

Organisational Theory of Change



The problem:

We know that many pets have their needs consistently ignored, leading to a life that is not considered worth living by modern welfare standards. The most vulnerable animals are those that are misunderstood, easily obtainable, fashionable, 'difficult' and/or cheap. The consequences of their needs not being met is that they may suffer, are surrendered to animal welfare charities such as Raystede or they die. However, the numbers of animals in need of rescue and rehoming is so high with that we are unable to meet demand, with limited foster places and applications for rehoming from suitable applicants compounding the problem. The barriers for improved welfare are lack of understanding among consumers and the pet owning community, the cost of living crisis and cost of veterinary care, limited laws around pets and the financial gain to be made from commercial opportunities or trading in pets.

The focus of our work:

Animals/pets with high and complex needs that are not currently being cared for properly and the people who care for them.

Our activities:

We prevent poor animal welfare through education, advocacy and campaigns. We care for animals by developing welfare standards, rehoming and providing sanctuary for them.

Key audiences we will target

Pet owners and potential pet owners

Pet sellers, carers and veterinary professionals

Policy makers and influencers

Animals

Our intended outcomes

(short and medium-term changes through our work)

1. People make more considered and informed decisions when acquiring a pet

3. More pet owners commit to and give animals in their care a good life

5. Veterinary professionals and pet carers have increased awareness of the challenges facing the rescue sector and rescue pets

7. Increased engagement by policy makers, groups and influencers with our position on a good life for animals

9. More animals assisted by Raystede have a good life

2. People have a clearer understanding of the welfare needs of different species to live a good life

4. Pet owners feel more supported and have more options to keep pets in their home or surrender responsibly

6. More shops selling pet supplies have better knowledge and give customers access to supplies that give pets a good life

8. More people and organisations consider Raystede as the local expert voice in animal welfare

10. More animals are able to find a good quality home that provides a good life

Our long-term impact

Animals in Sussex have a good life, and people are supported to achieve that.