

# Cats add smiles...

a partnership with Cats Protection offers meaningful and valuable benefits to your Garden Centre and your customers.



# Add the 'cat factor'

It's no coincidence that all manner of companies are using cat images and videos to promote their product. There is no doubt that the cat has become the unofficial face of the internet. Your Garden Centre could benefit from the 'cat factor' in an even more powerful way...

...by bringing in a Cats Protection Homing & Information Centre with real cats.

As the leading feline welfare charity in the UK, Cats Protection has been championing cat welfare, finding homes for thousands of cats and educating the public about responsible cat ownership since 1927.

We have over 250 volunteer-run branches and 31 adoption centres across the UK. Encouraged by the success of our first Homing & Information Centre within the Newbury Pets at Home store, we are keen to expand and replicate this model allowing us to provide a more accessible service to the millions of UK cat owners and potential adopters.





# New horizons

Cats Protection is currently seeking new professional partners to join us in a mutually beneficial relationship. We know we have something unique to offer that will enhance your current business... cats.

We are looking to rent floor space, in excess of 750 square feet, to establish a Homing & Information Centre where members of the public can meet some of the cats needing new homes. For a flexible approach each centre will be a bespoke design and build tailored to the available space. We can consider indoor or outdoor space, so will be pleased to discuss all options.

The area will be managed by a team of experienced and professional Cats Protection staff and volunteers, who will also be able to provide expert cat care advice and information.

# A beneficial partnership

Cat lovers and Garden Centre customers share a similar demographic and as such a partnership would have many benefits for your company.

Not only would you be supporting a national charity and playing an active part in giving back to the local community, but there would also be the potential for increased footfall with new customers keen to visit your centre and meet the resident cats.

All cats in our care are given a thorough health check and would arrive at the centre ready to home. Experience shows cats are usually rehomed every few days so it's likely there will always be new cats for your customers to see.

Recognition of corporate social responsibility is highly thought of by employees, customers and partners so there is no better time to get involved!



## Benefits in brief:

- cats have great appeal to children and will attract young families to the Garden Centre
- research shows that Garden Centre visitors are primarily pet owners
- over half of readers\* of *The Cat* magazine, our official supporter publication, list gardening as one of their main interests
- being a charity partner demonstrates to customers and associates that the organisation is committed to charitable causes
- the partnership would be promoted locally as well as across Cats Protection's national publications and digital channels
- in a 2013 survey† people were asked if faced with a choice between two companies that offered products and services for the same price, 82 per cent said their decision would be affected by whether a company engaged with charities and its local community

\**The Cat* reader survey 2011

†Survey commissioned by Forester and carried out by Wigglesworth



# Top cats...

Behind each volunteer and member of staff is a wealth of experience and expertise which means when people adopt one of our cats, they can feel safe in the knowledge that it has been given the best possible care. This is why every year thousands of people put their faith and trust in Cats Protection when looking for a new addition to the family.

All of our cats have been treated to a top-to-tail medical. This means that they have been examined by a veterinary surgeon, been vaccinated against flu and enteritis, treated against fleas, roundworm and tapeworm, microchipped and neutered.





# Centres of excellence

The wellbeing of the cats in our care is of the upmost importance and each Homing & Information Centre will be fitted with pens that are custom-built to our high welfare standards.

We would be looking to replicate the features of our first Homing & Information Centre at the Newbury Pets at Home which has been a great success with over 100 cats being adopted in the first year alone.

Its large custom-built pens are similar to wet rooms which can be easily cleaned from floor to ceiling between feline residents. Visitors are welcomed in a comfortable seating area where they can enquire about the cats ready for adoption or ask our trained staff and volunteers questions about caring for their own pets.



# Moving forward together

A partnership with Cats Protection would increase your charitable reputation and strengthen your involvement in the local community.

A partnership with your Garden Centre would allow Cats Protection to deliver its key messages of rehoming, neutering and education to an even wider audience.

Our vision is a world where every cat is treated with kindness and an understanding of its needs. It's an ambitious vision. However, we truly believe it can be achieved because of our passion, our professional approach and commitment of our partners, supporters, volunteers and staff.

Together we can make a difference to the lives of hundreds more cats and kittens.

If you would like to find out more please contact:

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