

GUIDE
DOGS



**Name a Puppy
– change a life**



Name a Puppy

A name is the first gift that a guide dog puppy receives and is a chance for you to become part of their life-changing story.



What name will you choose?

Maybe you'll choose to name a guide dog puppy in memory of a loved one – or in celebration of a special birthday or achievement. Perhaps someone famous or a place you've always loved will inspire you. Maybe you want to support Guide Dogs and think choosing a name for a tiny puppy could be just the thing to get your colleagues, local community and friends on board.



Why we need your help

The guide dog service transforms the lives of around 4,700 blind and partially sighted people every year, but we need your help. The guide dog service receives no government funding.

It costs over £5,000 to breed and puppy walk each guide dog puppy and the lifetime cost of a guide dog is nearly £50,000. Your gift will help Guide Dogs transform the lives of blind and partially sighted people – and will give a very special puppy a very special story.





Name a Puppy

Our Name a Puppy scheme has four levels: **Donate a Name, Walk, Learn and Guide.** We'll explain the different levels over the next couple of pages so you can choose the one that's right for you.

Donate a Name

If you wish to donate a name for a puppy, you can do this for a donation of £2,500. In return, we'll send you a puppy pack, including a photograph of your puppy and a birth certificate.



Walk

For a minimum donation of £5,000, you can name a guide dog puppy and receive personalised updates and photos throughout their first year, until they enter one of our National Training Schools. You even get to meet the puppy you've named.

What do I get?

- To name a guide dog puppy (name subject to approval)
- A birth certificate and beautiful photo of your named pup aged 6–8 weeks
- Three 'pupdates' detailing the puppy's progress
- Two 'report cards' letting you know how the pup is progressing
- The chance to meet the puppy once
- A framed photograph of your named puppy taken after they've entered training school (between 12-16 months of age)

Learn

For a minimum donation of £10,000, you will get to name a guide dog puppy, receive individual updates and beautiful photographs from birth to qualification as a guide dog, and enjoy the amazing experience of meeting them – twice! It takes around 20 months to transform a tiny puppy into a confident guide dog, and you can proudly follow them every step of the way.

What do I get?

- To name a guide dog puppy (name subject to approval)
- A birth certificate and beautiful photo of your named pup aged 6–8 weeks
- Three 'pupdates' detailing the puppy's progress through their first year
- Two 'report cards' letting you know how the pup is progressing during their first year
- The chance to meet the puppy once during their puppy walking year

- A framed photograph of your named puppy in their training harness, taken after they've entered training school (between 12-16 months of age)
- Two training updates during the dog's time at training school
- Two training reports – one detailing the dog's early progress, and one qualification report
- The chance to meet your named dog once more at their training school
- A framed photograph of the dog in their white working harness

Guide

If you want to support Guide Dogs with a larger gift, the Name a Puppy 'Guide' scheme combines the benefits of our Learn scheme with extra, more personalised benefits. The benefits are negotiated with you by one of our fundraising staff and are subject to approval. This is the gift of a lifetime and is offered to sponsors giving gifts of £50,000 or over.

Please contact nameapuppy@guidedogs.org.uk or call **0118 983 0190** for more information



How can you Name a Puppy?



An individual

Name a Puppy and get a close-up of a guide dog pup's life. You can make a one-off donation or fundraise towards your target: we will be happy to support you on your fundraising journey.

A group

You can Name a Puppy as a one-off major gift, or involve your work colleagues, community group or organisation in fundraising towards your target. If you are part of a school, or youth group working with children or young people under the age of 18, we have a separate Name a Puppy @ School scheme specially tailored for you. Please contact us for further information.



In memory

Naming a puppy isn't just about giving a gift to Guide Dogs, it can also be a tribute to a loved one and a way for their memory to live on. You can raise funds over time by establishing a Tribute Fund in your loved one's name - friends and family of your loved one can then make donations, or you can organise your own events to help you reach your fundraising target.

A gift in your Will

You can name a puppy through a gift in your Will and nominate a friend or family member to receive photographs, updates, and meet the puppy. It's a lovely way to leave your mark and we will ensure that this most special of gifts is treasured and used to transform lives.

At work

Naming a puppy doesn't just help Guide Dogs – it can help your business too! To discuss how puppy sponsorship can benefit your charitable giving or marketing strategy, please do get in touch with us at corporates@guidedogs.org.uk or call 0118 983 8208.

“ Kashmir was the answer to a prayer. Now when people ask me to go anywhere, I don't even think about it. I know I can do it because Kashmir's with me, she's much more than just my guide dog. ”

Jenny Pape,
Guide Dog Owner

“ Everyone at Foresters Friendly Society supported the national campaign to raise money for Guide Dogs as we found it such an easy charity to relate to. What also made it so special is that it turned out to be a record breaking fundraising year for us, and we even had the thrill of following the progress of 25 guide dog puppies that were individually named by our members! ”

Richard Darlington,
past president,
Foresters Friendly Society



What to do next

It's really easy. If you want to fundraise towards your target amount, get in touch with us and we'll set up a fund that you can pay the money into. We'll also give you the hints, tips and ideas you'll need to kick start and maintain your fundraising.

Alternatively, if you want to donate straight away, fill out the form at the back of this brochure and send it to the Name a Puppy team with a cheque made payable to Guide Dogs. We'll take it from there (please don't send cash in the post).



To get in touch, please call **0870 600 2323** from a landline, and you'll be redirected to your nearest fundraising team. Alternatively, you can send an email to **nameapuppy@guidedogs.org.uk**.



Any questions?

Q Will my puppy definitely become a guide dog?

No. We have a world-class breeding and training programme and every year a high percentage of our puppies go on to become working guide dogs. In a few cases, dogs aren't able to achieve the high standards we need and don't make it through. If this happens to your named dog during your sponsorship period, we'll ask you if you'd like to name another puppy as a replacement.

Q I've heard some dogs become 'breeding stock' rather than guide dogs. What does that mean?

'Breeding stock' basically means mums and dads. These dogs have such great potential that they're chosen to bring the next generation of guide dog puppies into the world.

We choose these parents around the time they would be going to training school, so if you're the lucky sponsor of one of these very special dogs, you'll still get the same updates and photos. The only difference comes if you're a Guide or Learn sponsor, when we'll offer you the chance to name another puppy so that you can still follow a guide dog in training.

Q Does my money go directly to my named pup?

Your donations will be spent wherever the need is greatest and could be used for a host of things such as food, training and vets bills. All donations will help provide independence and freedom for blind and partially sighted people.



Q How should I choose my name?

Make sure that the names you settle on are two syllables long, don't sound like dog training commands (such as 'sit', 'wait' and 'stand'), and are universal. Avoid anything that might be embarrassing for a Guide Dog Owner to have to call in public. Don't worry if you're not sure whether your names fit these criteria – we'll check them for you, and if your first choice can't be used, we'll look at your second and third. If none of the names you've chosen can be used we'll ask you to suggest three more.

Q Will my puppy be placed near me?

The pup's training needs are the most important thing to consider, so it's vital that they are placed with the most appropriate puppy walker. The puppy you name will be placed within a reasonable travelling distance from where you live, but due

to the limited number and availability of puppy walkers, unfortunately you will not be able to make a specific location request in this respect.

Learn and Guide scheme sponsors need to be aware that your named dog may not necessarily attend a training school near you, so you might need to travel a bit further if you wish to visit them. This is because it's important that we match the right dog to the right blind or partially sighted person, wherever they are in the UK.

Q When can I meet my named puppy?

We need to make sure that your named puppy is healthy and settled with their puppy walker before they meet you, so we don't arrange visits before puppies are 16 weeks old. Some puppies take longer than others to get settled, so you might have to wait longer to meet your puppy. Learn and Guide scheme sponsors will meet their named puppy twice – the

first visit will be after 16 weeks, and the second will be once they have settled into their training school. Don't worry though - we'll be in touch as soon as your puppy is ready to meet you.

Q Can I meet my puppy again?

It's really important that our puppies focus on their training so we offer one visit on the Walk scheme, and two on the Learn and Guide schemes. Your updates will keep you up to date with how your named puppy is getting on before and after these.

Q Can I choose a specific breed or colour of dog?

We are unable to specify the breed or colour of the guide dog puppy you will be naming, however, we can guarantee that they will be adorable!

Q Can I put my gift aid contribution towards naming a puppy?

No. Although Guide Dogs is able to claim Gift Aid on your generous donation, we are sorry but your Gift Aid contribution cannot count towards your Name a Puppy fundraising total.





I want to Name a Puppy!

I choose the following sponsorship level: (please tick one)

- Donate a name (£2,500 donation)
- Walk (£5,000 donation)
- Learn (£10,000 donation)
- Guide (£50,000 donation)



My puppy names in order of preference are:

1. _____
2. _____
3. _____

Please note that all names are subject to approval from Guide Dogs and if none of the names proposed are suitable, we'll be in touch to ask you to suggest some others.

Contact name: _____

Sponsor or group name: (will appear on birth certificate and framed photograph)

Please tick the box below if this sponsorship is:

- In memory of (name) _____
- In celebration of (eg event) _____
- Other (eg individual/group) _____

Your address: _____

Postcode: _____ Tel no: _____

Address that updates should be sent to (if different from above):

Address: _____

Postcode: _____ Tel no: _____

This publication is available in Braille, large print, audio, electronic and text formats. Please call 0118 983 0190, or email nameapuppy@guidedogs.org.uk

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