

# Boost your brand while changing lives

Fulfilling your Corporate Social Responsibility (CSR) with **West Lancashire's only independent animal charity** is good for animals – and great for business!

Choose one (or more) of our Corporate Sponsorship opportunities, which start from only **£300**, and benefit from:

➔ **A positive public image:** Customers, investors and partners are **more likely** to support businesses perceived as socially responsible

➔ **Increased brand visibility:** Align your company with local charitable initiatives that **save and improve lives**

➔ **Employee engagement and retention:** Team away days and volunteering opportunities **increase morale, motivation and job satisfaction**

## Tackling crises together: How your sponsorship affects real change

Did you know that, in Skelmersdale, we face:

### Animal Welfare Crisis

➔ Countless animals are being neglected, abused and abandoned – often due to financial pressures. Your support helps to make rescue, rehabilitation and rehoming possible

### Mental Health Crisis

Lancashire is officially the UK's "most stressed" county.

➔ More people than ever have **mental health challenges** and feel isolated without human connection

Your support helps us to offer **structured, meaningful volunteering opportunities** and skill-enhancing workshops – **boosting employability.**



### Cost of Living Crisis

➔ More people than ever need **affordable second-hand furniture, clothing and household items**

Your support keeps our Community Hub doors open – **promoting recycling and affordable shopping.**

### Your impact - measured and recognised

The Woodlands Animal Sanctuary Promise: In return for helping us to **build sustainable income**, we will **give you evidence** of your social and economic impact, as well as publicly acknowledge your support.

Can't see the woods for the trees when it comes to CSR? Grab a coffee with us to get your questions answered and find the right sponsorship package for your company.



**Book now**



It costs **£1,000 a day** to run our Sanctuary.  
**Every day you wait to commit is a day lost** in the fight to save and improve animal and human lives.



**CONNECTING HUMAN  
& ANIMAL WELFARE**



[www.woodlandsanimalsanctuary.org.uk](http://www.woodlandsanimalsanctuary.org.uk)

# What's in the mix?

Our packages provide your organisation with a wealth of brand exposure, team-building and content opportunities

## Team-building days

Evidence your commitment to human and animal welfare whilst doing something positive for your employees. Encourage valuable team bonds and create genuine, organic content for your brand.



## Animal carer experiences

Reward staff, provide a much-needed break or help build skills and confidence.

## Corporate volunteering

Bespoke activities to bridge your CSR and your PR - aligning your values and providing unique content that only you can shout about. Whether you're advocating for mental health welfare, animal welfare or something else, we will help provide a programme that supports your goals.



## Event sponsorships

We regularly run events and tours outside of our two big annual events - all of which attract animal lovers and families from across the North West. Event sponsors will have their branding featured on relevant event webpages, promotional emails, social posts, fliers, posters and banners.



## Pen/Building sponsorships

Your sponsorship announcement and related activity will not only be featured and tagged in social posts and to our newsletter subscribers, but you'll also get additional exposure to thousands of visitors to our events over the year through signage on our pen/building and 'Wall of Fame'.












[➔ Book now](#)



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Our sponsorship options:

Package	Investment	No. Available Annually	Dedicated Social Post & Newsletter Feature	Certificate & Impact Updates	Plaque	Staff Wellbeing/Community Engagement Opportunities	Brand Opportunities
Workplace fundraising partner 	£100-500	Unlimited			(£300+ minimum) Name featured on supporters' wall plaque at the Sanctuary	N/A	Tagged into social posts and newsletter features about your fundraising activities, monies raised and impact
Individual pen/building sponsorship 	From £500	32			On site of pen/building	<ul style="list-style-type: none"> <li>Four family open day tickets</li> <li>One 'behind the scenes' tour</li> </ul>	Tagged into social posts about new arrivals/updates from within the sponsored pen/building
Supporter 	£1,500	Unlimited			Name on featured on supporters' wall plaque at the Sanctuary	<ul style="list-style-type: none"> <li>Four family open day tickets</li> <li>Two 'behind the scenes' tours</li> <li>Two animal carer experiences</li> </ul>	Tagged into social posts and newsletter features about your fundraising activities, monies raised and impact, as well as receiving an official 'Supporter' announcement




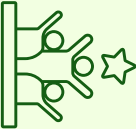







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 <p>Partner</p>	<p>£3,000</p>	<p>10</p>	<p></p>	<p></p>	<p>Brand and name featured on supporters' wall plaque at the Sanctuary</p> <p>'Professional Partner' plaque for office display</p>	<ul style="list-style-type: none"> <li>• One professional team-building day annually (worth £1,000)</li> <li>• Four animal carer experiences</li> </ul>	<p>Tagged into social posts and newsletter, as well as receiving an official 'Supporter' announcement, plus coverage of team-building and animal carer experiences</p>
 <p>Champion</p>	<p>£4,000</p>	<p>3</p>	<p></p>	<p></p>	<p>Brand and name featured on supporters' wall plaque at the Sanctuary</p> <p>'Professional Champion' plaque for office display</p>	<ul style="list-style-type: none"> <li>• One professional team-building day annually (worth £1,000)</li> <li>• Four animal carer experiences</li> <li>• Bespoke corporate volunteering programme</li> </ul>	<p>Brand exposure at our events and co-sponsor-level brand exposure on our Easter Open Day promotional materials/leaflets</p> <p>Exclusive building complex sponsorship</p>
 <p>Guardian</p>	<p>£6,000</p>	<p>1</p>	<p></p>	<p></p>	<p>Brand and name featured on supporters' wall plaque at the Sanctuary</p> <p>'Professional Guardian' plaque for office display</p>	<ul style="list-style-type: none"> <li>• Two professional team-building days annually (worth £1,000 each)</li> <li>• Six animal carer experiences</li> <li>• Bespoke corporate volunteering programme</li> </ul>	<p>Brand exposure at our events and sponsorship brand exposure on our Summer Open Day promotional materials/leaflets</p> <p>Premium gate signage position</p> <p>Exclusive sensory garden sponsorship</p>



# The real cost of compassion

**This is how your sponsorship translates into the daily essentials and projects that give each rescued animal their second chance. Here are some of the typical outgoings for us:**

**Cat rehabilitation** - Each cat we rescue results in a £305 income deficit. Their costs are incurred on a basic diet, toys, vaccinations, worming, flea treatments and neutering. On average, we have rescued 25 cats per month in 2025 - and many of them were pregnant. A single pregnant rescue and her litter will cost a minimum of £2,400 in basic costs and a £1,830 shortfall in funds after rehoming fees.

**Pen heating and electricity** - Comfort doesn't end with food. We spend £2.15 daily per pen to provide appropriate heating and electricity - ensuring consistent warmth for all cats. This is especially crucial for our maternity and recovery areas. With 28 pens and an average monthly bill of £1,800, this is a considerable cost that your sponsorship can help us to meet.



**Community clubs** - At Woodlands, we are fully committed to providing social prescribing opportunities to aid mental health within the community.

At our Skelmersdale Hub, we provide a range of activities that not only bring like-minded people together with a goal of supporting improvements in animal welfare, but also provide activities that introduce people to new skills or passions; utilise existing skills and hobbies; and help to give people structure, overcome loneliness, tackle anxiety and build inner confidence.

Materials and labour to facilitate these clubs incur a £12,000 annual cost.

**Building materials and labour** - Creating and maintaining safe, secure animal enclosures requires ongoing investment in quality materials and skilled labour - an essential cost that directly impacts animal welfare.

**Maintenance materials** - Regular upkeep with animal-friendly paints, appropriate lighting, heating equipment and structural repairs ensures our residents live in stimulating, safe environments that support their wellbeing.

**Cleaning and sanitation** - Preventing the spread of contagious diseases such as Herpesvirus, Calicivirus and FIV requires rigorous cleaning protocols, antibacterial agents, PPE and quarantine facilities - all critical investments in Sanctuary-wide health.

**Veterinary treatments** - Many animals arrive after severe neglect - requiring urgent and often expensive veterinary care. These essential treatments frequently cost thousands of pounds, but give animals in crisis a second chance.

**Capital projects** - Looking towards the future, we want to invest in expanding our facilities; creating on-site veterinary spaces; and replacing critical equipment such as our community event horsebox and septic system - ensuring we can continue our mission for years to come.

**Community education** - We operate an educational outreach programme in local primary schools (within a 10-mile radius of the Sanctuary) to educate children in our most deprived areas and undertake prevention work amongst the next generation of animal lovers. This involves first-hand animal encounters - providing talks on care needs and practical activities in line with the school curriculum, as well as age-appropriate educational leave behind materials, puzzles and games to further entrench our core message.

To facilitate this across 50 schools in the local area, we incur an £11,000 annual cost in labour, transport and educational materials.



# A human story as much as an animal story

Woodlands' story is more than just animals. Through volunteering programmes and community outreach, our work touches the lives of many...

"If I didn't volunteer and help animals, interact with animals and feel like I'm making a small difference, I would be really sad and probably quite depressed"

"I feel like I am part of society again"

"I feel a useful person in society. I have met many new people from my local area and feel part of the community in my retired years"

Over 150  
community  
volunteers

"Woodlands has changed my life in more ways than I could have thought. It has done wonders for my mental health by being around animals and like-minded people"

"It has given me routine and purpose. I have learnt a lot about cats. I have met people from different walks of life. Mostly, it has made me feel part of the community. It has given me a new interest"

"I enjoy learning a new skill, and getting to meet and make new friends. I am able to create interesting craft objects. The classes help with anxiety and take my mind off stresses at home"

"My time volunteering at Woodlands is the best part of my week. I feel more relaxed and connected to those around me. I also enjoy how volunteers come from all walks of life"

"It has given me more confidence in myself and given me new knowledge about animals and their care and behaviour. It's also helped me mentally at times in my life which have been very stressful"

"It has enabled me to relax, which helps with anxiety, I have something to look forward to. It also enables me to bring my strengths to others"

"Woodlands has helped me with my anxiety disorder to become committed, confident and capable of what I set my mind to"



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# A lifetime of loving animals and a will to make a difference

Woodlands Animal Sanctuary began with one woman's boundless compassion for animals.

In 1989, Jacqui McDerby purchased Woodlands Farm - bringing her six-year-old daughter Vickie to what would together become a lifelong mission of animal rescue.

Jacqui's passion for animals began in childhood, when her father bought her a horse - sparking a lifelong devotion that grew to include German Shepherd dogs, which she showed at international competitions.

In the early 1990s, Jacqui took her first steps into animal rescue by building two cat pens at the farm to foster cats for the Cats Protection League (CPL). Her dedication quickly evolved and, within a few years, Woodlands Farm became an official rehoming centre for the CPL.

Woodlands continued to grow and, in 1991, they expanded their facilities to build a standalone cattery with eight pens - soon increasing to 11. In 1998, a new cattery was built with 20 pens. By 2005, responding to the growing demand to help other animal species, Jacqui made the decision to leave the CPL and establish Woodlands Animal Sanctuary.

This marked a new chapter, with the Sanctuary immediately becoming home to 40 rescue cats awaiting rehoming and 20 resident cats who couldn't be rehomed. The fledgling rescue and rehabilitation centre soon expanded to welcome horses, ponies, donkeys, goats, geese, chickens, ducks, hedgehogs, pigs, exotic birds, rabbits and guinea pigs - realising Jacqui's vision of a haven for animals of all kinds.

**Sanctuary for all** - where one woman's lifelong compassion and love for animals became a legacy of hope.



Tragically, Jacqui passed away in 2015 after a brave but short battle with cancer. Vickie stepped forward, with the support of a loyal team of staff, volunteers and trustees, to continue her mother's legacy and vision.

A year after Jacqui's passing, despite not having a long history and track record of legacy or corporate benefactors (unlike other more established Sanctuaries), Woodlands received valuable funding from the Pets at Home Foundation.

This allowed us to build a larger, much more modernised cattery with a maternity unit and also renovate the stables - fulfilling one of Jacqui's long-held dreams: increasing capacity for more rescues and showing the transformative power of gifts in wills.

Today, Woodlands Animal Sanctuary continues to be home to more than a hundred animals at any time - rescuing and rehoming hundreds each year - and is supported by a small staff team; a Board of Trustees; and a fantastic team of more than 150 dedicated, animal-loving volunteers.

As we celebrate more than 20 years since Jacqui's passion for saving animals became a reality, we look towards the next 20, where we can help even more animals to survive because Woodlands is here for them - thanks to the support and boundless generosity of people like you.



## OUR HISTORY



[www.woodlandsanimalsanctuary.org.uk](http://www.woodlandsanimalsanctuary.org.uk)