CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 01/01/2025 Period start date To 31/12/2025 Period end date

Charity name: Senior Staffy Club

Charity registration number: 1156723

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	"For the benefit of the public to relieve the suffering of animals in need of care and attention and, in particular, to provide and maintain rescue homes or other facilities for the reception, care and treatment of such animals." "To promote humane behaviour towards animals by providing appropriate care protection, treatment and security for animals which are in need of care and attention by reason of sickness, maltreatment, poor circumstances, or ill-usage and to educate the public in matters pertaining to animal welfare in general and the prevention of cruelty and suffering among animals."
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The focus of our activities remains the rescuing and rehoming of Senior Staffordshire Bull Terriers and Staffy Cross dogs aged 7yrs and over. By doing so we relieve the suffering of animals and provide facilities for their reception, care and treatment. This also helps to reduce the number of stray, neglected, unwanted and vulnerable animals throughout the UK, and also reduces the number of dogs unnecessarily destroyed, both in pounds and at the vets. Also by undertaking these

		activities we, via personal interaction at events, social media and the use of volunteers, educate the public regarding animal welfare in general and promote humane behaviour towards animals.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In planning our activities for the year we kept in mind the Charity Commission's guidance on public benefit at our trustee meetings.

Additional information (optional)
You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	A great contribution is made by our volunteers. We are very grateful for the many hours volunteers have spent, fostering, caring for and walking the dogs. As well as time spent fundraising and promoting the rescue and its aims and helping us with Social Media and admin. Without this valuable contribution of time, energy and expertise we would not have been able to achieve so much.

Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	**<u>Executive Summary of Annual Throughput</u>** The charity carefully managed its capacity and resource deployment during the 2025 reporting period. Our key performance data for intakes and successful rehomings is summarized below: ● **Intakes:** 55 dogs (2024) | **43 dogs (2025)** *(A planned 22% reduction in line with structural changes).* ● **Rehomed:** 48 dogs (2024) | **43 dogs (2025)** *(Achieving a 100% placement rate relative to total intake during the year)* **<u>Analysis of Admissions and Community Trends</u>** During the reporting period, the specific reasons driving dogs into our care shifted markedly. In total, **43 dogs were admitted**: **27 from private owners, 7 from stray pounds, 4 from partner rescue organisations, and 5 returned to our care following previous rehomings.** The explicit breakdown of intake reasons across both periods is as follows:

Intake Reason	2024	2025
Conflict with companion animal	1	0
Change of owner circs	5	7
Owner can no longer afford	3	0
Homeless	0	0
Ill health of owner	5	9
Owner moving house	0	0
Not getting on with child in home	1	1
Owner no longer has time	2	1
New baby	1	1
Owner died	2	1
Relationship breakdown	2	0
Change of job	1	1
Can’t cope with behaviour	4	3
Hand in - unwanted	2	3
Pound	17	**7**
From another shelter	7	4
Return after rehome - owners illness	1	0
Return after rehome - not suitable	1	0
Return after rehome - can’t cope with behaviour	0	4
Return after rehome - issues with other dogs in the home	0	1

Operational Capacity and Strategic Overview

Significant operational adjustments were implemented this year to safeguard the charity's financial and care standards. In March 2025, operations at our Stoke kennel site were suspended indefinitely following the resignation of the volunteer kennel manager, who stepped down to focus on a private business venture. Following a thorough risk assessment and unsuccessful

recruitment efforts for a qualified replacement, the Board of Trustees determined that it was not possible to maintain the required standards of animal welfare, oversight, and health and safety compliance at the Stoke site with the remaining local support.

To protect the charity's operational integrity, the decision was made to consolidate all kennel operations at our central Worcester facility. This strategic consolidation reduced our physical infrastructure capacity by **37.5%** (from eight kennels to five). This reduction in physical space directly influenced our operational throughput, resulting in a **22% decrease in annual intake**, from 55 dogs down to 43.

Intake Profiling and Strategic Trends

Analysis of our intake data highlights a shifting trend in community demand:

- **Private Surrenders:** Increased proportionally from approximately 54% of total intake in the previous reporting period to **63%** this year, reflecting a growing reliance on our services by individual owners.
- **Stray Intake:** Decreased significantly from 17 dogs (31% of total intake) to 7 dogs (**16%** of total intake), representing a **59% decline** in absolute terms.

Resourcing and Complex Case Management

The operational environment remains challenging due to a sustained high demand for the rescue and rehabilitation of dogs presenting with complex behavioural issues and acute medical conditions. In fulfillment of our charitable objectives, the charity prioritises these vulnerable animals—many of whom are routinely turned away by other rescue organisations due to their age, health profiles, or behavioural needs.

Managing a high ratio of high-dependency animals inherently extends the average length of stay per dog. While this non-selective intake policy intensifies the structural and financial pressure on our consolidated kennel capacity at Worcester, the Trustees remain fully committed to a non-destruction policy where rehoming remains a viable option. The charity continues to allocate its resources diligently to ensure these animals receive long-term care and rehabilitation, regardless of the time required to secure an appropriate, permanent placement.

Foster Care and Resource Management

In addition to our physical kennels, we run a foster care network. This network is used for dogs with specific needs, such as very elderly dogs, those requiring medical treatment or operations, and long-stay dogs who have attracted little interest while in the kennels.

We make sure our intake numbers always match our available

resources. This disciplined matching of intake to available resources guarantees that dogs housed within our central Worcester facility receive consistent, daily individual care and enrichment delivered by our trained volunteer dog-walking team. It also means that if a dog is struggling to cope with kennel life, we have the flexibility to move them into a foster home quickly.

Capital Projects and Property Acquisition

Following the reduction in our kennel capacity, finding and purchasing our own permanent premises has become a high priority for the charity. An offer placed on a property at the end of 2024 unfortunately fell through. However, we have since had an offer accepted on an alternative property, with the acquisition expected to complete in early 2026.

To secure this purchase, the Board of Trustees continues to restrict and designate specific funding for the sole purpose of property acquisition. These funds will remain allocated for this project until the purchase is finalised.

Sustainable Fundraising and Community Partnerships

Our financial sustainability continues to strengthen due to diversified revenue streams and structured public outreach:

- **Internal Fundraising Team:** Our dedicated committee meets monthly to plan a calendar of localised events and online programs.
- **Regular Income Networks:** We expanded our primary regular funding source, the 'Kennel Crusaders' initiative, which provides the charity with a predictable, monthly unrestricted income stream.
- **Corporate Partnerships:** We maintained our active partnership with the Pets at Home Stoke Longton branch, conducting regular in-store awareness days to raise essential funds and engage directly with local pet owners.
- **Community Presence:** A small, mobile volunteer team regularly operates stalls at local fetes and dog shows, extending our geographical reach, raising funds, and providing educational animal welfare materials to the general public.
- **Digital Engagement:** Our Social Media team continues to expand our footprint across digital platforms, driving community engagement, matching adoptable dogs with suitable homes, and educating the public on responsible pet ownership.

Volunteer Development and Organisational Governance

The operational achievements of the charity are underpinned by a robust governance structure and a growing volunteer network:

- **Volunteer Force Expansion:** We successfully grew our volunteer base across all critical functions, including dog walking, foster care, social media support, adoption matching, fundraising, and administrative tasks. This volunteer support directly upgraded the level of individual

		attention provided to animals in our care. ● **National Recognition:** The dedication of our staff was highlighted by our nomination for the prestigious *Petplan Volunteer Team of the Year* award. ● **Trustee Governance:** The Board of Trustees remained stable with 8 sitting committee members. Individual portfolio responsibilities remain clearly defined and divided among the Trustees, ensuring strong internal controls and clear accountability. ● **Professional Development:** Representatives from the charity attended the national Association of Dogs and Cats Homes (ADCH) conference in Telford. This participation ensured the charity remains up-to-date with evolving legal and animal welfare requirements, expands its technical knowledge base, and strengthens reciprocal peer support networks within the wider rescue sector.

Additional information (optional)
You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	

Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity is in a healthy position overall
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	**<u>Financial Review and Reserves Policy</u>** The Board of Trustees maintains a prudent reserves policy to ensure the financial stability of the charity, safeguard the continuous care of our animals, and support our long-term strategic goals. As of the end of the reporting period, the charity holds the following designated and restricted funds: ● **Emergency Contingency Fund (£30,000):** This reserve is held to protect the charity against sudden financial emergencies or loss of income. In the unlikely event of an unplanned closure, these funds are strictly ring-fenced to guarantee that all dogs remaining in our care are fully funded until they can be safely rehomed or transferred to partner organizations. ● **Working Capital Fund (£30,000):** This fund ensures the charity maintains healthy day-to-day cash flow, allowing us to meet regular operational costs, pay veterinary bills, and cover supplier invoices without disruption. ● **Long-Term Animal Care Provision (£25,000):** The charity has a lifetime commitment to fully support three long-term resident (adopted) dogs, Molly Spike and Albert. This specific reserve is dedicated entirely to covering their lifelong medical, nutritional, and care expenses. ● **Designated Building Fund (£701,676.97):** These funds have been explicitly set aside by the Trustees for capital expenditure to secure our own permanent premises. As noted previously, an offer has

		been accepted on a property, and these funds are actively allocated toward completing this purchase.
Amount of reserves held		As above
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None

Additional information (optional)
You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	**<u>Principal Sources of Funds</u>** The charity's financial sustainability relies on diversified, community-driven revenue streams that ensure operational continuity: ● **The Kennel Crusaders Scheme:** This initiative serves as the charity's primary source of funding. It engages dedicated supporters who provide a predictable, recurring monthly income. This reliable cash flow is vital for meeting our ongoing core operational costs and veterinary expenses. ● **General and Public Donations:** The charity regularly receives voluntary public donations from individual supporters. These funds provide critical, unrestricted financial support to supplement our care programs. ● **Digital Fundraising and Community Engagement:** We actively leverage our official Facebook page and other Social Media such as TikTok, X and Instagram to connect with supporters. These platforms host targeted fundraising campaigns, appeals for specific medical cases, and community events that generate essential income while raising wider public awareness of our mission.

Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

charitable

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Appointed by existing trustees

Additional information (optional)

You may choose to include further statements where relevant about:

		We have a detailed Trustee induction pack which provides aims and objectives of the

Policies and procedures adopted for the induction and training of trustees	Para 1.51	charity, mission statement, expectations of a Trustee, GDPR policy, Confidentiality policy and our Charity documentation. Each new Trustee is mentored by an existing Trustee until their training is complete
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Senior Staffy Club
Other name the charity uses	
Registered charity number	1156723
Charity's principal address	c/o Unit 7 Rockhaven, Triangle Park, Triangle Way, Gloucester, GL1 1AJ

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	Julie Blaynee	Chairperson / Intakes		
	2	Julie Ann Harris	Treasurer / Adoptions		
	3	Elaine Thomas	Social Media		
	4	Julia Kaminski	Publicity		
	5	Catherine Lee	Fundraising / Charity Development		
	6	Rachel Bluck	Kennel Manager		
	7	Veronica Smith	Fundraising		
	8	Lisa Bird	Intakes		
	9				
	10				
	11				
	12				
	13				
	14				
	15				
	16				
	17				
	18				
	19				
	20				

Corporate trustees – names of the directors at the date the report was approved

Director name		
None		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
None		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

	Type of adviser	**Name**	**Address**
	None		
	Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

N/A

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	Julie Blaynee	Elaine Thomas
Full name(s)	Julie Blaynee	Elaine Thomas
Position (eg Secretary, Chair, etc)	Chairperson	Trustee
Date	10/1026	

Senior Staffy Club
Profit and Loss

From: Month 1, January 2025
To: Month 12, December 2025

Chart of Accounts: Default Layout of Accounts [PARTIAL]

	Period		Year to Date	
Income				
Kennel Crusaders	132,522.18		132,522.18	
Gift Aid	2,848.83		2,848.83	
General/One-Off	47,622.60		47,622.60	
Adoptions	3,941.42		3,941.42	
Ebay	21,700.00		21,700.00	
Pay Day	12,919.43		12,919.43	
Fundraising	7,962.48		7,962.48	
Agria Commission	629.07		629.07	
Charities Trust/Just Giving	7,822.02		7,822.02	
		237,968.03		237,968.03
Purchases				
Vet Expenses	57,591.10		57,591.10	
Kennel Fees	62,236.50		62,236.50	
Fostering Costs	98.56		98.56	
Transportation	410.56		410.56	
Spike Costs	5,842.50		5,842.50	
Molly Costs	9,260.34		9,260.34	
Food/Supplements	3,850.12		3,850.12	
Charitable Expenditure - Grants Payable	903.56		903.56	
Behaviourist Support	3,220.00		3,220.00	
		143,413.24		143,413.24
Direct Expenses				
Miscellaneous Expenses	1,529.91		1,529.91	
Fundraising Costs	1,999.81		1,999.81	
Gifts	132.39		132.39	
		3,662.11		3,662.11
Gross Profit/(Loss):		90,892.68		90,892.68
Overheads				
Rent and Rates	3,335.92		3,335.92	
Printing and Stationery	2,895.36		2,895.36	
Telephone and Computer charges	973.68		973.68	
Maintenance	3,448.15		3,448.15	
General Expenses	2,176.17		2,176.17	
Bank Charges and Interest	(1,516.97)		(1,516.97)	
Professional Fees	4,519.05		4,519.05	
		15,831.36		15,831.36
Net Profit/(Loss):		75,061.32		75,061.32

Senior Staffy Club
Balance Sheet

From: Month 1, January 2025
To: Month 12, December 2025

Chart of Accounts: Default Layout of Accounts [PARTIAL]

	Period		Year to Date	
Fixed Assets				
		0.00		0.00
Current Assets				
Deposits and Cash	(27,403.24)		0.00	
Bank Account	102,429.56		857,307.61	
		75,026.32		857,307.61
Current Liabilities				
		0.00		0.00
Current Assets less Current Liabilities:		75,026.32		857,307.61
Total Assets less Current Liabilities:		75,026.32		857,307.61
Long Term Liabilities				
		0.00		0.00
Total Assets less Total Liabilities:		75,026.32		857,307.61
Capital & Reserves				
Funds	0.00		782,281.29	
P & L Account	75,061.32		75,061.32	
		75,061.32		857,342.61

Independent examiner's report to the Trustees of

Senior Staffy Club – charity number 1156723

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2025.

Responsibilities & basis of report

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the 2011 Act and carrying out my examination, I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- The accounting records were not kept in accordance with section 130 of the Charities Act;or
- The accounts did not accord with the accounting records;or
- The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



P Joyner ICPA/FMAAT – Licence Membership no. 6309205

Vision Finance Solutions Limited
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Dated : 3rd June 2026