



FOREVER HOUNDS TRUST

Matching greyhounds and lurchers to happy homes

www.foreverhoundstrust.org • 03000 111 100

Our new name: Q&A

Why are you changing your name?

For some time, the name 'Greyhound Rescue West of England' has not reflected what we do, or where. We rescue lurchers and other sighthounds as well as greyhounds, and do so far beyond the West of England. Our experiences in homing, fundraising, recruiting volunteers, PR and welfare showed us that our name was a barrier to us telling people about our work, and getting more dogs into homes. That is what we are here for, and we want our name to help us do it!

What will be the benefits of your new name?

It will help us reach more people, so that we can engage more people in our work – homing more dogs, raising more funds, recruiting more volunteers and having more influence in welfare.

Why did you choose 'Forever Hounds Trust'?

Let's look at each of the components:

- 'Forever': this is about our approach to homing dogs – we find *forever* homes, and we provide support *forever*.
- 'Hounds': a more general descriptive term for the dogs we help, than specifying breeds
- Trust: makes clear we are a reputable and professional charity.

This was confirmed by market research with the general public – here's one quote which summed up the response to the name:

"The word 'Trust' signifies a caring, reliable, friendly, trusting organisation...

The presence of the word 'Forever' is indicative of permanence...

The phrase represents to me, an organisation which will 'forever' put the dogs first!"

Forever Hounds Trust – our new name Q&A – July 2016

Forever Hounds Trust is a registered charity no 1131399 and a registered company limited by guarantee no 06985367 in England and Wales

What was the process that led to the new name?

We have worked with two agencies who are expert in branding and marketing; taken advice from an independent branding expert; held a workshop with volunteers from across the charity; conducted market research with the general public, our supporters and our volunteers; and consulted with other organisations, including the Dogs Trust and Battersea Dogs and Cats Home.

Does this mean what you do has changed?

No. We are changing our name to better and more clearly communicate who we are and what we do, to more people. Our mission has not changed: we remain committed to reaching a day when every greyhound or lurcher is free from risk or need.

Why doesn't your new name contain the word 'greyhound' or 'lurcher'?

In order to reach more potential homes, we need to reach beyond the existing 'world' of people who already know about sighthounds. Our broadest possible audience is anybody interested in homing a dog, or supporting a dog charity. They might not have considered a greyhound or lurcher.... They may not even know what a lurcher is! Or perhaps they think greyhounds need lots of exercise (or one of those other myths that our current supporters know very well). We need to reach those people, who might be thinking about homing a different type of dog, or getting a puppy, because they simply don't know about sighthounds. In short, we need a general name for a general audience - so that we can bring that general audience into the world of sighthounds.

How will people find you without 'greyhound' in your name?

Our strapline, *Matching greyhounds and lurchers to happy homes*, does specify the breeds we work with. We will also be continuing our work on Search Engine Optimisation, which means we will come up in online search results when people search for charities associated with those breeds – so we will definitely be very, very visible!

What about your logo – is it changing?

We are keeping our popular hound logo, to provide consistency and help our supporters to make the transition. We are also keeping our core blue colour.

For around the first year of our new name, we will also be using the line *Building on 20 years of GRWE* to help explain our history to supporters.

What about costs – isn't it expensive to change a name?

As with all aspects of GRWE's work, we have worked hard to keep costs as low as possible. Our branding agencies, plus the independent advisor, all gave their time and expertise for free. Change-over costs have been kept as low as possible, with the two names and logos living alongside each other for a period of transition. Where we have purchased new materials, we have incorporated other essential updates and replacements at the same time, and worked with suppliers to find the best possible rates. And in the long-term, by helping us reach a wider audience, and home more dogs, our new name will help us to raise more money.

How do I explain the name change to other people, especially those who might donate to or support the charity?

We can provide leaflets which explain what we do, our history and our approach to helping dogs. Please email us at fundraising@grwe.com.

You can also refer people to these Q&A.

What about new materials for fundraising and publicity?

We will be providing all of our volunteers with new materials with our new name, from July 2016 onwards. If you need further information or help with this, please email us at fundraising@grwe.com.

All events and publicity from July 2016 onwards will use our new name, so that it helps to establish the Forever Hounds Trust name.

Why are you launching the name now?

We are officially launching the new name on 9th July 2016 at our Big Birthday Bash - exactly 20 years since we became a registered charity.

The name GRWE has been incredibly successful, and in this 20th birthday year we will be celebrating just how far that name has brought us. We will also be looking forward, to a bright future where our new name helps us to reach more people, and get more dogs into the right homes.

You will start to see our new name from July 2016 onwards.

How long will you use the name Forever Hounds Trust for?

We don't plan or expect to change our name again – this is our name for the foreseeable future.

I have homed a dog from you; does this change the support or help you can offer me?

Not at all – we are still committed to providing the same support as always, for all of our dogs, forever. Read more about our post-homing support [here](#). We will be writing to everyone who has homed a dog from us with further information in July 2016.

Do I need to change my Standing Order, Direct Debit, or my will?

We are still the same organisation, with the same address, bank details and registered charity number, so no, you won't need to update anything for most of the ways in which you already support us.

We can also still accept any payments to Greyhound Rescue West of England which you have already set up, including Direct Debits, even after we've changed our name to Forever Hounds Trust, but cheques should be made out to 'Forever Hounds Trust' from now on.

If you have a Standing Order to us, it will still reach us, but we would appreciate it if you could update your bank. We will be writing to all of our supporters with a Standing Order very soon with further details. Or you could change how you support us to a Direct Debit, which we'll be launching very soon.

If you have kindly remembered us in your will, you may wish to add a codicil to make clear that we are the organisation you wish to benefit. For further information please email us at legacy@grwe.com.

Is my Gift Aid declaration still valid?

We are still the same organisation, so your declaration is still valid; you do not need to change anything for your Gift Aid to continue.

Thank you for all of your support. We look forward to working with you to make Forever Hounds Trust come to life!