

Business Plan 2025 - 2027

Our plan to transform lives, one dog at a time



One Wish Dog Foundation

Registered Charity no: 121997

“Every dog deserves a loving home and a second chance. We believe deeply in their freedom and happiness.”

**Adam Compton – Chairman,
One Wish Dog Foundation**



Executive Summary

The One Wish Dog Foundation is a brand new charity (registered charity number 121997) dedicated to rescuing, rehoming, supporting and advocating for unwanted and abandoned dogs across Oxfordshire and Gloucestershire. **Our mission is to make rescue-first a reality for dog lovers in the Cotswolds and beyond.**

We aim to build a state-of-the-art sanctuary that will serve as a safe haven for dogs in need as well as a community hub, providing education and support for dog owners.

We're not just building a shelter, though. Through our four pillars of promise, we're creating a movement of compassion, action and lasting change.

We're looking for:

- Founding donors and ambassadors
- Corporate partners, supporters and sponsors
- Volunteers, trustees, foster carers and fundraisers
- Storytellers and campaign champions

We're a fiercely passionate charity with big ambitions, and we invite you to join us in transforming lives, one dog at a time.



This is more than a business plan.
It's a promise.

A promise that we will never walk
away from a dog in need.

A promise to every supporter that
their gift will make a real impact.

A promise to build something
beautiful – together.

Let's create a world where no dog is
ever forgotten.

One Life. One Chance. One Wish.

Jenna Jones
Founder, One Wish Dog Foundation



"Pawsome" to Meet You!

Jenna Jones, Founder

One Wish founder Jenna already has several years of hands-on experience in running a successful rescue under her belt. She's been nominated for numerous awards, featured on national TV and radio, and works tirelessly to better the lives of dogs. She has two rescues herself; Rufus (pictured) and Jess.

Her passion started at RATS Animal Rescue in Hertfordshire, where she demonstrated a natural ability to engage stakeholders (from fosterers to fundraisers and the national press) and deliver impact rapidly.

She single-handedly grew what was once a small, little-known charity into a well-respected and successful organisation. 2024 was a record-breaking year for the charity, seeing Jenna lead a team of fellow volunteers to rescue 120 dogs - a 50% increase on 2023 and a whopping 140% more than 2022.

Having moved to the Cotswolds in 2023, Jenna brings a wealth of knowledge and experience as well as boundless passion to One Wish.



Adam Compton, Chairman

Adam's first foray into rescue was as Chairman of a Hertfordshire-based charity, and he has never looked back. Through his role of Head of Procurement for a G15 Housing Association and with over a decade's experience in local government, Adam brings experience of strategy, governance and commercial scrutiny to One Wish.

Lauren Dore, Secretary

Infinitely passionate about animal welfare, Lauren is the One Wish Secretary, as well as looking after events and fundraising. She always has a fun and fantastic idea up her sleeve and is constantly on the hunt for exciting opportunities to raise local awareness.

Gareth Dore, Trustee

Gareth brings an inspirational, entrepreneurial spirit to the charity. His experience of running several successful start-ups as well as his marketing expertise is helping One Wish to flourish in its infancy and beyond.





Our Vision

We're building a future where every dog knows safety, love, and belonging - no matter their past. Our vision is a future where charities like One Wish aren't even needed. All dogs are treated with kindness and respect.

Our Mission

We are an ambitious and wholeheartedly devoted charity working across Oxfordshire and Gloucestershire (and one day, far beyond!) to rescue, rehabilitate, and rehome dogs in need. With love, care, and compassion, we give each dog a second chance - and support their families every step of the way. Through community outreach and unwavering advocacy, we strive to create a kinder and safer world for every dog.



Our Values

Commitment

We go the extra mile for the dogs in our care, and for the families who welcome them home. We fight for every wagging tail and worried eye.

Integrity

We are honest, transparent, and responsible in everything we do - from rehoming to fundraising. Every supporter sees the impact they make.

Passion

We are fiercely dedicated to the wellbeing of dogs. We speak up, stand strong, and never stop fighting for those without a voice.

Resilience

No matter the size of the challenge, we stand firm in our mission. For the dogs, we never give up.

Respect for Every Life

We see the worth in every dog — regardless of age, breed, disability or background — and strive to give them the life they deserve.



Who We Serve

Individuals and families seeking to adopt a dog.

Current dog owners needing support or to rehome their dog.

Local authorities and dog wardens looking for rescue space.

Dog lovers and advocates willing to donate and support our cause (for example by way of volunteering, fostering or simply spreading the word).

Local businesses interested in community engagement and philanthropy (from volunteering days to charity partnerships).





The Crisis We're Facing

The UK's dog welfare crisis in numbers

5.3 million owners are worried they can't afford to keep their pet ¹

250,000 animals taken into rescue each year ²

67,000 stray dogs in the UK right now ³

21 dogs euthanised due to a lack of rescue space. **Every. Single. Day** ⁴

40% of owners believe they inadvertently bought their puppy from a backyard breeder ⁵

15% of new dog owners who admit they weren't ready for a puppy ⁵

Action is needed. NOW!

There is more need than ever for dog rescue services in the UK. We're stepping in with a local solution and a national vision.

Covid-19 was undoubtedly a catalyst for the current crisis. This period saw an unprecedented boom in irresponsible puppy breeding and impulse buying. High numbers of dogs purchased during the pandemic continue to be surrendered to rescues or abandoned for a plethora of reasons including behavioural issues due to an early lack of socialisation.

The current cost of living crisis has further exacerbated the problem. Owners are struggling to afford to care for their pets, whether that's food or vet bills, leading to more dogs than ever being surrendered to rescue or abandoned.

The irresponsible breeding crisis continues thanks to “convenience culture”. Dog breeding is still unlicensed and unregulated, and the number of backyard breeders is on the rise. More dogs are being bred (and interbred) in poor conditions which do not meet their welfare needs. As a consequence, their puppies often develop health and temperament problems.

Our Pillars of Promise

These are the guiding stars of the One Wish Dog Foundation. Rooting us to our purpose, and keeping our activities aligned to our goals.



Rescue
&
rehome



Educate
and
promote



Support
our
community



Campaign
for
change

Our Pillars of Promise



Rescue & rehome

We will:

- Rescue and rehome every unwanted and abandoned dog that needs us
- Offer love and care to stray dogs and dogs surrendered by owners facing hardship, and find their forever homes
- Care for dogs in carefully selected foster homes or at our sanctuary
- Build a sanctuary to offer a lifelong haven for dogs who aren't able to be rehomed



Educate & promote

We will:

- Work tirelessly to educate the public about dog welfare and promote responsible dog ownership
- Run public-facing campaigns and seek to open up dialogue about real-life challenges
- Encourage new potential owners to consider adopting from rescue charities
- Offer support and guidance to current and potential dog owners



Support our community

We will:

- Create a place of community and support for all owners in need
- Provide free training and socialisation opportunities for rescue dog owners
- Offer a free-to-hire secure field at our sanctuary and a dog-friendly café for owners to feel part of a community
- Provide a dog food bank and access to low-cost veterinary services
- Offer temporary care for dogs whose owners are facing short term hardships



Campaign for change

We will:

- Be the voice for all dogs, always aware they cannot advocate for themselves
- Defend their rights. Campaign to bring in changes to protect their welfare
- Tackle the root causes of poor dog welfare and work to prevent them
- Fiercely drive for positive change, working alongside other rescues, our supporters, the media and policy makers



Our Core Activities

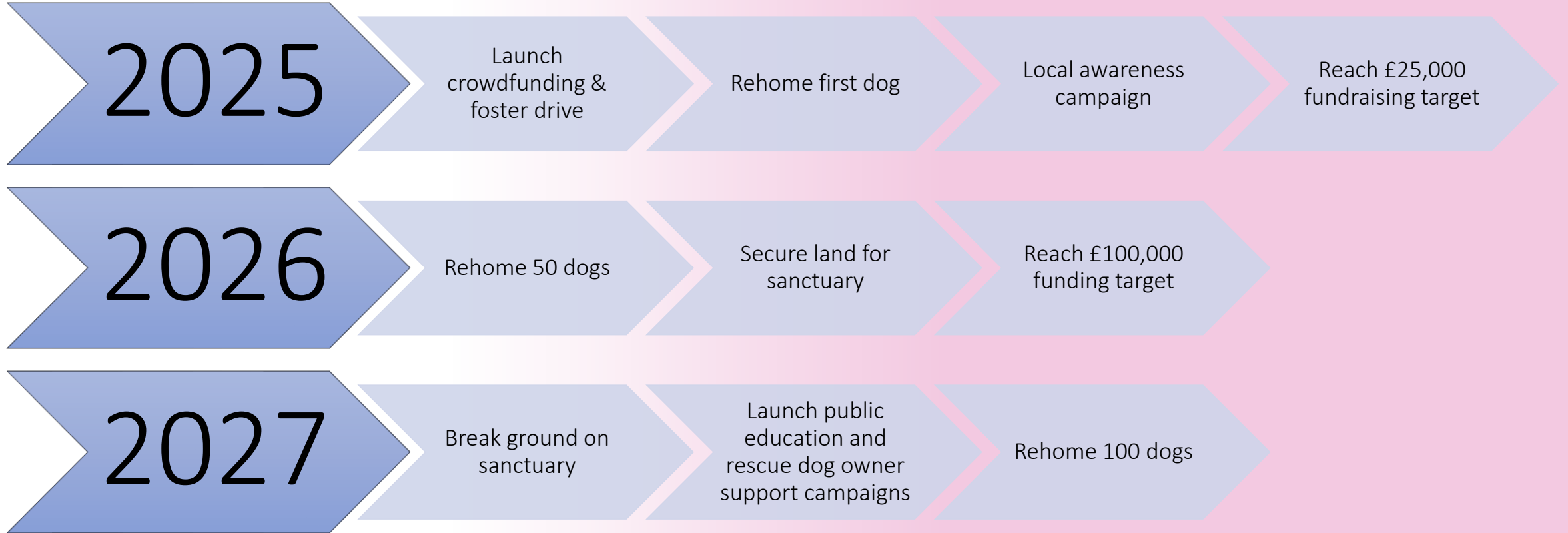
Rescue operations

Rehabilitation & vet care

Rehoming & adoption support

Advocacy & education

Impact & Outcomes



We don't do this because it's easy. We do it because it's necessary.

Marketing & Comms

Our initial marketing plan will focus on a number of key pillars to help us build engagement in a scaleable way, maximising ROI and utilising our volunteer network.

What?	How?
Digital brand building	A regularly updated optimised website inc. blogs Consistent, engaging social media content Email newsletters
Media engagement	Building relationships with local journalists Reaching out to relevant production companies
Community engagement	Regular local community & fundraising events Engaging volunteers for challenge events Presence within local businesses e.g. food drop off points/posters & flyers
Partnerships	Building a network of corporate partners



Strategic Priorities (June 2025 – December 2026)

Initial Set Up

We start with heart, and build with strategy.

Our initial setup from June to December 2025 will include:

Establishing a foster network by recruiting and training volunteer fosterers.

Setting up administrative and operational systems to manage surrenders and adoptions responsibly .

Creating robust and scalable policies and procedures to set us up for future success with strong governance.

Sourcing funding and support through brilliant awareness campaigns.

Building partnerships with local businesses, vets, wardens and Councils.



Fundraising Plan

To raise the necessary funds for our startup and initial operations, we will:

Launch a Crowdfunding campaign to gather initial financial support.

Apply for grants from animal welfare organisations, local authorities and foundations.

Reach out to local business for sponsorship and donations.

Organise local fundraising events such as charity walks, galas and auctions.

Attend local community events for awareness and donations.



Ongoing Operations

Ongoing operations will include:

Rescuing and rehoming dogs through our foster network and sanctuary.

Caring for rescued dogs via medical care, food and shelter.

Developing and implementing **educational plans and campaigns.**

Supporting rescue dog owners with resources and assistance.

Maintaining fundraising efforts to ensure financial stability and growth.



Key Milestones

We know where we're going, and how to get there.

Starting in June 2025 and throughout 2026, we will...

Rescue and rehome 50+ dogs

Recruit and train 20+ foster carers

Secure land and planning for our sanctuary

Raise £250,000 to fund operations and setup

Launch a regional awareness campaign

Grow a supporter network of 5,000+ dog lovers





Financial Overview

Startup Costs 2025/2026

We will work to maximise the impact of every penny we spend during our first year of operation. Our focus will be to build the brand sustainably whilst delivering our 4 Pillars of Promise.

Cost area		Deliverables
Volunteer recruitment & training	£2,000	Onboarding, training & supporting 20+ volunteers (inc. Fosterers)
Medical care	£30,000	Veterinary care and treatment for 50+ rescue dogs
Dog equipment & supplies	£3,000	Crates, food, bedding and other essentials
Marketing, advertising & awareness	£20,000	Leaflets, social media advertising, event materials
Operating expenses	£45,000	Insurance, staffing, IT, professional fees
Total	£100,000	

Funding Sources

We will seek funding from:

Donations from individuals, businesses and adopters

Legacy gifts in wills

Grants from animal welfare organisations, local authorities and foundation

Proceeds from fundraising events and campaigns

Corporate sponsorship and collaborations.





Time To Play Your Part

Every dog has a name. A past. A heart that beats with hope.

Right now, too many of them are being let down; abandoned, mistreated or euthanised through no fault of their own.

We exist to change their story.

When you support One Wish, you're restoring trust, love and a sense of safety to a soul that's been broken. You're giving an anxious dog their first safe sleep in weeks. You're giving a child their best friend. You're giving a grieving owner support to hold on just a little longer.

We are driven by transparency, urgency and compassion, and every pound you give goes directly to the front line. Whether you're funding a food bowl, a forever home, or the first bricks of our sanctuary, your investment will echo for years.

And this is just the beginning. By investing now, you help lay the foundations of a sanctuary that will save thousands of lives, launch nationwide campaigns, and inspire a new generation of "rescue-first" dog lovers.

Together, we're not just building a rescue. We're building a movement.

And we'd love for you to be part of it.



Every pound raised is a life changed

When you support One Wish, you're transforming lives.

£500 One rescued, treated and rehomed dog

£50 a bag of food for a struggling family

£5 a collar and name tag for a new beginning

Your support builds futures, not just shelters.



Your business can help us to make tails wag

One Wish runs on compassion, and we're looking for kindred spirits.

If you're committed to community and care, your values align beautifully with our mission.

Together, we can make a tangible difference in the lives of countless dogs, and in return you'll get visibility to a passionate community.

Whether it's sponsorship, donating services, products or prizes, hosting a fundraising event, displaying posters and donation boxes or launching a collaborative campaign, we'd be thrilled to explore a partnership.

We would love to work with you!



Ready to join us?

We thought so!

We'd love to chat about how we can work together.

Call Jenna Jones on **+44 7850 465077**

Email info@onewishdogs.co.uk

Visit www.onewishdogs.co.uk

Thank you for helping us transform lives, one dog at a time

