



Autumn 2024

Good Times



Meet Amelie & Paddy

"I often worry about what the future holds for my daughter but with Paddy by her side, she can do so much and become even more amazing. Paddy makes all our lives lighter, has given me a life outside of being 'mum' and that really helps me to be a better parent."

When Victoria's daughter, Amelie, told her she wished she wasn't herself anymore, it was time to rethink everything. "At the time Amelie hadn't been officially diagnosed as autistic – that came later – but she was really struggling to cope at school and while it's shocking to think of a seven-year-old having a nervous breakdown, that's effectively what happened," says Victoria. "Academically, she was at the top of the class but none of her emotional and social needs were being met and she was burning out."

As things came to a head, the bond and trust between mother and daughter was breaking because, says Victoria, "Amelie felt I was forcing her to go to school. Forcing her to do something that was causing her a great deal of unhappiness."

☺ *I lost my connections to the outside world and quite quickly my own world shut down.* ☺

So, the decision was made to home school Amelie. "While it was absolutely the right thing to do for Amelie, it absolutely broke me," says Victoria. "I lost my connections to the outside world and quite quickly my own world shut down. Even going to the shop for a pint of milk was impossible, because Amelie wasn't able to confidently leave the house."

After speaking to a friend with an assistance dog, Victoria investigated how an autism assistance dog might help to support Amelie. "I ended up speaking to Dogs for Good who answered all my questions – I had a lot!" she laughs. "I was, and continue to be, so impressed with how knowledgeable they are about autism and came away thinking 'how do they know more as a charity, than the 'professionals'? So, I put in an application for an autism assistance dog to support Amelie and we were lucky enough to be accepted and then matched with Paddy."

From the moment Paddy joined the family, Victoria says everything changed. "Within an hour of her arriving, Amelie had laid down next to her and started to stroke her. I caught myself starting to get excited about the possibilities and adventures to come."

Previously, new environments and people were too unpredictable for Amelie, and she couldn't contemplate going beyond the front door. But Paddy provides a predictable presence and quiet, calm reassurance. "Paddy is a 'bridge' for Amelie and because of her, Amelie can see a little bit beyond her anxiety and into the world; she's far more able to try new things," says Victoria.

☺ *Because of Paddy, Amelie can see a little bit beyond her anxiety and into the world.* ☺

Recently, Amelie surprised Victoria by asking if they could take a trip to the local toy shop with Paddy. "Not only was she up for it but she was ready before me with her shoes and coat on and Paddy's lead and jacket ready," laughs Victoria.

"She has also asked if we can visit a museum and even revisit the Harry Potter Experience! We'd been once before and it didn't go very well for a few reasons but now, because of Paddy, she's looking forward to things that weren't possible before. Amelie can now 'see' things; she can access a future for herself."

As Team Leader, it's Victoria's responsibility to ensure Paddy's training is maintained so she doesn't lose any of her skills. And this is something that has brought unexpected benefits to Victoria. "Paddy's training gives me a kind of 'permission' to take some time to be myself and be present in the world again while my husband or a friend looks after the children. Obviously, I could have done this without Paddy, but more often than not, I just didn't. I guess that before, juggling all the challenges our family negotiates, prioritising myself didn't feel 'right'. But now, I'm prioritising the partnership and Paddy's training is top of the list. This time is so precious and helps get a bit of time back for me and makes me a better parent to my children."

Amelie was deregistered from school two years ago and Victoria says she still hasn't recovered from the trauma being there caused. "But I know things are starting to change for her because she told me recently that she now loved being who she is, because she has Paddy," says Victoria. "That's a big step away from the child who didn't want to be herself any more."

"There are so many ways Paddy helps my daughter, and we're honoured to have her in our lives."

Want to hear more stories about our work? Sign up to our newsletter at dogsforgood.org/newsletter

Welcome to **Good Times** 2024!

As the summer ends and we prepare for the joy of falling leaves, muddy walks and the occasional blustery gale, I invite you all to pause and reflect on our collective achievements so far in 2024.

Contained within, you will find shining examples of our dedicated team working tirelessly to raise awareness and vital funds for Dogs for Good alongside powerful stories that help demonstrate how our efforts help to make life possible for so many.

As I hit my two-year milestone as Director of Income Generation, I find that still, on a weekly basis at least, I discover something new that excites me or leaves me with a sense of wonderment. It is a privilege to be a part of this family.

This year we have set out on our path to become a community and insight-led charity by 2028. Our five-year strategy might feel like a distant reality for many, but it is the day-to-day efforts and successes, the 'every day extraordinary', that keeps us heading in the right direction.

We know we have a great deal to do, and for my part, building the infrastructure required to help us scale our ability to raise funds has certainly kept the team busy this year. Alongside this, we've captured powerful insight on how we can further meet the needs of people and dogs by placing them at the centre of all we do. Please look out for invitations to find out more about what becoming truly community and insight-led means and how you can be involved.

Your voice, your experiences and your commitment continue to inform our plans for the future, and I hope that as we head further towards

our ambition to support 4,000 people annually, you will continue to celebrate the positives and hold us to account on the changes we still need to see.

I know that so many of you participate in our wonderful pop-up cafes, engagement mornings and show your support through generous contributions to our fundraising appeals or by fundraising tirelessly on our behalf throughout the year.

For this, we are eternally grateful and I hope you feel a shared sense of pride as you read this edition of Good Times.

Happy reading!

Olivia Rainford



Broadening our Family Dog Service

Our Family Dog service goes from strength to strength, helping over 2,000 families with autistic children make life possible through the support of a companion dog.

Our workshops are a supportive learning environment for people to explore how a pet dog can bring positive connections for their whole family. Our instructors help parents to build confidence in how to understand their dog's needs so that they can translate this into emotional and practical support to help day-to-day family life.

Emma, who recently attended some Family Dog workshops, commented "there are plenty of courses you can go on to help support children with autism and plenty of courses you can go on to help learn how to train a dog but as far as I can tell, there's nothing that combine the two. I thought that a dog might be the answer to help our family and my son with his difficulties."

The service seeks to help the families we work with understand how to nurture and foster a relationship with a dog, which in turn can bring untold benefits to the whole family.

In September 2024, the service broadened its scope to help us to support even more people. "Drawing on our knowledge of teaching assistance dogs to help adults and children with physical disabilities and working to support them throughout their partnership with one of our dogs, we're really proud to be able to launch a brand-new iteration of the service which is designed to help adults and children with physical disabilities," explains Kelly, Dogs for Good's Services Manager.

"The new Family Dog Physical Disability workshops will start off being online and
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build on Dogs for Good's strategy to create a more person-centred approach to the work we do. From chatting with people, we heard that not everyone wants or needs an assistance dog that has public access rights. In addition, some people want more choice about the breed and size of dog; it's totally understandable that not everyone wants or can accommodate a labrador-sized dog in their life! This new development of our Family Dog service enables more people to explore the ways that they can develop a strong bond with their dog and how that can become a supportive relationship, bringing untold benefits to both.

"Workshops one and two are largely the same as for the original service, but workshop three focuses on how to teach a companion dog task work such as retrieving

dropped items, pulling open a door or pushing an access button that can provide really practical help for someone with a physical disability."

In addition to people who want to book onto the new workshops, from September 2024, anyone who is accepted for a Dogs for Good assistance dog will be automatically enrolled. "It's a really good educational resource for people who haven't ever had a dog before to learn about responsible dog ownership and the positive and perhaps more challenging impacts that a dog may have upon your life. It also allows people to weigh up what's right for them in a more flexible timeframe."

Find out about Family Dog workshops at dogsforgood.org/family-dog.



Join our Volunteer Team!



Inspired to get involved? Visit dogsforgood.org/volunteer or get in touch with Ben at volunteer@dogsforgood.org to find out more!

Without our volunteer family, we simply cannot exist. Nor can we develop and grow our ambition to reach more people to make life possible.

We are so, so grateful for everything that our volunteer and staff colleagues, supporters and partners do in creating a fantastic charity that is enriched by skills, knowledge and love.

Jamie Macdonald, Head of Volunteering

Not just a walk in the park

Our Community Dog team is developing community-led initiatives across the UK that deliver a range of activities and animal-assisted treatments to people with complex needs, those who are at risk of social isolation or need support with their mental health.

The charity's work in Bracknell is a project specifically designed by working with and gaining a deep understanding of the local community's needs. The dogs, handlers and practitioners support people who could benefit from the unique role a dog can play in enabling them to achieve positive outcomes and unlock new possibilities, as part of a group or as individuals. They tailor a range of activities to support needs and personal goals, while also ensuring the dogs have a great time as well!

One such programme now operating in Bracknell is a walking group for adults with learning disabilities.

Dogs for Good Community Dog Handler Lucy Purchase works with two specially trained dogs, Lexi and Ned, and she and her colleague Hayley Ring have created a woodland walk, filled with engaging activities to help the group connect and participate during the session.

"Lexi and Ned have very different personalities but are both ideally suited to this work," explains Lucy. "Ned is a super-affectionate, laid-back boy who loves nothing more than having a bit of fuss and meeting new people, while Lexi is very active, extremely clever and loves to be doing something. The group enjoy being with both dogs and take pride in remembering the differences between them both. This then translates into a deeper understanding of the differences we all have."

The group activities include a 40-minute walk comprising a treasure hunt, some hide and seek and an agility session and are something that group members really look forward to.

"The treasure hunt takes the form of group members finding various objects along the woodland walk," explains Hayley. "This could be spotting a duck on the lake, a fountain, a bridge, or an animal carved into a fallen tree. It's great fun for everyone, promotes teamwork but also sparks a sense of adventure with some people able to confidently seek things out for themselves, where perhaps they'd have lacked confidence previously."

"Hide and Seek is something Ned absolutely loves," continues Hayley. "Members of the group will distract him while one of them goes and hides a small soft toy behind a tree or in a pile of leaves. Then

everyone encourages Ned to find it and of course when he does, everyone praises him, and he's absolutely delighted with himself! The activity promotes self-confidence and communicating with Ned and each other."

The agility session uses portable agility jumps and a tunnel set up in an open, grassy area. Everyone helps to set the course up, which promotes teamwork and interacting with each other and then Ned is then ready for the off. "Some people like to stand at the start of the course or the end, and some like to man particular pieces of equipment, but what they all like to do is encourage Ned to 'jump!'" says Hayley. "Of course, sometimes Ned likes to go off piste and swerve round a jump at the last minute or even ignore the tunnel completely, which is very funny and shows everyone that doing your own thing is perfectly OK, too."

Support workers for other members of the group have said that at the beginning of the programme, some of the group struggled to complete the walks due to poor cardiovascular health and a tendency to avoid exercise. But within a few weeks, they were all completing it with ease and looking forward to going again. It was also mentioned that the group activity is something that attendees really look forward to and talk about both before and after.

An Occupational Therapist who supports a group member says: "I think it provides him with an opportunity to socialise with others in a relaxing outdoor setting. It allows him to spend time with Ned and show affection towards him in a very positive way. Spending time in nature and walking are also beneficial for his well-being."

We're really proud of our team for the great work they're carrying out in Bracknell and the learnings from this and other projects will help us shape our service offering in the future.



Wonderful Walt the Community Dog

Three-year-old labrador x golden retriever, Walt, is the newest member of our fantastic Community Dog team. He lives with his handler, Sarah Tosh-Robb, and the pair started working together a year ago.

"Walt's biggest love in life is people, which makes him perfect for this role," says Sarah. "He's such a lovely, happy, bouncy character who really enjoys doing all the activities we carry out for the people we support."

Recently, Walt and Sarah have been working with a group of young people with mental health challenges. The pair do a mix of group-based activities as well as bespoke 1-2-1s.

"We started working with the group in January 2024 and the sessions are designed to increase and improve mood, encourage and improve attendance in a school structure and increase social engagement and wellbeing," explains Sarah. "Walt and I visit once a week. Firstly, we have a group session for up to one hour and then Walt then has a break before we have 1-2-1s with one or two people which last about 20-30 minutes each."

Sometimes, Walt plays an active role in the activity sessions but also, sometimes, just his presence is enough for people to benefit. "For example, members of the group really enjoy craftwork," says Sarah. "So, one activity we did was for everyone to make Walt a bandana. It was a very creative activity but one that he wasn't directly involved in until the end when he modelled each one!"

The activities are designed to teach skills such as patience, taking turns, supporting each other, listening and taking the lead; group

activities are varied and include dog bingo (where Walt goes and picks out numbered balls); teaching Walt a new trick or activity - the group recently taught him to ride a skateboard; and relaxing with Walt where group members stroke Walt, groom or just sit quietly with him.

The 1-2-1 sessions that Sarah and Walt carry out are tailored to the individual's needs and recently, Sarah says that Walt supported someone with anxiety around online meetings with teachers. "Walt's presence and also him being on hand to stroke was very calming for the individual," she explains. "At one point, Walt went and laid over the person on the beanbag they were sitting on and afterwards, they said they'd never have been able to do it without him."

It was Walt's birthday recently and the group threw him a birthday party. "It was so lovely!" laughs Sarah. "They made him a birthday card and we played Pass the Parcel with a new toy I'd bought him. He really enjoyed helping the young people rip all the paper off, finding the toy and also being given the treats I'd wrapped up in there for him."

Feedback has been so positive for Walt from both the group individuals, teachers and OTs involved:

"As a school we have been able to build upon these outcomes and continue with this theme, for example: leading into a PSHE lesson on reflecting how we care about ourselves, and others we love, including our own pets."

"Observing a young person in the interaction with Walt gave me understanding what really motivates her and is really important to her."

Developing our future services



In April 2024, we welcomed Jude Palmer to Dogs for Good as our Head of Hub Development. Jude's role is focussed on helping us deliver a coordinated plan to enable us to reach our strategic ambition of reaching 4,000 people per year through our work. Jude has written a great piece below to explain what she's been up to...

"Essentially, my role is understanding the detail of what needs to be in place to help us develop our plan. For Dogs for Good, that's all about enabling us to become even more community-led and person-focussed, so we can support more people and ensure we're meeting their specific needs.

"My career over the last 16-ish years has been in charity operations, with a focus on designing and delivering programmes of outreach, volunteering and service delivery across the UK. This is usually focused on connecting with people who can find it hard to engage with the day-to-day experiences and activities many of us take for granted.

"Since I joined Dogs for Good, I've been learning about our work, dogs, teams, volunteers and partners and have been able to meet many of them as I am based at the Dogs for Good site in Banbury. I've also visited our teams in the south and north west, Bracknell and Scotland and had the privilege of joining in with their community-focused activities and meeting the people we support.

"What I've seen, the people I've met and everything I've learned has helped me focus on creating a strong foundation for two pilot projects. My first priority is a service delivery project which concentrates on the different

services we deliver to support people. The second stream of work focusses on dog supply to ensure we have enough happy, healthy dogs and all the people needed to support them.

"So, how would I describe what the two projects are all about? For our service delivery project, it's about testing what we think is needed to deliver a service in a community: understanding what benefits it will bring, the skills and roles we need to make it happen, how we'll know if it's working, how it can best respond to local people that it's already supporting and those it could support in the future. And of course, how we start, grow and cement a fantastic Dogs for Good family in that area.

"Our dog supply project is about running a project that creates insight and evidence about changes we may want to consider to our current approach to really maximise our dogs' enjoyment, wellbeing and development alongside our amazing volunteer network who look after them.

"Of course, it's vitally important to know how we'll judge if the pilots have been a success or not. So, before they start on the ground, we need to identify the benefits we want them to deliver. Detailing out those benefits helps us plan for all the things we need to measure so we can, at the end of the pilots, assess whether those benefits have been achieved and the pilots have been successful.

"There's lots to do and it's all really exciting! I'm so proud to be part of the Dogs for Good family and look forward to meeting even more of you in the months to come."

Meet Natashya...

Natashya is one of our Community Dog Handlers, working on the Dementia Dog project in Scotland; a collaboration between Alzheimer Scotland and Dogs for Good, supported by Pets Foundation. She joined us two years ago after running her own business as an experienced dog trainer and behaviourist specialising in puppy training and development.

"I saw the advert and I was so pleased to find an organisation that ticked so many boxes for me," explains Natashya. "The role echoed my own values in terms of treating dogs with kindness, respect and using positive reinforcement methods to teach them. In addition, my nan had dementia so I knew about the challenges a diagnosis can bring but also about how the human-animal bond can bring extraordinary joy and more confidence around living well with that diagnosis."

Unsurprisingly, Natashya was a perfect fit and now works with Dogs for Good Community Dog, Sandy, a beautiful, friendly golden retriever who also lives with her, her family and her two companion dogs.

Natashya and Sandy work 1-2-1 with people, helping them recover lost confidence and make new connections and also visits care homes for people who need extra support.

"Sandy's amazing," says Natashya. "She's the perfect fit for this role and everyone is powerless to resist her considerable charms! She lights up every room with her sweet face and waggy tail and people are just drawn to her. Without doing anything other than being herself, she breaks down barriers, increases confidence and brings smiles aplenty. She's also the queen of Doggy Bingo, which she loves doing and participants enjoy seeing her pick out the numbered balls and bringing them to me. And sometimes, Sandy decides she would like to go say hello to a participant before choosing to fetch a ball and bring it to me, which creates humorous moments.

"I feel really privileged to be in this role," Natashya continues. "Working together with Sandy, we are able to have a positive impact on people's lives, making day-to-day challenges more manageable. And as well as the impact on the person we're supporting, often the wider family members really enjoy being at the sessions and they end up spending joyful times with their loved ones, making happy memories that will help ease them through tougher times."

Just recently, Natashya worked with a lady whose confidence had plummeted after her diagnosis and she'd gone from being a bubbly person to someone who felt self-conscious, not wanting to leave the house. "At our first session, she avoided making eye contact with me," explains Natashya. "But upon meeting with Sandy the individual was keen to work together and after eight, one-hour weekly sessions, she came and put her arms around me and quietly said 'I just want to say thank you for everything you and Sandy have done for me'. What other job can give you that?"

With grateful thanks to Pets Foundation for support of the Dementia Dog project.



The paw-fect Christmas gift



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There's something about Mary...



Mary Lamb is an absolute force of nature, undertaking all manner of adventures with the support of her family and of course, the help of her Dogs for Good assistance dogs.

After a diagnosis of a rare, hereditary neuromuscular condition, Mary has been a wheelchair user since 2007. Over the years, she has shared her life with four of our dogs and is currently partnered with handsome yellow labrador x golden retriever, Sheldon. "He's an absolute clown and therefore, perfect for me," she laughs.

Mary says that without the support of her dogs, she wouldn't be able to live as independently, confidently or fully as she does. Above all, she says that her dogs have given her a zest for life.

And this woman is so full of zest, she could put a lemon to shame.

Over the years she has taken on some pretty full-on fundraising challenges to raise money for Dogs for Good, including indoor sky dives, zipping the longest and fastest zip wire in Wales and a bit of casual abseiling!

But this year, Mary undertook an adventure like no other... It all started with a particularly vivid dream. "When I dream, I'm not disabled," Mary explains. "And I dreamt I was taking on the Three Peaks Challenge. I know. Silly, right?"

But as Mary told a friend about her dream, she heard herself saying that she could do it as her next fundraising challenge and to celebrate her 65th birthday. "Once the words were out of my mouth, my brain got hold of them and that was that," she laughs. "I was going to do it."

Mary set herself a fundraising target of £30k to support the cost of training and supporting an assistance dog through its life with someone, just as she's been supported herself.

To prepare for the challenge, Mary joined a local gym and undertook a punishing training schedule. Sheldon accompanied her to every session and while she sweated, he had a little nap. "I got so tired during the training," she says. "The pain was immense. But I had hot water bottles and hot towels at the ready and I'd put those on the really sore bits, go to bed, wake up, Sheldon would throw my slippers at me and we'd get up and do it all over again."

She also went out on her specially adapted trike every other day for a long-distance cycle to help build her strength and stamina.

And in June this year, with support from Škoda who provided her with a car to get to the start of each climb and a team of army volunteers as her back up crew, Mary squared up to her biggest adventure yet.

"I knew it was going to be tough. Absolutely bloody horrible! And did I mention that I really don't like heights?" she laughs.

Three days, lots of sweat, tears and laughter and painkillers later, she smashed it and in doing so, became the first woman in a wheelchair to complete the course.

"My goodness, it was brutal," she says. "But amazing and exhilarating, too. I was battered and bruised but so absolutely chuffed to have done it."

Through it all, Mary says that what kept her going was her desire to give someone else what she has herself received.

"After my diagnosis, my confidence hit rock bottom," she explains. "Dogs for Good gave me my confidence and life back through their support and matching me with all the wonderful assistance dogs I've had. Sheldon has enabled me get out and start living again, and that's what I want for someone else. That's what we did it for."

You can still donate to Mary's fundraiser. Follow her @TeamSheldon on Instagram!

Pantos for Puppies

Dreams 'n' Wishes, (formerly Milton Keynes Amateur Operatic Society) has been a much-valued supporter of Dogs for Good for over 15 years. The society raises money from a raffle held at its annual pantomime and, over the years, this has totalled a whopping £42,000, which has been used to support the cost of over 40 Dogs for Good puppies.

The long-standing support of the society is something Dogs for Good is enormously grateful for and Lydia Martin, Community Fundraiser at Dogs for Good says: "Their support is so important to us and they bring a sense of joy and fun to everything. The panto audience is a family audience so we have this incredible opportunity to shape people's understanding of what we do from multigenerational point of view - something that we wouldn't necessarily be able to otherwise do."

Yasmin Smyth is a driving force within the Milton Keynes Dogs for Good Supporter Group and as such, is a huge part of the relationship and organises the charity's presence at the annual panto. "All the money that Dreams 'n' Wishes have raised for Dogs for Good has come directly from raffle tickets," she explains. "People are so incredibly generous and it's such a lovely thing to be part of, year on year. We've forged some lovely connections and friendships and the panto is one of the highlights of our fundraising calendar."

Tickets for the next Dreams 'n' Wishes panto, Beauty and the Beast, are on sale now! Book early to avoid disappointment at mkaos.co.uk/box_office or call the box office on 01908 972372.

Debbie swims the Channel

Debbie Moore, who was partnered with her now-retired assistance dog, Reena, credits swimming with being something she not only enjoys but also something that helped her to regain some mobility after spinal surgery 17 years ago. So, to mark Reena's retirement and raise money for Dogs for Good at the same time, Debbie decided to take on a pretty intense swimming challenge; swimming the length of the English Channel in her local pool!

"Swimming is something I'm good at so I thought setting myself this challenge would be a really good way to raise money," explains Debbie. "It's been hard work and I've had to do it gradually as I've had knee problems and am currently getting over a chest infection but I'm determined to get there!"

Keep going, Debbie!



Martha's Marvellous Martha-thon

In May and June this year, magnificent Martha and her beloved assistance dog, Greg walked the 'Martha-thon' to raise money for Dogs for Good. "Originally, I set myself a target of 50 miles," says Martha. "But, once I'd done 50 miles in one month, I decided to double it and go for 100 miles."

The Martha-thon was about raising enough money to name a puppy in memory of Martha's mum, Libbi, who passed away on Boxing Day last year. "It was so important to me that my mum has a little legacy and naming a pup after her sounded perfect. She was so grateful to Dogs for Good for matching me with Greg and was ridiculously proud to be Greggy's granny," says Martha.

Walking 100 miles is an enormous achievement for anyone and especially challenging if, like Martha, you live with cerebral palsy. "I'm not going to lie, walking is really hard work for me," says Martha. "Some of the walks I did were on beaches too and sand presents some extra difficulty in terms of keeping balanced but I managed not to fall over and be swept out to sea, so that's a bonus."

"My mum also loved being near the sea, so those beach walks were doubly wonderful because I was able to remember her in a really powerful way."

Martha's mum was Greg's biggest fan and knowing he was there for her daughter brought her peace and comfort.

"Mum would say things like 'I'm so grateful you have Greg because it means I don't have to worry about you anymore'. She knew that Greg didn't just change my life, he gave me a life," says Martha. "Greg doesn't see any disability or illness. Just me, as an individual. As Martha."

"He is the cheekiest, happiest, silliest most adorable little guy and because of him, I've made new friends, new connections, have more mobility and more freedom."

Martha says she has many fun memories of doing her challenge but one day really stands out. "It was really muddy and I ended up slipping over – something that happens a lot!" she explains. "A lovely man came to help me and I ended up joking with him and saying 'do you make a habit of picking up women in the park?' and, long story short, I got a donation out of him and his girlfriend!"

Martha and Greg raised £5,000 and have named a puppy, Libbi. "She's so gorgeous," says Martha. "Obviously, all puppies are adorable but Libbi's extra adorable because she's another link to my wonderful mum."

Inspired by Martha's story? Head over to dogsforgood.org/fundraising to find out more.



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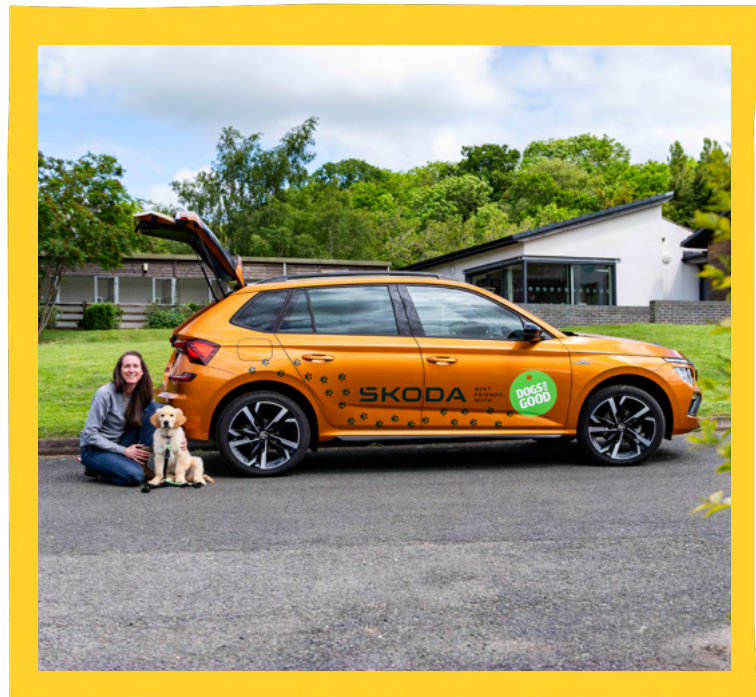
The car park at Dogs for Good looks very fancy as our fleet of Škoda vehicles increases and, because they all carry eye-catching branding, they're also hard to miss out on the road! Knowing that our people and dogs are all travelling comfortably as they go about their work making life possible for the people we support is a wonderful thing.

Over the past year, we've worked together on some pretty exciting stuff, too! Being able to join Škoda's stand at Crufts was great fun and elevated our presence at what is always a super busy show. We also collaborated on a couple of fun films focusing on travelling safely with a dog, which went down a storm on digital platforms. In addition, Škoda's help in supporting Mary Lamb on her Three Peaks Challenge was immensely appreciated.

"For us, multi-year partnerships such as ours with Škoda are vital and help us achieve our strategic ambition by allowing us to confidently plan and grow, working hand in hand with brilliantly supportive people who share our values and vision," says Dogs for Good's Head of Philanthropy and Partnerships, Cathryn Simpson.

"And on the flip side, we know that working with a charity partner really does help an organisation bring to life its ESG commitments and report on that activity in a meaningful way," she continues. "It's also a great way to engage staff and stakeholders by moving the commercial focus slightly and giving people the opportunity to work together or individually to give something back."

We're excited to see where this partnership will take us!



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01295 252600
info@dogsforgood.org
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