



ANIMAL MAGIC FAMILY PET RETREAT, EDUCATION & ACTIVITY CENTRE

Animal Magic Family Pet Retreat is an exclusive members only facility nestled in 2 acres of countryside, on the picturesque outskirts of the village of Oakworth. We host a comprehensive range of pet care services to suit all needs such as [doggy day care](#), [dog walking](#), [dog training](#), [home boarding for pets](#), [home visits for pets](#) and weekly [dog socialisation meets](#). Though rural, we run a weekday Pet Chauffeur service - and are just 10 minutes from Keighley town centre, 20 minutes from Colne, 20 minutes from Skipton - and 45 minutes from Clitheroe.

We offer so much more than pet care including an on site [dog friendly cafe and bakery](#), our own fabulous range of [pet supplies subscriptions](#), [pet bakery creations](#), [pet gift boxes](#), [pet treat boxes](#) and [pet owner gift boxes](#) - aiming to be the pet service provider that every pet wants and every pet owner needs! With over 30 years experience of caring for animals, why would you choose anybody else?

We also host social development, activity and support groups along with animal care education sessions and animal assisted therapy. Please click [here](#) for more information about our regular sessions for children and adults.

If you are interested in hiring our facilities for a party (human or dog!), business meeting, team building activities, club, class, event or for a bespoke bakery or gift order please get in touch via email: hello@animalmagicfamily.co.uk

Our Products and Services

All profits from our Country Club for Dogs, Pet Care Services, Country Munch Cafe and Perfect Pet Patisserie & Gifts are distributed between our Rainbow of Hearts, Smile Club and Animal Magic Family Trust projects. This document contains a summary of our fundraising products and services and ways in which both businesses and individuals can help support our missions. Please do get in touch if you have any questions.



PARTNERSHIP OPTIONS 2024

Our Smile Club & Funds

With capacity for nearly 200 people to attend each and every week, Our Smile Club aims to help thousands of people over the coming years. Smile Club is the perfect combination of friendship, support and activities and caters for all ages and abilities. Members have the option to participate in group activities or enjoy the tranquility of our venue and spend some time alone or one to one with one of our support team professionals. We know that we can't take away the majority of people's problems, but what we can do is provide a wonderful safe haven and offer the chance to improve lives, one step at a time. Smile Club will make a significant difference to the local community and our national Smile Funds will serve a similar purpose all over the UK.

Our biggest annual campaign is "The Great British Advent Appeal", of which we aim to grow to the biggest Christmas themed organisation and go on to help thousands of people who struggle with the festive season.

Having the perfect venue for so many activities and services, whilst being rural yet within easy reach of our local town of Keighley and transport networks, we feel that Rainbow of Hearts will go on to be one of the nation's most loved and treasured organisations.

We are incredibly excited to think of all the ways we can help people over the coming days, months and years! We live to provide extreme relief from the many burdens life throws at us all, and we hope that you too love what we do and can enjoy the same emotions that we do when we are able to save each person or family from absolute despair. Please help where you can and if this isn't with money or pledges, that's ok! For us to achieve all our goals it is just as important that you help to spread kindness, positivity and awareness of our campaigns, products, services and events. One Act of Kindness at a Time, absolutely WILL improve *all* our lives.

Here's to putting a smile on many faces!

Business Partnerships

We are working to form Partnerships with businesses of all sizes to ensure we succeed with our goals. Large donations from wealthy individuals and profitable companies especially will make an enormous difference, so if you happen to be in the position to help on a significant scale, we would love to hear from you. We have investment opportunities for those interested in long term partnerships, and offer many products suitable for small and large scale corporate gifting if you prefer something physical in return for your money. If you are a spotlight person our "Matchy Matchy" scheme may be of interest to you - the press are always drooling when somebody offers to match donations raised for a specific appeal.

Ways You Can Help

- Monthly or annual donation
- Allow us to improve mental health in the workplace and reduce absenteeism with colleague attendance at Smile Club – either in person or via Smile Club Box
- Provision of supplies we regularly use
- Provision of trade services or equipment needed (see list)
- Gifting – family, friends, colleagues, pets (with our human bakery, pet bakery, pet gift, pet & human gift and human hamper products)
- Volunteer your relevant services for groups and classes
- Artwork / design for our promotional material
- Printing (paperwork and promotional items)
- Buy / pledge an item on The List
- Matchy Matchy – match amount raised for campaigns e.g. Advent Appeal
- Event Sponsorship in return for advertising i.e. Mad Hatter's Tea Party with Easter Egg Hunt, Sports Day for Dogs, Country & Western Day, Horror Hill and Mistlepaws with Santa Paws
- Product or voucher donations for raffles, auctions, prizes, respite and retreat programmes, people and pets in need

Ventures & Ongoing Campaigns



Smile Club

Our Smile Clubs for Teens and Adults welcome those who are experiencing mental and physical health concerns and aim to provide ongoing friendship, understanding, guidance and activities suitable for all ages and abilities. Though a nominal fee is payable for membership, we offer a discounted option for families on low incomes. As the sessions cost in the region of £9,500 per month to run (more depending on the equipment we need to purchase to cater for our members), donations and support with our every day products and services are greatly appreciated. Donations can be made via the Animal Magic Family crowdfunding [campaign](#) or by contacting us via email: hello@animalmagicfamily.co.uk

Smile Club Box

[Smile Club Box](#) is a monthly subscription of wellbeing, productivity and support with it's own online community! Each delivery is crammed full of inspirational products, plans, guidance and supplies relevant to the subscribers chosen theme. All Smile Club members are welcomed into our confidence boosting community and have opportunities to make new friends, learn new hobbies and skills and receive help and support where needed. Members also receive access to our online support groups, classes and activities along with the option of 1-2-1 support from one of our professional Counsellors.



Events

All of our events are organised specifically to raise money for our Support Funds. If you would like to be involved by volunteering your time, running a stall, donating goods to sell or promoting ticket sales please do get in touch. If you are unable to attend our events in person or help in any other way please know that every share of our event related posts on social media is just as helpful and takes just 2 seconds of your time 😊



Debt Support Group

A support group for those struggling with overwhelming debts or the cost of living crisis due to a loss of income, illness or significant event.



Business Support Group

A support group for small business owners who have been feeling lost, frustrated, worried and anxious with everything that has been thrown at us over the past few years.

Injury & Illness Fund

For individuals, families, health and emergency professionals who have been effected by any injury or illness, or have been victim to a negative event; and have lost income or face financial hardship, along with unmanageable debts. We can also help with private medical treatment if this is outside of NHS capabilities.

Small Business Fund

For Self Employed individuals and Directors of businesses affected by the Coronavirus outbreak who were unable to access appropriate government support and continue to suffer negative financial effects, perhaps worsened by the ongoing cost of living crisis.

Debt Relief Fund

Our Debt Relief Fund exists to help those struggling with bills and repayments who feel they have no way out. We are also working with companies to improve how they recover monies owed, taking into consideration the pressure being in debt has on our mental health and the effect this strain has on our lives.

Respite & Retreat Programmes

Our Respite & Retreat Programmes run solely with time, product and voucher donations from businesses. So if you run a business in the health, therapy, beauty, wellness, medical, employment or activity industries please do get in touch to discuss how you can help. All time, product and voucher donations will be banked to help individuals and families who approach us for assistance.

People & Pets in Need

Our Animal Magic Family Trust Community Support Programme operates a service which helps pets in need whilst their owners are in a difficult situation - such as homelessness, illness, redundancy, debt and bankruptcy; by providing supplies and occasionally, temporary accommodation.

Rainbow of Hearts Products

Proceeds from the sale of our inspirational products are used to fund our community projects. We currently retail a range of mugs, travel mugs, notepads, canvases, magnets, keyrings, T-shirts and baby grows.



Advent Appeal

November is the time of year when we start to get excited about the festive season. But for a lot of us, anxiety and sadness kicks in. Those who can't afford to buy food, presents or decorations, those who can't see or have lost loved ones, the homeless, lonely, ill, and those struggling with physical and mental pressures. We want to

help as many people as we can by granting wishes, supplying food, presents, donations, company and understanding for those who are most in need. Please click [here](#) for more information.



The Dog Poo Fairy

Let's face it - dog poo is gross! Nobody wants to see it laying in their back garden - let alone on public pavements, high streets, parks and countryside walks. Many of us have tried to tackle the problem - yet it seems to get worse. There is dog poo EVERYWHERE!

So, Animal Magic Family have launched an initiative which provides a solution for all.

By the end of 2024, we aim to involve local councils, businesses and residents with an aim to significantly reduce the amount of dog waste left laying on the ground. Though signage and leaflet campaigns help, we do not think they are the answer. We are never going to force irresponsible dog owners to pick their mess up. Sad but true.

Our 3 phase initiative:

Councils

We hope to encourage Councils to make a financial contribution towards the costs of our service. This will involve installing more dog poo bins with dog poo bag and sanitiser stations at regular intervals along popular dog walking routes. These stations will be maintained daily, so supplies are kept topped up and bins are emptied before becoming overfull. In addition we will do a ground check of the surrounding area, ensuring that it is cleared on a daily basis.

Businesses

For businesses who have land or frontage which falls on a public walkway, our service will be available to utilise at competitive rates. If you are a local business owner who has a dog poo problem, get in touch for a free consultation and no obligation quote.

Community

By inviting local residents to help, we would love to combat specific problem places such as outside homes. We will provide the clean up supplies and organise teams to regularly visit and maintain these places.

Country Munch Cookies, Cake & Crunch



Our fabulous bakes have grown in popularity over the past year and are available for nationwide delivery in any quantity. We are able to cater for all dietary requirements.



Perfect Pet Patisserie & Gifts



Our pet bakery opened in 2021 and quickly saw success with our showstopping celebration cakes for dogs and counter full of dog and cat friendly delights. There is nothing like seeing people's faces light up in awe when they see our human replica food and treats for pets, and it's even better to know that our products are 100% safe and healthy. All bakes are made with human grade organic ingredients, each coming with their own health benefits. Please click [here](#) to see our creations!



Perfect Pet Club

Our aspiration is to provide every pet with everything they need - ensuring their owners can relax knowing that all financial aspects of their daily needs are taken care of within one monthly instalment. This will be a national subscription service.



Your Perfect Pet

Your Perfect Pet is the first ever subscription box dedicated to pet care! Each edition will involve 12 months of box deliveries, each one crammed full of invaluable, easy to follow guides and products - all designed to help you welcome and raise your new pet! All educational content will be produced to keepsake standard - so subscribers will be able to keep the collection for every pet they adore along the way.



ANIMAL CARE CLUB

Animal Care Education

We provide lessons and courses teaching children and adults all about their favourite animals and how to care for them. Our fun, interactive and informative sessions are perfect for those thinking about introducing a pet to their household.

The Animal Magic Family Show

Our aim is to turn our venue and ventures into a TV show! Focusing on education and our journey through building Rainbow of Hearts!



National Pet Health Service

Complete reassurance for pet owners. All preventative, routine and emergency treatment covered by one low monthly instalment.

Our Current Venue

Our current venue is leased and we would love to be able to purchase it to ensure long term security and reduce outgoings. Eventually we would like to open multiple venues all around the UK! So if property investment is your thing and our mission sounds appealing to you, it would be amazing to hear from you!

Whamgle

Last but not least, we also have a small production company which produces captivating short films featuring businesses, visitor attractions and surrounding scenery / landmarks. We would love to launch a user friendly website with chat show segment to allow people all over the world a place to watch films, footage and fans of places they would like to visit before they go! Each film is basically a stylish and unassuming advertisement for a particular area. They have been really popular so far.

Individual Partnerships

- Monthly Smile Club Sponsorship - £35.00 - £50.00 per member
- Regular Bake Sale purchase – we deliver / post every Wednesday
- Subscription to [Smile Club Box](#)
- Subscription to Perfect Pet Patisserie Doggy Delights (normal or luxury)
- Subscription to Perfect Pet Patisserie Traybakes, Pick & Mix or Perfect Pet Club
- Time for Companionship
- Time for Smile Club Supervision Team
- Time for Sharing Posts, News and Awareness
- Time for Smile Club Activity & Education Classes (any subject)
- Time for Debt Support Group
- Time for Small Business Support Group
- Monthly “Smile” Fundraising Pack
- Sponsor / adopt a pet
- Legacies
- Buy / Pledge an item on The List

Monthly Donation of Choice

All five of our Crowdfunding Campaigns will stay live on Go Fund Me for the foreseeable future. In addition to improving our venue so we can cater for as many visitors as possible, we aim to help at least 100,000 people nationwide with funding or support over the next 5 years, and to do so our total target amount is £50,000,000. This sounds a lot and really IS a lot - but with your help is very achievable and 100,000 people is a LOT of people to be able to help! Every single pound goes towards improving somebody's life.

- Injury & Illness Respite & Retreat Support Grants
- Injury & Illness Financial Support & Grants
- Small Business Financial Support & Grants
- Debt Relief Support & Grants
- Animal Magic Family Pet Retreat, Education & Activity Centre

Monthly Doggy Spa

On the last Friday of each month we hold a Doggy Spa Day. The prices are £25.00 for small and medium dogs with short hair; £35.00 for large dogs with short hair, £45.00 for dogs with long hair. The Spa Treatment includes a deep cleanse bath with relaxing massage, eye and ear trimming, ear clean and nail clipping. If you would like to book your dog in for a Spa Treatment, please email us: hello@animalmagicfamily.co.uk. Please note that Full Grooms are not carried out on Doggy Spa Days so if your dog is very matted these days will not be suitable for you. All payments received from customers who benefit from this service are used to improve our Smile Club facilities and activities.

Café, Bakery, Perfect Pet Patisserie & Gifts purchases

Our [Country Munch Cafe](#) has only been open a short while but has already become famous in our area for our fabulous Afternoon Teas! So much so that we have designated every Thursday as Afternoon Tea Day, when you can eat in or order for collection or delivery. Please use our online booking system to order your food and also reserve a table if you plan to eat in. As a guest you will be able to use our enclosed field to exercise and socialise your dog too! All payments received from customers who benefit from this service are used to improve our Smile Club facilities and activities.

All products displayed on our [Perfect Pet Gift Shop](#) are sold to raise funds too. So if you are looking for a perfect treat or gift for your pet, friend or loved one please do check it out. We sell amazing birthday cakes and treats for dogs! All profits from sales are distributed between our Support Funds.

Weekly Bake Sale

Each Wednesday we run a Bake Sale. Our in house bakery creates a selection of cakes to purchase, which can be collected or delivered. Non-iced products can even be posted! If you would like to pre-order a specific cake to help with our fundraising efforts and can't find it on our [online menu](#) (select Country Munch Cafe), please let us know by 10pm on a Monday evening via email: hello@animalmagicfamily.co.uk We also welcome contributions (including cakes, cookies and bread) from other bakers, so if baking is your hobby or even business please do get in touch to discuss. All payments received from customers who benefit from this service are used to improve our Smile Club facilities and activities.

Dog Friendly Meets

Every Thursday, Friday, Saturday and Sunday our outdoor exercise areas are available to use for Dog Friendly Meets - from just £10 you can use our facilities for up to 2 hours (10:30am to 12:30pm) to exercise and socialise your dog, AND enjoy a drink and snack! Please book your place [here](#). Remember to leave a contact number as if we receive less than 5 bookings for any session we will ask if you would still like to attend or postpone to another date.

Rainbow of Hearts Purchases

Our Rainbow of Hearts products have been specifically designed to raise money for our projects. There are 4 Rainbow patterns to choose from (hearts, pawprints, horseshoes and stars) and you are able to choose one of our existing names or quotes, or let us know a name, quote or slogan which is unique to you or a loved one. Our mugs, canvases and notepads make the ideal gift in memory of a loved one, to add a touch of colour to your

home or to gift to a special someone to brighten up their day! Please click [here](#) to view our products or our shop on Tik Tok. All profits from sales are distributed between our Support Funds.

Food & Supplies Donations for People, Families and Pets in Need

As our organisation exists to help people and pets in need, we know that a lot of people don't necessarily need extensive help and support to be happy or even survive. Often the most basic daily needs are not met in favour of paying priority bills or supporting family members. So we also like to help at this level by building a store of food and supplies to be able to give to people in these situations. If you have any unused human or pet products you do not need or can afford to spend a little extra on your weekly shop, please consider donating these items to our Supplies Store. We collect donations from our local area so if you have something ready please email us so we can organise a collection from you.

THE LIST

Trade Services Needed

- Electrician
- Plumber
- Builder
- Gardener
- Power Washing
- Stone Cleaning
- Chimney Sweep

Indoor & Outdoor Works

- Ramps - £500
- Stairlift - £5,000
- Tarmac for Driveway & Car Park - £10,000
- Drainage, Fencing & Landscaping - £60,000 (Area 1: £5,000; Area 2: £3,000; Area 3 £22,000; Area 4: £30,000)
- Septic Tank & Pipework - £10,000
- Boiler & Oil Tank - £10,000
- Toilet Block & Storage Room - £5,000
- Roof repairs - £2,000
- Camera's & Alarm system - £5,000
- Entrance Gates - £10,000
- Outdoor Lighting & Heating - £5,000
- Camping Screens - £5,000
- Screens, Disabled Toilet & En Suite - £5,000
- Sandpit - £10,000
- Ballpit - £5,000
- Central heating in barn - £10,000
- Kitchen, Dining, Utility - £50,000
- Reception, Office & Cat Room - £10,000
- Patio Doors - £2,000
- Outdoor Pet Enclosures - £5,000
- Rockery - £1,000
- Outdoor Electric & Water Points - £1,000
- Tranquil Garden – £2,000
- Indoor Pool - £50,000
- Log Cabin for Team Members - £100,000
- Windows - £40,000
- Fire Escape - £2,000

Physical Items

- Arts & Crafts Supplies - £5,000
- Outdoor Games Supplies - £2,000
- Books & Shelves - £2,000
- Uniforms for Supervision Team - £2,000
- Pet Supplies - ongoing
- Gym Equipment (treadmill, exercise bike, weights etc) - £10,000
- Tables & Chairs - £500
- Dining Table & Chairs - £2,000
- Screens for Office & Gym - £1,000
- Patio, Garden & Camping Furniture - £10,000
- Firepits for Campsite - £1,000
- Hot Tub - £7,000
- Stock of Retail Products - £20,000
- Promotional Products - £5,000