

Business support pack



pet blood bank^{uk}

About Pet Blood Bank

Pet Blood Bank exists to help save the lives of pets in need. We are a UK charity with welfare at our heart made up by a team who are passionate about our cause. Our charity was set up to support vets by providing a blood service for pets, just like the one we have as humans. We run donation sessions across the country where owners bring their much loved companions to give blood.



We operate 24 hours a day, seven days a week, to ensure blood is always available. Every unit of blood helps save up to four other lives, saving thousands of lives every year.

How can you help?

We need as much support as we can get to spread the word and get more owners to register their dogs as lifesaving blood donors. Demand for blood is continuing to increase across the country and businesses like yours can play a huge part in helping us to get the word out.

To help raise awareness you could:

- Have some of our leaflets or one of our posters on display
- Raise money with one of our fundraising donation tins
- Post about Pet Blood Bank on your social media channels
- Talk to your customers about Pet Blood Bank

Whether a brief mention or a full conversation, anything you can do to help us reach more pet owners is so appreciated. By helping us to encourage more owners to register their dogs, we will be able to increase our stocks of lifesaving blood, which will make sure it is always available for dogs in need.

Order marketing materials

Please complete the [order form](#) on our website to order some of our leaflets, posters, or a fundraising donation tin.

Access our social media content

We have created some template posts and a selection of graphics that you can use on your social media channels to help raise awareness. Please feel free to edit these to suit your own tone of voice and platforms.

[Download social media resources](#)

Information about Pet Blood Bank

The rest of the information in this pack gives you a good overview of the charity so you can have conversations with people about Pet Blood Bank and why dogs giving blood is so important.

Our donor criteria

For a dog to be a blood donor, they must meet certain criteria. The dog's welfare is always our priority and so for them to become a lifesaver, they must be:

- Fit and healthy
- Between 1 and 8 years old
- Weigh more than 25kg
- Confident and enjoy meeting new people



In addition to meeting our donor criteria, we are looking for dogs who are confident and happy being handled. They should enjoy meeting new people and be comfortable going to the vets. All dogs need to be willing and happy to take part in the donation process and show us this through their behaviour. We want dogs to love coming to see us, to enjoy being a donor, and be excited by the process.

Dogs that are energetic and full of beans are very welcome, as long as they have a reasonable level of obedience and are confident.

If a dog is anxious or nervous, wary of new people or fearful at the vets, we would encourage supporting us in other ways as they may find the donation process stressful.

Do dogs have blood types?

Just like people, dogs have different blood types and when they need a transfusion, a unit of the same blood type should be given. We type for DEA 1 in the UK and dogs can either be DEA 1 positive or DEA 1 negative. We manage our service very carefully by blood type to ensure we always have enough stock of each blood type.

Only 30% of dogs eligible to donate in the UK have DEA 1 negative blood type. Demand for this blood type is also very high because it can be given to any dog in an emergency. This means our stocks are often low. To manage our stock, negative blood type dogs will be invited to donate up to six times a year. Therefore, we need more dogs that are likely to have negative blood type to come forward and join our community.

Dog breeds more likely to have negative blood type are:

- | | | |
|--------------------|--------------------------|------------------------|
| • Airedale Terrier | • Curly Coated Retriever | • Greyhound |
| • American Bulldog | • Doberman | • Lurcher |
| • Basset Hound | • Dogue de Bordeaux | • Old English Sheepdog |
| • Bearded Collie | • English Bull Terrier | • Saluki |
| • Border Collie | • Flat Coated Retriever | • Weimaraner |
| • Boxer | • German Shepherd | |

What happens at a donation session?

All appointments have three key parts and owners usually stay with their dog throughout the whole process.

1. First, dogs receive a pre-donation health check from our vet. This is to check they are fit and healthy to donate and includes:
 - A physical examination of the dog
 - Going through their health history
 - Clipping and cleaning two small areas of the dog's neck
 - A small blood sample and some tests
2. Next, for the donation, the dog will be lifted onto a table and asked to lie on their side. The donation we take is approximately 450ml of blood. This takes between 5 and 10 minutes. While donating, dogs get a lovely tummy rub from our team.
3. After their donation, dogs get their 'tea and biscuits', which is a drink of water and a snack. We give them a goody bag to take home which contains a toy and some treats, and we take their photo for our social media

In total, owners should allow around 45 minutes for the appointment.

We also have a lovely video on our website which shows exactly what happens at a donation session that many owners find helpful to watch before coming along or registering their dogs. This can be found at www.petbloodbankuk.org/whathappens

Thank you!

Thank you so much for taking the time to read this pack and find out how you can help to save lives by supporting Pet Blood Bank. It means so much to us to have you on board and we know that with your help, we will be able to register and collect blood from lots more dogs across the UK and help to save even more lives with our service. Thank you.

If you have any suggestions on how else we can support businesses like yours or any other resources you would like to see from us, please email us marketing@petbloodbankuk.org

