

# Guide Dogs 90th Anniversary #GuideDogs90



# What we are celebrating and how to describe it

Guide Dogs is celebrating 90 years of helping people with sight loss live the life they choose.

The UK's first guide dog partnerships qualified 90 years ago this October. Since then, we have helped transform the lives of thousands of people, through a range of services.

For 90 years Guide Dogs has been at the side of people with sight loss. We will be there for the next 90.





# 90 years narrative

Two innovative women, four incredible dogs and a lock-up garage in Merseyside: humble beginnings for an incredible charity.

It was 1931 when Muriel Cooke and Rosamund Bond started training dogs to support servicemen who had lost their sight in the First World War. Inspired by projects in America, Germany and Switzerland, these remarkable women organised the training from a humble lock up garage in Wallasey, Merseyside. Back then, the idea was pretty radical, but the impact was immediate.

Within six months of meeting Flash, Folly, Meta and Judy, their new owners reported finding a freedom and independence they had not known since before the war. Three years later, the Guide Dogs for the Blind Association was formed.

This October, we celebrate 90 years since our first four dogs changed those

first four lives. Since then, we've been there for people with sight loss and those around them – every day and every step of the way.

Today, we lead the world in breeding and training working dogs, creating unique and carefully matched partnerships that provide life changing support. But there's so much more to us than that.

As we've grown, so have our services, provided by brilliant and dedicated people working alongside our fantastic dogs. We create partnerships with sighted guides, and connections with trusted advisors, who can offer support to people with a vision impairment, their family and their friends. And when needed we can partner people with buddy or companion dogs, and bring people together to support each other and share their experiences.

From training puppies to offering advice on the latest accessible technology, from



## ...90 years narrative continued...

raising vital funds to driving ground-breaking research, our staff, volunteers – and donors – have given thousands the help they need to live the life they choose.

As well as supporting adults, we've become the largest employer of specialists dedicated to helping children and young people with sight loss learn, grow and access the same opportunities as everyone else.

And this support isn't just individual. Over the years, we've worked to create a more accessible and inclusive society for everyone affected by sight loss. Our UK-wide communities bring together families with shared experiences, creating friendships that last a lifetime.

Our campaigns have changed attitudes and changed laws, most recently getting audio-visual announcements on

buses and protecting our dogs from violent attacks.

With each new chapter of our story, so many lives have been made so much better. But every day, 250 more people join the 2 million already living with sight loss. And this number is set to double by 2050.

Sight loss isn't going away. But neither are we. With new services, new technologies and our amazing staff, dogs and supporters, we plan to double the amount of support we provide by 2023, helping people with sight loss live actively, live independently and live well.

We're so proud of what we've achieved over the past 90 years. But we're even more excited about what tomorrow holds. Because we know that together, we can help people with sight loss live the lives they choose.



# Three pillars of activity

## Celebrate

Activity celebrating the people we have helped over the last 90 years, as well as our amazing volunteers and donors who have been at the heart of our life-changing services since the beginning.

## Relevance

Activity to increase the public's understanding of sight loss, making it more relevant to them – to the benefit of those we support.

## Activate

Activity that will give the public, including a new generation of dog lovers, ways to engage with us and get involved with Guide Dogs in 2021.

# Pillar One

## Celebrate

**Activity celebrating the people we have helped over the last 90 years, as well as our amazing volunteers and donors who have been at the heart of our life-changing services since the beginning.**

## Key message

Guide Dogs is celebrating 90 years of helping people with sight loss live the life they choose.

## Supporting messages

- Since 1931, thanks to our dedicated staff, volunteers and campaigners – and your vital donations – we have partnered over 36,000 people with a guide dog and transformed the lives of thousands more through our other services.
- We have 90 years' experience of creating life-changing guide dog partnerships. But there's so much more to us than this. We are experts in supporting people with sight loss and offer a range of services, with and without dogs.
- Children and adults. Friends and family. Our expert staff, volunteers and life-changing dogs are here to help people with sight loss live actively, independently and well.
- Our volunteers are at the heart of what we do – without them, we wouldn't be able to help the thousands of people who use our life-changing services.

# Pillar Two

## Relevance

**Activity to increase the public's understanding of sight loss, making it more relevant to them – to the benefit of those we support.**

## Key message

Every six minutes in the UK one more person loses their sight. Every day, 250 more people join the 2 million already living with sight loss. And this number is set to double by 2050.

## Supporting messages

- 1 in 5 people will live with significant sight loss in their lifetime.
- In 2021, just under 100,000 people will be told they are losing their sight. Our expert staff, volunteers and life-changing dogs will be there to support them.
- Every day around four children in the UK are registered blind or partially sighted, and this number is growing. Guide Dogs helps people with sight loss from the day they're born
- The impact of losing your sight is the same now as it was 90 years ago. It's terrifying and it's isolating.
- In our 90th year our life changing dogs are helping people at every stage of life to live the life they choose. From the 4-year-old who has a buddy dog through to a 97 year old guide dog owner.

# Pillar Three

## Activate

**Activity that will give the public, including a new generation of dog lovers, ways to engage with us and get involved with Guide Dogs in 2021.**

## Key message

Guide Dogs provide a range of life-changing services and are working hard to reach many more people with sight loss. But we rely on donations and need your support.

## Supporting messages

- Currently 2.14 million people are living with sight loss, in ten years' time that number will increase to 2.7 million – that's more than half a million more.
- As the need increases so must the number of life-changing dog partnerships. In 2021 we will partner around 450 dogs, but by 2031 we expect this to have increased to over 1,000.
- As sight loss increases, we must step up; by 2023 we aim to more than double the amount of support we provide. We need to ensure no one is left in the dark about the help that is available. We are developing our online information and guidance to provide 24/7 support and have launched our new expert led telephone service – Guide Line.



# Flash

As part of our work to celebrate our 90th anniversary we've created 'Flash', a short, animated film that celebrates our amazing dogs, volunteers, and staff, who have been at the heart of our life changing work since the beginning.

The animation follows the journey of guide dog pup Flash and her puppy raiser, as she tries to gain the early experiences and skills needed to become a guide dog. Flash is named after one of the UK's first four guide dogs.

As a charity for people with sight loss we strive to be leaders in accessibility. In addition to making the animation accessible using both audio description and subtitles, we've made an audio version of the Flash story, which is voiced by BAFTA-winning actress Joanna Page.

The film was launched as a one-off advert on International Guide Dogs Day on the 28th April 2021 and was promoted through social media. So far the animation has had over 11 million views.

You can view and listen to 'Flash' at [guidedogs.org.uk/flash](https://guidedogs.org.uk/flash)

Images and messaging around Flash are available from: [ContentTeam@guidedogs.org.uk](mailto:ContentTeam@guidedogs.org.uk)



## The real Flash

To thread our activity together and capitalise on the animation, we have named our 90th Anniversary pup Flash too. Born on the 13th January 2021, Flash was partnered with her own puppy raiser and the public has been able to follow their real-life journey throughout the year. Flash will also be attending some key 90th celebration events in the Autumn.

## 90th merchandise

A range of exclusive gifts, homewares and accessories celebrating our 90th anniversary will be available to buy from [guidedogsshop.com](https://guidedogsshop.com)

Flash merchandise will also be available, including plush Flash dogs.



# Supporting material available to use

- History narrative
- 90th Anniversary Logos
- 90th Anniversary blank poster templates
- Sample social media posts
- Timeline of history video footage – accessible version also available 90th Anniversary Merchandise from the Guide Dogs Shop
- Hashtag #Guidedogs90 to use on social media posts

Email: **GD90@guidedogs.org.uk**

All available via Volunteer Information Point (VIP) in the resources file **Guidedogs.org.uk/VIP/Resources**





# What are the design assets and where do you find them?

## Logo and graphic

We have introduced a new anniversary logo lock-up and a special additional graphic element. They can be used together or separately, and the graphic can be used with our normal Guide Dogs logo.



1931  
2021

Guide Dogs  
90 Years

1931  
2021

Guide Dogs  
90 Years

## Image library

This image style shows past and present side by side. By using imagery from both our archive and our current brand photography we can tell compelling stories that both celebrate the past and talk about the future in a powerful and engaging way. A selection of assets can be found on our volunteer information point - VIP - within the resources section entitled 90th Anniversary Resources: [guidedogs.org.uk/VIP/resources](https://guidedogs.org.uk/VIP/resources)





# Key Guide Dog 90 Activity

# Guide Dogs Appeal

Celebrate 90 years of life-changing services by taking on a 90 themed fundraiser.

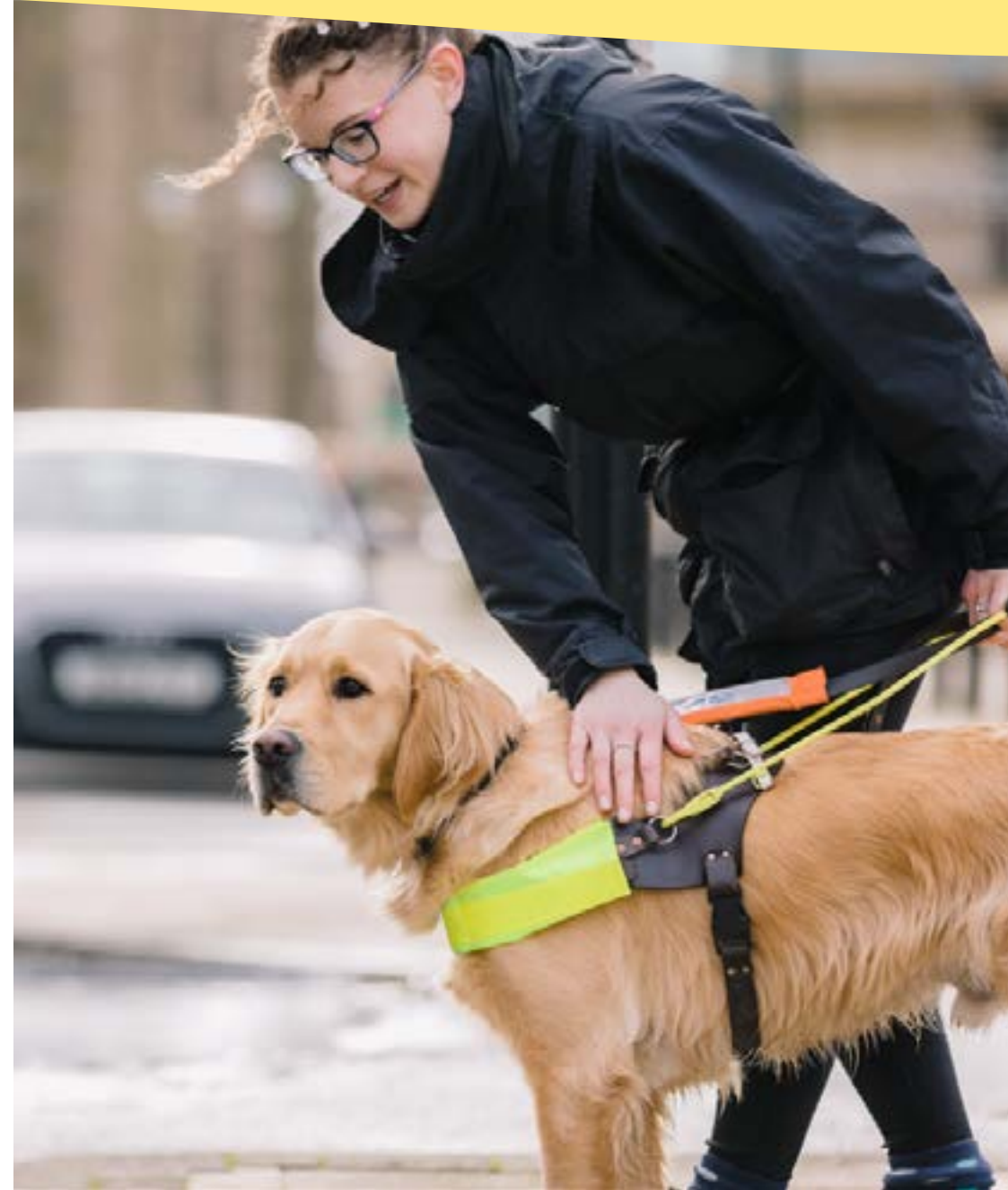
Your Guide Dogs 90 Appeal fundraiser can be any 90 themed activity you like – from walking 90km in a month with your dog, playing a 90-minute charity football game, hosting a 90th anniversary themed 1930's coffee morning party or baking and selling 90 cakes.

Every pound you raise will help us remain committed to supporting people with sight loss now, and for the next 90 years.



## Example: Walk 90

- Walk 90km during October with your dog and get friends and family to sponsor your efforts.
- We've launched our first Guide Dogs Facebook Group based virtual fundraising activity where your fundraising can be carried out through the Give Panel on Facebook



## Example: Bake 90

- If you've recently learnt to bake or perfected your skills during lockdown, why not use your talent to turn cakes into cash with some guide dog themed baking?
- Supporters can bake 90 cakes and sell in person or online, use our printable resources, cake flags, toppers, recipes or even a suggested donation of 90p.
- We'll also be encouraging supporters to bake off in their office or with friends. Snap and upload a photo of their guide dog bakes using the #GuideDogs90 hashtag to be in with a chance of featuring on our channels.





## Example: Celebrate 90

Hop in a time machine back 90 years to the qualification of our first guide dog partnership and celebrate in style with a 1931 themed party. Supporters can get together for a glamorous dinner party with fancy dress or an afternoon tea party with tunes from the thirties. Whether they plan to host 9 people or 90, we've got lots of tips to make your throwback theme come to life.



# DIY fundraising

Supporters can choose to do whatever 90 themed fundraiser they choose – that is the beauty of DIY fundraising.

We will be marketing and encouraging supporters to fundraise at the time of our actual anniversary in October; they can host their fundraiser at any time.

All supporters will be directed to visit our website landing page to find out full information about how they can get involved.

In addition, supporters can contact the Supporter Care team on 0345 143 0192 or by emailing **[guidedogsappeal@guidedogs.org.uk](mailto:guidedogsappeal@guidedogs.org.uk)** who can provide fundraising information, advice and resources.



# Guide Dogs garden at the RHS Chelsea Flower Show

Guide Dogs will be raising awareness of their work and the 90th anniversary at this year's RHS Chelsea Flower Show taking place from the 21st – 26th September.

We are creating a sensory garden that can be enjoyed to the full by someone with sight loss as well as their dog. The garden will also be a celebration of 90 years of the first British guide dog partnership, with references back to the charity's beginnings in the 1930s and how the first guide dog owners were veterans blinded in the First World War.

The garden will illustrate a journey out of darkness, fear and isolation into a world of enrichment, acceptance and joy. All the planting is dog friendly.



# Calendar of activity

Date	September	October	November	December
Key Activity	Guide Dog Appeal Promotion and sign up	Guide Dog Appeal fundraising activity taking place throughout month	Features about the first four veterans who had guide dogs and their modern counterparts	Christmas Wishes event [Live 14th / Virtual 21st]
	90th anniversary garden at the Chelsea Flower Show [21-26 Sep]	Celebrity photos released in the media to support the Appeal [6th Oct]	90th Anniversary edition of Forward Magazine released	
	GD90 Merchandise available from Guide Dog Shop [end of month]	An online celebration of our legators is launched – this is called ‘A Walk in the Park’	Guide Dog People Awards [11th Nov]	Corporate celebration in Canary Wharf [3rd December]
	Feature placement and case study sharing with the media and our social media channels			



# How you can get involved

- Share ideas, imagery, ideas and stories
- Support the appeal and encourage others to get involved
- Use #GuideDogs90

## Contact

Speak to your volunteer manager to share any ideas you may have **GD90@guidedogs.org.uk**

