

Become a Corporate Friend of Wag

Together we can end loneliness
for older dog lovers



**Your Friendship
can change lives
and the need for
our unique visiting
service has never
been greater!**



Meg

Introducing Wag & Company...

Who we are...

We are Wag and Company North East Friendship Dogs and we're working to end loneliness for older dog lovers in our communities.

We became a registered charity in March 2016 with our first Visiting Wag Team, Diane and Eddie.

Since then, over 400 more volunteers* have made over 83,000 visits and have helped over 3,000 of our elderly friends feel a little brighter about their lives.

* correct as at 01/04/22

What we do...

We enable professionally assessed volunteers and their special dogs to befriend older dog lovers in care, medical establishments or in their own homes on referral.

We're the only visiting dog charity to visit older dog lovers in their own homes as well as in care homes or hospitals.

Most of the people we visit in their own homes are over 80 years old.

At Wag & Company, we go wherever they need a friend and we are friends for life.

Why we do it...

Loneliness is as bad for your health as smoking 15 cigarettes a day!

Many people have lost friends and family as they have got older and at the same time they have found themselves unable to care for a dog any more.

Some are bereaved, grieving, isolated and profoundly lonely with failing health and mobility. They desperately miss the friends they have lost, two legged and four legged... with Wag & Company they get both.

More than 50,000 North East pensioners say that they are lonely all or most of the time, a figure that's set to increase by 20% in the next five years.

Many are dog lovers. The North East is a region of dog lovers, 31%* of the region's households are dog owning, one of the highest in the UK.

Research tells us that people who are chronically lonely are 50% more likely to die prematurely than people with good social networks.

*PFMA 2022



“My background is secondary care, tablets, machines, doctors, treatment plans, data.

All very important to staying well and reducing frailty and vulnerability.

But the work Wag is doing is just as important, because when people are lonely and isolated it is next to impossible to stay well.”

David Dawson,
Older Person's Specialist,
Northumbria NHS
Foundation Trust

What we have achieved so far is incredible but there are many people in need who are not yet benefitting, waiting lists are growing all the time and people who can't afford to wait are waiting.





Indi

What our Friends say...



“We’ve supported Wag since the beginning and also as a volunteer Trustee Director I’ve seen first hand what a difference their work has made to people in the North East. The pandemic has brought the issue of loneliness into sharp focus and the work that Wag does is invaluable in helping to combat that.”

Suzanne Tait, Finance Director, BW Medical Accountants Ltd.
(who recently signed up as a Friend for an amazing 6th year!)

Become a Corporate Friend of Wag... and help change lives.

It costs at least £200,000 a year to enable over 500 Visiting Wag Teams and thousands of visits to older people all over the North East. This means that each Visiting Wag Team costs at least £400* a year.

You could support a number of our Visiting Wag Teams with a donation, a gift in kind, or by making a fundraising pledge*. Alternatively you could become a sponsor or select us as your Charity of the Year if that works better for you.

We never charge for fear of the most in need missing out and as we have no guaranteed income, we rely on everyone's generosity to provide special lifelong friendships for older dog lovers.

We'd love you to be our Friend too.

Your help will make a difference to people like Elsie who tells us how her stress lifts when she strokes Pringle's head, or like Richard who tells his social worker there are only 3 sleeps until his friend Steve comes to visit again with Mungo the Cockapoo or Lynn who explains that she no longer needs anti depressants because she has friends, real friends who she loves and who love her right back.

* Scheme minimum is for one Visiting Wag Team, in 2022/23 that's £401, and every £1 over, contributes to another Visiting Wag Team and so on. We publish our infographic showing our income, costs and impact here every year: wagandcompany.co.uk/about-wag/



What our Friends say...



“Loneliness can be debilitating. Improving wellbeing and preventing loneliness is a priority for Stockton-on-Tees Borough Council. We commission Wag & Company’s unique and preventative home visiting as part of our preventative offer as we see the importance of the positive difference this makes to people”

Emma Champley,
Assistant Director Adult Strategy and Transformation,
Adults and Health, Stockton-on-Tees Borough Council





Become a Corporate Friend of Wag today and...

- Host a Press Paws with Wag session at work for your teams.
- Enable your employees to get involved with Wag, volunteering, fundraising, payroll giving etc.
- Download and display your Proud to be Friends web and personalised social media assets.
- Feature in our newsletters and on our website so everyone can see the difference you're making.
- Get some great ideas for fundraising and team building events.
- Contribute to your CSR results for reporting purposes.
- Experience our lovely friendships first hand.



How many Visiting Wag Teams* can you support for your community?

Using our online calculator, simply enter the amount you would like to donate or pledge and we'll show you how many Visiting Wag Teams you'll be enabling as well as the special impact you'll be making.

In this example, for an annual donation or pledge of

£750

over the year, you'll be supporting...

1.8

Visiting Wag Teams

54

Visits to elderly dog lovers in their own homes

486

Visits to vulnerable people in care

* The minimum contribution is for one Visiting Wag Team, this year that's £401, and every £1 over that contributes to another Visiting Wag Team and so on. We publish our infographic of our income, costs and impact here every year: wagandcompany.co.uk/about-wag/





Host a Press Paws with Wag session and feel first hand the instant stress relief from stroking a beautiful dog.

One of our most popular benefits for our Corporate Friends is an annual Press Paws with Wag session, a two hour visit from our special Friendship Dogs to your premises.

Whilst your employees stroke a silky ear or two and admire our beautiful dogs in their red Wag bandanas, our volunteers will talk about the difference their visits make to the lives of their elderly friends.

A unique reminder of the power of a dog and the important difference you're making in our community as Friends of Wag.

Visits could be on Bring a Dog to Work Day or any other day to suit your organisation.



What our Friends say...



“Here at Wear Referrals we are very proud to be supporting the fantastic work all of the staff and volunteers at Wag & Company.

All our team are extremely passionate about their pets and our patients, so there is a very obvious link with the work Wag do in helping other dog lovers who, for whatever reason, can't now have one of their own.

We look forward to doing what we can to help you to do more of your great work!”

Darren Stubbs, Hospital Manager, Wear Referrals.



Eddie

Fundraising for Wag...

You don't need to donate, you could make a fundraising pledge.

There are lots of ways to fundraise for Wag & Company.

Everything really helps and starting at £401 a year, it's easy to get involved.



- Dress down days.
- Pennies for charity.
- Payroll giving.
- Bake sales.
- Join our annual Walk for Wag 10km event at Kielder.
- Create your own team sponsored Walk for Wag... Anywhere you like!
- Take part in the iconic Great North Run for Wag or even a Tandem Skydive.
- Check out our online A-Z of fundraising for even more ideas!
- Recycle for Charity.
- Take part in our Weekly Lottery.





Neptune

Volunteering with Wag...

We can also help with your corporate volunteering scheme.

- Corporate volunteering hours are useful for reporting CSR targets.
- Volunteering is good for employees and business too; engagement, morale, team working and community impact.

Volunteering with Wag suits working lives too...

- Making time for your employees to volunteer in and out of work with their dogs is really easy.
- Volunteers make a difference with as little as two hours a week.
- They choose when to visit.
- Placements are matched locally to an employee's home or work.
- Every volunteer has real time digital access to their own personal impact statement.



What our Friends say...



“We have watched what you do from afar for a little while and think it’s really special. The entire team here are dog owners and one of our team also used to take his dog to visit a care home, so we really understand the good in what you do.

We have felt for some while that our business should support a local charity and Wag & Company seemed like the natural fit for us. We hope to help you to ramp up again the excellent work that you do”

Ben Cashin, Managing Director, ServiceMaster, Tyne & Wear.





Pippa

You'll be in good company, meet some of our existing Friends...



The Wag 60 second interview...

...Sean Churchill, Regional Sales Manager at Arco, tells us they are committed to supporting Wag and Company.



Why does Arco help charities like Wag? Whilst our core purpose is to keep people safe at work and ensure they go home safely at the end of the day; we have always recognised our responsibilities to the communities within which we operate.

Arco is committed to making a meaningful difference by providing support through donating colleagues' time volunteering and contributing substantial funds through charitable donations, fund-matching and sponsorship of partnership agreements.

The aim of our work is to do three things: to inspire local young people to achieve their full potential, to enhance local life, making the communities we serve better places to live and finally to align to our purpose, we aim to help keep communities safer.

Why did you choose Wag? Everyone can relate to Wag, we are a nation of dog lovers and the reward is instant. The benefit of a visit is etched in the memory of those who receive such kindness and it is visible to everyone. Small donations also mean so much. It stimulates everyone to be involved.

What do you do to help Wag and why? We support Wag in a number of ways.

We sponsor and supply the branded Wag polo shirts for the volunteers, it ensures that those dedicating their time to represent the charity have the correct uniform and our commitment allows valuable funds to be spent elsewhere.

We provide a £50 voucher each month for the Wag Volunteer Prize Draw, we give all volunteers a discount from our products, we provide all the Walk for Wag red walker T shirts and provide raffle prizes and general support.

“For myself, my team and their families it is extremely rewarding to support a charity and an organisation that brings so much pleasure to older people who miss and long for the companionship of a four legged friend.

We get an awful lot of people asking for our support, 1% of our profits is donated to charities and community programmes.

The great thing about Wag was we felt we could make a difference almost immediately and we're proud to be able to help.”

I also became a Trustee Director this year, helping Wag to grow and move forward.

How hard is it for companies to support Wag? It isn't. It takes a little bit of organisation, some communication, but it isn't hard.

How rewarding is it? For myself, my team and their families it is extremely rewarding. To understand how you can support a charity and an organisation that brings so much pleasure to older people who miss and long for the companionship of a four legged friend. There is also a huge amount of fun when we get together to do the Walk for Wag at Kielder.

What does it mean to people in Arco to support Wag's special friendships? It is all about giving something back and sending a team to the Walk for Wag is so much fun; everyone of all ages can get involved and support Wag. The Kielder setting is glorious, if you are unable to walk 10km there is a 3km walk, if that's not possible, just enjoy the occasion, the company, the entertainment, the countryside, buy a raffle ticket, make a donation and have a cup of tea.

Why should other companies help Wag? It is not exclusive, it allows everyone to be involved in some way or other. Loneliness is a huge problem. This pandemic has shown the value of the company of a dog. Imagine if you were unable to look after your own pet. How much would regular visits mean to you or one of your friends or relatives?

To see our full interview with Sean, visit: vimeo.com/574903433

Could you be a Corporate Friend of Wag and join our mission to end loneliness for older dog lovers?

Our friends are dogs lovers like us, they were dog owners, part of the North East dog community, walking the same walks, throwing balls in the same parks, using the same vets and dog groomers.

Their lives have changed now though, having a dog is no longer possible and some people have no-one to visit either regularly or at all. We are simply here to share our dogs and our friendship safely and happily, every week, giving them something to look forward to, someone to chat to, someone to look out for them and of course giving them a dog to love again.

It's so important to the way they feel about their lives. Together we'll make this important difference in our communities.

wagandcompany.co.uk/friends

If you'd like to have a chat about how you could get involved just email your contact details to:

friends@wagandcompany.co.uk





The Queen's Award
for Voluntary Service

Be our Friend on social media too...



To find out more about our work...

wagandcompany.co.uk

Friends of Wag campaign materials enabled by The National Lottery.

