



Meet...

Rose

75 year old, ex dog owner



Hopes and dreams

- Living long enough to see her great granddaughter grow up.
- Staying as fit and healthy as possible to carry on enjoying physical activities.
- Being able to leave money to her family as well as a gift to the local animal shelter she got her last dog from.

Online behaviours

I got an iPad a few years ago so my daughter could set me up on Facebook and as a way of keeping in touch with my grandson who lives in Australia.

Facebook

She follows all the animal welfare charities that she supports on Facebook and enjoys reading stories about animals that have been helped.

News

She uses her iPad to read daily news and this often leads her to animal welfare content and stories.





Views on animal welfare



Animals are innocent and should be protected from harm by human beings.



Rose feels very connected to animals and dogs in particular and feels strongly that pets are innocent and that society should prioritise their needs.

She maintains a strong connection to her local animal shelter from where she rescued her last 2 dogs and seeks opportunities to support them and any other organisations she see's as protecting pets welfare.

She likes to pass on the knowledge she has gained about dog welfare through the years to family and friends. She see herself as an animal lover and believes that they need to be protected from human cruelty, she will engage with animal welfare organisations on Facebook and spread the word.

She is concerned about the impact the cost of living crisis will have on pets and people's abilities to look after them.

How she supports charities

Rose is a charitable person and receives a lot of asks through the post, but prioritises giving to animal welfare charities.

She has a direct debit set up for the RSPCA and her local rescue animal shelter. She sees the RSPCA as doing valuable work but also wants to support a smaller organisation that she feels an emotional connection to and where she can make more of an impact.

She likes that supporting these charities means she receives email and post that share information about some of the dogs she is helping and she plans to leave a gift for her local animal animal shelter in her will.



What influences her

- News articles
- Mailers

