Iconic Battersea Dogs & Cats Home to partner with UK's largest online curated marketplace, Notonthehighstreet.com

Tuesday 24 March, 2015

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World famous animal charity Battersea Dogs & Cats Home and notonthehighstreet.com – the UK's largest curated marketplace, offering unique products from the UK's best, small creative businesses – have announced a partnership to help thousands of unwanted and abandoned animals each year.

The year-long partnership will see notonthehighstreet.com sponsor Battersea's official rehoming pack, which is given to all new owners of a Battersea dog or cat and contains guidance to ensure each dog and cat has the best start to their new life. The rehoming pack will now include a notonthehighstreet.com produced catalogue featuring the stories of animals rehomed by Battersea. The catalogue will also see these remarkable dogs and cats showcasing bespoke pet products which are amongst the 170,000 unique, design led items that can be purchased from notonthehighstreet.com, with five per cent of these sales donated to the charity.

Carly Whyborn, Head of Operations at Battersea Dogs & Cats Home said, "The partnership with notonthehighstreet.com is all about celebrating "a pet less ordinary" and investing in the special care we give to our residents every day of the year. The donations from notonthehighstreet.com will enable us to care for our animals, giving them the second chance in life they so deserve.

"It's wonderful that notonthehighstreet.com customers can help rescue animals because a percentage of the revenue will come to Battersea, helping more dogs and cats in need."

Antony Lea, Head of Partnerships at notonthehighstreet.com added, "We are excited and honoured to partner with Battersea Dogs & Cats Home, a truly iconic charity which works tirelessly to rehome every dog and cat that pass through their doors. Having the opportunity to help raise further awareness of that work through our sponsorship of the rehoming pack, and also raise funds for these extraordinary animals is something we feel very passionate about as a brand."

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For more information and high resolution images please call 020 7627 9291 or email press@battersea.org.uk

About notonthehighstreet.com

notonthehighstreet.com was founded by British entrepreneurs Holly Tucker MBE and Sophie Cornish MBE in 2006.

Bringing together more than 5,000 of the UK's most creative small businesses, this unique online department store offers more than 170,000 original, inspirational lifestyle products, many of which are bespoke and made to order.

notonthehighstreet.com is changing the face of UK enterprise by supporting growing small businesses offering a route to market for designer-makers who would otherwise struggle for custom or lose out in the battle with high street giants.

The business has grown from a turnover of £134,000 in its first year to £127m in 2014 and has scooped a host of awards, most recently coming 25th in the 2014 Deloitte Fast 50 – the UK's fastest growing technology companies. This is the third time notonthehighstreet.com has made the list following its first win in 2011, (ranked 8th) and the second in 2013 (ranked 12th).

The firm employs over 200 staff at its headquarters in Richmond Upon Thames, South West London.

Notonthehighstreet.com is backed by venture capitalists Venrex Investment Management, Index Ventures, Greylock Partners, Fidelity Growth Partners & Industry Ventures LLC.

About Battersea Dogs & Cats Home

Established in 1860, Battersea Dogs & Cats Home aims never to turn away a dog or cat in need of our

help. We reunite lost dogs and cats with their owners through our Lost Dogs & Cats Line or care for them until new homes can be found for them, giving them shelter and the highest standards of kennelling and veterinary care.

Since it was founded, Battersea has rescued, reunited and rehomed over 3.1 million dogs and cats. Today Battersea is one of the UK's most famous and longest-serving charities, and is proud to be London's leading animal rehoming centre.

Battersea receives no central Government funding, and donations and legacies contribute 85% of its income. It costs £18.4m to run Battersea each year.

For further information on Battersea Dogs & Cats Home please visit www.battersea.org.uk.

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