

Corporate Sponsorship





About us

Founded in 2001 by animal lover Michael Waugh, Pennine Pen Animal Rescue CIO is Oldham's only independent animal rescue charity.

For over two decades, we've been a safe haven for unwanted and abandoned cats and dogs, offering them love, medical care, and a second chance at life.

Since 2001, we've:

- Given thousands of animals a second chance.
- Run local trap, neuter, and release schemes to control feral cat colonies.
- Provided emergency care and support to struggling pet owners.
- Built a loyal community of volunteers, donors, and adopters.

Our mission is simple but powerful:

- Rescue and rehabilitate unwanted or stray cats and dogs.
- Never put a healthy animal to sleep where a good quality of life is possible.
- Neuter, vaccinate, and microchip every animal in our care.
- Find safe and loving forever homes for each of our rescues.
- Support our community through pet care advice, low-income support, and public education.

On average, we rehome over 100 dogs and 120 cats every year.

From suffering to sanctuary: Kenny's story

In November 2016, a severely neglected and emaciated Pakistani Mastiff, known as a Bully Kutta, was found abandoned on the streets near our rescue. His name was **Kenny**, and he was in an appalling state: dangerously underweight, covered head to foot in sarcoptic mange, and suffering from illegally cropped ears - a cruel and painful procedure banned in the UK.

At just 18 months old, Kenny had already experienced intense abuse and hardship. He was so close to death that his survival was uncertain. But Kenny made it to Pennine Pen Animal Rescue, where our team immediately began his treatment with care and dedication. Although he could not be rehomed due to his ongoing health issues, Kenny found his forever home with us.

Kenny lived the rest of his life at the rescue, where he became something truly special. With his gentle nature and striking appearance, Kenny captured the hearts of our staff, volunteers, and the local community alike. He became a much-loved ambassador for the rescue, often recognised on his daily walks and featured in both local and national media.

Despite ongoing allergies and conditions requiring regular veterinary care, Kenny enjoyed a happy and fulfilled life until he sadly passed away in April 2021. He is a permanent part of our story and a symbol of everything we believe in, compassion, commitment, and second chances.



From trauma to trust:

Rocky's story

In 2020, we took in two young cats from a home where the owner could no longer cope. Both were in terrible condition, their frail bodies riddled with infection, scabs, and open wounds. They were crawling with fleas and dangerously underweight.

The little female cat was so critically ill that she had to be rushed to the vet before we could even photograph her. Despite every effort, she was too far gone, her tiny body shut down, and she passed away shortly after arriving.

The male cat, however, had a fighting chance. We named him **Rocky**.

Rocky was severely anaemic, dehydrated, and traumatised. After emergency care at the vets, he came to us for recovery. In those early days, he was withdrawn, trembling, and defensive, unable to trust

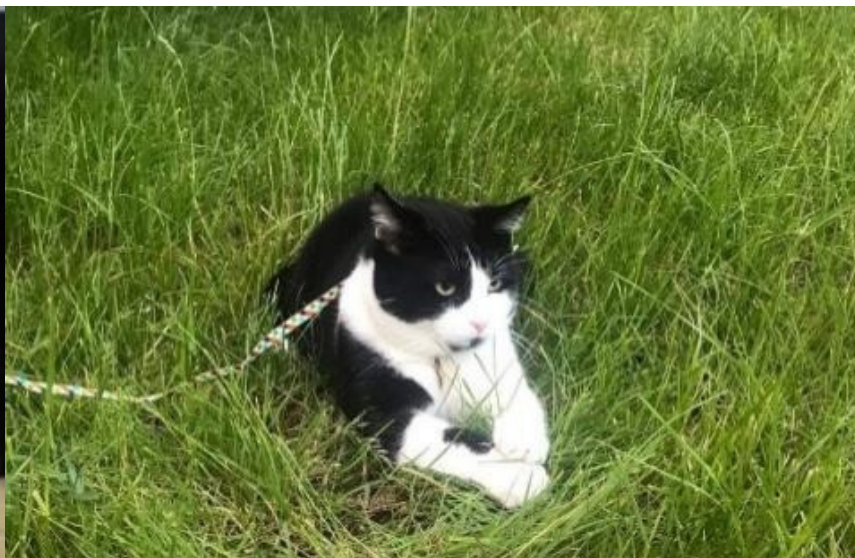
anyone after his ordeal. His fur was shaved to allow better treatment of his skin, and he spent his first days hunched silently in his bed, growling when approached.

But slowly, Rocky began to heal.

He started responding to gentle touch, accepting head scratches, and eventually, we heard the sound we'd all been hoping for, his first purr. As his body recovered, so did his spirit. In time, Rocky became a loving, affectionate cat who adored people again.

Rocky's transformation was nothing short of remarkable, and in time, he found a fantastic forever home with humans who adore him.

His story reminds us that with expert care, patience, and love, even the most broken animals can be made whole again.



Our proven 10 step rescue process

From rescue to rehoming: How your sponsorship makes a difference



Your sponsorship saves animals lives at every stage





Our charity shops - the lifeline behind the rescue

Pennine Pen's charity shops not only promote sustainable shopping, but they are also essential pillars in funding the rescue's day-to-day operations and veterinary care. All shops offer free local parking and stock a wide range of goods to suit every shopper and budget.

What They Do:

- Raise thousands of pounds per year to support urgent veterinary treatments, utilities, food, and rescue centre upkeep, easing reliance on donations alone.
- Receive donated items including women's, men's, and children's clothing, bric-a-brac, small furniture, electrical goods, toys, and seasonal products.

Why They Matter:

Our shops are far more than retail outlets; they are crucial points of contact between Pennine Pen and the community:

- **Income stability:** With public funding limited and donation income under pressure, shop profits directly help fund the high cost of veterinary care and animal support services.
- **Community engagement:** The shops welcome local visitors, help spread awareness, and often act as ambassadors for foster, volunteer, or adoptive interest.
- **Sustainability and reuse:** By selling pre-loved items, we reduce waste and offer affordable goods while maximising impact for animals in our care.

Behind every sale is the possibility of veterinary treatment, food, shelter, and love for an animal in need.

We currently operate three charity shops across Oldham, welcoming the local community to support animal welfare through shopping and donations.

Why we need your support more than ever

Our operating costs are now around £235,000 per year

Covering staffing, utilities, veterinary care, and facility running costs. According to the Charity Commission's 2024 report, while income and adoption numbers remained steady, overall costs continue to increase relentlessly, particularly in veterinary services, utilities, and maintenance. Trustees hold only minimal reserves (three months of running costs) to manage emergencies.

Animals are entering care faster than they can be rehomed

In 2024, Cats Protection reported a 34% increase in cat abandonments, spending over £50,000 just on urgent veterinary care for these animals in six months.

Industry bodies like ADCH report that many animal welfare organisations have seen operational costs rise by roughly 50% within the past year, forcing some to close to new admissions or scale back services.

The cost-of-living crisis, inflation, and fallout from the pandemic creating a 'double whammy'

Increased demand for rescue services, along with escalating operating costs such as utilities, food, veterinary care, and insurance, all areas where charities cannot simply raise fees to compensate.

What This Means for Pennine Pen

Our adoption income (£150 per cat, £250 per dog) is deliberately set to avoid any profit, meaning every adoption is subsidised by the charity. Hidden expenses, like dentals, medication, or prolonged heat, lighting and cleaning, push the real cost of rehoming even higher.

Charity shops, a vital income stream, are also feeling the pinch. Rising rent, utilities, transport, insurance, and declining donations of goods (as people cling to items longer or sell online) are squeezing margins, just when we rely on them most.

Your sponsorship will directly help to;

- Cover urgent veterinary care (treatments, surgeries, dentals, medication).
- Maintain ongoing operational costs: utilities, heating, cleaning supplies, food.
- Sustain the rescue's core mission: no healthy animal put to sleep, public education, microchipping, and neutering initiatives.



Your impact in action

Every pound, every product, every partnership changes a life

When you choose to sponsor Pennine Pen Animal Rescue, your support goes far beyond a logo on a page, it becomes part of the lifeline that sustains and saves lives, every single day. Here's how your contribution creates real, measurable change:

Fund the treatment of animals like Rocky and Kenny

- Cover life-saving veterinary treatment, from emergency care to long-term medication.
- Pay for essential procedures such as neutering, dentals, vaccinations, and microchipping.
- Give animals like Rocky a chance to heal, trust, and love again, and offer sanctuary to dogs like Kenny who cannot be rehomed but still deserve a happy life.

Keep the rescue running and growing

- Keep the lights on and the heating running, especially critical during winter months.
- Buy cleaning supplies, food, enrichment, and bedding for the animals in our care.
- Maintain our rescue building and support the vital work of our staff and volunteers.

Ensure Oldham remains a place where no animal is forgotten

For over 20 years, we've been Oldham's only independent rescue, a vital community hub for animals and the people who care about them. Your impact helps to ensure that:

- No stray is left behind.
- No healthy animal is put to sleep.
- Every animal is given a second chance, with love, dignity, and a safe home.

Supporting Pennine Pen is more than a sponsorship, it's a partnership with purpose. Join us in changing lives, one paw at a time.



Make a real difference, together

At Pennine Pen Animal Rescue CIO, we believe in building genuine partnerships with businesses who care, not only about animals, but about their people, values, and community. Whether you're a local company or a national brand, becoming a sponsor allows you to make a lasting impact while meeting your CSR, ESG, and community engagement goals.

Why Partner with Us?

Sponsorship of Pennine Pen is more than just a donation; it's a meaningful investment in:

- Animal welfare and rescue
- Your brand's community reputation
- Staff wellbeing and engagement
- Your organisation's CSR and ESG targets

Corporate volunteering - CSR with heart

Give your employees the chance to get hands-on and make a real difference. We offer rewarding volunteering opportunities that align with your CSR goals, boost morale, and build team spirit:

- **Volunteer at one of our charity shops:** help with merchandising or sorting donations.
- **Volunteer at the rescue itself:** assist with maintenance tasks or event support.

Support Our Fundraising Events & Fairs

We hold three major community fairs a year and host regular fundraising events including open days, raffles, and seasonal campaigns. You can support these by:

- Becoming an event sponsor: with your business promoted on our social media.
- Donating prizes or stock: for raffles, tombola's, craft stalls, or goody bags.

Support Our Shops

- Donations of goods or services: including new or saleable stock for our charity shops, cleaning products for the rescue, or even professional expertise (e.g. trades, design, printing).



Join us

We're proud of what we do. But we can't do it alone.

With your support, we can continue rescuing, healing, and rehoming Oldham's most vulnerable animals.

- **Financial Sponsorship:** monthly or annual funding to support core costs or specific animals in need.
- **Matched Giving:** support your employees' fundraising efforts with company-matched donations.

Support us directly with Enthuse

Working with Enthuse allows businesses and individuals to fundraise for us directly. You can set up your own fundraising page, linked to our charity which enables your employees can send their donations directly to us.

To set up your fundraising page, visit <https://penninepen.enthuse.com/profile> or scan the QR code below. Choose 'Fundraise for Us' in the top right hand corner and follow the instructions to set up your page.



We're committed to celebrating and acknowledging your support. Depending on your level of involvement, you'll benefit from:

- Recognition on our Facebook page (40k+ followers) and in our supporter newsletter.
- Logo placement on event materials or signage.
- Site visits or tours by appointment for key stakeholders.
- Personalised thank you messages, certificates, and impact updates.



Get in touch

Whether you've already decided or just want to know more, please get in touch with us using the details below.

We want to hear from you and discuss what we can do together to achieve mutual success. Our sponsorship comes in all shapes and sizes and to suit all budgets.



0161 621 0819



www.facebook.com/ppar394



www.penninepen.co.uk



www.linkedin.com/company/pennine-pen-animal-rescue



penninepen@hotmail.co.uk



www.instagram.com/penninepenanimalrescue

Our shops

- Brackley Square (Egerton Street, Oldham OL1 3RS)
- Troughgate (11 Elm Road, Hollins OL8 3TH)
- Market Street (Shaw OL2 8NP)

Our rescue

(visits by appointment only)
Honeywell Lane
Oldham
OL8 2JP

Please note: All sponsorships are subject to a formal written agreement outlining the precise terms and conditions. This document does not constitute an offer, contract or agreement.

This document does not grant permission to imply or state a relationship between Pennine Pen Animal Rescue CIO and any other party.