

Scheme Guidance



This Document is provided for guidance purposes only. Not every provision of this guidance will be suitable for every Participant. It is a matter for every Participant to put in place their own direct provision which takes account of the Participant's own particular needs and circumstances.

SCHEME CONSTITUTION

1. Scheme Name

Support for Paws.

2. Scheme Objective

Support for Paws has been established to create a channel for people to support pet owners who may be struggling financially during the pandemic; to enable pets to be kept at home - well fed, well groomed and healthy. Helping to reduce the risk of an increase in pets being rehomed during this period.

Secondary to this, is the positive impact that our pets have on mental health; and how devastating and stressful it would be to someone who is socially isolated during this period if they were even having to consider losing their pet, or not being able to keep them well looked after.

3. Scheme type

This is a voluntary Pay it Forward type scheme, whereby donations of either funds or goods are exchanged with a Participating Outlet, and then distributed back to scheme beneficiaries.

4. Scheme Structure

The Scheme will be administered centrally by Holistic Hound, Ireland.

A Board of advisors will be established, consisting of representative members from the communities of pet shop retailers, groomers, behaviourists, kennels and veterinarians.

- 4.1 Participant: Any outlet providing pet welfare services: food, grooming, veterinary care, kennelling etc.
- 4.2 Central Fund: A Gofundme page will collect donations that can be allocated to beneficiaries through a referral scheme
- 4.3 Donator: Any person providing either funds or goods to the Participant or Central fund
- 4.4 Beneficiary: Any householder requesting support from the Participant; or is referred to the Central Fund process by either a Participant or other 3rd party such as a Rescue.

5. **Role of Administrator**

- 5.1 The Administrator will be the key point of contact for the Scheme.
- 5.2 All Participants will need to register with the Administrator via email (holistichoundie@gmail.com).
- 5.3 The Administrator will issue Participants with this set of Guidelines and a voluntary Code of Conduct. This Code of Conduct should then be signed and returned.
- 5.4 The Administrator will then issue the Participant with the Logo and a Poster Pdf for their own use; and will also provide the Participant with some Point of Use stickers for use at the premises, to advertise them as a Scheme supporter. The logo should not be amended.
- 5.5 The Administrator will maintain and manage a register of Participants. This information will be shared via Social Media to enable donators and beneficiaries to see their nearest Participant. All other data kept on Participants other than Name and Location will not be shared; and will be held securely under GDPR; it will not be used or shared with any other parties.
- 5.6 Similarly, The Administrator will manage and maintain a register of Beneficiaries who have been supported via the Central Fund. This information will not be shared with any 3rd Party.
- 5.7 No information will be collected on Donators by The Administrator, other than that which is provided through the GoFundMe page; and as such is covered under the GDPR of this organisation.

- 5.8 The Administrator will collect and collate basic data on scheme performance. This data will be fed back to The Board to allow for Scheme delivery review.
- 5.9 The Administrator will undertake, accept, execute and administer, without remuneration.
- 5.10 All funds collected centrally will be used to support only Beneficiaries or other charitable association or institution, trust or fund, which is considered and approved by The Board to meet the Scheme's main objective.
- 5.11 The Administrator, with Board agreement, reserves the right to enter into any arrangements with any other organisations, governments or authorities, local or otherwise, that may seem conducive to achieving the Scheme's main objective. Be these additional forms of sponsorship, either financial or material, or platforms for raising awareness and improving scheme reach.

6. Role of Board

- 6.1 The Board will oversee and agree scheme administration and delivery, and provide independent financial monitoring as required.
- 6.2 No Member of the Board shall be paid any salary or fees, or receive any remuneration or other benefit in money or money's worth from the Scheme.

SCHEME DELIVERY

The Scheme has been designed to be as flexible and accessible as possible; whilst also being easy to administer.

Note: This is not meant to be a replacement for supporting Rescue Charities; and the two can be supported concurrently.

Guidelines for Participating Outlets

The Participant will have autonomy over exactly how the Scheme will be delivered in their place of work.

This will allow each Participant to decide on how funds/goods will be collected; and how they will then be "paid forward" to Beneficiaries. As such the scheme should be delivered locally in a manner that fits easily into current operations.

Suggestions include:

- (a) Simply having a donations jar at the till; branded with the S4P logo
- (b) Allowing Donators to purchase actual products, which can then be kept to one side for Beneficiaries
- (c) Having a “donation” fee for items; such as Donate A Bag of Food: €30; Donate a welfare groom €50

This also allows each Participant to decide on pricing and any discounts or offers run in house. We would encourage Participants to take in house discounts into consideration when pricing so that donations made can stretch as far as possible for beneficiaries.

Participants should keep some kind of record of scheme uptake – ideally in terms of both volume of Donators and Beneficiaries; but also an idea of the financials and how the scheme is perceived, together with any recommended improvements.

Participants are encouraged to advertise their involvement in the Scheme as much as possible.

We appreciate for some outlets this kind of participation is not possible or appropriate; therefore we will also be operating the Central Fund

Guidelines for Central Fund

A GoFundMe page will be setup, with an independent bank account used purely for the S4P Scheme monies

Anyone can then donate directly to this fund. [Longer term the Administrator & Board will apply for Charity Status with this fund, which will also allow us to enter into Text to Donate]

Access to monies from this fund will be via referral only, from any recognised body within the pet sector – this would include Rescues (who are most likely to be contacted if someone is going to give up a pet for financial reasons); Vets, Groomers, Shops etc. This will allow for a basic level of Vetting.

Referrals must be made via email – this will allow for verification and easier administration. A simple referral form will be produced to standardise process.

Beneficiaries will then receive a maximum set level of funding for each element they require support with (*subject to funds available – where funds are not available, the Administrator will establish a waiting list*). This includes:

- Food: A €50 allowance
- Emergency Veterinary care: a €100 allowance

- Grooming: A €70 allowance
- Kennelling: Allowance of €100

This money will be transferred directly to their local outlet, rather than to the beneficiary directly. This should also allow for home delivery of goods if required

The Administrator will maintain the register of beneficiaries and follow up with local outlets to ensure that funds have been used appropriately. Any funds not claimed will be refunded back to the GoFundMe page.

7. **Winding Up**

As and when the Scheme comes to an end, any remaining Monies in the fund will be allocated to appropriate Charitable Causes as decided upon by The Board.

Similarly, we would request the same of any Participants; however they have autonomy in deciding which charity to support

All bank accounts will be closed.

Data collected, including financial information, will be retained for a period of 6 years by The Administrator; and will subsequently destroyed.