



Northern Ireland and Scotland regional round-up (accessible slides)

Slide 1 (title slide): Northern Ireland and Scotland regional round-up

News and information from your teams
11th August 2021

Hosted by: Ken Mayes

Panellists: Ken Mayes, Emily Harvey, Wendy Kinnin, Linda Middlemist, Martin Walls, Emma Brown, Robbie Campbell, Emma Murton

Slide 2: Guide Dogs Service Update

[Image: a volunteer with a puppy]

- 123 pups at walk
- 56 dogs in training
- 12 dogs on class at moment
- 34 partnerships qualified so far
- 70 planned total partnerships this year
- 112 people waiting for a dog
- 55 people coming through application process
- 9 Buddy dog partnerships this year (40 nationally)

Slide 3: Other Services Update

[Image: a volunteer with a puppy]

- My Sighted Guide
- CYP
- My Time to Play
- Tech for All
- Buddy Dogs

Slide 4: Volunteering Update

[Image: a volunteer with a puppy]

- Volunteer Expenses
- Investors In volunteers
- Welcome Days
- Volunteer Voices
- Community hubs pilot update

Slide 5 (new section): Guide Dogs 90 Appeal

Celebrating 90 years of life-changing services this October

The Annual Guide Dogs Appeal is back again this October and is linking with our 90th anniversary celebrations.

Slide 6: What are we doing?

We will be working on generating new third party fundraising supporters

Testing a Facebook challenge model (Walk 90)

Engaging fundraising groups and other supporters to join in with the appeal

Slide 7: 90 Themed Fundraisers

We are asking people to take on a 90 themed fundraiser such as play 90 minutes of charity football, wash 90 cars, give something up for 90 days, live stream for 90 minutes, hold a Guide Dogs 90 quiz (pack available), dress down at work for 90p or hold a £90 enterprise challenge at school.

Anything goes, and we have something for all ages.

We will support anyone with whatever their idea, but our three main asks will be:

Slide 8: 90 Themed Fundraisers

Walk 90

Raise funds at your own pace by walking 90km throughout the month of October.



Don't forget to set up a Facebook Fundraiser and join our Walk 90 Facebook group.

Bake 90

Host a bake sale, offer doorstep delivery, or go all out with your own bake-off challenge. Enter our star baker challenge by uploading a photo of your guide dog bakes using the #GuideDogs90 hashtag.

Celebrate 90

90's rave, 1930's themed bash, invite 9 or 90 people, host a dinner party, murder mystery, cocktail hour or afternoon tea. Whatever your style, celebrate Guide Dogs 90 your way.

Slide 9: Promotion

[Image: actress Joanna Page hugging Flash, a puppy named after one of the first guide dogs]

We will be working with a range of celebrities on a #GuideDogs90 photos campaign. Look out for it, and feel free to join in with your own photos.

Full MarComms toolkit for media and social media will be available.

Template content that can be used by staff and volunteers will be available for social media.

We will have zoom backgrounds and Facebook profile frames to help promote, and you might like to make use of these when they become available.

We will be promoting the campaign in the coming months to generate interest and support. You can help too by spreading the word with your volunteers and service users.

Slide 10: Incentives

[Image: actress Joanna Page hugging Flash, a puppy named after one of the first guide dogs]

Sign up to get a free fundraising pack, full of useful resources to help organise your activities and support you to fundraise.

Join the Walk 90 and get a beanie hat and dog bandana to wear with pride during your walk.

Individual fundraisers, who choose a different challenge, and bank their fundraising will receive one of our limited edition 90-year pin badges. (T&Cs apply.)

Any group, organisation or school will be eligible to be entered into a prize draw to win an in-person visit from our 90th year puppy - Flash!

Slide 11: How will you do 90 your way?

Our Regional Community Fundraising team are currently working on plans for our own 90 themed fundraiser. We will be going into competition with the other regional Community Fundraising teams and we'll be sure to share our plans with you soon.

We'd love for you to join us, with your own Guide Dogs 90 Appeal fundraiser this October, either individually or for even more fun, with your team.

Please speak to a member of the Community Fundraising team if you would like more information or some inspiration to get you started.

Slide 12 (new section): Academy

- New way of recruiting and training our technical canine workforce
- Enables more recruits at one time than ever before
- Standardises trainee experience with a centralised learning and management focus
- We have recruited our Trainee Learning Specialist and Regional Manager and have started our recruitment of trainees.
- Potential start dates of Oct/Nov this year

Slide 13: New guidance for dog handlers

[Image: a Golden Retriever lying down with its front legs stretched over the legs of a volunteer]

The Five Domains Model (Mellor, 1994), focuses on each dog having positive experiences in:

- Nutrition



- Environment
- Physical health
- Behavioural interactions
- Emotional experiences

Slide 14: Here's some tips based on our five domains

- Feeding
- Bedding
- Choice
- Understanding your dog

Slide 15 (new section): Reminder for our Puppy Raisers

[Image: a screenshot of Kallidus, the online learning platform where Puppy Raisers with a puppy or just about to receive a puppy can access Puppy Raising for Excellent Partnerships (PREP) materials]

Slide 16 (new section): Comments and Questions

Slide 17 (end slide): Thank you for joining us today!

Details of your next regional round-up event will be published on the Volunteer Information Point and in The Guide e-newsletter.

Any questions? Email volunteerscotland@guidedogs.org.uk

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