

# SOI DOG

November 2024

post



If you want to go fast, go alone.  
If you want to go far, go together.

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# IN THE HEART OF A HISTORIC FLOOD

## SOI DOG'S EMERGENCY RESPONSE TEAMS JOIN THE RESCUE MISSION IN NORTHERN THAILAND

*Vanessa Jakoby*

A catastrophic monsoon recently devastated Northern Thailand, impacting provinces including Chiang Mai, Chiang Rai, and Sukhothai which experienced their worst flooding in over 80 years.



Flash floods have severely damaged homes and displaced thousands of animals, including both pets and strays. In Chiang Rai alone, over 7,600 dogs and cats have been stranded, many trapped in flooded homes with no access to food or clean water, desperately waiting for help.

Soi Dog Foundation has been actively involved in the rescue efforts, providing critical food and assistance to vulnerable animals. Our Emergency Rescue Team travelled nearly 1,500km, battling against time and rising waters to provide immediate support.







Thanks to your incredible kindness and generosity, we were able to send the first relief food delivery within just a few days. So far, over 43 tonnes of dog and cat food have reached various flood-stricken areas, ensuring that these voiceless animals receive the care they need.

Although the situation remains challenging, Soi Dog is committed to continuing our emergency disaster response efforts to save animals during such calamities. None of this would have been possible without your unwavering support. Your compassion makes this work possible, and we are truly grateful to have you by our side.





## COMMUNITY KINDNESS

People from around the world came together to help the animals affected by the floods. Among the most touching stories were two brothers, *Liam* and *Ezekiel Barandon*, aged five and eight, who felt sympathy for the communities affected, having suffered the loss of their beloved pet dogs before. This caring duo baked cookies and raised an incredible 13,015 Thai baht (385 USD) reflecting their love for our furry friends, and inspiring other local fundraising efforts.





# 3, 2, 1... PAWS AND SMILE!

## A UNIQUE PRE-WEDDING PHOTOSHOOT BEFORE THE BIG 'I DO'

*Thais Gasperini*



Love was well and truly in the air at the Gill Dalley Sanctuary as our dedicated vet of seven years, *Dr. Manita Som-in (Kik)* and her fiancé, *Ristinan Pongchaisirikul (Pao)*, decided to host their unique pre-wedding photoshoot right here in Phuket. After all, why stick to a traditional venue when you can make memories with adorable dogs by your side?





The couple kicked off their day by posing with a bundle of adorable puppies in the puppy enclosure. Things then took a playful turn in the off-lead areas, and they stopped off for a few snaps by the romantic lakeside garden. Their photos perfectly capture the joy of those moments, turning laughter into memories that this loving couple will cherish for years to come.



And the fun didn't stop there! Enter Soodlor, Dr. Kik's favourite sanctuary resident. This sweet boy came into our care six years ago after being heartlessly abandoned on the streets. Over the years, Dr. Kik has dedicated herself to caring for Soodlor and their bond has grown stronger with each passing day.

*"I wanted to introduce the dog I love to the man I love,"* she shared. As Pao spent time with Soodlor, he began to feel that same special connection. Now, not only does Soodlor hold a special place in their hearts, he's also found his way into their wedding album!

This photoshoot is a beautiful reminder that love comes in many forms. As Dr. Kik and Pao shared their story, they hope to inspire others to embrace the joy that animals can bring into our lives. In the end, love shines brightest when shared - whether with a partner or with the furry companions that fill our hearts with happiness.





# WRAP UP HOPE THIS FESTIVE SEASON GIFT A SPONSORSHIP

Lauren Demerise Schmalz

As the festive season nears, we're thrilled to introduce **Sponsorship Gifting!** The latest feature of our popular sponsorship programme allows donors to dedicate a sponsorship in the name of a loved one - whether that's a friend, a family member, or a beloved pet who has crossed the rainbow bridge.

Animal-loving giftees will enjoy one of our custom Soi Dog e-cards with a personalised message, and will appreciate this gift is making a massive difference for deserving animals in need.

Whether celebrating someone special or commemorating a precious pet's memory, one act of love can change the lives of so many.

**GIVE OUR NEW SPONSOR DOGS**  
*the greatest gift*

## ZELLWEGER SPECIAL CARE - ATAXIA

**Estimated age:** 1 year **Gender:** Female  
**Personality:** Adventurous and sensitive

“ Life as a street puppy was hard enough, but after I had a serious accident, my body just wouldn't work like it used to. I suddenly had a hard time walking, and I found myself scared of the world around me. Thankfully, I've received great care and I'm learning to be brave again. ”



**SPONSOR ME**







**SPONSOR ME**

## LAVORRY

**SPECIAL CARE – HIND LEG MALFORMATIONS**

**Estimated age:** 3 years **Gender:** Female  
**Personality:** Sweet and smiley

“ I was born with deformations in my hind legs. When a speeding vehicle came in my direction, I simply couldn't get out of the way fast enough. I was heartbroken, but a special human showed up and took me to the Soi Dog hospital. ”

## BERTIE

**CRUELTY SURVIVOR**

**Estimated age:** 7 years **Gender:** Male  
**Personality:** Loving and goofy

“ I came to live at the Soi Dog sanctuary after someone threw boiling hot water on me, leaving painful burns all over my body. It was a long road to recovery, but Soi Dog's compassionate veterinary team saw me through it. ”



**SPONSOR ME**

## SUNSTREAKER

**BEHAVIOURAL SUPPORT**

**Estimated age:** 7 years **Gender:** Male  
**Personality:** Confident and sassy

“ I was dumped by the people who swore to love me forever. Then I got into some trouble with a group of dogs and was brutally attacked, leaving me with bite wounds all over my body. I was so relieved when a kind person found me and called Soi Dog. ”



**SPONSOR ME**





## AMATSU

SPECIAL CARE - ATAXIA

Estimated age: 6 years Gender: Male  
Personality: Joyful and spirited

“Something terrible happened to me, and suddenly my back legs wouldn't work. I tried my best, but I was having such a hard time. I started to lose weight, and then hope, but suddenly a kind-hearted person appeared and brought me to Soi Dog.”



SPONSOR ME

## LUCY

SPECIAL CARE - HIND LEG MALFORMATIONS

Estimated age: 1 year Gender: Female  
Personality: Cheerful and fun-loving

“Some people will see me as a dog with special needs, but I see myself as a dog with a fancy walk! I was born with a congenital malformation in my pelvis, which means my back legs move a bit differently.”



SPONSOR ME

## KAOLAD

CRUELTY SURVIVOR

Estimated age: 6 years Gender: Male  
Personality: Friendly and brave

“I was lucky to survive after someone slashed me with a sharp knife. My head was split open, and I couldn't make sense of how someone could be so cruel. Thankfully, a kind animal lover found me, and I've now settled into life at the Soi Dog sanctuary.”



SPONSOR ME







# AND ACROSS THE RAINBOW BRIDGE THEY WENT SAYING GOODBYE TO THREE BELOVED SPONSOR DOGS

*Lauren Demerise Schmalz*

**Today we remember our dear friends *Zadonin, Madahva and Mattana.***

Many faces have represented the sponsorship programme over the years. Each of these special dogs and cats acts as an ambassador on behalf of the hundreds of animals who call the Gill Dalley Sanctuary home. Each of them had a story to share – of challenges they'd overcome, broken bodies, and broken hearts.

Thanks to the support of their incredible sponsors, each one of these dogs was given the chance to flourish, living in safety, surrounded by love and comfort.





Madahva first fluttered into our hearts in 2019. She was suffering from distemper, hind-end paralysis, spinal degeneration, and severe hip dysplasia. After years of neglect, her once-vibrant red fur was matted and dull, and her eyes held a deep sense of sadness. The day she was rescued was the first day of her new life, and she slowly learnt to trust again.

Described as gentle and sweet, Madahva was rather shy during her sanctuary walks but adored attention in the comfort of her enclosure.

Sadly, despite regular treatment, Madahva faced significant challenges with her health. As it worsened in August, our veterinary team made the difficult decision to help her to pass peacefully.

Madahva continues to hold a special place in the hearts of her many friends and sponsors. She was a snack aficionado, and we hope she's enjoying a treat buffet in the sky.



**MADAHVA**  
01-2014 TO 08-2024



Zadonin arrived in 2017 after nearly losing her life in a road traffic accident. For days, she lay helpless on the roadside, all alone and unable to stand.

When she was rescued, she was terrified, but with time, patience, and lots of love and care, she learnt to trust again and blossomed into the Zadonin we'll always remember - the one with a beaming smile and a twinkle in her eye.

Unfortunately, Zadonin developed cancer, and despite ongoing treatment and several surgeries, her light began to fade. In September, our veterinary team made the difficult decision to help her cross the rainbow bridge peacefully and pain-free.

In Zadonin's final hours, friends from around the sanctuary came to show her how cherished she was. It was a bittersweet moment, and we are certain that she knew she was loved.



**ZADONIN**  
12-2012 TO 09-2024







**MATTANA**  
09-2013 TO 10-2024



We first met Mattana in February of 2017 when she was callously dumped and then involved in a road traffic accident.

For dogs like her, trust is a gift that becomes all the more precious when it has been abused. However, with time, patience, and compassionate care, this beautiful dog began to put her trust in her new circle of friends and repaid them with lots of love and affection.

For seven years, Mattana charmed visitors, staff, and her devoted sponsors with her bold and sweet personality, playfully offering her paw in exchange for snacks.

In her later years, Mattana was sadly diagnosed with cancer, and despite treatment, she began to show signs of rapid decline in October. The decision was then made to help her cross the rainbow bridge peacefully.

On her final day, Mattana was surrounded by those she loved and trusted. She wore her brilliant smile, assuring her friends that she understood she was loved.

These three special dogs, each with their own unique story and character, will remain in our hearts and minds as we continue to fight to improve the welfare of deserving animals just like them.

To start your sponsorship journey, please visit our website: [soidog.org/sponsor-a-dog](https://soidog.org/sponsor-a-dog)





# SOI DOG OPENS DOORS TO FIRST CHARITY SHOP

Anamika Komath



The first Soi Dog charity shop has officially opened its doors in the town of Duston, Northampton, UK. Launched on Saturday, 5th October, it's already buzzing with excitement!

Packed with an eclectic range of pre-loved clothes, books, shoes, and accessories, the shop offers something for everyone – just in time for the holiday season!

Every purchase helps fund vital veterinary care for abused and neglected animals. Proceeds also support Soi Dog's CNVR (Catch, Neuter, Vaccinate, Return) programme in Thailand, essential for controlling the stray animal population and reducing suffering.

On its opening day, supporters from all corners of the UK - and their furry friends - gathered to celebrate the grand reveal. Soi Dog's President and Co-founder, *John Dalley MBE*, and his beloved dog, *Cola*, were also in attendance, adding an extra special touch to the event.



Please follow the shop's Facebook page [here](#) for updates, special events, and festive sales. You can also join the UK Supporters Facebook group [here](#) to stay connected with fundraising events and community gatherings.

If you're looking for other ways to help, the shop is on the lookout for volunteers who can spare a few hours a week to assist with its day-to-day operations.

**This holiday season, choose gifts that give something back – for you, your loved ones, and countless animals around the world.**





# HRH PRINCESS ADITAYADORNKITIKHUN ADOPTS FROM SOI DOG

Amy Bryant

We are delighted to announce the adoption of one of our rescued dogs into the Thai royal family! Her Royal Highness Princess *Aditayadornkitikhun* kindly adopted *Calzone* – now lovingly renamed *Popcorn* – from our shelter at the end of August.

Popcorn was rescued in 2022 after sustaining severe injuries to one of his front legs while living on the streets. He was rushed to our shelter where his injured leg was amputated and he began the search for a home.







After more than two years at the shelter, Popcorn is now receiving the highest level of care and affection under the watchful eye of Her Royal Highness, alongside her other beloved dogs.

The Thai royal family have long been known for their dedication to animal welfare, and HRH Princess Aditayadornkitikhun's decision to adopt Popcorn is a continuation of their noble commitment to animals in need.

“ We are deeply honoured that Her Royal Highness decided to adopt from our shelter, ” said our CEO Louise Rose.

“ Her compassion for animals is inspiring, and we hope her kindness encourages others to consider adoption as a first option when looking to welcome a dog or cat into their family. ”

“ Popcorn is thriving under Her Royal Highness's care, and we have no doubt that he will bring her much joy in return. ” Louise added.



**Louise Rose**  
CEO of Soi Dog Foundation





# ADOPTION CORNER: SCRUFFBALL EDITION!

MEET THE SHAGGY-HAIRED SOI DOGS  
LOOKING FOR THEIR FOREVER HOMES

Amy Bryant



Adopt  
me

**Estimated age:** 4 years  
**Personality:** Confident and friendly  
**Size:** 19kg  
**Time on shelter:** 10 months

## Mackerel

First up, we have part-street dog,  
part-shag-pile rug Mackerel!

Shockingly, Mackerel was rushed to Soi Dog after being shot with a harpoon.

You might think this ordeal would leave him traumatised and shy, but that couldn't be further from the truth. Mackerel is a confident boy who refuses to let the actions of one cruel person taint his love for all the other lovely people he meets every day.

A great walker and a natural explorer, Mackerel would relish a life outside the shelter.



Adopt  
me

**Estimated age:** 2 years  
**Personality:** Sweet and shy  
**Size:** 14kg  
**Time on shelter:** 2 years

## Jigglypuff

Jigglypuff was found wandering around a plantation - where we suspect she'd been abandoned - alongside her four siblings. They were just puppies at the time.

So much stress at such a young age has left Jigglypuff wary of strangers, though she shares her lovely personality with those who take the time to get to know her.

Jigglypuff's goal is to become just like the Pokémon character she's named after: confident and sassy! With the love and support of a family, we're sure she can do just that.







Adopt  
me

**Estimated age:**  
2 years

**Personality:**  
Lively and sociable

**Size:**  
20kg

**Time on shelter:**  
2 years

## Growlithe

Next up is *Growlithe* who just so happens to be the brother of *Jigglypuff* above. Clearly, wiry fur runs in the family!

Growlithe is the more confident sibling, having managed to overcome his difficult start to life.

An energetic boy, he enjoys exploring our off-lead areas, paddling in the pool and sniffing everywhere in between. His lanky legs make for some entertaining zoomies!

Although they're siblings, *Growlithe* and *Jigglypuff* are not a bonded pair and are looking for their own individual homes.

## Spike

Last but by no means least, we have *Spike*.

*Spike* hasn't always had such a full, curly coat. In fact, when we found him abandoned on the streets, his fur was so matted that our vets had to shave it completely.

Fun-sized, full of love and fond of walks, *Spike* would make a great addition to a family.

*Spike* has the early stages of kidney disease and will need a little extra care in the future. Our adoptions team can tell you all about this manageable condition.



Adopt  
me

**Estimated age:**  
6 years

**Personality:**  
Fun and affectionate

**Size:**  
11kg

**Time on shelter:**  
1+ year





# CNVR UPDATES

Gina Churchill-Straffon

From left to right: Dr. Alicja Izydorczyk, Owen Sharp, Karen Reed, Philip Daubeny MBE, Louise Rose.

## DOGS TRUST VISIT SOI DOG IN THAILAND

In August, we gave a warm welcome to our UK partners and friends from Dogs Trust who paid a visit to Phuket, Bangkok, and Chonburi. Since 2016, they have generously funded 50% of our CNVR (Catch, Neuter, Vaccinate, Return) programme in Greater Bangkok, where we have neutered and vaccinated over half a million stray animals, supporting them to live happier and healthier lives.

Dogs Trust Chief Executive Owen Sharp, Vice Chairman Philip Daubeny MBE, and Dogs Trust Worldwide Director Karen Reed touched down in Bangkok, where they spent some time with Soi Dog's CNVR Director, Dr. Tuntikorn Rungpatana. Together they visited our mobile team in Nonthaburi, one of ten operating in the region.

A further two hours southeast in Chonburi, they stopped off to see a second mobile team, observing our animal rescue officers in action, and getting to grips with the Global Alliance for Rabies Control (GARC) application, which is used to record and track data on the animals reached through our CNVR programme.







This visit provided both teams with an opportunity to share expertise from across the nations and to demonstrate the fruits of Dogs Trust's funding.

“ It's a privilege to have such a strong partnership with Dogs Trust. They have a great understanding of the stray dog population in Thailand and have seen the benefits of our CNVR programme firsthand. Without their financial support, it wouldn't have reached the levels of success it has done today. We're very excited to see what the future holds with Dogs Trust by our side. ”



**Dr. Tuntikorn Rungpattana**  
*Soi Dog's CNVR Director*

Ahead of their departure, Owen, Karen and Philip made a pitstop in Phuket, taking a tour of the Gill Dalley Sanctuary, visiting our hospitals, and meeting the resident dogs and patients.

With the kind and continued support of this wonderful, world-renowned organisation, our CNVR programme continues to grow, and together we're creating lasting change.

Thank you for being an essential part of this truly incredible journey.





# NEW TEAM NUMBER NINETEEN

**On 2nd September, we celebrated the launch of our sixth southern mobile team, joining two others already stationed in Surat Thani, Thailand's sixth-largest province.** With this latest addition, Soi Dog now has a remarkable 19 dedicated CNVR mobile teams tirelessly working across Thailand to improve the lives of stray animals. Thanks to your generous support, our new team commenced operations on Koh Samui.

During previous visits to the island in 2017-2018 and 2021, our staff successfully neutered and vaccinated over 9,000 stray dogs. This time, they returned to target specific locations spread across seven sub-districts, including the popular destinations of Bo Phut and Mae Nam. We're delighted to report that in just one month, 587 dogs passed through the programme, helping Koh Samui's resident animals to live happier and healthier lives.

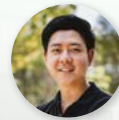




None of this would have been possible without you, our wonderful supporters, and the generous funding of Niall Harbison's Happy Doggo. In January, we welcomed the financial support of the Koh Samui-based charity that stepped in to fund 50% of our CNVR efforts in Surat Thani; this was extended even further in May, resulting in their funding of 50% of our entire southern mobile programme. The launch of our latest mobile team is testament to the true power of collaboration to reduce the suffering of Thailand's stray population.

Since 2017, Soi Dog teams have neutered and vaccinated over 150,000 animals in Surat Thani, Nakhon Si Thammarat, and Phatthalung, and since joint funding the project in January, almost 40,000 dogs have been reached across all three provinces.

“ Soi Dog is so proud to carry out the CNVR programme to create huge change in southern Thailand. A high-intensity rotational CNVR programme is the sustainable solution to dog population management in the world today. Reducing dog densities has led to the elimination of canine rabies cases, improved animal welfare, and created better relationships between dogs and humans. ”



**Dr. Tuntikorn Rungpattana**  
Soi Dog's CNVR Director







## MASS VACCINATION DRIVE

**Every year, thanks to your donations, Soi Dog Foundation carries out vaccinations at the local government dog pound in Phuket.** On 22<sup>nd</sup> August, our team took to the road to administer a grand total of 870, all in a monumental one-day effort!

Vets, vet nurses, rescue officers, and community outreach staff came together to ensure the resident dogs received their vital vaccines, protecting them against six deadly diseases, including rabies, distemper and parvovirus.

Annual vaccinations form part of our long-standing commitment to the health and wellbeing of dogs at the government-operated shelter, but beyond that, your kind and compassionate support means that our community outreach team can make daily visits to the pound. They ensure that all the dogs are neutered, dewormed, protected against ticks and fleas, and treated for any health issues. Dogs suffering from more severe conditions are transferred to the dog hospital at the Gill Dalley Sanctuary for further treatment.

Louise Rose, CEO of Soi Dog Foundation, highlighted the health problems that stray animals and local communities are currently up against: “Unvaccinated stray animals face a range of significant health problems, many of which can also impact human health. Some of the major issues include parvovirus, distemper, and rabies, a viral disease that affects the central nervous system and is almost always fatal once symptoms appear.”

She added, “Overall, vaccinations are an important part of responsible pet care, helping to maintain the health and safety of your stray or companion animals, as well as promoting the health of other animals and people in the community.”





# WET AND WILD WALKIES

## VOLUNTEERING THROUGH THE MONSOON

*Thais Gasperini*

**Thailand's monsoon season is renowned for its unpredictable weather. One minute the sun is shining, and the next, you're caught in a torrential downpour.** Even when the sky is grey, our amazing volunteers always find ways to brighten the day. Armed with raincoats and big smiles, they make sure that all our dogs get the exercise, love, and attention they need - even if it means getting a little bit wet!

At the Gill Dalley Sanctuary, volunteers are welcome all year round. With over 1,200 dogs and 230 cats permanently residing at the sanctuary, their support is essential to ensure the well-being of our two, three, and four-legged friends. Resident dogs rely on volunteers for outdoor enrichment, especially during the low season. While some may hesitate to volunteer on rainy days, having an extra pair of hands can make a massive difference in providing each dog with the care and attention they deserve. Every walk is a chance for them to play and enjoy fresh air beyond their usual enclosure.







And it's not just our dogs who thrive on the kindness of volunteers; our feline friends love it too! They love to snuggle up and enjoy every moment of warmth and affection. With their soft purrs and gentle nuzzles, our cats bring a special kind of comfort during the drizzly days.

We want to thank our incredible volunteers who showed up come rain or shine this monsoon season. Your dedication to our dogs and cats, even in the worst weather, really shows how much you care. We truly appreciate everything you do!

So, what are you waiting for? Come and be a part of something special at the Gill Dalley Sanctuary! Whether you're an experienced volunteer or trying it for the first time, you'll create unforgettable moments with our soi dogs and cats, no matter the weather.

To learn more about the volunteer experience, check out our webpage: [soidog.org/volunteer](https://soidog.org/volunteer)  
And if you have any questions, please email: [volunteering@soidog.org](mailto:volunteering@soidog.org).

**Our dogs and cats can't wait to see you!**





# BUILDING SUSTAINABLE ANIMAL CARE

*Pharane Noimane*

**In Thailand, an estimated eight to ten million stray dogs face tough challenges every day of their lives. Their struggles remind us of the kindness and care that they truly need.**

Soi Dog Foundation is deeply committed to building a compassionate community where both animals and humans can coexist harmoniously. Through our feeder workshops, we aim to do more than just control the stray dog population; we want to create a world where animals are treated with empathy and respect.

The project is inspired by the incredible work of Her Royal Highness Princess Chulabhorn Krom Phra Srisavangavadhana. Her dedication to eradicating rabies through the 'Disease-Free Animals, Save Humans from Rabies Project' and 'One Health Project' emphasises the connection between human, animal and environmental health. We believe this approach will not only have a positive long-term impact on society but also set a precedent for addressing stray animal issues nationwide.





Launched in June 2024, our feeder workshops are delivered on the last Friday of every month in locations across Phuket. Representatives from diverse sectors including government agencies, local administrative organisations, village health volunteers, and dedicated volunteers committed to caring for stray animals, have actively participated in driving the project forward.

Our ultimate goal is simple: to foster a society where humans and animals thrive together. We aim to instil a sense of responsibility for the welfare of stray animals, providing guidance on population control and basic first aid for those in need. These workshops also create a supportive space where people can discuss and solve issues related to stray animals in their community. Moreover, we strive to build a collaborative network focused on finding humane, sustainable solutions to the problems faced by homeless animals.

Together, we can change lives. By joining our efforts, you can help create a kinder world for animals and humans alike. Here's to building a future where every being is treated with compassion and love.

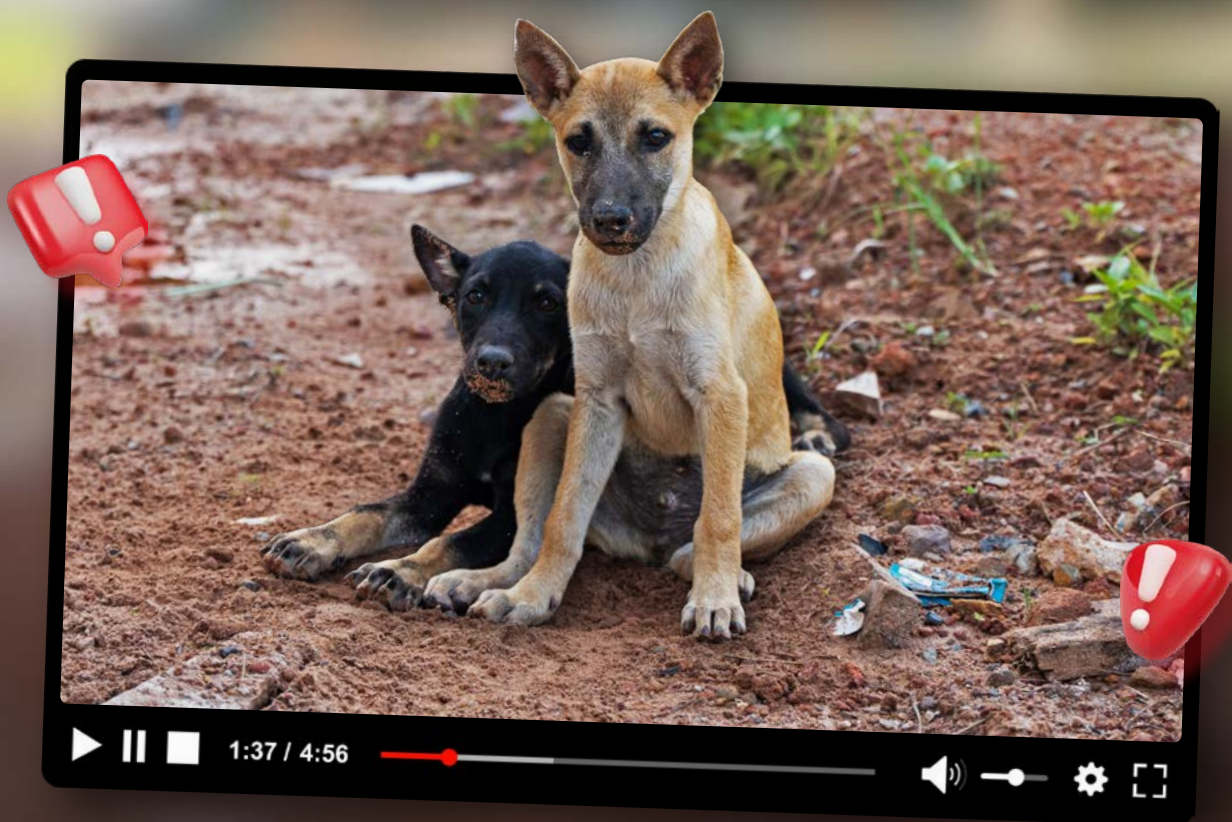




# PROTECTING ANIMALS FROM DIGITAL CRUELTY

SOI DOG STEPS UP TO END PROFIT FROM PAIN AND PROMOTE ANIMAL WELFARE

*Anamika Komath*



Ever come across videos of animals being mistreated or subjected to cruel stunts for entertainment? It's unsettling, heartbreaking, and unfortunately, a growing problem on social media.

Recognising the urgency of this issue, Soi Dog Foundation has proudly joined the **Social Media Animal Cruelty Coalition (SMACC)**, a group that investigates and fights animal cruelty online. Together, we will be taking a stand against the rising wave of animal cruelty content disguised as entertainment or fake rescues. This partnership aims to end the spread and profitability of such cruelty, ensuring there's no reward for the mistreatment of animals.





# WHEN “SAVING” ANIMALS TURNS INTO A SHOW

You might have stumbled across scenes like a snake and a cat seemingly fighting, only for a human to swoop in at the last moment and ‘save’ the cat. Or a dog that’s miraculously rescued by the same person, video after video. It’s very likely that some of the rescue videos you’ve seen online are staged.

Creators intentionally put animals in harm’s way just so they can dart in for a dramatic ‘rescue’. It’s not only deceptive but deeply cruel. In many cases, the same animals are used repeatedly, caught in distressing situations purely for clicks and views.

By engaging with this content – whether through likes, comments, or even shares – you’re inadvertently boosting its popularity, making it profitable for the creators.

## SPOTTING FAKE RESCUE VIDEOS



**Not sure if a rescue video is genuine?**

**Here are some tips to spot fake rescues:**

No legitimate animal organisation is involved. Verify the organisation’s authenticity with a Google search.

The same person always carries out the rescue, taking their time to save the animal to capture more footage.

Unnatural scenarios, like a snake and cat encounter.

Multiple camera angles or suspicious editing that suggests the scene was set up.

## THE CRUELTY YOU DON’T SEE

**But it’s not just fake rescues.**

**The troubling spectrum of animal cruelty on social media includes:**

Animals dressed up and forced to perform tricks.

Live animals harmed or consumed for shock value.

Intentional psychological and physical harm staged for views.

Animals teased or tortured to provoke reactions.

Faked animal fights or fear-inducing scenarios.


The more these videos are watched, liked, and shared, the more profitable they become for the creators.





## HOW CAN YOU HELP?

The key to stopping this cruelty is simple: **do not engage**. It may feel like commenting or sharing to raise awareness is helpful, but it feeds the algorithm, increasing the video's popularity. Instead:

- 
1. **Do not like, comment or share** —any form of engagement boosts the video's visibility.
  2. **Report** the video. The sooner it's flagged, the sooner it can be taken down.

## TOGETHER, WE CAN MAKE A DIFFERENCE

Soi Dog Foundation and SMACC are determined to end the rise of animal cruelty online. By choosing not to engage with or share this content, you can help break the cycle of abuse and exploitation.

If you see something that doesn't feel right, trust your instincts. **Report it.**

For more information on how to report suspicious content, visit SMACC's **guide on reporting animal cruelty**.

***Stand against exploitation and make a difference with every click.***





# HOT OFF THE SOI DOG PRESS

Gina Churchill-Straffon

Have you ever wondered what daily life looks like at the Gill Dalley Sanctuary? Well, now you can find out by tuning in to **Soi Dog Scoops**, your one-stop shop of news stories, bringing you the best bits from behind the scenes at the sanctuary and beyond.

In **episode one**, Soi Dog's CEO, Louise Rose, brought us news on the incredible transformation of brave puppy Vivian, who arrived with a horrific head wound when she was just a few weeks old. Thanks to your kind support and Vivian's strong fighting spirit, this inspiring little lady made a truly remarkable recovery, and we watched her making lots of new friends in the puppy enclosure!



In an emotional **fourth episode**, Louise paid tribute to senior sponsorship star, Madahva, who captured the loving hearts of staff, volunteers, and her generous sponsors. Following Madahva's battle against distemper, a deadly disease which left her with neurological and mobility issues, she went on to live the last five and a half years of her life surrounded by love at the sanctuary. Her story really is an inspiration to us all.





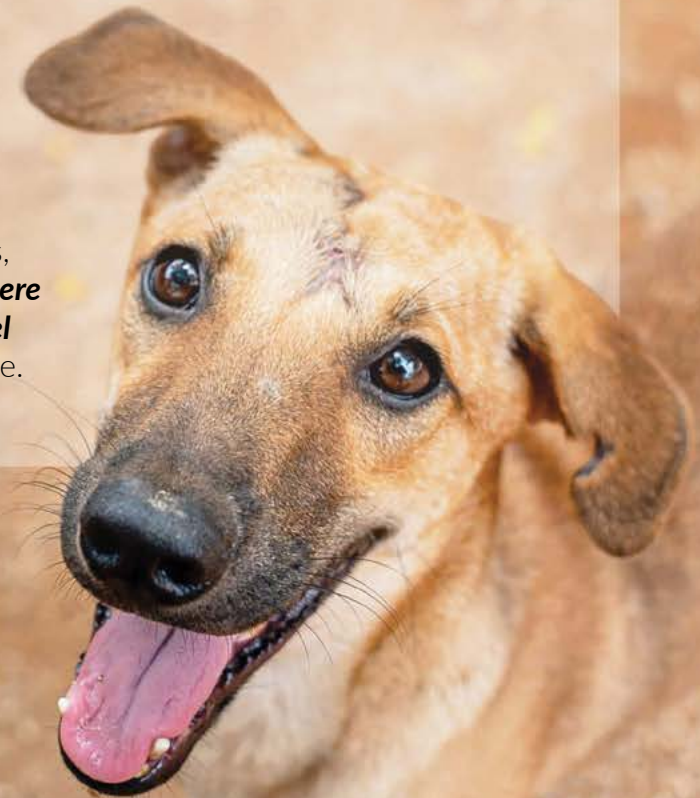


“ It's truly heartwarming to see how positively Soi Dog Scoops has been embraced by our incredible supporters. We aim to offer a glimpse into the heart of our foundation, so you can feel a part of the daily impact we make together. Remember, none of this would be possible without you! ”

*Louise Rose, CEO of Soi Dog Foundation*

From primary school programmes to neonatal patients, and trainee vets to incredible transformations, each episode is packed with stories made possible thanks to your support.

To check out our previous episodes, head to the Soi Dog Scoops playlist [here](#) or subscribe to our **YouTube channel** to be the first in line to find out more.





# PEDAL FOR PAWS

**A PAIR OF KIND-HEARTED SUPPORTERS ARE MAKING THEIR WAY ACROSS THE WORLD, ALL IN AN EFFORT TO RAISE FUNDS FOR SOI DOG FOUNDATION.**

*Jodie Thompson*



**Joscha and Xenia, two passionate fundraisers, are cycling from Berlin to Phuket, aiming to raise \$30,000 to help fund a new mobile clinic for Soi Dog's CNVR programme.**

Covering thousands of kilometres, Joscha and Xenia's journey will take them through diverse destinations as they raise awareness and funds for a vital cause. We managed to catch up with them for a quick chat before they continued their journey towards Phuket!



## **WHAT INSPIRED YOU TO EMBARK ON THIS EPIC JOURNEY?**

A few years ago, I visited Soi Dog Foundation and it had a significant impact on me. The quality of their work and love for the animals inspired me, and Xenia also knew about Soi Dog through social media. As we both love dogs and cats, the decision was made that we would cycle around the world to collect donations for them. It's a matter so close to our hearts.





## HOW LONG WILL YOUR JOURNEY TAKE, AND HOW MANY KILOMETERS ARE YOU COVERING?



We had planned for the entire trip to take around a year and a half. However, the journey is unpredictable and our plans and the route are constantly changing. What has remained the same is our goal to reach Soi Dog Foundation by bicycle. We try to avoid any other means of transport. As we are not competitive athletes, we cycle slowly. However, visa regulations and weather conditions motivate us to pedal faster from time to time! So far, we have cycled over 16,000km in two years. It will probably be another 10,000km and a few months before we reach Thailand.



## WHY DID YOU CHOOSE TO HELP FUND A NEW MOBILE CLINIC?



When we thought about the charitable nature of our trip, there were a few factors that were important to us. When you think about the challenges of stray animals, you quickly realise that large-scale medical care and containment through CNVR is the most effective and only humane way to fight animal suffering. Soi Dog has already proved the impact it can have. On our journey, we meet so many street animals in rural areas that unfortunately live in poor conditions. Nobody looks after them, they are often neither vaccinated nor neutered, and suffer from acute illnesses. By helping to fund a mobile clinic, we want to address this suffering.

## WHAT CHALLENGES HAVE YOU FACED SO FAR?



In the beginning, it was the search for a place to sleep and the first mountain climb in the summer heat. Later, we experienced more extreme weather conditions, such as sandstorms in Saudi Arabia and snowstorms in Turkey. With each new challenge, we gain experience and learn how to deal with it.



## WHAT IMPACT DO YOU HOPE YOUR FUNDRAISER WILL HAVE?

With another mobile clinic partly funded by us, we want to increase the impact of CNVR even further and hope that Soi Dog Foundation will soon be active across all provinces in Thailand.



Follow Joscha and Xenia's journey and find out more via the Pedal for Paws website [here](#).





# SAVING LIVES ONE SCAN AT A TIME

## NEW ULTRASOUND MACHINE REVOLUTIONISES CAT CARE AT THE SANCTUARY

Anamika Komath

At the Gill Dalley Sanctuary, we're committed to providing the best possible care for the thousands of sick or injured cats that come through our doors each year.

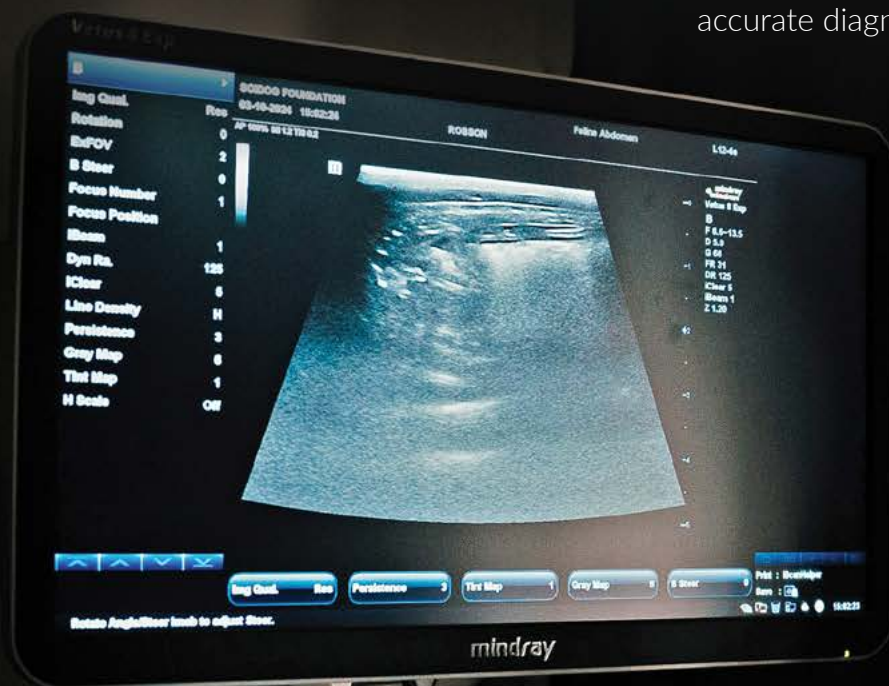
From cancer and kidney disease to traumatic injuries caused by accidents or animal attacks, the cats in our care face challenges that require fast, accurate diagnoses.

But until recently, our outdated ultrasound machine often stood between us and the life-saving information we needed to treat our feline friends.

*Now, that's all changed.*

Thanks to the life-changing generosity of incredible funders like the **John Jordan Foundation, Julie** and **Glynn Gould, GreaterGood** and other special friends, we were able to install a state-of-the-art ultrasound machine at our cat hospital on September 23<sup>rd</sup>.

This cutting-edge equipment is already making a world of difference, providing our veterinary team with crystal-clear images that allow us to detect illnesses earlier, avoid unnecessary surgeries, and give hundreds of cats the chance at a healthier future. We are deeply grateful for the compassion and support of these amazing funders whose kindness is saving lives every day.





## IMMEDIATE IMPACT

Joysayan came to our hospital for treatment with a persistent issue of red-tinged urine. An ultrasound revealed small cystic calculi, but instead of resorting to surgery, we treated it with medication and a special diet. A follow-up scan confirmed the stones had dissolved, allowing us to avoid an invasive procedure and ensure a smooth recovery.

This machine is doing more than just improving our diagnostic ability; it's helping us save lives in real-time. From detecting internal bleeding in road accident victims to diagnosing chronic conditions like heart or kidney disease, this technology is a true game-changer. Without it, many of the cats in our care simply wouldn't have the chance to survive and thrive.

*Joysayan was among the first patients to benefit from using the ultrasound machine.*



**“I am incredibly thankful to our funders. This new ultrasound machine is truly a lifeline. It's allowing us to diagnose illnesses much sooner, which means we can save more cats than ever before. It's hard to put into words how much this gift means to us—and to our feline patients.”**



**Dr. Suchitra Yoksen**  
Soi Dog Foundation's Cat Hospital Veterinary Manager

It's thanks to the compassion of donors we're able to provide this exceptional level of care to stray animals. But our mission is far from over. Every donation, no matter the size, helps us continue to provide life-saving treatment to the animals that need it most.

If you are interested in making a significant impact and helping us continue transforming lives, please reach out to [info@soidog.org](mailto:info@soidog.org).

Together, we can keep bringing hope, healing and second chances to the animals that need us most.





# THE SOI DOG SILLIES

Vanessa Jakoby



*"When you're ready for fetch... but can't tell if it's a tennis ball or a coconut..."*



*"Me when someone says 'Who's a good boy?' for the 100th time today."*



*"Mondays got me like..."*



*"I summon the feather and ALL the cat wands."*



*"Hmm... where will this lead me to? ... My home?"*



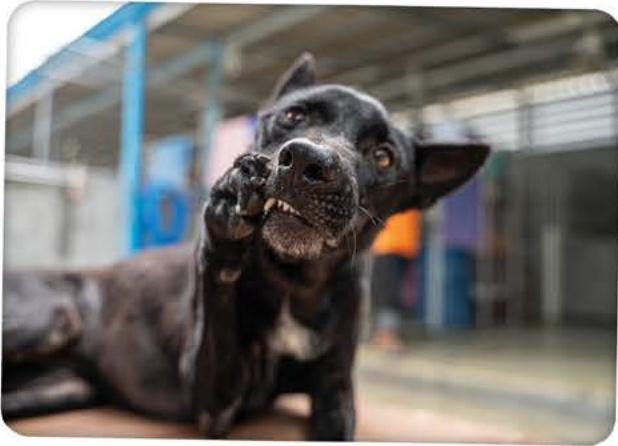




*"Just over here, showing off my best roll."*



*"It's a tunnel of secrets... Who dares to enter?"*



*"Hold on... let me think about that one for a sec."*



*Hearing the treat bag crinkle from across the yard like...*



*Zoomie mode: activated!*





# YOUR KINDNESS IN ACTION: SIMPLE WAYS TO MAKE A DIFFERENCE

Every day, supporters like you find creative ways to help Thailand's street dogs and cats. Here are some easy ways you can make an impact:

## SHOP & SUPPORT

Turn your everyday shopping into lifesaving care - at no extra cost to you! While you shop at your favorite UK retailers, they'll donate up to 10% to help animals in need.

- Shop at 6,000+ popular stores
- Feel good knowing every purchase helps
- Start at [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)  
- or click [here](#)



## CELEBRATE & SHARE

Make your special moments count even more! **Click here** to create a Facebook fundraiser, and select 'Soi Dog Foundation'. You can do this for birthdays, the festive period, or just because. Your friends and family can join you in changing animals' lives.



## PLAY FOR PAWS

Join our weekly lottery for a chance to win prizes every single week, while helping raise money for animals in need. You could win our top prize of £25,000, second prize of £1,000, plus multiple runner-up prizes. Every £1 ticket supports our care of street dogs and cats. Click [here](#) or go to [www.soidog.affinitylottery.org.uk](http://www.soidog.affinitylottery.org.uk)



## GIVE GREEN

Make your greetings count twice! Send beautiful e-cards across the festive period that save paper while helping animals in need. Every e-card means the cost of traditional cards and postage goes directly to supporting street dogs and cats. Go to [DontSendMeACard.com](http://DontSendMeACard.com), or click [here](#)

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## GIVE YOUR VEHICLE NEW PURPOSE

Transform your unwanted vehicle into vital care for animals. In the US, CARS (Charitable Adult Rides and Services) accepts all motorized vehicles - from cars to boats - working with over 400 vendors to maximize your donation. For UK supporters, Giveacar accepts cars, vans, motorbikes and caravans in any condition, having raised over £4 million for charities since 2010. Both partners offer free collection nationwide, handle all paperwork, and ensure your donation is tax-deductible. Your vehicle's value, whether through auction or scrap, directly supports our care of street dogs and cats. Start your donation, by clicking [here](#) if you're in the UK, or [here](#) if you're in the US.





# LEAVE A LASTING LEGACY

SHARE OUR VISION AND  
CONTINUE THE STORY OF  
COMPASSION, BY LEAVING  
A GIFT IN YOUR WILL.



When Gill Dalley co-founded Soi Dog Foundation, she showed us how compassion could transform thousands of lives. Today, her vision of hope for Thailand's street dogs and cats lives on through people like you.

By including Soi Dog Foundation in your will, you join Gill's enduring mission to protect and care for animals who need us most. Your legacy, like hers, can create a future where no street dog or cat is left behind.

Be part of this, by continuing the story of compassion:

Visit: [www.soidog.org/legacy](http://www.soidog.org/legacy)  
Contact: [legacy@soidog.org](mailto:legacy@soidog.org)

