

WHY SHOULD YOU DONATE TO US?

The Oxfordshire Animal Sanctuary provides a refuge for animals who have been mistreated, neglected & abandoned. Every day, we care for between 60 and 80 animals.

When you give to The Oxfordshire Animal Sanctuary, you can give confidently, knowing that your money ensures animals are safe, loved, and hopefully connected to their forever homes.

We receive no government funding and the vast majority of our income is dedicated to one-on-one animal care, with 85% of our staff working directly with our animals.

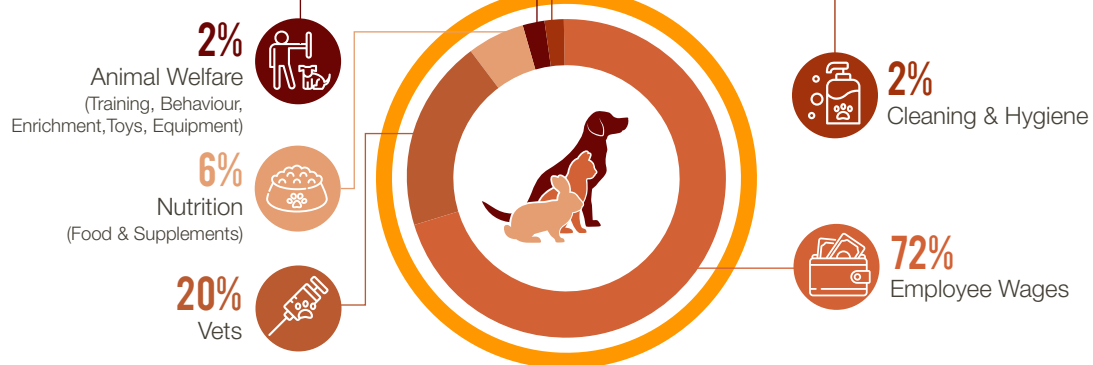
Let's take a closer look.

WHERE DOES YOUR DONATION GO?

We value every penny we receive in donations as it directly impacts our animals' welfare. It's also important to us that you know how we spend your hard-earned money. We appreciate your generosity and want to show you how it makes a difference.

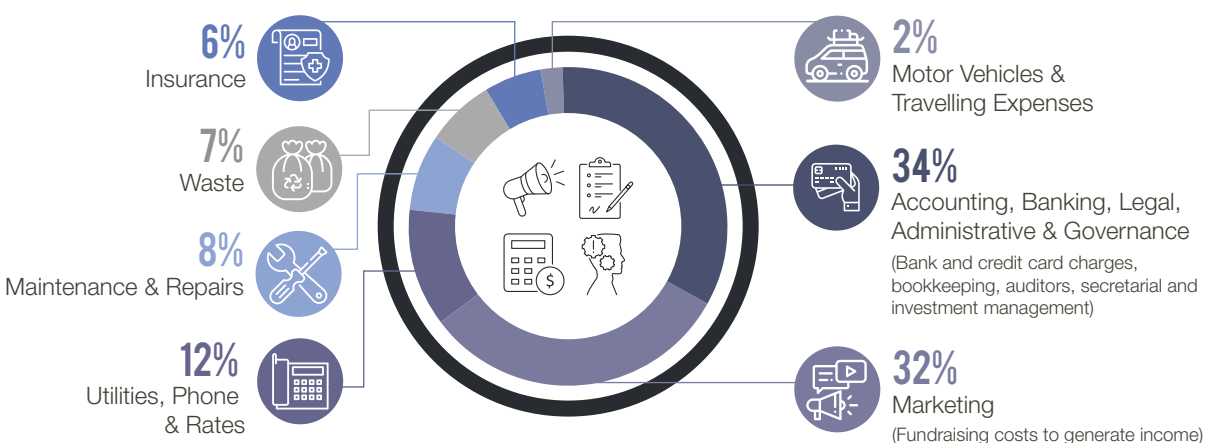
ANIMAL CARE & REHOMING

71%



OTHER ESSENTIAL COSTS

29%



Although we are showing these as costs that are not associated with direct animal care, we simply could not carry out the animal care duties without them. This includes diesel for our van, electricity to heat the kennels and catteries and essential maintenance to ensure animal wellbeing.

HOW DO WE COMPARE?

As you can see from the charts below, we do everything we can to maximize the funds spent on animal care, spending 71% of donated funds on clinical care and rehoming, compared to just 53% spent by similar charity organizations.

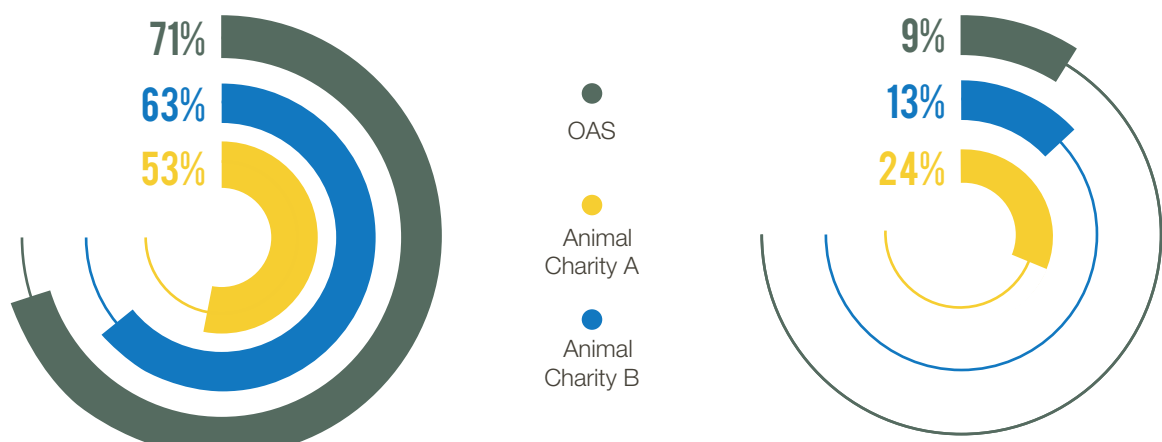
It's always difficult to compare our expenditure exactly, especially as larger charities have huge economies of scale on many administrative tasks we still have to complete such as accountancy and auditing.

DIRECT ANIMAL CARE

If you're an animal lover like us, you want your money to go straight to where it makes a difference and not to running a huge admin-heavy organisation.

MARKETING COSTS

We want you to know that your donation gets spent wisely. We are almost 100% digital, data-focused and monitor and measure marketing return on investment daily. We don't spend your hard earned donation on flashy TV ads.



YOUR DONATION CAN MAKE A DIFFERENCE

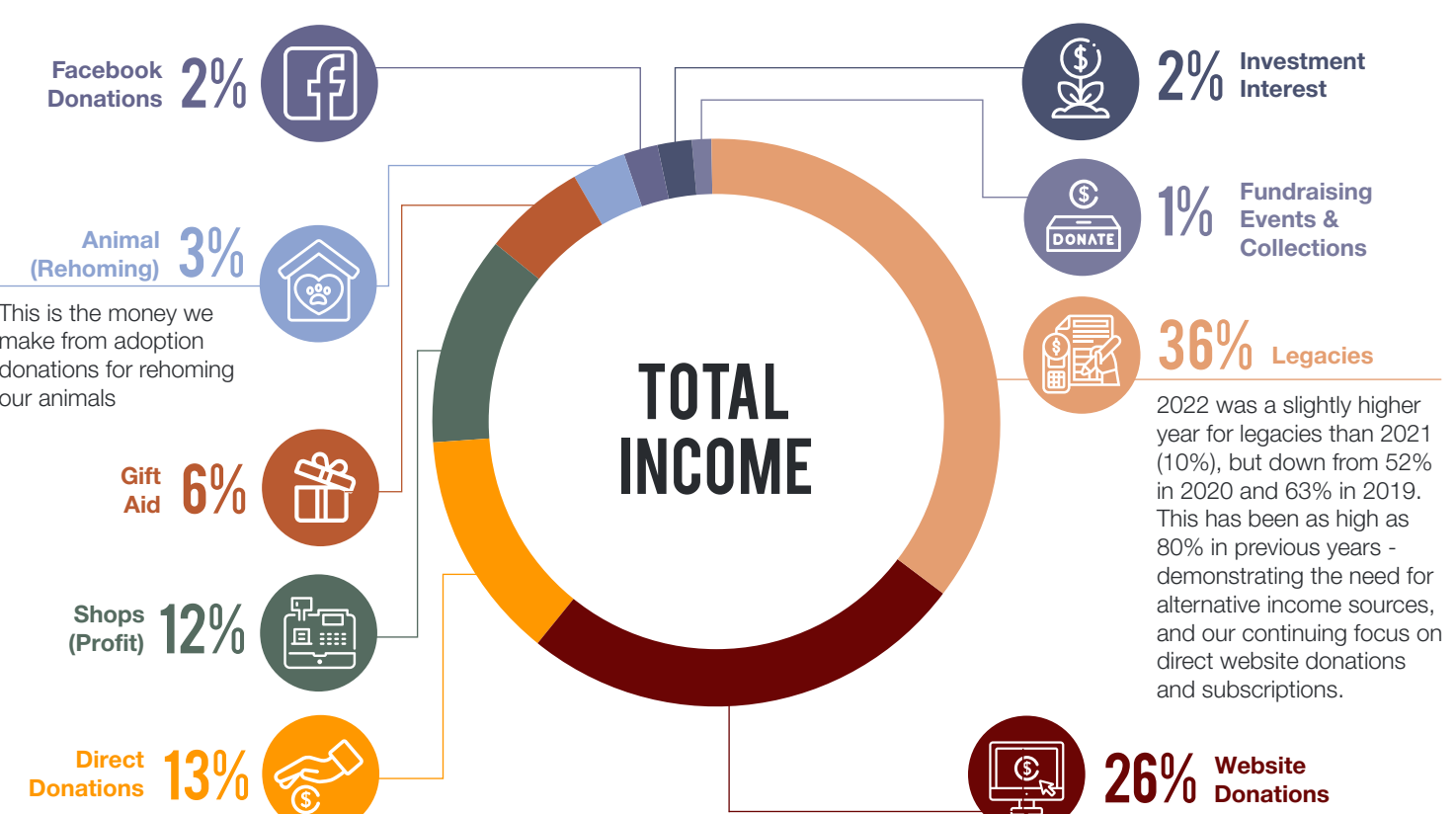
Our animals need your help and we currently do not have enough donors to cover the costs of running the Sanctuary.

WHERE DOES OUR INCOME COME FROM?

Like most charities, legacies form a large part of our income and this has fluctuated between 10% and 80% across our history. This has led to our continued strategy of developing our direct donation platform through the website and social media.

Over the last two years, we've grown donations through these channels by 25% via the website and 36% via Facebook. Since we launched the website in 2017, our direct income is almost 50x bigger than when we started, despite spending much less on marketing proportionately than other charities.

We are working hard to generate more predictable and consistent donations that allow us to plan for the future. This means diversifying our income from the riskiness of relying on legacy gifts to a higher percentage of monthly direct debit donations.



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