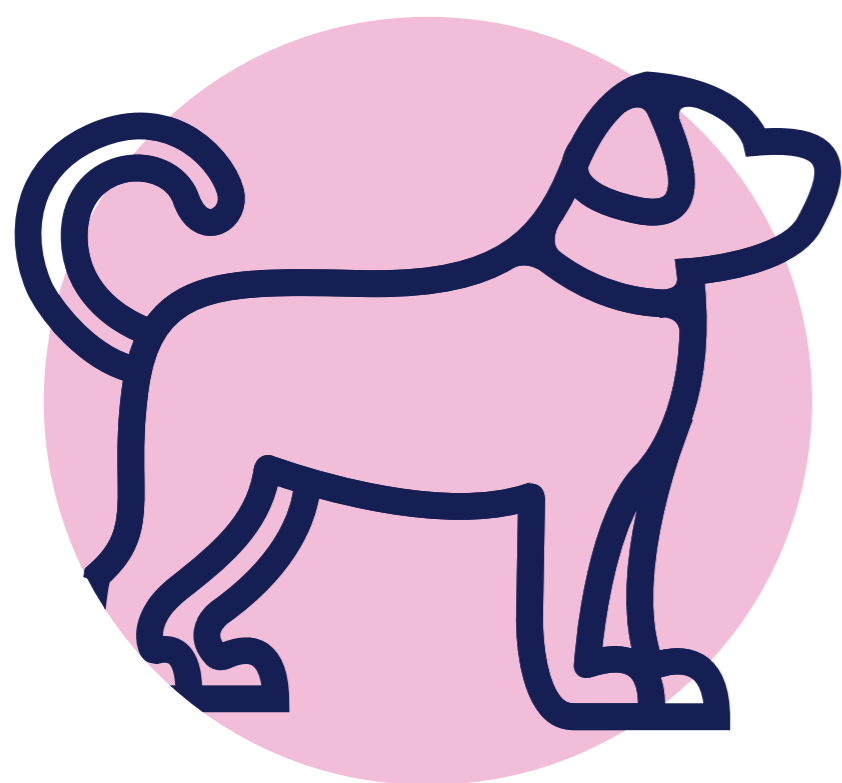


By My Side

By My Side is our five-year strategy to provide more services and reduce waiting times for hundreds of thousands more people by 2023.

With our dogs



Our range of dog services will be broader.

With our people



Our expert team will provide more face-to-face services.

With digital & phone



We will grow our digital and online services.

We will achieve this by:

Smarter working



Smart technology will make Guide Dogs more efficient and will help us bring vital services to more people.

People and places



We are creating inspiring and accessible places to work and visit for the people who use our services, our staff, volunteers and supporters.

Voice and impact



We are building our brand, growing awareness and raising vital funds. We want everyone to know who we are, what we do and how critical our work is.

More than double the people supported:

Today

200,000

people supported



2023

500,000

people supported