters to help smooth the transition into their new homes.

We have an open application process to ensure that each dog doesn't just get a new home, they get the best new home with the applicant that we believe is best able to meet the dog's specific needs. All adoptions are subject to a throughout home and ID check as well as a monitored, supervised 'meet and greet' to confirm the match with the dog before the adoption is finalised.

Whilst we are often criticised for setting very strict rehoming criteria, we are confident that it is this attention to detail and the desire to put the dogs needs first that has led to us having a very low failed adoption rate. We know that this is better for the dogs and, ultimately, for those that are chosen to adopt them.

Part of our mission is to influence a reduction in the number of dogs that might end up in rescue. We do this directly by ensuring that all dogs of breeding age

CASE STUDY

Name: Dexter

Breed: Spaniel Cross

Age on arrival: Thirteen years

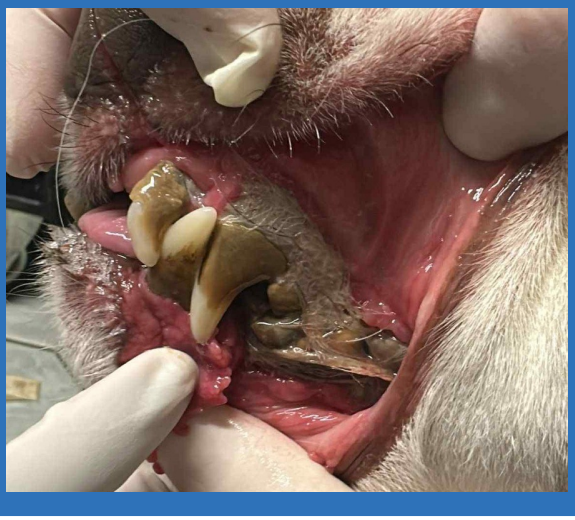
Time in rescue: 68 Days



Beautiful old gent Dexter came to us when his owner found herself facing difficult times. She had surrendered him to her local dog warden who in turned asked for our help.

Dexter was an older dog at 13 years but we knew he needed us. His teeth and oral health were terrible so we gave him a full dental to improve his health and make him more comfortable. His routine treatments had also all lapsed so we needed to restart them.

We know that some may question spending so much money on an older dog, but to us he was more than worth it. We believed he deserved to live out his life happily in a lovely retirement home and were delighted to find just that for him.



that come to us are neutered before being adopted, and for those that may be too young whilst with us, they are adopted on a contract that requires neutering to be undertaken when they reach an appropriate age. We follow up these contracts to secure proof of neutering and offer the procedure at a reduced cost via our own vets.

We use our social media platforms and e-newsletters to promote responsible ownership and provide advice and guidance for owners to help them care for their pets in the most appropriate way. We also provide similar guidance in response to email enquiries where appropriate to do so.

When possible, we also attend local dog shows and other events to promote adoption and dog welfare.

Organisation

The Trustees meet regularly to review funds available, the recruitment of volunteers required to help with the fostering and rehoming of dogs coming into our care, together with any other pertinent operational matters. Day to day operating arrangements and decision making powers are delegated to Donna Woodford.

Volunteers & Supporters

During the year we had a team of around 70 volunteer foster carers who looked after our dogs 24/7 in their own homes whilst we sought permanent adopters. Collectively our volunteer foster carers provided 30,123 days of care for rescued dogs during the year. Our fostering team are supported by a volunteer coordinator.

In addition to our foster carers, we have a small team of admin based volunteers who look after all the 'behind' the scenes processes from responding to emails, coordinating and undertaking home checks, looking after social media and our website, taking care of book keeping and other administrative needs, running our online shop, transporting our dogs, following up on adoptions, and so much more.

Our volunteers enable us to achieve all we do for our dogs and the Trustees wish to thank them for their help and support in ensuring that the dogs are cared for and that the charity runs smoothly on a day to day basis.

CASE STUDY

Name: Frankie

Breed: Terrier Cross

Age on arrival: 10 Months

Time in rescue: 58 Days



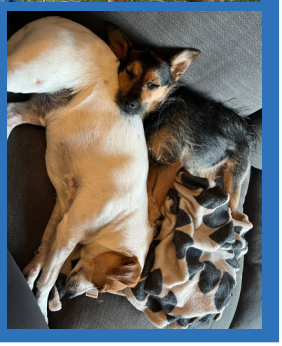
Frankie was picked up as a stray by the local dog warden and when no one claimed her she handed over to us. Despite her young age, she had obviously been straying for some time as she was in poor condition and her pads were incredibly sore.

On arrival she was terrified of everything and would freeze when approached. Over the next few weeks ,and with the help of her foster carer's two dogs, Frankie grew in confidence and by the time of her adoption was the happy, funny, full-on mischievous pup she was always meant to be.

She is now loving life in her new home with Sid her 'brother' and loves nothing better than cuddling up with him after a long run around with their other dog friends in the local park.







We are so grateful to all those individuals and business' that support us by donating and/or raising vital funds. This support and generosity is vital to helping us continue to rescue, care for and rehome dogs in need.

We are also indebted to our larger charitable and corporate donors whose contributions both in financial and 'gift in kind' terms enable us to achieve so much more for the dogs that need us.

We would particularly like to recognise and give thanks for the contributions of :

- The Pets at Home Foundation,
- The Association of Dogs & Cats Homes (ADCH)
- Waggel Insurance
- Pet Plan Insurance
- Broadway Barks

The support of all of the above, and so many others, has made such a difference to us and the dogs that we have been able to support this year.

Finally, the Trustees would like to thank those Vets and practices that support us and provide such invaluable care to all our dogs, often at discounted rates.

Planning for the Future

Maintaining operations through and beyond the Covid 19 Pandemic provided a massive learning curve and enabled us to see that innovation and creativity can massively enhance our reach and impact. To that end, we continue to plan and save for further enhancement of the Charity's operations with the aim of developing our own rescue and rehabilitation centre which will increase our ability to support those dogs in most need but with the least opportunities currently available to them.

We believe that realising this ambition will create a wider positive impact for dogs in need, our local community and for individuals within that community.

We are regularly asked if we can provide work experience and/or volunteering opportunities for people of all ages—sadly as a foster based rescue this is not something we can offer. Having our own centre with on-site medical and rehab facilities will not only enhance our work with dogs but will also provide opportunities for those wishing to develop their skills. It will also enable us to welcome visitors on a wider scale, develop further services in collaboration with

CASE STUDY

Name: Dante

Breed: JRT Cross

Age on arrival: Eight months

Time in rescue: 77 Days

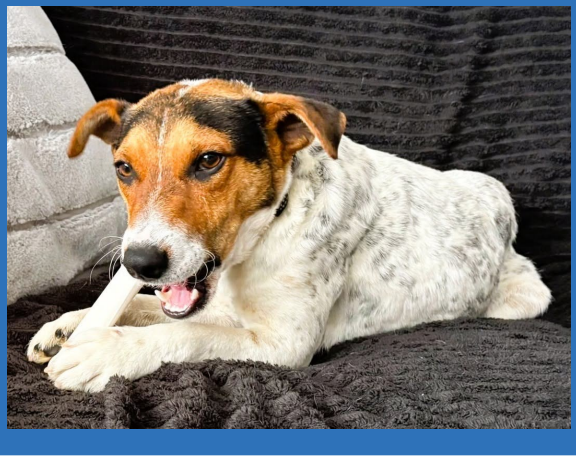


Dante was yet another dog picked up as a stray by his local dog warden.

On arrival he was in a terrible state; he was incredibly skinny and had a wound to his leg causing him obvious pain.

We can only imagine how awful his life had been before coming to us as he was utterly terrified of people.

With lots of tlc, patience and good food in his foster home, coupled with the medical care he needed, he learned to trust again and blossomed into a great little dog. He's now living his best life in his forever home and we couldn't be happier for him.



other charities to include experience based training and employability programmes. It will also allow us to offer hands on dog training, education and other community support and volunteering options.

We anticipate an overall funding need for the initial development phase being in the region of £1m. As a small charity with limited time for delivering beyond our core aims and objectives, achievement will be challenging but we know that being able to implement our plans will enable us to deliver positive outcomes for so many more dogs and people.

To the end of the 23/24 financial year we had designated £240k of our unrestricted reserves towards that achievement. Sadly, owing to a drop in income and increased expenditure, we have only been able to designate a further £15,000 towards our development plans during the 24/25 financial year.

We strongly believe in ensuring that we can operate sustainably so whilst we have prepared an outline phased business plan to be shared with major donors and others; initially we are aiming to raise around 50% of the funds required for the development via our own means. We believe this will demonstrate our commitment to the plan, and anticipate that this will make providing match funding more attractive to other major donors. Our intention over the coming operating year is to continue with our own fund-raising in the hope of being ready to reach out to other potential donors in the following years.

Achievement of our plans will continue to strengthen our core aims and operations and create even stronger foundations on which to build for the future. We are excited for that future and all that it will allow us to do for our dogs and community.

Reserves Policy

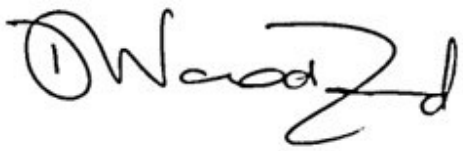
It is our policy to maintain unrestricted funds, which are the free reserves of the charity, at a level that equates to approximately six months unrestricted (projected) expenditure. This provides sufficient funds to cover management and administration support costs and to respond to 'every day' and emergency spending requirements. Unrestricted reserves funds were maintained at this level throughout the year.

Risk Management

The trustees have examined the major strategic, business and operational risks being faced and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to lessen the risks.

We confirm that the accounts comply with the Trust Deed and the Statement of Recommended Practice 2005, Accounting and Reporting by Charities.

Signed on behalf of Pro Dogs Direct (1115647).



Donna Woodford

24th July, 2026

PRO DOGS DIRECT

REPORT OF THE INDEPENDENT EXAMINER

I report on the accounts of the Charity for the year ended 30th September 2025, which are set out on pages 10 to 12.

Respective responsibilities of trustees and examiner

As trustees you are responsible for the preparation of the accounts; you consider that the audit requirement of Section 43(2) of the Charities Act 1993 (the Act) does not apply. It is my responsibility to examine the accounts (under section 43 of the Act), to follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 43(7)(b) of the Act) and to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in, any material respect, the requirements

- to keep accounting records in accordance with Section 41 of the Act; and
- to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the Act

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

DAVID FOWLER
E G DUNN & CO
Financial Accountants

8 Fairway
Bexleyheath
Kent
DA6 8LU

PRO DOGS DIRECT
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30TH SEPTTEMBER 2025

	Unrestricted Funds	Unrestricted Funds 2024
	£	£
INCOMING RESOURCES		
Incoming resources from generated funds		
Adoption Donations	61,649	73,472
Trading Income (Shop, Auction)	471	620
Grants & Major Donations	4,280	4,006
Corporate & Partnerships	15,402	12,607
Individual Giving & Philanthropy	38,393	36,441
Events & Appeals Income	27,413	26,475
Gift Aid	3,634	6,475
Legacy Income	1,959	2,322
Value of Gifts in Kind	1,263	2,037
Miscellaneous Income	1,063	149
Bank Interest	6,132	6,228
TOTAL INCOMING RESOURCES	**161,659**	**170,832**
RESOURCES EXPENDED		
Charitable activities		
Animal Care & Welfare	59,955	62,982
Staff & Volunteer Costs	66,177	59,224
Income Generation Costs	8,861	8,156
	134,993	**130,362**
Governance costs		
Core Operating Costs	**2,535**	**2,592**
Overhead running costs	**1,231**	**2,305**
Repairs & Maintenance Costs	**2,827**	**2,827**
Miscellaneous Other Costs	**1,428**	**896**
Loss on disposal		
Depreciation	**3,461**	**5,070**
Van Expenses	**3,325**	**2,827**
	11,980	**13,690**
Total resources expended	**146,973**	**144,052**
Net incoming resources	**14,686**	**26,780**
Reconciliation of Funds		
Total funds brought forward	**370,566**	**343,786**
Total funds carried forward	**385,252**	**370,566**

PRO DOGS DIRECT
BALANCE SHEET
AS AT 30TH SEPTEMBER 2025

	Note	2025 £	2025 £	2024 £	2024 £
FIXED ASSETS			10,383		13,844
CURRENT ASSETS					
Cash at bank and in hand		389,838		365,650	
Debtors		3,856		3,325	
		393,694		368,975	
CREDITORS: Amounts falling due within one year	4	(18,824)		(12,253)	
NET CURRENT ASSETS			374,870		352,722
TOTAL NET ASSETS			385,252		370,566
REPRESENTED BY					
Unrestricted Funds: Funds Designated for Development			255,000		240,000
: Operating Reserves			95,000		95,000
: General Funds			35,252		35,566
			385,252		370,566

Approved at a meeting of the trustees held on 24th July 2026

Donna Woodford

On behalf of the Trustees

PRO DOGS DIRECT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH SEPTEMBER 2025

1 ACCOUNTING POLICIES

a) **Accounting convention**

The financial statements are prepared under the historical cost convention, as modified by the inclusion of investments at market value.

In preparing the financial statements, the charity followed best practice as laid down in the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2005) issued in October 2005.

b) **Donations**

Donations are accounted for on the date they were made

c) **Resources Expended**

Expenditure is included on an accruals basis

d) **Depreciation**

Depreciation is provided to write off the cost of all tangible fixed assets over their expected useful lives, at the following annual rates:

Motor Vehicle: 25% on a reducing balance basis

2 TAXATION

The Trust is a registered charity and accordingly is exempt from taxation on its income and gains where they are applied for charitable purposes.

3 TANGIBLE FIXED ASSETS

	Motor Vehicle £
COST	
At 1st October 2024	22,697
Additions	0
Disposals	0
At 30th September 2025	22,697
DEPRECIATION	
At 1st October 2024	8,853
Provided for the year	3,461
Disposals	0
At 30th September 2025	12,314
NET BOOK VALUE	
At 30th September 2025	10,383
At 30th September 2024	13,844

4 CREDITORS: Amounts falling due within one year

	2025 £	2024 £
Taxation and social security	3,452	2,467
Accruals	15,373	9,368
	18,824	**11,835**

5 FUNDS

Unrestricted funds represent those funds which the trustees are free to use in accordance with the charitable objects.