

ENTERPRISE PROJECT GUIDE



This skills book belongs to

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BEING ENTERPRISING IS ABOUT TAKING RISKS, SHOWING INITIATIVE AND MAKING THINGS HAPPEN. IT'S ABOUT USING INNOVATION AND IMAGINATION TO SOLVE A PROBLEM, TRYING SOMETHING NEW OR MAKING A DIFFERENCE.



SO YOU THINK YOU'VE GOT WHAT IT TAKES TO BE ENTERPRISING



Dogs Trust has written this Enterprise Project Guide to help you identify and develop your enterprise skills, whilst finding out more about what we do.

Within each section you will find a Project Challenge which tells you what you need to do.

Use this guide to:

- ✓ Make the link between the enterprise skills you are developing in the classroom and how they are used in the working world.
- ✓ Find out more about the role of the charity Dogs Trust.
- ✓ Get help doing your own 'Enterprise Project'.



ABOUT DOGS TRUST

Dogs Trust was founded in 1891 and is the largest dog welfare charity in the UK. We care for over 17,000 dogs each year through our network of 20 rehoming centres in the UK - and one in Dublin.

Our mission is to bring about the day when all dogs can enjoy a happy life, free from the threat of unnecessary destruction. We have been involved in every piece of legislation affecting dogs over the past 125 years. You can find out more about our history here: www.dogstrust.org.uk/about-us/our-history.

The Dogs Trust Education department's aim is to educate dog owners past, present and future, telling them everything they need to know about being a responsible dog owner.

Find out more about what we do here: www.learnwithdogstrust.org.uk

OK, SO WHAT ARE ENTERPRISE SKILLS AND WHY DO YOU NEED THEM



These are the attributes and strengths which will help you to be enterprising, these include:

➔ PROBLEM SOLVING AND INNOVATION

These are the skills that will enable you to come up with great ideas or respond to a challenge with new and different solutions. They include listening, understanding, a 'have a go attitude', perseverance and determination.

➔ COMMUNICATION

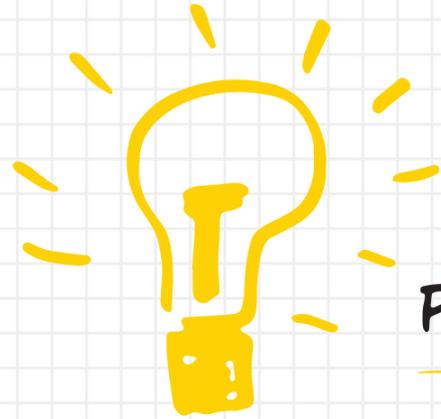
There's no point in coming up with ideas if you can't explain them to others. Being able to explain, discuss, inform, persuade and answer questions clearly will ensure your enterprise project is taken seriously.

➔ EVALUATION AND DECISION MAKING

These skills will help you weigh up all your options and decide on the best idea for your project.

➔ TEAM WORKING

Most projects require help, so being able to work within a team and take on responsibility for tasks towards a common goal is key to success.



PROJECT CHALLENGE:

SEE IF YOU CAN IDENTIFY WHERE YOU ARE ALREADY USING THESE SKILLS AT SCHOOL OR IN YOUR CLUBS AND HOBBIES AND NOTE SOME EXAMPLES BENEATH EACH SKILL.

NOTES



WHAT'S IT LIKE TO WORK FOR DOGS TRUST

Dogs Trust is a charity and as well as having full and part time employees, we also have lots of volunteers, who give up their time for free to help us, without whom we couldn't help as many dogs or do all the things we do. Below is some more information about our paid and volunteer roles.

DOGS TRUST VOLUNTEER ROLES



VOLUNTEER ADMINISTRATOR

This very important role helps the smooth running of our centres, which often require help with administration tasks such as writing letters, emails, filing, data entry and arranging appointments.



VOLUNTEER CANINE ASSISTANT

This role is all about helping to take care of the dogs that we rescue, whilst they're waiting for their new homes. Part of our canine carer's daily routine is to clean out the kennels, which involves washing bedding and cleaning floors, windows and walls. Help from volunteers enables our Canine Carers to dedicate more of their time to one on one time with dogs, which is crucial in helping them find their forever home.



VOLUNTEER DOG FOSTERER

This role is perfect for people who have experience of owning a dog but are unable to commit to owning one permanently. We have two very different schemes at Dogs Trust which require dog fosterers.

- Home from Home Fostering
- Freedom Project Foster Carers

VOLUNTEER EVENTS ASSISTANT

This role includes welcoming visitors to the event, talking to members of the public about our work and answering any queries that they may have and helping set up and pack up events.

VOLUNTEER HOME VISITOR

This role plays an important part in checking the suitability of prospective new adopters' homes and the environment for that particular dog. Volunteers must be able to drive and have access to a car.

VOLUNTEER MAINTENANCE AND GARDENING ASSISTANT

This role will include general gardening duties and carrying out ad hoc maintenance tasks.

VOLUNTEER PHOTOGRAPHER

This role involves working with our centre staff to take photos and videos of dogs in their care which will be used to help promote them on our website, in the centre and on social media to enhance their rehoming prospects.

VOLUNTEER RECEPTION AND VISITOR ROLE

This role involves working with our reception teams to ensure that all visitors to the centres are welcomed and their needs are attended to and that all administrative tasks are completed.

VOLUNTEER SHOP ASSISTANTS

This role helps support the work of the charity shop team by ensuring that customers receive the best possible service and help with the smooth running of the shop.

Find out more about each of these roles and watch film clips of some of our volunteers talking about what they do here: www.dogstrust.org.uk/get-involved/volunteering/

Volunteers need to be a minimum of 16 years old. Some of our centres require you to be 18 years old before you can volunteer. For more information on careers at Dogs Trust please visit www.learnwithdogstrust.org.uk and check out our careers resource.

DOGS TRUST PAID STAFF ROLES

REHOMING CENTRE MANAGER

This role is very important in ensuring the smooth running of each of our rehoming centres, overseeing staff and the day to day routines and care of all our dogs.

ASSISTANT MANAGER

This role is all about helping the Rehoming Centre Manager with the procedures and routines that keep our Rehoming Centres running smoothly.

VET

The role of the vet at each of the centres is to look after the health and welfare of each of our dogs. All dogs are vet checked on arrival, and sadly some do require emergency treatment for illnesses and injuries. The vet is also there to vaccinate, microchip and neuter our dogs before they go to their new homes.

VET NURSE

The role of vet nurse is to assist the vet in treating and caring for the dogs. The vet nurse also carries out regular health checks and administers treatments such as flea treating, worming, medication and clipping claws, as well as helping the vet with those dogs requiring surgery.

RECEPTIONIST

This is the main meet and greet role. The receptionist is responsible for booking in dogs for rehoming, registering potential new owners and arranging home visits and appointments.

CANINE CARER

This role is all about providing daily care for the dogs in our rehoming centres and establishing good customer relations.

TRAINING AND BEHAVIOUR ADVISOR

This role is about finding out what the new comers to our centres are like. Are they good with children? Other dogs? Cats? Do they like to play? Have they got any basic training? Once each dog has been assessed the training and behavior advisor puts together a training plan for the Dog School Coach.

DOG SCHOOL COACH

This role is all about training both dogs and their new owners. Including organising and delivering seminars and workshops on dog handling, training and behaviour.

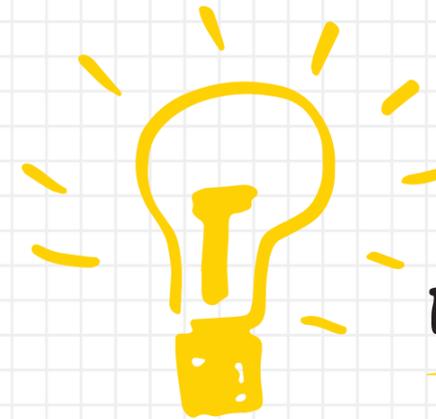
MAINTENANCE OPERATIVE

This role is about making sure the equipment, furnishings and systems in our centres are all working well. Identifying any problems and fixing them as and when required.

EDUCATION AND COMMUNITY OFFICERS / YOUTH TRAINERS

These roles are all about establishing relationships and educating others about responsible dog ownership, the role of Dogs Trust and about topical dog related issues in their local area.

There are lots of other roles, all of which are important to Dogs Trust such as sales, marketing, shop assistants, drivers and cleaners.



PROJECT CHALLENGE:

WHY ARE VOLUNTEERS ENTERPRISING PEOPLE?



NOTES

DOGS TRUST REHOMING CENTRES

Dogs Trust is the UK's largest dog welfare charity and cares for around 17,000 stray and abandoned dogs each year through our network of rehoming centres across the UK.

Dogs Trust have 20 Rehoming Centres dotted all over the UK and 1 in Ireland.

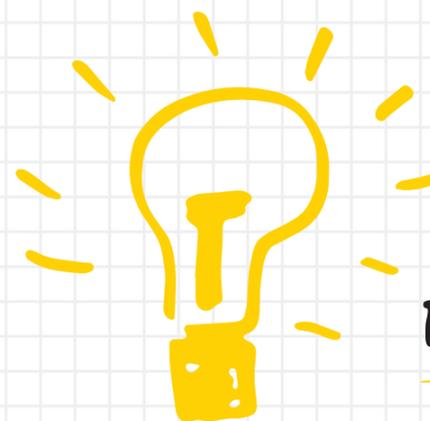
Many of the locations listed below were chosen because they were near to towns and cities where there were lots of stray and abandoned dogs that needed our help.

- | | | |
|--|--|---|
|  BALLYMENA |  BASILDON |  BRIDGEND |
|  CANTERBURY |  DARLINGTON |  EVESHAM |
|  GLASGOW |  LONDON (HAREFIELD) |  ILFRACOMBE |
|  KENILWORTH |  LEEDS |  LOUGHBOROUGH |
|  MANCHESTER |  MERSEYSIDE |  NEWBURY |
|  SALISBURY |  SHOREHAM |  SHREWSBURY |
|  SNETTERTON |  WEST CALDER |  DUBLIN |

The centres vary in size, however all include a number of single and double kennels to accommodate dogs of all shapes and sizes, outdoor exercise areas, reception area, treatment clinic, grooming area, food store and preparation area.

Kenilworth is by far our biggest centre with 135 kennels caring for up to 180 dogs at a time. **Ballymena** is the smallest of our centres with just 23 kennels which can house up to 50 dogs for rehoming. Our newest centre opened in October 2014 in **Manchester** with 58 state of the art kennels with underfloor heating and air conditioning.

Find out how many dogs are currently being looked after by Dogs Trust and learn more about your nearest rehoming centre here: www.dogstrust.org.uk/our-centres/



PROJECT CHALLENGE:

HOW DOES DOGS TRUST CARE FOR AND HELP 17,000+ DOGS A YEAR?

NOTES

HOW MUCH DOES LOOKING AFTER SO MANY DOGS COST?



Caring for over 1,000 dogs at a time is very costly with each centre costing around £990,000 per year.

Below are some examples of the various running costs of our rehoming centres.

STAFF	£630,000
VETERINARY COSTS	£158,000
BUILDING MAINTENANCE	£14,500*

*Dogs Trust budgets a total figure of £290,000 per year for Maintenance & Equipment across 20 UK centres (excluding Dublin) which equates to about £14,500 per centre.

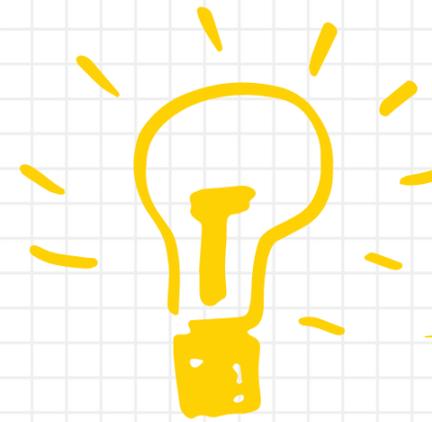
Average running costs for light, heating, water and telephone bills per centre per year are as follows:

HEAT AND LIGHTING (GAS AND ELECTRIC)	£33,000
TELEPHONES	£5,000
WATER & RATES	£18,000
ADMINISTRATION COSTS	£56,000

Luckily we are given Wainwright's food for free to feed all our dogs and many of the treats and toys provided are usually donated by supporters.

When a dog is rehomed we request a donation of just £120, but the average cost of rehoming each dog from the point they are rescued to the point they leave for their new homes is about £1300.

Dogs Trust receives no money from the Government. Dogs Trust is a registered charity, which means that every dog we care for is only looked after thanks to the supporters who fundraise and donate money to help us continue to help more dogs.



PROJECT CHALLENGE:

HOW DO YOU THINK DOGS TRUST FUND THE IMPORTANT WORK THAT THEY DO?

NOTES

ENTERPRISE AT DOGS TRUST

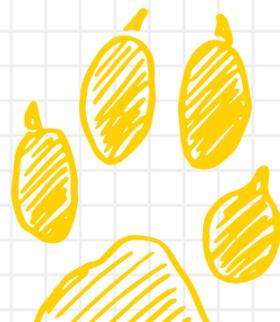
THE DOGS TRUST 'HOPE' PROJECT IS AN EXCELLENT EXAMPLE OF DOGS TRUST IDENTIFYING A PROBLEM AND BEING ENTERPRISING IN DEVELOPING A SOLUTION.

'Hope' is a unique service which offers support to dog owners who are homeless or in housing crisis. People lose their homes and may find themselves homeless for all sorts of reasons, but Dogs Trust realised that it was often harder and sometimes even impossible for homeless dog owners to find accommodation with their dog.

When the project launched in 1995 there was not a single dog friendly hostel in the UK and just one solitary veterinary clinic run by the Hope Project to support dogs and their owners. Today the Hope Project offers an invaluable service in 107 towns and cities across the UK, working with local vets and homelessness organisations.

The Hope Project currently runs in 107 towns and cities across England, Northern Ireland, Scotland and Wales. We have issued more than 5800 veterinary cards and funded over 15,000 treatments in the last 10 years.

'Hope' as a project needed lots of support and investment to make it a success, but not all projects need lots of money, sometimes a great idea can get off the ground with the help of a few willing hands and/or a well thought out campaign.



CAMPAIGNS FOR CHANGE

PERHAPS YOU COULD CAMPAIGN FOR CHANGE IN YOUR LOCAL AREA? HOW COULD YOU ENCOURAGE RESPONSIBLE DOG OWNERSHIP?



Here at Dogs Trust we regularly run campaigns to remind people about their responsibilities when owning a dog. Check out the campaign links below to find out more.

BE DOG SMART

Our campaign to help families understand more about how to behave around dogs in order to keep themselves safe. www.bedogsmart.org.uk

DOGS TRUST EDUCATION

Our education programme helps young people understand what being a responsible dog owner is all about. www.learnwithdogstrust.org.uk

THE BIG SCOOP

Our campaign to stop dog fouling by encouraging owners to pick up after their dogs. www.dogstrust.org.uk/news-events/issues-campaigns/the-big-scoop/

HOT CARS KILL DOGS

Our campaign to remind owners not to leave their dog in the car on a hot day, even for a short time. www.dogstrust.org.uk/news-events/blog/remember-hot-cars-kill-dogs

If you decide to choose a dog related issue then check out our advice and factsheets for information which might help: www.dogstrust.org.uk/help-advice/factsheets-downloads/

FUNDRAISING

PERHAPS YOU COULD ORGANISE AN EVENT OR DESIGN AND MAKE SOMETHING TO SELL, TO HELP RAISE FUNDS FOR DOGS TRUST?



In which case you'll find everything you need to get your fundraiser off the ground at: www.learnwithdogstrust.org.uk. Dogs Trust generate funds in a variety of different ways:

EVENTS

Fun days, fayres, charity balls etc.

COMMUNITY FUNDRAISING

Sponsored challenges, collection boxes

DIRECT MAIL

Writing to individuals to ask for support

DIGITAL ADVERTISING

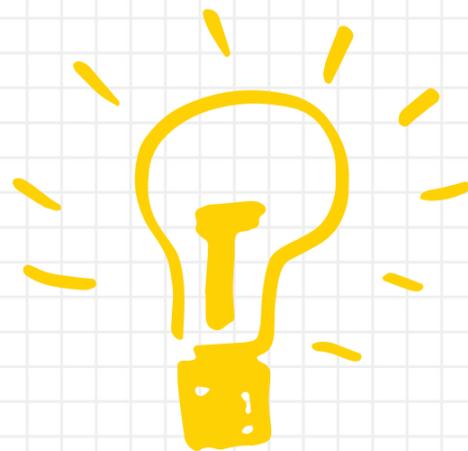
Online, social media and on our website

TELEVISION ADVERTISING

www.dogstrust.org.uk/news-events/blog/2016/introducing-our-new-special-someone-tv-ad

PRESS

Newspapers, magazines advertising



RETAIL

Charity shops, branded products and cards etc.

SELLING ITEMS

Through the Dogs Trust catalogue.

TRUST FUNDRAISING

Asking for support from trusts and foundations that make grants for organisations seeking to promote the welfare of others.

CORPORATE PARTNERSHIPS

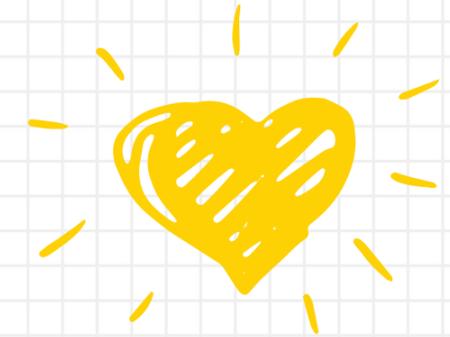
With organisations whose aims support our own e.g. pet insurance through Pet Plan.

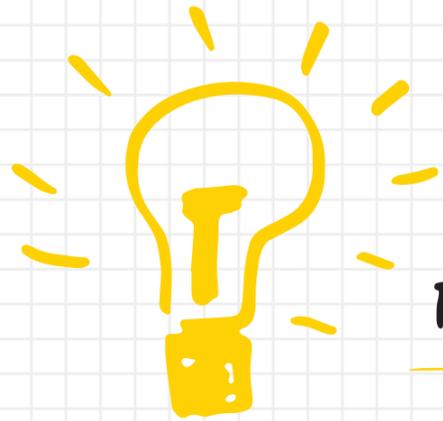
PAYROLL GIVING

Where companies ask staff to give to a charity through their payroll, and often add something themselves.

INDIVIDUAL AND GROUP SPONSORSHIP OF OUR SPONSOR DOGS

Dog Sponsorship is a form of regular giving, via direct debit, where supporters can be part of delivering our mission; helping us to look after a dog that, through no fault of his or her own, is unlikely to find a forever home (not that we ever give up trying). Find out more here: www.dogstrust.org.uk/sponsor/former-sponsor-dogs/





PROJECT CHALLENGE:

WHY NOT TEST YOUR OWN ENTERPRISE SKILLS BY IDENTIFYING A PROBLEM, MAKING A DIFFERENCE OR TRYING SOMETHING NEW IN YOUR SCHOOL OR LOCAL COMMUNITY?

NOTES

SO YOU THINK YOU'VE GOT WHAT IT TAKES TO BE ENTERPRISING?
GO ON, GIVE IT A GO!



The suggestions and templates on the next few pages have been designed to help you use your enterprise skills to undertake your own enterprise project.

ENTERPRISE THOUGHT SHOWER

Use this page to record possible ideas.

1. THINK ABOUT WHAT YOU ARE GOING TO DO

If you have identified a problem, think about what is causing the problem and what needs to happen or change to solve it. If you are planning to fundraise think about what activities you could do/items you could make and sell.

2. THINK ABOUT THE RESOURCES OR HELP YOU WILL NEED FOR EACH IDEA



MY ENTERPRISE
PROJECT



ENTERPRISE ACTION PLANNER

Once you've decided on your project, you need to consider the 5 Ws:

✓ WHO WILL HELP YOU AND WHO ELSE WILL BE INVOLVED?

✓ WHAT DO YOU NEED TO DO?

✓ WHY YOU ARE DOING IT, WHAT DO YOU HOPE TO ACHIEVE?

✓ WHERE WILL YOU DO IT, WHAT PERMISSIONS
MIGHT YOU NEED?

✓ WHEN AND HOW WILL YOU DO IT?

Use this page to help you plan what happens next.

ENTERPRISE PROJECT IDEA



ACTION LIST:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

TEAM MEMBER:

RESPONSIBILITY:

SPREAD THE WORD

No enterprise project would be complete without an advertising campaign to raise awareness of your project and its aims or your fundraising event date and location. Use this page to plan what you need to do to make sure your project/event is well supported.

First of all, you will need to think about and answer the 5 Ws:

1. WHO DO YOU NEED TO TELL?

2. WHAT DO YOU NEED TO TELL THEM?

3. WHY ARE YOU TELLING THEM, WHAT DO YOU WANT TO ACHIEVE?

4. WHEN DO YOU NEED TO TELL THEM?

5. WHERE AND HOW WILL YOU ADVERTISE TO MAKE SURE THE RIGHT PEOPLE KNOW TO SUPPORT YOUR PROJECT?

HERE ARE SOME EXAMPLES OF DOGS TRUST ADVERTISING CAMPAIGNS TO HELP YOU.



 [VIEW FULL SIZE PDFS](#)

ENTERPRISE PROJECT EVALUATION

Use this page to rate your learning experience, where 1 = not very good and 5 = excellent.

Here's a quick reminder of the enterprise skills you've been using:-

PROBLEM SOLVING AND INNOVATION

I can identify and solve problems	1	2	3	4	5
I can make practical suggestions	1	2	3	4	5
I enjoy being challenged	1	2	3	4	5
I can think of my own ideas and solutions	1	2	3	4	5

COMMUNICATION

I can listen and respond in a discussion	1	2	3	4	5
I can present my ideas in an interesting way	1	2	3	4	5
I can explain my ideas to others	1	2	3	4	5
I can use persuasive arguments to convince others	1	2	3	4	5

EVALUATION AND DECISION MAKING

I can see both sides of the argument	1	2	3	4	5
I can look at all the evidence 'for' and 'against'	1	2	3	4	5
I can think about the consequences of a decision	1	2	3	4	5
I can modify my decision if things go wrong	1	2	3	4	5

TEAM WORKING

I can negotiate and compromise	1	2	3	4	5
I can listen to other's ideas	1	2	3	4	5
I can work towards a common goal	1	2	3	4	5
I can ask for help when I need it	1	2	3	4	5



learnwithdogstrust.org.uk