

NAME
A PUPPY



GUIDE
DOGS



Name a Puppy

change a life

Name a Puppy

Name a Puppy and become a part of their life changing story.



What name will you choose?

A name is the first gift that a guide dog puppy receives. Whether in memory of a loved one or a name that has inspired you, your gift will give a very special puppy a very special story that we will share with you.



Why we need your help

With your help we can transform the lives of over 5,000 people who are blind or partially sighted.

It costs over £5,000 to breed and puppy walk each guide dog puppy and the lifetime cost of a guide dog is over £55,000. Your gift will help Guide Dogs transform the lives of people who are blind or partially sighted.



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.

What do I get?

- To name a guide dog puppy (name subject to approval)
- A birth certificate and beautiful photograph of the pup you have named aged 6–8 weeks



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 photograph of the pup you have named 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 the pup 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 the pup you have named 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 the 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 the pup once more at their training school
- A framed photograph of the dog in their white working harness

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 discussed between you and your dedicated account manager 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 0345 143 0222 for
more information**

or call **0345 143 0222** for more information

How can you Name a Puppy?



An individual

A group

In memory

A gift in your Will

At work

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. You can Name a Puppy as a one-off major gift, or involve your 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



at School scheme specially tailored for you. Please contact us for further information.

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. 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 pup. 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. 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

nameapuppy@guidedogs.org.uk
or call us on 0345 143 0222

“ 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 allocate an account manager to you who will work with you on hints, tips and ideas to kick start and maintain your fundraising.

Alternatively, if you want to donate straight away, fill out the form at the back of this leaflet 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 us cash in the post).



To get in touch, please call us on **0345 143 0222**, or 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.

Once the sponsorship period you have selected is completed, we are unable to provide further information on the progress of the dog you have named.

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

Q Does my money go directly to the pup I have named?

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 people who are blind or partially sighted.



Q How should I choose a name?

Make sure that names you settle on are two syllables long and don't sound like dog training commands such as 'sit', 'wait' and 'stand'. 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. We ask for a male name and a female name. If neither of the names you've chosen can be used we'll ask you to suggest a couple more.

Q Will the puppy be placed near me?

The pup's training needs are the most important thing for us to consider, so it's vital that they are placed with the most appropriate puppy walker. The puppy will be placed within a reasonable travelling distance from where you live or work, 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 the dog you have named 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 person, wherever they are in the UK.

Q When can I meet the puppy?

We need to make sure that the pup is healthy and settled with their puppy walker before they meet you, so we don't arrange visits before puppies are 17 weeks old. Some puppies take longer than others to get settled, so you might have to wait longer to meet the puppy.

Learn and Guide scheme sponsors will meet their named puppy twice – the first visit will be after 17 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 the puppy again?

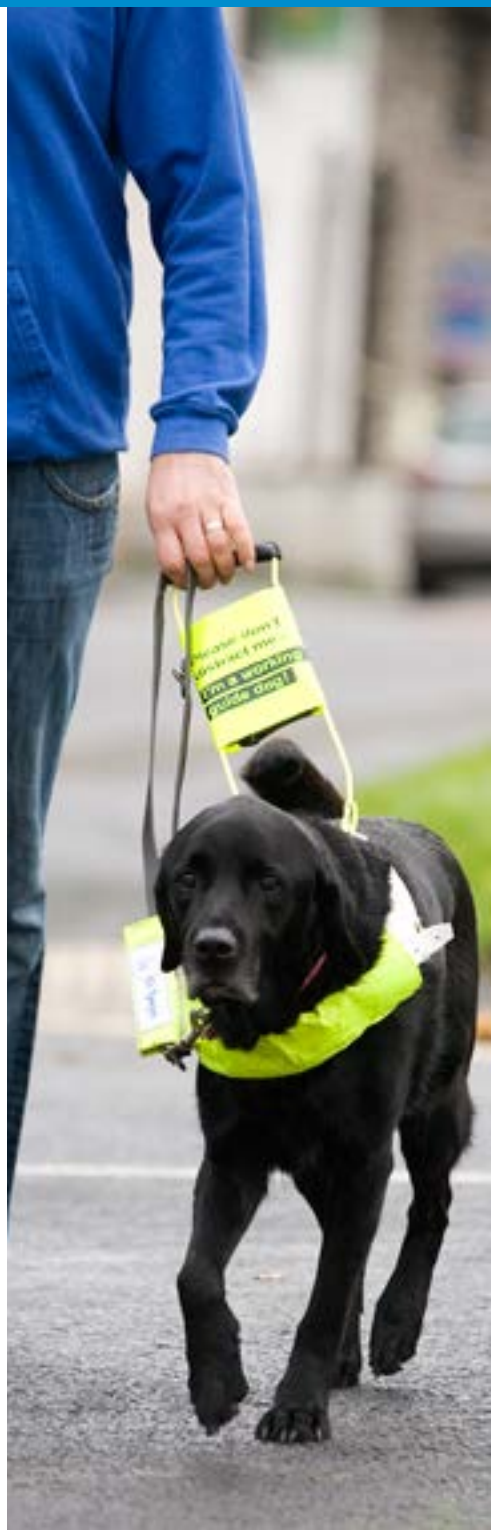
It's really important that our puppies focus on their training so we offer one visit on the Walk scheme, and two on the Learn and Guide schemes. Your updates will keep you up to date with how the puppy you have named is getting on before and after these.

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 may be 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.





**This publication is available in Braille,
large print, audio, electronic and text
formats. Please call 0345 1430222,
or email nameapuppy@guidedogs.org.uk**

Guide Dogs is a working name of The Guide Dogs for the Blind Association.
Registered Office: Hillfields, Burghfield Common, Reading, Berkshire RG7 3YG.
A company limited by guarantee registered in England and Wales (291646)
and a charity registered in England and Wales (209617) and Scotland (SC038979).

Tel: **0345 143 0222** Email: nameapuppy@guidedogs.org.uk
Website: www.guidedogs.org.uk

NAME
A PUPPY

I/We want to Name a Puppy!

About your Sponsorship

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

Donate a Name (£2,500 donation)

Walk (£5,000 donation)

Learn (£10,000 donation)

Guide (£50,000 donation)



My/our name choices for a puppy are:

Male

Female

Unisex

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

We will send you a 6-week photo of the pup and need to know the name you would like at the bottom of the frame e.g. Sponsored by the Jones Family or Sponsored by the Sales Team at ABC Ltd, please add below:



Sales Team at ABC Ltd

We would like to know if this sponsorship is in memory of someone or as a celebration of an event. Please tick as appropriate, or leave blank.

In Memory of

In Celebration of

We'd love it if there's anything you'd like to tell us about your fundraising story, so that we can learn more about you and why you chose to name a puppy. We will share your words with our colleagues, volunteers and guide dog owners so everyone involved hears your pup story. We will seek your permission before publishing wider than the group mentioned.

We will use your personal information, provided below, to process your donation.

About You

Your name/Company name:

Address Details:

Telephone Number:

Mobile Number:

Email:

If you would like the updates to be sent to a different address, please add the details below – otherwise, leave this section blank.

Their name/Company name:

Address Details:

Telephone Number:

Mobile Number:

Email:

We'd like to keep in touch

We respect your personal information and your privacy and will not share or sell your information to other organisations.

We will use your contact details and information on how you have supported us to provide you and others with information we think you will find interesting. To help us do this we may use publicly sourced data and information from data analytics companies.

Find out more about how we manage and respect your data at www.guidedogs.org.uk/privacy or call freephone **0800 953 0113** to request a printed copy. Please use this number to tell us if you have changed your mind about how we contact you; including telling us that you do not wish to receive occasional direct mail about Guide Dogs.

Keeping in touch

To hear about ways you can donate or raise funds for our life-changing services, please let us know how you would like us to contact you (using the details above):

Please email me

Please call me

Please text me



Please return this form to the Name a Puppy Team, Guide Dogs, Hillfields, Reading RG73YG or email it to nameapuppy@guidedogs.org.uk Telephone **0345 143 0222**

Registered charity in England and Wales (209617) and Scotland (SC038979). 9204 05/17

NAME
A PUPPY

