



2018 CHARITY PARTNERSHIP

*A delicious, nutritious year for our hounds
plus some pawesome publicity!*



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Forever Hounds Trust was thrilled to be selected by Burns Pet Nutrition as a charity partner in 2018.

Forever Hounds Trust rescues, rehabilitates and homes greyhounds and lurchers. Dogs come into our care needing treatment for injuries and sickness caused by cruelty and neglect. The quality and ingredients in the food we give our dogs is a vital component in their rehabilitation.

Free food for all our dogs throughout 2018 meant we were able to ensure our dogs had the best possible diet as well as reducing the cost of all those hungry mouths to feed.

Over 240 dogs enjoyed top quality Burns food in 2018

Sighthounds require a high quality diet suited to their specific needs. Their typical short bursts of energy require high energy foods and they are prone to sensitive digestive systems.

The provision of Burns' Sensitive and Active ranges alongside the Choice range and support from the Burns Nutrition team allowed us to give all our dogs a diet tailored specifically to their needs.

Dogs like Teddy, with nervous, unsettled tummies who struggled to maintain their weight thrived on Burns diets.



The impact of Burns food on hounds in our care

Callie is 10 and is 7 year old Pixie's Mum. Both girls were terrified when they first came into our care – they had only ever known a kennel and had never received any human care or love. Burns products improved both their physical and emotional health and well-being.

A Burns diet meant they soon had healthy shiny coats and bright eyes. Because of their background, they were too scared to try new things and to interact with people, but learned to enjoy 'food games', searching for Burns treats and playing with kongs stuffed with Burns dinner! This way their treats were nutritious and helped them gain confidence through games and delicious rewards for trying new things.

2018 got off to a great start for Winnie – our first dog of the year to find her forever home!



A homing pack of Burns food and treats meant Winnie's second chance at life got off to the best possible start – continuing the same tip-top diet she'd received in our care.



Pawesome Publicity



Dusty the Lurcher donned her finest tartan to enjoy her Burns Night dinner and her video got over a thousand views!

Social Media

Our **15,500 Facebook fans** and **3,500 Twitter followers** read about Burns in regular social media posts.

Facebook posts featuring Burns have typically generated a reach of **two to four thousand**.

The Love your Pet day giveaway proved a great way to boost engagement and we were inundated with dog photos and entrants keen to tell us why their dog should win the bundle of Burns goodies.



Publications and Communications

Articles on Burns featured in our monthly *Hound Highlights* e-newsletter throughout 2018 reaching an **audience of 3,000 every month**.

Our bi-annual member's magazine *Talking Hounds* carried articles on Burns and the impact and benefits of nutritious food for our dogs waiting in kennels.

Burns also featured in our bi-annual *Newshound* newsletter which has a circulation of over 3,000. This is sent to all our Supporters and Members as well as being distributed at dog shows and other dog-related events around the country by our volunteer teams.



Press coverage

Homeless hounds hit the headlines in 2018 with lots of our local media coverage featuring Burns. Flora's day out on the Burns stand at Crufts generated lots of news coverage (and pulled in the crowds!) and our Christmas Carol concerts for dogs attended by Burns were also hugely popular. Radio interviews for events such as Buscot and the Christmas Concerts also mentioned Burns' support for Forever Hounds Trust.



Out and about

Burns banners made appearances at doggie events throughout the year, and **150 of our volunteers donned Burns branded t-shirts** while dog walking, meeting new homers and talking to thousands of members of the public. Our attendance at *Dogs Day Out* in Pembrey resulted in new volunteers being recruited to help us with our awareness raising in Wales.

Over **a thousand dogs** were very happy to receive a Burns goodie bag full of delicious samples at each of our events, and we hope the Burns team enjoyed giving out nutrition advice at several of our houndie events.

