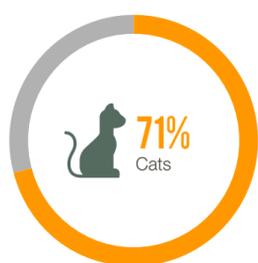


12 MONTH REVIEW 2020

ADOPTION SUCCESS

Even though 2020 was an unprecedented year, we managed to rehome almost as many animals in 2020 as in 2019 (just 3 fewer!)

This is despite the huge amount of added workload this has created for us to make this happen whilst protecting our staff and the public during the pandemic!



DONORS + SPONSORS

Since we launched our website 3.5 years ago, we have attracted many new supporters, many of whom have become regular donors or sponsors.

In these difficult times, when our four shops are closed it has become a lifeline to the Sanctuary and we'd like to thank everyone who has donated in 2020.



MONTHLY DONOR TOTAL

+662

new monthly donors

A 61% Increase



SPONSORS

+26

more people sponsoring our permanent residents monthly

A 26% Increase

ONE-OFF DONATIONS



1,873

DONATIONS
An 88% Increase



£60k

INCOME
An 85% Increase

ONLINE DONATION INCOME

£198,540

This is an increase of 95% Year on Year, despite a reduction in fundraising costs



FACEBOOK FUNDRAISERS

In 2020, 107 awesome animal lovers raised money by setting up Facebook Fundraisers. Just by asking for friends and family for a donation for a birthday present, or for completing a sponsored run or event, this raised a staggering

£11,540

We get 100% of the money raised via Facebook too - so why not join in? Thanks to the 711 people who donated this way - you've made an incredible difference to our animals' lives.

BIDS + GRANTS

We're constantly looking for ways to raise income for the Sanctuary so we can rescue, rehabilitate and re-home more animals.



GOOGLE AD GRANTS

We've joined the Google Ad Grant programme for non-profits and this funding means we drive more traffic to our site for searches such as "adopt a pet" in the Oxfordshire area.

£64,881



SUPPORT ADOPTION FOR PETS

We applied for a £163k grant in 2019 to build a Dog Training and Enrichment Facility and Dog Isolation Kennels.

The Dog Training and Enrichment Facility is a large open space which can be set-up for various types of training and rehabilitation work. A separate part of the building comprises a Home Room where dogs can spend time in a living room style environment where we can assess their behaviour and better inform adopters about them, which will improve our overall dog adoption process.

Sadly, we were unsuccessful in our application for this grant, due to our financial position at the time.

We could not sufficiently guarantee that we would be in operation beyond two years, due to our current funds.

We did not meet their strict criteria but were invited to re-apply, once our financial outlook improved. However, they were impressed with the proposal, agreed that we needed these new facilities and praised how far we had come as an organisation since we met them in previous years!

Thanks to the growing number of monthly donors, we hope to be in a stronger financial position in 2021/2022 so we can re-apply for this grant and give our dogs and staff, this much needed facility.

Thanks to everyone who is pushing us towards this important goal.

IMPROVEMENTS TO SANCTUARY BUILDINGS AND FACILITIES IN 2020

Due to limited funds, we did not progress any significant works and instead, we focused on maintaining existing buildings to further enhance and ensure the comfort and welfare of our animals



GOAT SHED

A new roof was installed by our volunteers so the only cost was for materials



RABBIT ENCLOSURES

Many enclosures needed re-roofing, so this was done again, by our brilliant volunteers with only the cost of materials paid out.



REHOMING CATTERY

We replaced the heaters in all 16 rooms with more energy efficient flat panel heaters. These replaced the original units which were 8 years old and many were no longer heating the rooms sufficiently.

These were also installed by volunteers and the cost was for the units only.

CRUCIAL TARGETS FOR 2021-2022

DONATION GROWTH TARGETS

We are lucky to have just 1,350 amazingly generous monthly donors. However, to be less reliant on unpredictable one-off donations and legacy donations (Wills) we need many, many more.

We are targeting 2,000 monthly donors by the end of 2021.



NOW

1350

Jul 2021

1675

Jan 2022

2000

PLEASE HELP US MAKE A DIFFERENCE

Please become a monthly donor to the Sanctuary today and help us deliver a better future for Oxfordshire's most vulnerable, mistreated and abandoned animals.

[OXFORDSHIREANIMALSANCTUARY.ORG.UK/DONATE](https://oxfordshireanimalsanctuary.org.uk/donate)