



**Guide
Dogs**

Name
a Puppy



**Name
a puppy...**

and be a part of their story

Introducing Name a Puppy



Name a Puppy is your opportunity to give a guide dog puppy something **truly unique**: their name.

By fundraising or donating to Name a Puppy, you can become part of a puppy's life-changing journey.

Every pup named through Name a Puppy will help us to deliver our ambition – a future where **every person with sight loss has the confidence and support they need to live the life they choose.**

How does it work?

We have four different Name a Puppy levels for you to choose from.

You could name a puppy by yourself, with a group of friends as a celebration or in memory of a loved one. Maybe you want to name a puppy as part of a workplace challenge, or are inspired to choose us as your Charity of the Year? Sporting and social groups are all welcome – as are schools and youth groups!



Level 1: Name

For a donation of **£2,500 or more.**

Help start a puppy on their incredible journey.



Level 2: Raise

For donations of **£5,000 or more.**

Support a puppy through puppy raising.



Level 3: Train

For donations of **£10,000 or more.**

Support a pup right through to training.

Name a Puppy follows a real life pup, in real time.

Whichever level you choose, you'll get exclusive insights into the world of Guide Dogs – and see how our young pups progress through their training, as they aspire to become future life-changers.

You can read about each level on the following pages.



Level 4: Transform

For donations of **£50,000 or more.**

Help support the lifetime cost of one of our working dogs – transforming the life of someone with sight loss.

Level 1: Name

Start a puppy on their incredible journey

For a donation of £2,500 or more.



You can choose to receive:

- A 'My first pawtrait' photo and birth certificate keepsake.
- Bi-yearly information factsheets during training.
- A final personalised 'Thank You' update with photo.

As a thank you...

You'll get the chance to gift a guide dog pup its name – and be at the heart of its life-changing story.

For an even more in-depth Name a Puppy experience, please take a look at our other levels.

Level 2: Raise

Support a puppy through puppy raising

For donations of £5,000 or more.



You can choose to receive:

- A 'My first pawtrait' photo and birth certificate keepsake.
- A digital meeting to find out more about the puppy you have named.
- Two personal Pupdates with photos during puppy raising.
- A 'My first year' celebratory video montage.
- Bi-yearly information factsheets during training.
- A final personalised 'Thank You' update with photo.

As a thank you...

You'll gift a guide dog pup their name and be an incredibly important part of their story. You'll also experience a more personalised snapshot of their first year.

If you're looking for a puppy experience that includes the opportunity to meet the puppy in person why not consider our 'Train' or 'Transform' levels?

Level 3: Train

Support a pup right through to training

For donations of £10,000 or more.



As a thank you...

You'll get a truly up close and personal experience throughout the pup's very first year. As well as gifting a name, you'll have the opportunity to meet the puppy in person too.

You can choose to receive:

- A 'My first pawtrait' photo and birth certificate keepsake.
- The pup's family tree and parent biographies.
- Exclusive access to our special Name a Puppy video tour of our National Centre.
- A puppy meeting (in person or digitally) with the puppy you've named.
- Quarterly personal Pupdates with photos during puppy raising.
- A 'My first year' celebratory video montage.
- Bi-yearly information factsheets during training.
- A final personalised 'Thank You' update with photo.

For a fully personalised Name a Puppy experience, why not consider our 'Transform' level?

Level 4: Transform

Support the lifetime cost of one of our working dogs

For donations of £50,000 or more.



As a thank you...

You'll receive the ultimate Name a Puppy experience.

With every update personal to the pup you have named, you'll not only find out about how they progress through training, but also the life-changing impact they'll make. As well as gifting a guide dog pup its name, you'll have the opportunity to meet the puppy in person too.

This level will transform the life of someone with sight loss.

You can choose to receive:

- A 'My first pawtrait' photo and birth certificate keepsake.
- The pup's family tree and parent biographies.
- Exclusive access to our special Name a Puppy video tour of our National Centre.
- A choice of a special Guide Dogs Experience.
- A puppy meeting (in person or digitally) with the puppy you've named.
- Quarterly personal Pupdates during puppy raising.
- A 'My first year' celebratory video montage.
- Quarterly personal updates during training.
- A final personalised 'Thank You' update with photo and a photobook keepsake.

Why Name a Puppy?



For our pups

A name is an incredibly special gift. A pup's name gives them an identity. It will be the single most important word that they'll learn, as it's a signal to them that says "the next message is for you".

For you

We're sure you'll eagerly anticipate the news of the puppy you've named and will enjoy following their progress with us. It's an incredible fundraising achievement to be proud of!



For someone living with sight loss

Our dogs, like Ray (right), are truly life-changing. They give hope, confidence, joy, independence, freedom and companionship – to list just a few of the words that have been used to describe what our wonderful dogs can provide!



With your support, we can help more people affected by sight loss live the life they choose.

Meet Ray



“

Everyone at BBC East Midlands is delighted that Ray has been chosen to be a guide dog dad. Knowing that Ray, who we named in memory of a much loved colleague, will be helping to create future life-changing puppies makes us incredibly proud.

”

Sarah Teale, Presenter

How you can Name a Puppy



Step one

If you want to know more, or are ready to fundraise or donate, then we'd love to hear from you.

- Call: **0345 143 0193**
- Email: nameapuppy@guidedogs.org.uk
- Or register online at guidedogs.org.uk/nameapuppy

We can talk you through the different naming levels and find the one that's perfect for you. We'll make sure you have all the fundraising information and tips you need, including how to pay in the money that you raise.

Did you know?

It's around 15 weeks from that first twinkle in the eye to a 6-week old puppy.



Step two

Time to fundraise - have fun with your friends, family or work colleagues by fundraising your way.



Step three

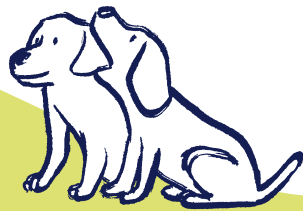
Target achieved - that's incredible! Once your donation is safely received, we'll ask you to complete our puppy naming form.



Step four

Await the exciting news that the pup you've named is here - and ready to start its guide dog journey. Name a Puppy follows a real life pup, in real time, so waiting times may vary.

Frequently asked questions



Q Can I choose any name for the puppy?

A Suggested names will ideally be two syllables (such as Bram-ble) to help when training, and they can't rhyme with any of our training commands. Please consider how our trainers and future owners may feel with any unusual or creative suggestions.

We ask where possible that you suggest both male and female names, or gender-neutral names, as we won't know if we will get male or female puppies until the pups are born!

If you're naming a puppy in memory of a loved one, we understand how important their name will be to you. Please be aware that if only one gender name is given, it will take us longer to gift your name to one of our pups.

Occasionally, a suggested name may be unsuitable. If that happens, we'll give you a call and ask you for some different suggestions.

Q Can I meet the puppy I've named?

A 'Train' and 'Transform' Name a Puppy levels have the option for you to meet the puppy in person, or digitally if you prefer. An 'in-person' meeting may mean you need to travel to meet with us and the pup in a suitable location. Our 'Raise' level includes a digital meeting to find out more about the puppy you've named.

Please note: In-person puppy meetings can only be completed when the pup is ready (fully inoculated and settled with their Puppy Raiser as well as being comfortable to travel).

Q Will the puppy I name become a guide dog?

A As a tiny young pup, it's extremely difficult to predict what their future may hold. We have four incredibly special roles for our new puppy recruits to aspire to: a guide dog, buddy dog or maybe even a guide dog mum or dad.

While our success rate is one of the highest in the world, for some of our four-legged family, guiding is simply not the career for them. We put the welfare and wellbeing of our dogs at the heart of everything we do – so, if a guiding role is not the right thing for the pup or dog, we'll find them the perfect home with a loving family.

Q Is my donation/fundraising used specifically for the puppy I name?

A Every guide dog puppy is completely unique – and that means the costs to us can vary. For example, some pups and dogs, who need a special diet, will have more expensive food bills. Some will need additional veterinary care or extra training support on their exciting journey with us.

This is why your donation to Guide Dogs through Name a Puppy won't be restricted specifically to the puppy you have named. But rest assured, your generous support will go where it's needed most – helping provide independence and freedom for people living with sight loss.

Thank you



“

I can't express how thankful I am not only to the staff at Sainsbury's who named Jasper, but to everyone who raises money towards Name a Puppy.

Thank you for setting these pups off on their journey to become life-changing guide dogs and companions for people like me.

”

Robert and guide dog Jasper

We'd love to help you start your Name a Puppy journey. Here are a few ways you can get in touch with our team:

0345 143 0192

nameapuppy@guidedogs.org.uk

guidedogs.org.uk/nameapuppy



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), Scotland (SC038979) and Isle of Man (1334). A413 04/23



Registered with
**FUNDRAISING
REGULATOR**