



# REPORT OF THE MANAGING DIRECTOR

## Kerry Blue Terrier Rescue

For the second annual period ended 30th September 2018

### INTRODUCTION

The Kerry Blue Terrier Rescue (KBTR) has just completed it's second full year rescuing and rehoming Kerry Blue Terriers.

As we solely rely on public donations and fundraising we feel that it's important to inform the public exactly how the rescue works, how it's funded and be completely transparent with how we operate. We have compiled both a Managing Director's report and Treasurer's Report. This is something that we will continue to do each year end. We feel that this is important especially given that not all rescue's do this and we want to be the best we can be with nothing to hide.

### THE LAST YEAR

Well the last year has sadly continued to be a success for the KBTR. I say sadly, due to the rehoming numbers which means that there is still a great need for this breed specific rescue. We actually rehomed one more Kerry this year than the previous one and given that as I type we have 8 Kerry's surrendered to us it does look like like we will be rehoming in the region of 26 Kerry's per year, 2 per month. Nothing would make us happier that if there were zero Kerry's to rehome.

I would like as always to start by thanking every one of our volunteers, supporters and donators who give us such continued and amazing support. This rescue just wouldn't be possible without each and every one of you and your love of this breed. Everything you do no matter how small is really appreciated and when the rescue have some of their "more stressful" days we just look at the Kerry's we've rehomed with your support and it makes it all worth while.

I would also like to personally thank those involved with the rescue on a daily basis. We've sadly lost a key member of the rescue this last year in Bridie Moriarty who was irreplaceable and everyone has stepped up to try and fill that void. I'd like to acknowledge the immense work that Bridie did for the rescue and she will be missed on a daily basis by all those who remain.

We're really proud of the social media and website presence that has developed over the last year and really feel that this has been one of the key drivers behind the rescue's success (In the last year we have been contacted from as far away as South Africa asking for help). Linking this with the continued support that 2 of the 3 Kerry Blue Terrier UK clubs have given us, we really do feel that the future is bright for Kerry's who find themselves in times of need and support through the rescue. Thank you so much to the Kerry Blue Terrier Club of England and the Kerry Blue Terrier Association for all of their support and backing, we look forward to working closer with both clubs as the rescue grows.

The last year has also seen the rescue gain stronger support from a number of great Kerry breeders which has been fantastic and we look forward to continue to work closely with them in the future. Your acknowledgment and support of the rescue really does mean a great deal to us and we can't thank you enough.

Kerry Blue Terrier Rescue – Company number 10354992

Registered Office: 10 Tennyson, Square, Awsworth, Nottinghamshire, England, NG16 2SP

The last year has also seen the rescue have growing concern due to several litters appearing from breeders who have no genuine interest in the breed and also a lack of awareness from buyers/owners about the true temperament of a Kerry and then a lack of awareness of how to deal with their dogs behaviours. We have also become concerned over the amount of contact the rescue is getting from new owners asking for advice regarding behavioural issues stating that they have had little support/contact from their breeder. We will always ask them to contact their breeder in the first instance but sadly our experience is that many still come back to us for support.

## **REHOMING NUMBERS/STATISTICS**

For the year 30th September 2017 to 30th September 2018 the KBTR helped 27 Kerry Blue Terriers to find their new loving forever homes. This was an increase of one versus the previous year. Of these:

- 19 were male and 8 were females (70%/30% split).
  - 12 dogs were rehomed due to changes in the personal circumstances of their previous owners (44%).
  - 10 dogs were rehomed for purely behavioural reasons (38%).
  - 3 dogs were found as strays (11%).
  - Sadly 2 were rehomed due to their owners passing away (7%).
- Of the 27 dogs we rehomed, we were aware of the dogs breeder in 20 of the cases (81%) and obviously we didn't know who the breeder was for the other 7 dogs (19%).
- Of the dogs (20) whose breeders we were aware of:
  - 11 couldn't/wouldn't help when made aware of the dogs needs or were unknown/uncontactable by the rescue (55%), N.B. We did actively seek the help of the UK clubs if we hadn't heard of the breeder or didn't have contact details for them.
  - 5 actively helped us to rehome the dog in question (25%).
  - 3 were unable to directly help but were happy for us to rehome the dogs (15%).
  - 1 breeder had sadly passed away but their family were happy for us to help (5%).
- In addition to the point above 3 of the breeders actually contacted the rescue to ask for our help with finding a new home and we also had one breeder take back a dog to rehome themselves.
- Where did these Kerry's come from?
  - 23 came from the UK (85%).
  - 4 came from the Republic of Ireland (15%)
  - We rehomed 23 of the dogs directly ourselves having been contacted by the owner/breeder (85%).

Kerry Blue Terrier Rescue – Company number 10354992

Registered Office: 10 Tennyson, Square, Awsworth, Nottinghamshire, England, NG16 2SP

- Dog pounds or pound pullers contacted us directly to help with 3 dogs (11%).
- Helped in partnership a main stream rescue to rehome 1 Kerry (4%).

## **SOCIAL MEDIA ACTIVITIES**

- We've received 31,494 visits to the website and received 71,974 views across the various pages.
- We now have 445 followers on Instagram and 1,198 members on our Facebook page.
- Whilst we have a Twitter page and YouTube channel it's fair to say that we haven't utilised these at all.

## **FUTURE OUTLOOK**

- When I look back at last years financial report and what we were hoping to achieve in this year, our plans haven't really come to bare fruit and so I won't be over committing this year. The reason for us not seeing our plans flourish is purely down to the fact that the rehoming numbers haven't reduced and continue to be around two a month. In addition we're also spending more time giving out Kerry related advice to owners.
- We now seem to struggle to rehome dogs over 5 and have very few dog free homes on our waiting list. We hope this year to be able to educate people more on what it takes to keep a Kerry Blue and the challenges that this presents.
- I'd like the rescue to attend a few dog shows next year to help with networking and promotion of the rescue and we're all lined up to attend Crufts again in March 2019 (Terrier Day is Saturday 8th March).
- If feasible we'd also like to create stronger ties with the two Kerry clubs who endorse the rescue to see how we can help promote the breed.
- We'd like to hold more walks to get Kerry owners together. Gayle has done a great job with these in Scotland and they've been a great success.
- We've also found a fantastic trainer and we're looking to hold a few sessions around the UK next year with him. He has helped us with several Kerry's with behavioural issues whilst in foster and this will also continue.
- We will soon be making some new additions to the team to enable us to give the very best of advice and care. This is long overdue as the workload for the three of us has become far heavier than we'd ever anticipated.

## **FINAL THOUGHTS**

Those involved on a day to day basis with the rescue have simply done an amazing job this year. Everyone has jobs, families and lives of their own and yet give up their time to help this amazing breed. We've had a number of challenges this year and every one person has conducted themselves with the upmost professionalism despite on occasion being tested from some quarters. This is a side of the rescue that few will understand or know about but it's one I feel is important to mention. They always taking a caring and understanding approach with everyone they deal with and I for one find that very humbling. To each and every one of on behalf of every family and Kerry you've helped I'd like to say a massive massive thank you. You are a constant inspiration.

Kerry Blue Terrier Rescue – Company number 10354992

Registered Office: 10 Tennyson, Square, Awsworth, Nottinghamshire, England, NG16 2SP

I'd also like to thank all of our supporters. Without you, your kind hearts and generosity there would be no rescue. I am always blown away with the love and support you give us to enable us to help Kerry's in need, dogs you've never met and may never meet and yet you always respond to any help we ask for. Those who set up direct debits and donate regularly really does show that every £1 helps and every penny goes towards helping these dogs. To all those who have helped with transport, home checks, dogs assessments and follow up visits, you guys rock and you have no idea how invaluable your contribution is. Every share, like and show of support on social media all helps the dogs and helps promote the breed.

I'd like to hope the numbers of Kerry's needing help drops this year but early signs show that this is not the case so I'd like to finish by saying that sadly there will always be Kerry's out there who need everyone's help, love and support and so please continue doing what you have lovingly been doing and the rescue will be around for a long time to come to ensure that the Kerry's have a voice and someone who will always be there to help.

Thanks so much as always to each and every one of you and we hope you are proud of the Breed rescue you have helped to establish.

Mark Buckley

Managing Director

kerrybluerescue@gmail.com