



What is the purpose of the "Transformation Journey" campaign?

The campaign aims to showcase the profound changes BCDH can make in the lives of cats and dogs who come into our care. By highlighting specific cases, we want to raise awareness of the medical and rehabilitative care involved and how it transforms lives.

Was it expensive?

The campaign cost less than 1.5% of our total spend. We believe an investment aimed at increasing public awareness and fundraising leads to greater financial support which extends beyond the initial cost, thereby funding more extensive and sustainable care for more animals in the long term. This campaign has created a suite of assets that we will be able to use for years to come.

Why didn't you spend that money on the animals?

Raising awareness and engaging the community are also crucial for the charity to be successful. This campaign aims to ensure we have the resources to continue providing high-quality care and expanding our services to reach more animals in need. Essentially, by investing in awareness and fundraising, we are investing in the future care of countless animals.

How was the budget for the campaign used?

The funds were allocated across several key areas: production costs for high-quality visual and written content, promotional activities to ensure the campaign reaches a broad audience, and administrative expenses related to campaign management.

Why is there a dog wearing a pink suit?

This is a medical vest we use as an alternative to a plastic cone/head collar, to stop dogs worrying their stitches after an operation or being neutered. It is more sustainable as it is reusable, and the dogs can move more freely about their kennel.

We wanted to show the medical care aspect of animal rehabilitation. By featuring Prue in a medical vest, the campaign vividly illustrates the immediate post-operative care that many rescue animals undergo, which is vital to their recovery and transformation.

Why is there a dog with just a collar and lead / without a harness?

For Pepper at the time of recording, there were a couple of factors that meant she was seen with just a collar and lead.

Pepper had only just arrived at BCDH a couple of days before filming. Some adult dogs we care for have never worn a harness before and need to have training to feel comfortable both with putting them on and wearing them for longer periods. We do this at the dog's pace, and Pepper was still in this training. Also, Pepper had a skin condition which meant the harness would rub already very sore areas which were under treatment.

We are pleased to say that Pepper is now happy to wear a harness and her fur is growing back.

How can people support or get involved with this campaign?

Support can be shown through donations, sharing our campaign materials on social media, or volunteering for BCDH. Each action helps extend the campaign's reach and impact, aiding more animals in need.

What are the expected outcomes of this campaign?

We aim to increase public awareness of the challenges and triumphs in animal welfare, boost fundraising to support our ongoing efforts, and encourage more adoptions.

How will the effectiveness of the campaign be measured?

We will track several indicators including engagement rates on social media, donations received during the campaign period, volunteer sign-ups, and adoption rates to gauge the campaign's impact.

Is there a follow-up planned for this campaign?

Yes, check out our page www.bathcatsanddogshome.org.uk/transforminglives for more information on the animals featured in our campaign, and follow us on social media to see a continuing story of their recovery and the long-term impact of the support they have received.

Working with Bath Vets

We contract Bath Vets to provide a team on site at the rehoming centre to provide medical care for our rescue cats and dogs. This team also support our community work providing low-cost neutering. We also have access to Rosemary Lodge Veterinary Hospital for tests and operations that cannot be performed on-site.

The Bath Vets team have been passionate about our charity's work and have also formed a volunteer group that are part of our Together Project – providing free preventative care to the pets of the homeless or vulnerably-housed.

Michaela, who is featured in our campaign, is a senior vet surgeon at Bath Vets and our Head Vet at BCDH. We are very grateful for their continued support.

Working with the RSPCA Inspectors and Dog Wardens

In 2023, we had 719 cats and dogs come into our care – 91% of those were in immediate need of shelter coming in from RSPCA, Dog Wardens and the Police.

Although we are financially independent and make many of our own policies, we remain the Bath & District branch of the national RSPCA, adhering to their high welfare standards and working with local RSPCA Inspectors to shelter and care for animals in need.

This work is some of the most traumatic we encounter, and often sees unbelievable acts of neglect and abuse. In 2023, we took in 85 animals from Inspectors needing immediate rescue.

We hold the contract for taking in stray dogs from local councils. We provide shelter for the period of 7 days when they can be claimed, and we also assist the Dog Wardens in trying to find an owner. After the 7 days, if no owner has come to claim the dog, the council sign over the dog to our care and we then look to rehabilitate and rehome them. We have been awarded the highest award for stray dog welfare from the RSPCA in 2023.