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Homeless, starving, pregnant...

<Salutation,> this Christmas, an unwanted pregnant dog will find herself thrown out in the cold with nowhere to go.

Will you please give a Christmas gift of €<Ask1> to save her?

November 2022

Dear <Salutation,>

Nova was a heart-breaking sight. I could count each of her ribs.

Her bones protruded from her frail, skinny body. The exhaustion was visible in her eyes.

<Salutation,>, I'm writing to you today about a truly urgent situation. The rising cost of living, coupled with a rehoming crisis, means abandoned dogs like Nova need you now more than ever.

At first glance, I really struggled to believe Nova was pregnant.

I mean, she was just so skinny...

Nova had been abandoned at the worst possible time - pregnant and due to give birth any day.

<Salutation,> sadly, Nova's story is not at all unusual. This Christmas, will you please give a gift of €<Ask1> to save another abandoned mum like her?

Poor exhausted Nova was found wandering the streets, her stomach empty, her aching, worn-out body struggling to keep her unborn pups alive. She was hungry. Cold. Scared.

She had nowhere to go, no safe space in which to have her pups.

Despite her frail appearance, those puppies were in there, fighting for their lives.

Nova could give birth at any moment.

<Salutation,> as you read this, a vulnerable dog like Nova urgently needs your help. With a special Christmas gift of €<Ask1>, you can provide food, vet treatment, and a safe haven for a scared, abandoned dog.

As Christmas approaches, those of us who celebrate will gather with our loved ones. We will eat together, safe under one roof.

That's all a mum like Nova wants too.

A roof over her head, nutritious meals, and to be able to care for her little ones.

Like any mum, she just wanted to keep her puppies alive.

Sadly, pregnant dogs like Nova are frequently abandoned. They have no roof, no food, no warm bed. They are hungry, cold, scared. Fighting to stay alive.

<Salutation,> a dog lover like you understands. But sadly, not everyone does. This festive season, it breaks my heart to think how many will forget this simple message:

A dog is for life, not just for Christmas.®



All of Nova's nutrients had been going straight to her pups. She desperately needed help to build up her strength!

It happens time after time, day after day, but I fear this year may be one of the worst.

As the cost-of-living crisis worsens, the number of abandoned dogs in desperate need of homes will continue to rise. I wouldn't be honest with you if I didn't share my frustration, <Salutation>.

Nova was weak, not just from starvation, but because any bit of nutrition she had been getting was going straight to her unborn pups.

She could barely stand up and the sight of her broke my heart.

This poor, starving girl scoffed down every last bit of food we gave her. Who knows when she'd last eaten anything...

At a time when costs are rising for all of us, and none of us are sure what lies around the corner, your steadfast support is appreciated more than ever.

Sadly, times are tough for Ireland's dogs too. The vulnerable, abandoned dogs that end up in our care need you now more than ever.

You truly are their only hope.

Will you please send a special gift of €<Ask1> to save another unloved, abandoned dog this Christmas?

Nova was not long with us when she went into labour.

Can you imagine what would have happened if Nova hadn't been rescued when she was?

She would have had nowhere safe to have her pups. Terrified, she would have given birth all alone in the cold, with nobody to help her, no way of protecting her newborn babies.

There's the possibility that Nova would have died giving birth. And if by some miracle she survived, her babies wouldn't have.

Thanks to dog lovers like you, Nova and her puppies are getting the best care. They are the lucky ones.

<Salutation,> this Christmas, will you please send a special gift of €<Ask1> to save another dog who desperately needs your help?

Poor Nova was just so weak after her pups were born. At the vet's, she had to be given special injections of nutrients so she'd be strong enough to care for her nine puppies.

She was so starved, her body was not producing enough milk and nutrients to feed her pups, so our puppy rears hand-fed them during the day. By doing this, we were adding to the milk that Nova was providing them through the night.

Tiny Nellie was one of the weakest. She barely moved. Her little body was so cold. We took turns taking her home at night, making sure she was cared for. We worked around the clock, fighting for her.

We fed her. We held her close, keeping her tiny body warm. We stroked her, we talked to her. We willed her to live.

Sadly little Nellie didn't make it, but in the short time she was with us, she made her mark.

This tiny pup had a profound effect on us all. Even now, the memory of her brings me to tears. We will never forget the fight to save her. It's a fight that's only made possible by your support. Sometimes, we lose the fight. But, more often than not, your support saves lives.

I'm sharing Nellie's story in the hope that you will be there for pups like her and her mum, Nova. They are counting on your compassion, on your love.



It's hard to believe Nova's emaciated body had kept so many pups alive!



When I look at Nova with her pups now, it breaks my heart to think they could have all died, alone and unloved...

Dogs like Nova trust you to help them.
They trust you to not turn away.

I know I can trust you too, <Salutation>.
I know your compassion means you won't
turn a blind eye to the abandoned, neglected
and suffering dogs, not just at Christmas
but throughout the year.

Will you please send a gift of €<Ask1>
so that another vulnerable mum and
her pups can be taken to safety and
looked after?



*She just needed a safe
space, some nourishing food,
and a warm bed.*

The sad fact is, our kennels are always full. Families like Nova and
her pups need to be cared for in our whelping unit, which only has so
much space.

That pressure on space mounts each time we get a call about
another pregnant mum who has been abandoned.

After this call, the work begins to prepare a kennel in our
whelping unit, to provide her with a safe space in which to give
birth – sometimes within days, sometimes weeks. And once those
pups are born, we need to find a home for not just one dog but
potentially up to ten.

The costs escalate dramatically.

**But your kind gift means we can give abandoned dogs like Nova
and her pups the love and care they deserve.**

Your compassion can save another helpless dog who's been
abandoned and left in the cold. Please don't turn away from a
vulnerable dog who needs you.

**For unloved and abandoned dogs like Nova, your kind gift will
be the difference between life and death this Christmas.**

Dogs Trust Ireland will never stop working to save vulnerable dogs and give them the life they deserve. But we can't do this without you.

With your continued support, we can ensure abandoned dogs who've been left scared, cold, and hungry can be taken to safety and given a nutritious meal and a warm space in which to lay their head.

That's all every dog wants this Christmas.

It's all Nova wanted too.

Thank you for allowing me to share her story with you and thank you for loving dogs as much as you do.

May you and your family have a peaceful, happy Christmas.



Shauna

Shauna Murphy
Head of Operations
Dogs Trust Ireland

P.S. <Salutation,> as you read this, a homeless dog is on the streets, hungry, scared, and cold. Your gift of €<Ask1> can provide food, a warm bed, and a safe space for a dog that has nowhere to call home this Christmas.

*Enclosed is a Christmas decoration for your tree.
Please use the other half of the card to write down your 2023
wish for Ireland's abandoned dogs. Then send it back to
us to hang on the Dogs Trust Ireland tree!*