



## VIP Charity Fact Sheet

### What is VIP?

Our Very Important Pets (VIP) club is a unique loyalty scheme that gives its members a whole host of benefits in the form of discount vouchers in store - to a quarterly magazine along with expert advice and hints and tips.

What makes this loyalty scheme so different is that when members swipe their cards upon making purchases in store, they collect Lifelines which can be directed to their favourite charity that is a part of the scheme. Every three months these Lifelines are collected, turned into money and sent out to the charities in the shape of a Pets at Home store gift card.

### How much money has been donated so far?

For the first quarter that ran from the end of November to the end of February, over £63,000 was donated to the charities involved in the scheme.

### How many stores and charities are listed on VIP?

All of our 346 stores (and counting!) are involved with VIP and all have different nominated charities for members to choose from. There are 492 charities currently on the VIP scheme.

### What are the criteria for a charity to become a part of the VIP scheme?

For a charity to be nominated for VIP the current criteria states that they have to be a registered charity and are actively re-homing cats/dogs/small animals/horses.

### How do new charities get involved with VIP?

If new charities that meet the criteria wish to be a part of the scheme they are required to fill in one of our Expression of Interest forms. If you contact Emily Evans, the VIP Charity Coordinator she will be able to provide you with the form and further information – email [eevans@petsathome.co.uk](mailto:eevans@petsathome.co.uk)

### For the charities already on VIP – How do we help our supporters direct their Lifelines to our charity?

Charities on the scheme were nominated by Pets at Home store colleagues and are in effect, assigned a store(s). Therefore when members go online to select their chosen charity, charities will only appear on the list of the store that nominated them. As we are aware that charities have loyal supporters from all over the country, we have made the “home store” changeable. Members must log onto our VIP website to nominate their charity – [petsathome.com/VIP](https://petsathome.com/VIP)

If you need to know what store(s) nominated your charity please contact Emily Evans and all the information will be provided – email [eevans@petsathome.co.uk](mailto:eevans@petsathome.co.uk)

### **What happens if some of our supporters don't shop in the store that nominated us for VIP?**

Don't worry, changing your Home Store online does not affect where or how members shop, as Lifelines can be collected in all Pets at Home stores and online. Members can change their charity at any time on the website.

### **Do you have any materials we can use in order for us to tell our supporters about VIP?**

Yes, we have a poster that can be printed off and you can personalise especially for your charity. It provides the basic information needed for your supporters to understand how to nominate your charity and where to do it – this can be used to put up around your rescue centre and in re-homing packs. Again, contact Emily Evans for this poster – email [eevans@petsathome.co.uk](mailto:eevans@petsathome.co.uk)

### **What happens to the Lifelines of the VIP members that don't nominate a charity?**

If VIP members don't log onto their account on the VIP website and nominate a charity, all their Lifelines will be pooled together and directed to our default charity, the Dogs Trust.

### **Some of our supporters may not have the internet – is there another way they can nominate us?**

Yes, if you have some supporters who can't nominate your charity online for whatever reason, they can still send their Lifelines to you. Direct these VIP members to our VIP Freephone Helpline on 0800 328 4204.

### **What if a member forgets their VIP card upon making purchases in store?**

Pets at Home will honour Lifelines earned within 30 days of purchase. Contact the VIP Helpline and have proof of purchase ready.

### **Other than helping charities, what do members get out of the scheme?**

When they receive their welcome pack they'll get a 10% off voucher to use in store, as well as various other coupons and discounts for both Pets at Home and services such as Pet Insurance, our Groom Room salons and Companion Care vets. A quarterly "My VIP Magazine" packed with stories, offers and information - they'll also receive handy hints and tips tailored to their pet types.

### **How do charities like ourselves receive the Lifelines and when do we get them?**

Lifelines are received in the form of Pets at Home store gift cards for you to spend to help the pets in your charity's care. They're sent directly to the address that was provided on the Expression of Interest form upon initial sign up. If any changes need to be made to any charity details – please contact Emily Evans.

Lifelines are accumulated every quarter (end of February, end of May and so on) and all the data is processed and it will then be a number of weeks to get the Lifelines cards out to the charities. You do not need to keep the Lifelines card once you have used all the credit, they can be discarded as you will be sent new cards after every quarter. Lifelines cards last for 12 months and further information is shown on the back of the Lifelines gift cards.

**Any questions please contact Emily Evans - [eevans@petsathome.co.uk](mailto:eevans@petsathome.co.uk) - 0161 486 3790**