

HOW WE'RE COMING TOGETHER

BATTERSEA ACADEMY 2024



BATTERSEA

HERE FOR EVERY DOG AND CAT



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SECTION ONE

INTRODUCTION

Welcome to the Academy, a space for those working and volunteering in rescue and rehoming organisations to come together online and in-person to grow their knowledge, collaborate and network.



ACHIEVING MORE TOGETHER

INTRODUCTION

WELCOME TO THE ACADEMY

At Battersea, we believe we can achieve more together than we can alone. It's why we created Battersea Academy, a place where rescues and animal welfare practitioners can come together for guidance and support on all things dog and cat rescue.

From small volunteer-run shelters to more established animal rescues, we know there are many rescues that go all in for the animals in their care, and we understand the highs and lows that come with it. Battersea Academy brings together likeminded people working in the sector to share their experience and expertise in a relaxed, collaborative setting. Together, we'll learn from one another about what we can do to have an even greater positive impact on the lives of dogs and cats, as well as the people and organisations caring for them.

We understand that finding free time in your busy schedule can be tough, which is why our collaborative learning opportunities are purposefully designed to fit around your working day. Covering areas such as best practice, career development, animal welfare and resource management, Battersea Academy provides the tools, information and support you need to make your day-to-day working life easier, no matter your role or your rescue.



ABOUT THE ACADEMY

Since its first course in 2018, Battersea Academy has provided learning opportunities to more than 1,000 staff and volunteers, representing rescue and rehoming organisations in 56 countries.

From initially offering just one animal welfare course, our calendar now features a wide range of sessions, that focus on three key areas: the animal, the human, and the organisation. These are delivered by experts from across our sector and beyond, as we aim to create relaxed learning environments that give everyone the opportunity to share their experiences — attendees repeatedly tell us that they value learning from other rescues as much as they value learning from the trainer. As we know that your time is precious, many of these sessions are two hours or less, with the majority delivered online or as e-learning.

If you are a member of staff or volunteer, at any level, in an animal rescue or rehoming organisation, based anywhere in the world, then our learning opportunities are available to you.

ACADEMY ONLINE

What is Academy Online?

Academy Online is a free e-learning platform, available to staff and volunteers from rescues and rehoming organisations. Users can take greater control over their learning and development by:

- Completing learning opportunities such as the e-learning and pre-recorded sessions of Foundations of Shelter Management (see pages 8–11 for more information), at a time and pace that is convenient to them.
- Access free resources and exclusive content.
- Listen back to short courses that they may have missed.
- Book onto Academy learning opportunities.

Creating an account

- Visit Academy Online by clicking [here](#).
- Select “Create an Account” and provide your details.

Accounts are normally approved within 24 hours, if the application has been fully completed.

PRICING & BURSARIES

The Academy wants to make its learning opportunities available to as many rescues and rehoming organisations as possible:

- Those with an annual income of less than £5m do not pay fees for any Academy learning opportunities.
- Those with an annual income of less than £3.5m (UK), or £4m (international) can also apply for a bursary to help towards travel, accommodation and food costs if they are attending any face-to-face training. Bursaries are awarded to an individual, not an organisation.

BOOKING PROCESS

Places on all learning opportunities for rescues and rehoming organisations are booked on [Academy Online](#):

- Click onto the tile for the learning opportunity that you wish to register for, e.g. Fundraising, short course.
- Scroll down the list to find the session you are interested in.
- Click onto the title to be taken through to its registration page. At the top, you will find information on the session.
- Scroll down to the sign-up section.
- On the right-hand side, under Options, you should click on “Sign-up”
- This will take you through to a confirmation screen, where you will find the dates and times of the session — there may be more than one to choose from, so please check!
- Click on “Sign-up” to confirm your place.
- You will then receive a confirmation email with i-calendar appointment. If you do not receive an email, contact academy@battersea.org.uk and the team will confirm your Academy Online details.



CALENDAR OF COURSES

2024 will see the Academy offer its fullest calendar yet with many of the Foundations of Shelter Management (FSM) modules available on multiple dates. These will be complemented by a series of courses, short courses and Check-in & Chat: Skills Share sessions, as well as our annual International Dog & Cat Welfare Conference.

DATE	LEARNING OPPORTUNITY	PAGE
January		
9	FSM: Cat-Friendly Interactions	12
11	FSM: Dog Body Language & Communication	11
16	FSM: Stress Management in Cats	12
17	Short Course: Networking for Introverts	21
18	FSM: Stress & Enrichment in the Kennel Environment	11
23	FSM: Cat Welfare Assessment	12
25	FSM: How Dogs Learn	11
26	Check-in & Chat: Skills Share — What's New in 2024?	22
30	FSM: Cat Temperament Assessment	12
February		
1	FSM: Performing an Enhanced Assessment for Dogs	11
6	FSM: Decision Making to Improve Cat Welfare	12
8	Course: Good Governance & Sustainable Boards	15
9	FSM: Influencing Rehoming Success for Dogs	11
20	FSM: Dog Body Language & Communication	11
21	Short Course: Working Cats	21
22	FSM: Cat-Friendly Interactions	12
27	FSM: Stress & Enrichment in the Kennel Environment	11
29	FSM: Stress Management in Cats	12
March		
4	Course: Grants Fundraising — Introduction	19
5	FSM: How Dogs Learn	11

DATE	LEARNING OPPORTUNITY	PAGE
6	Course: Grants Fundraising — Advanced	19
7	FSM: Cat Welfare Assessment	12
12	FSM: Performing an Enhanced Assessment for Dogs	11
14	FSM: Cat Temperament Assessment	12
19	FSM: Influencing Rehoming Success for Dogs	11
20	Short Course: Safeguarding	21
21	FSM: Decision Making to Improve Cat Welfare	12
22	Check-in & Chat: Skills Share — Engaging with Ambassadors & Advocates	22
26	Course: Developing an Organisational Strategy	15
April		
15	FSM: All Dog Modules (15–19 April)	11
22	FSM: All Cat Modules (22–26 April)	12
29	FSM: Practical Week (29 April–3 May)	13
May		
8	FSM: Dog Body Language & Communication; Stress & Enrichment in the Kennel Environment; How Dogs Learn	11
15	Short Course: Topic TBC	21
16	FSM: Performing an Enhanced Assessment for Dogs; Influencing Rehoming Success for Dogs	11
21	Course: Creating a Fundraising Strategy	16
23	FSM: Cat-Friendly Interactions; Stress Management in Cats; Cat Welfare Assessment	12
29	FSM: Cat Temperament Assessment; Decision Making to Improve Cat Welfare	12
31	Check-in & Chat: Skills Share— Volunteer Management	22
June		
5	Local Authority Training: Dog Behaviour & Safety (5–6 June)	24
11	FSM: Dog Body Language & Communication	11
13	Course: Developing Your Case for Fundraising Support	16
14	FSM: Cat-Friendly Interactions	12
18	FSM: Stress & Enrichment in the Kennel Environment	11
19	Short Course: Compassion Fatigue	21
20	FSM: Stress Management in Cats	12
25	FSM: How Dogs Learn	11
27	FSM: Cat Welfare Assessment	12

INTRODUCTION

DATE	LEARNING OPPORTUNITY	PAGE
July		
2	FSM: Performing an Enhanced Assessment for Dogs	11
4	FSM: Cat Temperament Assessment	12
8	Course: Fundraising through Digital Channels	17
9	FSM: Influencing Rehoming Success for Dogs	11
11	FSM: Decision Making to Improve Cat Welfare	12
15	FSM: All Cat Modules (15–19 July)	12
17	Short Course: Topic TBC	21
22	FSM: All Dog Modules (22–26 July)	11
26	Check-in & Chat: Skills Share—Community Engagement	22
August		
13	FSM: Dog Body Language & Communication	11
14	FSM: Stress & Enrichment in the Kennel Environment	11
15	FSM: How Dogs Learn	11
20	FSM: Performing an Enhanced Assessment for Dogs	11
21	Short Course: Topic TBC	21
22	FSM: Influencing Rehoming Success for Dogs	11
29	FSM: Cat-Friendly Interactions	12
30	FSM: Stress Management in Cats	12
September		
2	FSM: Cat Welfare Assessment	12
3	FSM: Cat Temperament Assessment	12
4	Course: Grants Fundraising — Introduction	19
5	FSM: Decision Making to Improve Cat Welfare	12
6	Course: Grants Fundraising — Advanced	19
9	FSM: Practical Week (9–13 September)	13
19	International Dog & Cat Welfare Conference	21
24	FSM: Cat-Friendly Interactions	12
26	FSM: Dog Body Language & Communication	11
27	Check-in & Chat: Skills Share	22

INTRODUCTION

DATE	LEARNING OPPORTUNITY	PAGE
October		
1	FSM: Stress Management in Cats	12
3	FSM: Stress & Enrichment in the Kennel Environment	11
7	Course: Major Donor Fundraising	18
8	FSM: Cat Welfare Assessment	12
10	FSM: How Dogs Learn	11
15	FSM: Cat Temperament Assessment	12
16	Short Course: Topic TBC	21
17	FSM: Performing an Enhanced Assessment for Dogs	11
22	FSM: Decision Making to Improve Cat Welfare	12
24	FSM: Influencing Rehoming Success for Dogs	11
November		
5	FSM: Dog Body Language & Communication	11
7	FSM: Cat-Friendly Interactions	12
12	Course: Legacy Fundraising	18
14	FSM: Stress & Enrichment in the Kennel Environment	11
15	FSM: Stress Management in Cats	12
19	FSM: How Dogs Learn	11
20	Short Course: Dog-to-Dog Interactions	11
21	FSM: Cat Welfare Assessment	12
26	FSM: Performing an Enhanced Assessment for Dogs	11
28	FSM: Cat Temperament Assessment	12
29	Check-in & Chat: Skills Share	22
December		
2	FSM: Influencing Rehoming Success for Dogs	11
4	FSM: Decision Making to Improve Cat Welfare	12

SECTION TWO

FOUNDATIONS OF SHELTER MANAGEMENT

Foundations of Shelter Management is a new qualification, comprising five modules which can be implemented in a dog or cat setting, and a further collection of modules, specifically targeted to dog or cat welfare and rehoming.

Modules are completed through a mixture of e-learning and pre-recorded sessions which can be accessed at any time, and scheduled interactive online sessions led by the Battersea team. Each module will take no more than two hours to complete, although many are shorter; we recognise that it can be a challenge for animal welfare personnel to attend longer training sessions, so by making the sessions bite-sized, we hope to enable more individuals to take advantage of the learning opportunities.

The qualification is aimed at both staff and volunteers from animal shelters, regardless of their role — whether you are in a supervisory or management position looking to refresh your skills, someone new to the sector, keen to learn with a view to progressing your career, or a volunteer looking to build on the induction provided by your organisation.



GENERAL MODULES

Introductions to the Principles & Applications of Shelter Management

Format: Pre-recorded

Different catchment areas will result in different ways for dogs and cats to journey through an animal shelter. Considering these journeys is crucial to appreciate the role an animal shelter provides, and when evaluating how efficient that journey is. In this module, we think about how we can help the highest proportion of animals in need of our care. You will have the opportunity to apply the principles of shelter metrics to data from animal shelters and explore the impact that changing intake strategies might make to the efficiency of a shelter.

Introduction to Animal Welfare, Ethics & Decision Making

Format: E-learning

This introductory e-learning module will explore some of the key principles in animal welfare and ethics. What are the major ethical frameworks and how can these be applied to animal welfare? How can you account for the views of multiple different stakeholders when making decisions?

Introduction to Strategic Thinking & Action Planning

Format: E-learning

Here we look at some of the hierarchy of language used in strategic design. We consider the role of your organisation in your community and the impact you would like your organisation to make. You will explore root cause analyses and how these can help ensure solutions will be effective. Finally, you will begin to build a strategic action plan for your organisation. This is an e-learning module that you can complete at any time.

Hygiene & Husbandry

Format: E-learning

Best practice husbandry and hygiene is integral to the prevention of illness and disease and underpins good welfare standards in an animal shelter setting. This e-learning module explores best practice husbandry and hygiene protocols, how to identify common shelter diseases in dogs and cats and the appropriate infection control measures to combat them.

Record Keeping

Format: E-learning

This module explores the benefits of effective record keeping for you, the animals in your care and your organisation, whilst encouraging you to reflect on your own record keeping practices. It will also explore how you can use the information you record to make effective, evidence-based decisions.



DOG SPECIFIC MODULES

Dog Body Language & Communication

Format: Live Online

Dogs have an array of body language signals that they can use to communicate with each other and with us. Being able to recognise these signals to understand how a dog is feeling and what they are trying to communicate to us is key in identifying when they are uncomfortable and avoiding confrontational situations. This module explores the signals we should look out for as well as how our own body language can influence how a dog feels.

Stress & Enrichment in the Kennel Environment

Format: Live Online

A kennel environment can be a stressful place for a dog. In this module we look at how to identify stress signals, the potential triggers that are present in the kennel environment, in addition to what management techniques we can use to alleviate stress and improve welfare.

How Dogs Learn

Format: Live Online

Training our dogs has numerous benefits, from increasing rehomability to improving welfare. However, to train our dogs effectively we need to understand how they learn and process information. This module will explain the various learning processes that we can use and the different methods of training available. We will then explore how we can set our dogs up for success when planning training sessions with them.

Dog Behavioural Assessing

Format: E-learning

Assessing the behaviour of dogs is a key part of the rehoming process. This module explores the way in which Battersea assesses our dogs — ranging from which behaviours we assess, how we assess them and how we record our observations. How some of the principles described in the module can be adapted to suit the needs of your own animal rescue will be covered.

Performing an Enhanced Assessment (Canine)

Format: Live Online

An Enhanced Assessment (EA) is used to categorise the risk of a bite incident. It uses probability and severity components, to estimate the ongoing risk a dog poses to other people and/or dogs. This then informs what measures should be put into place to mitigate that risk. This module looks at the process of undertaking an enhanced assessment and gives you the opportunity to undertake part of the process yourself.

Influencing Rehoming Success for Dogs

Format: Live Online

There are always barriers to rehoming that prevent us from rehoming dogs as quickly as we might like. This module aims to reflect on the factors that influence your ability to rehome dogs effectively, whilst helping identify the ways in which they may be overcome. It will also explore ways to promote your dogs and the steps that can be taken to improve rehoming success.

The Customer Journey (Canine)

Format: Pre-recorded

This module provides the opportunity to reflect on the rehoming journey that your customers (the people looking to rehome from you) go through and identify opportunities to improve the customer experience you deliver in your rescue, to help increase rehoming efficiency.

Puppy Development

Format: E-learning

This module explores the various stages of puppy development, additionally highlighting how to effectively socialise puppies, what life skills are key to them and why a home environment is ultimately the best place for raising a puppy.

CAT SPECIFIC MODULES

Domestication of the Cat

Format: E-learning

Today's domestic cat descends from the African Wildcat, a species still found in the wild today. The African wildcat is very similar to the domestic cats we see today. In this module, we will explore how cats came to be domesticated, the wild behaviours that underpin the behaviour we see today and how this helps us to better understand the cats that come into our care.

Cat Intake & the Cat Journey

Format: E-learning

This module looks at cat-friendly homing principles and how we prioritise the intake of cats using a tiering system at Battersea. It will also explore the journey a cat will typically take here at Battersea from intake to final outcome.

Cat Behaviour & Body Language

Format: Pre-recorded

In this module, we look at the behavioural strategies available to cats to help them better cope with stressful situations. We also look at subtle changes in behaviour and body language and how to recognise different temperaments of cat.

Cat-friendly Interactions

Format: Live Online

Cat-friendly interactions not only benefit the cats in our care, but humans too. It is especially important for new owners to have positive encounters with their cats. We will look at these benefits and how they enable cats to find their new home sooner by using the 3 second rule and the 'CAT' acronym.

Stress Management in Cats

Format: Live Online

Any new environment can elicit stress in cats, whether this is a cattery or foster home. With effective stress management, we can reduce the length of time a cat experiences stress and prevent chronic stress. In this module, we will look at measures we can take to manage stress in the shelter and foster setting and help cats to settle into this new environment quicker.

Cat Welfare Assessment

Format: Live Online

At Battersea, we use a traffic-light system to assess the welfare of the cats in our care. This helps us to continually monitor any changes in welfare or behaviour so that we can implement changes to a cat's care in a timely manner if needed. We will use examples to highlight how best to assess welfare based on the behaviour seen in the shelter.

Cat Temperament Assessing

Format: Live Online

We will look at the six behaviour profiles that are useful for assessing temperament in cats and how this helps us to assign a traffic light colour to each individual and ensure they receive the appropriate outcome.

Decision Making to Improve Cat Welfare

Format: Live Online

Quality of life is something we are all continually monitoring for the animals in our care. This module describes the concepts of learned helplessness and behavioural depression in cats, and the interventions we can put in place to prevent suffering and assess quality of life.

Assessing Cats for Rehoming

Format: E-learning

We all want the perfect home for the cats in our care. In this module we discuss some of the barriers to rehoming and how we can overcome these. We will also look at how we assess our cats and the considerations we make before matching customers to our cats.



PRACTICAL WEEK

Suitable for

Those who have fully completed Foundations of Shelter Management or previously attended the Intensive Rescue & Rehoming Course

Duration

5 days

Dates

Monday 9 to Friday 13
September

Delivery

On-site at Battersea London
and Battersea Old Windsor

Bursary available

Yes, for eligible individuals.

The Practical Week builds on knowledge acquired through Foundations of Shelter Management and has been designed with collaboration and the sharing of best practice at the forefront of all sessions.

It involves two days of species-specific content where participants will work in their chosen area of “dog” or “cat” on specialised topic areas that extend and build on their existing knowledge. Participants spend one day at the Battersea London site and one day at the Battersea Old Windsor site where they will work with staff from the Academy and the Operations teams to cover topics such as Animal Centred Education, Scent Search and Behavioural Assessing for Team Dog, and Assessing Cats for Rehoming, Kitten Socialisation and Stress Management for Team Cat.

The other three days will see the group come together at the London site to cover topics under the themes of knowing your audience, organisational and wellbeing of you and your people.

SECTION THREE

COURSES THAT SUPPORT THE ORGANISATION

It's not just the animals that we're here for — we offer a range of online learning opportunities focussed on fundraising, strategy and governance to support your organisation's sustainability.



GOOD GOVERNANCE & SUSTAINABLE BOARDS

Suitable for
Senior staff, trustee boards

Duration
1 day

Dates
Thursday 8 February

Delivery
Online

Bursary Available
No

This course is designed for those who want to find out how they can ensure they deliver good governance and get the best out of their Trustee Boards. No previous experience is required, as the course will provide an overview for people who are new to trusteeship and governance as well as a refresher for those who are more experienced.

Strong and effective governance is essential to ensuring charities are able to deliver their purpose and impact. This course will look at the key legal duties and responsibilities of trustees, how these translate in practice to ensure effective governance and how organisations can build sustainable boards to ensure continuity in their governance practices.

What is covered:

- The roles and responsibilities of trustees
- The Charitable Governance Code
- What does good governance look like
- Tools and top tips to assess and improve governance

By the end of this course, you will be able to:

- Define the roles and responsibilities of trustees.
- Consider how to deliver good governance in practice, using tools such as the Charity Governance Code.
- Assess and formulate a plan to improve governance in your charity with a particular reference to building a sustainable board.

CREATING AN ORGANISATIONAL STRATEGY

Suitable for
Senior staff, trustee boards

Duration
1 day

Dates
Tuesday 26 March

Delivery
Online

Bursary Available
No

This course is suitable for those with a responsibility for planning and delivering organisational strategies and plans within an animal rescue. You will look at how to develop your Strategy and supporting Business Plan (or operational plan). It will provide a structured road map and relevant tools to enable you to complete strategic planning in your organisation.

What is covered:

- The purpose and key elements of an organisational strategy
- People and perspectives involved in strategic planning
- Strategic planning tools to develop the strategy and supporting business plan
- Appraisal of strategic options and priorities
- Preparation for implementation (targets, activities, timescales, performance indicators and resource requirements)
- Potential risks of implementation.

By the end of this course, you will be able to:

- Describe the purpose and key elements of an organisational strategy and where it fits with other organisational strategies and plans
- Identify key people and perspectives that need to be involved in the strategic planning process, and how to best involve them
- Use strategic planning tools to develop the strategy and supporting business plan
- Appraise strategic options and decide priorities that best enable your organisation to deliver its mission, vision and objectives
- Prepare an annual plan which sets out targets, activities, timescales, performance indicators and resource requirements Implement the strategy and business plan considering potential risks.

“The course was very informative and also advised how to structure and approach each step of the process to make it less intimidating.”

Zoe Abbotts
General Manager, Street Vet

CREATING A FUNDRAISING STRATEGY

Suitable for

Senior fundraising staff with responsibility for strategy development

Duration

1 day

Dates

Tuesday 21 May

Delivery

Online

Bursary available

No

This course is suitable for those with a responsibility for planning and delivering fundraising strategies within an animal rescue. It will provide a structured road map and relevant tools to enable you to produce and implement a fundraising strategy in your organisation.

What is covered:

- The purpose and key elements of a fundraising strategy
- Strategic planning tools to contextualise the fundraising strategy
- Appraisal of fundraising options and opportunities
- Preparation for implementation (targets, activities, timescales, performance indicators and resource requirements)
- Potential risks of implementation
- Review and monitoring of the fundraising strategy

By the end of this course, you will be able to:

- Describe the purpose and key elements of a fundraising strategy and where it fits with other organisational strategies and plans.
- Use strategic planning tools to contextualise the fundraising strategy, considering both organisational factors and the external environment.
- Appraise fundraising options and opportunities to determine which methodologies are the best fit for your cause, organisation and short-term and long-term priorities.
- Prepare an annual plan which sets out, for each fundraising area, targets, activities, timescales, performance indicators and resource requirements.
- Implement the fundraising strategy, considering potential risks.
- Plan for regular review and monitoring of the fundraising strategy.

DEVELOPING YOUR CASE FOR FUNDRAISING SUPPORT

Suitable for

Fundraising personnel

Duration

1 day

Dates

Thursday 13 June

Delivery

Online

Bursary available

No

The importance to your organisation of a clear, concise and compelling Case for Support is vital to your success in securing donors and supporters. Simply put, telling a compelling story effectively, at the right time and to the right audience will have a huge impact on your ability to engage supporters and raise funds for your charity.

This interactive course will empower participants to develop an inspiring case for support that creates a uniform message about why they are important as an organisation, how they make a difference and what people can do to support or get involved.

What is covered:

- The core case for support
- Crafting your messages
- Telling great stories

By the end of this course, you will be able to:

- Understand the use and importance of a core case for support.
- Build a content plan for your own core case for support.
- Look at, test, and trial different styles and approaches to communicate your messages.
- Consider different uses of the case for support.

“It was an excellent course! I can’t wait to share this knowledge with my colleagues and create our core case for fundraising doc! Thank you so much Battersea for this course.”

Sea Ramanat

Executive Director, Compassionate Paws International

FUNDRAISING THROUGH DIGITAL CHANNELS

Suitable for
Fundraising personnel

Duration
1 day

Dates
Monday 8 July

Delivery
Online

Bursary available
No

Digital channels have never been more important when considering and delivering your fundraising strategy. This course will help rescues to gain a good understanding of how digital channels work and how they can support many of their fundraising methodologies. The course is suitable for fundraisers in your organisation who want to maximise and improve the use of your digital channels to secure funds.

What is covered:

- How to incorporate digital elements into your existing fundraising strategy
- How to approach different digital channels to support different fundraising areas. To include: website, social media, email, text giving, virtual events
- What you will need to have in place to successfully fundraise in the online world

By the end of this course, you will be able to:

- Describe the key elements of digital fundraising and how these can fit into your existing fundraising activities.
- Appraise digital fundraising options and opportunities to determine which methodologies are the best fit for your donors and organisational priorities.
- Prepare a plan which sets out scheduled activity for each digital channel covered.

“The course was very informative and while I was aware of many aspects in isolation, I learnt more about how they fit together and the way in which our supporters view our organisation. Previously, I had only looked at our supporters through the eyes of the organisation.”

Nicola Hardy
Fundraising Manager, Oakwood



MAJOR DONOR FUNDRAISING

Suitable for
Fundraising personnel

Duration
1 day

Dates
Monday 7 October

Delivery
Online

Bursary available
No

This course gives an overview of major donor fundraising and provides delegates with the tools to start a major donor programme in a small charity.

What is covered:

- How to build and nurture relationships with individuals in order to secure investment in your organisation in line with your organisational objectives
- How to identify and secure major individual donors

By the end of this course, you will be able to:

- Identify potential donors both within and outside your current networks.
- Use a range of tools to support donor research in your own organisation, taking into account resource, ethical and legal considerations.
- Develop a donor solicitation plan and prioritise prospects.
- Engage potential major donors to develop their interest in the charity's work.
- Ask a donor for the right gift, at the right time, for the right project, by the right person.
- Close a major gift, including negotiation and agreement.

LEGACY FUNDRAISING

Suitable for
Fundraising personnel

Duration
1 day

Dates
Tuesday 12 November

Delivery
Online

Bursary available
No

The legacy market is experiencing strong growth with the expectation that by 2025 £3.5 billion will be left to charities via legacy giving. An increasing proportion of this is going to small and local organisations with the average value of gifts left in wills each year being £25,000. No matter how large or small, every charity should consider how they can build a legacy income stream. This course introduces legacy giving and provides delegates with the tools to develop the legacy giving programme within their organisation.

What is covered:

- Understanding legacy giving and key terms
- How to identify, prioritise and engage legacy prospects
- Developing your legacy message
- Getting your legacy message out
- Legacy fundraising planning and reviewing

By the end of this course, you will be able to:

- Explain the unique characteristics of legacy fundraising and the benefits to your charity.
- Develop appropriate and effective communications related to legacy giving.
- Comply with relevant legislation and best practice in relation to legacy fundraising.
- Develop a legacy fundraising programme that complements other types of fundraising in your charity.



GRANTS FUNDRAISING – INTRODUCTION

Suitable for

Those with no, or minimal experience of this fundraising stream

Duration

4 hours

Dates

- Monday 4 March
- Wednesday 4 September

Delivery

Online

Bursary available

No

Charitable foundations award £6.5b in grants each year in the UK alone, which accounts for 15% of income in the voluntary sector. This short course is for those who are new to grants fundraising that are looking to move into this space in order to strengthen their income streams. It will go over the basic fundamentals of what a grant is, what the grant-cycle looks like, how to get started identifying and applying for grant opportunities, different types of applications and the basics of putting an application together.

GRANTS FUNDRAISING – ADVANCED

Suitable for

Fundraisers with some experience in grants fundraising

Duration

4 hours

Dates

- Wednesday 6 March
- Friday 6 September

Delivery

Online

Bursary available

No

This short course is for experienced grants fundraisers who would like to enhance their knowledge and skills in order to improve their success rate and get the most out of their partnership with their grant funders. The course will look at how grant funder approaches have evolved in recent years and what they are looking for, how to create a compelling case for funding and effective stewardship in order to ensure that you get the most out of the partnership with your funders.

SECTION FOUR

BITESIZED LEARNING

Finding free time in your busy schedule can be tough, so we offer a range of short learning opportunities covering animal welfare, organisational development and team development and management.



SHORT COURSES

Suitable for

Dependant on session topic

Duration

Up to 2 hours

Delivery

Online

Bursary available

No

Our short courses take place throughout the year and explore one of three themes: animal, human and organisation. Lasting no more than 2 hours, these sessions are delivered by experts from a range of sectors and organisations.

Networking for Introverts

Wednesday 17 January

Working Cats

Wednesday 21 February

Safeguarding

Wednesday 20 March

Dog Adolescence

Wednesday 15 May

Compassion Fatigue

Wednesday 19 June

Dog to Dog Interactions

Wednesday 20 November

INTERNATIONAL DOG & CAT WELFARE CONFERENCE

Suitable for

Any member of staff or volunteer involved with animal welfare

Duration

One day

Dates

Thursday 19 September

Delivery

Online

Bursary available

No

In 2024 Battersea Academy will host its third online conference. The day will be a mix of presentations and panel discussions with opportunities for questions from the audience. As previous years it will be designed to offer topics of interest to a UK and International audience and not only focus on the animals we care for, but also the organisations that do so and the communities they serve.

Registrations will open via Academy Online on Wednesday 1 May.

HERE FOR EVERY DOG AND CAT

CHECK-IN & CHAT: SKILLS SHARE

Suitable for

Dependant on session topic

Duration

90 minutes

Delivery

Online

Bursary available

No

QR Code

We know that learning from likeminded people working across the sector is important and the Check-in & Chat: Skills Share session offers an opportunity to do this in a relaxed setting. Held every two months, subject matter experts from Battersea and other organisations will take questions on a pre-selected topic.

The 90-minute sessions have also grown to be an invaluable opportunity for rescues to seek advice and support, share good news and generally be part of a global community.

Places for all these learning opportunities can be booked via Academy Online. Simply click [here](#) or scan the QR code on the left to be taken to the system, where you can create an account if you don't already have one.

The Year Ahead

Friday 26 January

Engaging with Ambassadors & Advocates

Friday 22 March

Volunteering

Friday 31 May

Community Engagement

Friday 26 July

Topic to be confirmed

Friday 27 September

Topic to be confirmed

Friday 29 November

SECTION FIVE

LOCAL AUTHORITY TRAINING

Local Authorities in England, Scotland and Wales have a legal obligation to provide services for the care of stray dogs, under the 1990 Environmental Protection Act. Battersea Academy offers training to support them with the fulfilment of these duties.



DOG BEHAVIOUR & SAFETY

Suitable for

Local authority animal wardens

Duration

2 days

Dates

Wednesday 5 to
Thursday 6 June

Delivery

Online

Bursary Available

No

The Dog Behaviour and Safety Course is aimed at local authorities that work with dogs and introduces key areas in dog behaviour and managing safety around dogs. This interactive programme will equip animal welfare staff with the skills and knowledge to support them in being able to effectively handle the dogs they encounter.

What is covered:

- Safety around dogs and how to recognise different body language signals
- How to recognise and manage stress and complex behaviours
- The main areas of dog law relevant to your work
- Handling skills and techniques

By the end of this course, you will be able to:

- Describe and demonstrate how to interact with a dog positively, identifying signs of stress and managing these effectively and responsibly.
- Explain what motivates a dog, what resources we can use to encourage dogs to learn and the importance of keeping dogs below threshold when carrying out training work.
- Recognise what the stressors to dogs in the kennel environment are and what enrichment you can do to reduce this stress.
- Describe the basics of dog law and how this affects your work.
- Identify common zoonotic and non-zoonotic illnesses and conditions.
- Describe the safety equipment that can help you in your role and demonstrate how to safely use it.
- Describe a dog's journey through Battersea.

To book this course:

- 1.** Complete the enquiry form on the Battersea Academy website by clicking [here](#).
- 2.** A member of the team will be in touch to confirm how many places you require and the cost for these. As this is a popular course, you may be given a deadline for response.
- 3.** You will be sent a learning agreement to complete on behalf of those attending and asked for a purchase order, if required by your organisation.
- 4.** We will then send you an invoice which should be paid before the course.
- 5.** Cost per person: £300 excluding VAT
- 6.** If the people who are attending require accommodation, then we recommend Premier Inn London Clapham, as this is a five-minute bus ride / 15-minute walk from Battersea's London site.

SECTION SIX

OTHER WAYS TO GET INVOLVED

We believe we can achieve more together than we can alone, so we offer additional ways for rescues and rehoming organisations to grow their knowledge, develop, engage and network through the year.





ANIMAL PARTNERSHIPS

The Animal Partnerships team works with external rescues across the UK providing a range of services:

- Acting as an intermediary between two different rescues, helping with animals that may not be able to come into Battersea, due to location or requirements.
- Working with breed specific rescues, whose facilities are specifically designed for any and all breed traits to rehome dogs that may have arrived at Battersea and require specialist knowledge and support.
- Identifying rural homes, often on farms and stables for under socialised cats for whom a traditional “pet home” isn’t suitable.
- Supporting rescues with their intake by bringing those dogs and cats into Battersea.
- Sending dogs out to working homes when best suited.

If you are a UK rescue interested in knowing more about this aspect of our work, please contact: animalpartners@battersea.org.uk

SOCIAL MEDIA

Battersea Academy has a presence on both Facebook and LinkedIn. Both are used to keep our audiences informed of new and future courses, as well as offering advice and tips and posting relevant news.

The Facebook group has the added benefit of being a ready-made animal welfare support network, with members encouraged to share how they have implemented ideas and techniques learned on Academy courses, as well as any news articles or best practice that they think may be of interest to fellow animal welfare practitioners and organisations.

To find us on either platform, search “Battersea Academy.”

SECTION SEVEN

GRANTS PROGRAMMES

Battersea's Grants and Programmes offers strategic funding and support opportunities to organisations within the animal welfare sector, to advance change, through empowering local partners, so that more dogs and cats can have a better future.

We know that by working together with others, we can have greater impact. The Grants and Programmes Team works collaboratively with colleagues in the Academy to share knowledge and expertise within the sector to ensure we reach and empower as many organisations as possible, both in the UK and internationally.



GRANT PROGRAMMES OVERVIEW

What are the Grants Programmes?

Battersea's Grants and Programmes offers the following programmes:

1. Country Grants Programmes
2. Special Programmes
 - Global Research Programme
 - Learning Exchange Programme
 - Global Enabler Programme

For all Programmes, there is an expectation that individuals will be registered and engaging in learning activities provided by the Academy. For most Programmes, we have a two-step application process consisting of an Expression of Interest followed by a more in-depth proposal.

For the Country Grants Programmes, organisations located and delivering work in the following countries are eligible to apply: United Kingdom, Greece, Cyprus, South Africa, Sri Lanka, and Thailand. All other grant opportunities on offer are open to applicants in any country.

What we will not fund

- Work where there is statutory responsibility to provide funding, although support to government authorities may be necessary where need is demonstrated and funding not available.
- Organisations seeking funding to top up on under-priced contracts or retroactive activity.
- Work where there is significant public funding available or where reserves level has not been justified within the broader context of the organisation and its reserves policy.
- Work where job creation is the primary purpose, rather than the impact on animals.
- Scholarships or tuition assistance for undergraduate or postgraduate studies.
- Religious organisations for religious purposes.
- Party political organisations or election activity, even where animal welfare is a priority of a campaign.

Find out more

More information about Battersea's Grants and Programmes, including detailed information about criteria and the application process, can be found on the [Grants and Programmes website](https://www.battersea.org.uk/grants-and-programmes) or by contacting grants@battersea.org.uk. Information can also be provided in other languages and formats, if needed.



**WE LOOK FORWARD
TO SEEING YOU SOON**

BATTERSEA DOGS & CATS HOME

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Battersea is a charity registered in England
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