

## 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.

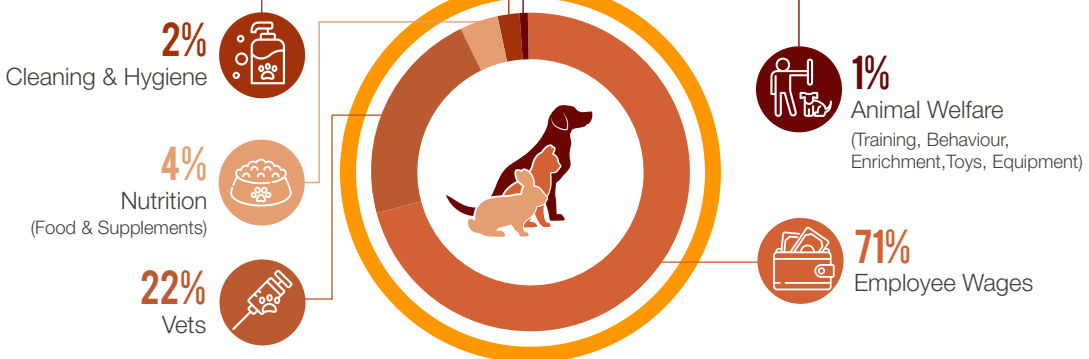
**Let's take a closer look.**

## 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.

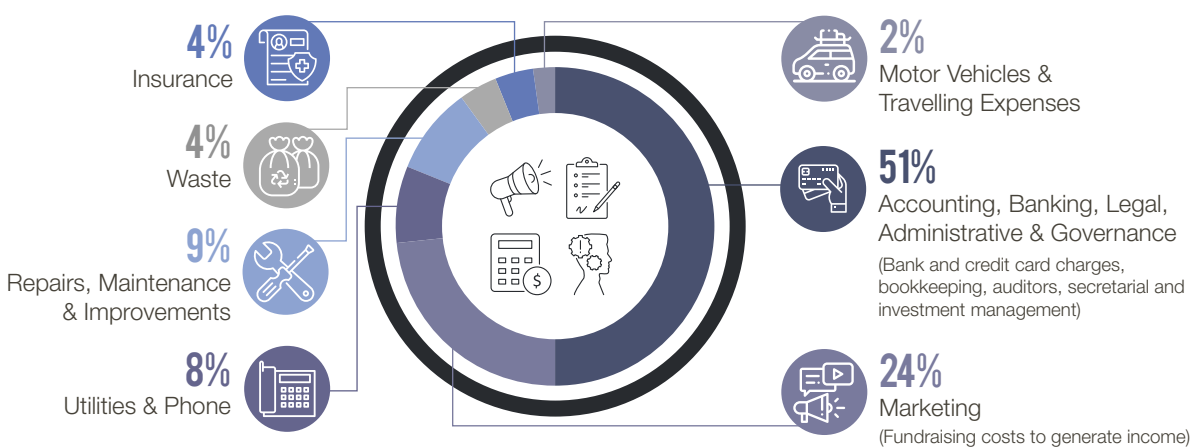
### ANIMAL CARE & REHOMING

66%



### OTHER ESSENTIAL COSTS

34%



Although we are showing these essential costs separately, including legal fees, auditors, and accountants, these are directly linked to our ability to operate as a charity and essential for animal care duties. This also covers expenses like diesel for our van, electricity for kennel and cattery heating, and necessary maintenance for animal well-being.

## HOW DO WE COMPARE?

As shown in the charts below, we prioritise spending on animal care, using 66% of donated funds for direct animal care, vet support and rehoming, which is higher than the 53% spent by similar charities.

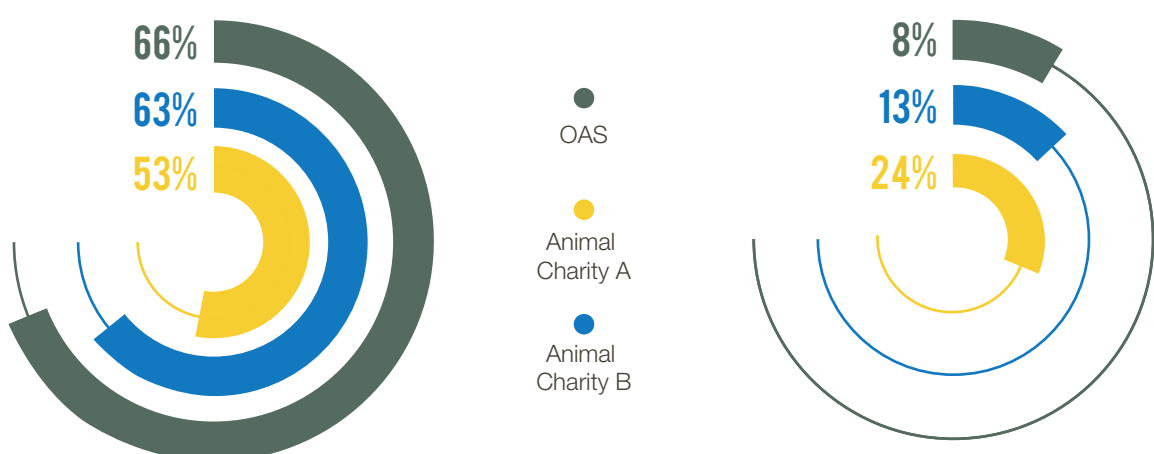
It's important to note that comparing our expenses directly can be challenging, as larger charities benefit from cost savings on administrative tasks like accounting and auditing due to their size.

### DIRECT ANIMAL CARE

If you share our love for animals, we understand that you want your contributions to be used effectively, with a substantial portion directed toward the care and well-being of animals, rather than being consumed by the administrative overhead of a large organisation.

### MARKETING COSTS

We want you to feel confident that your donation is put to good use. Our approach is highly digital and data-driven, allowing us to track and evaluate the impact of every £ spent on a daily basis. We prioritise efficiency and don't allocate your hard-earned donation to extravagant TV ads. Your support makes a meaningful difference.



## YOUR DONATION CAN MAKE A DIFFERENCE

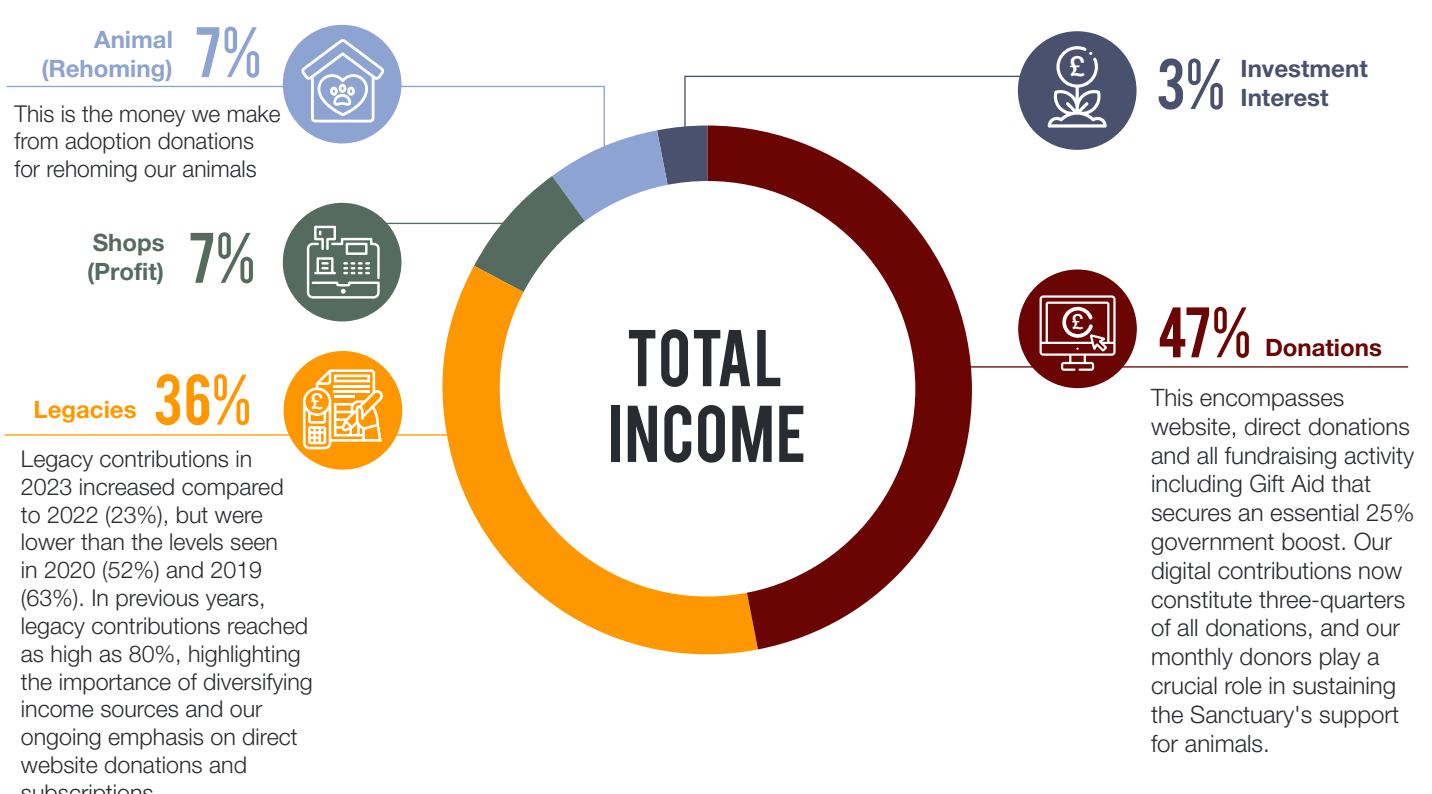
Our animals need your help and we currently do not have enough donors to cover the costs of running the Sanctuary. Your support makes a significant difference in their well-being.

## 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 56x 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](https://oxfordshireanimalsanctuary.org.uk/donate)