



SOI DOG FOUNDATION **CORPORATE PARTNERSHIPS GUIDE**

PARTNERING TO CREATE LASTING CHANGE
FOR DOGS AND CATS ACROSS ASIA



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Corporate partnerships play a key role in helping us reach more vulnerable dogs and cats across Asia. At Soi Dog Foundation, we've seen how businesses can become powerful advocates for animal welfare - supporting vital programmes that create lasting change for both animals and communities. The strongest partnerships are those built on shared values, genuine commitment, and a desire to make a meaningful impact together.

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Louise Rose,
CEO of Soi Dog Foundation



INTRODUCTION

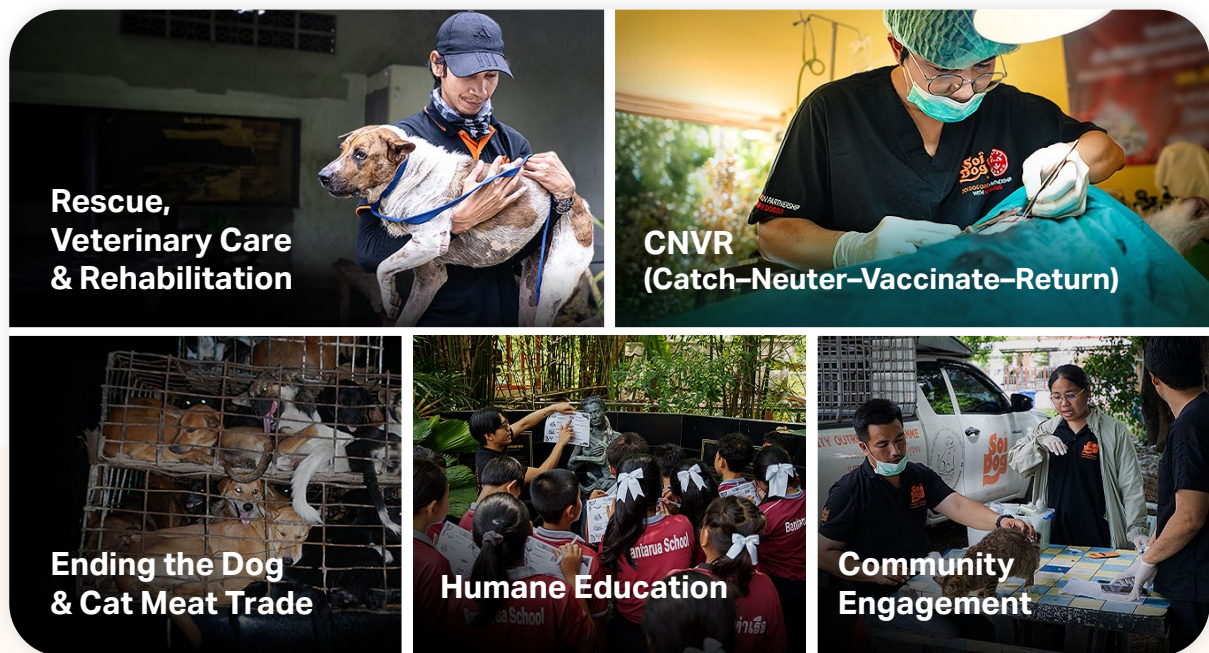
ABOUT SOI DOG FOUNDATION

Soi Dog Foundation was established in 2003 in Phuket, Thailand, to address the growing crisis of stray dogs and cats. At the time, over 70,000 animals were roaming the island without access to care, with numbers continuing to rise due to the lack of spay and neuter programmes.

Today, Soi Dog is a global leader in humane stray population management and animal welfare, delivering large-scale programmes that prevent suffering, provide life-saving medical care, and help animals live healthier, safer lives within their communities.

CORE PROGRAMMES

Our work spans the full spectrum of animal welfare, from prevention and treatment to protecting vulnerable animals and strengthening the communities they live in.



WHY PARTNER WITH US?

Corporate partnerships play a critical role in enabling Soi Dog Foundation to scale its impact. By working together, we can deliver visible, measurable change for animals at scale while aligning your brand with a trusted, internationally recognised animal welfare organisation. Partnerships also provide an opportunity to contribute to meaningful CSR and ESG outcomes, while engaging your employees and audiences through real, impact-led storytelling.

Partnering with Soi Dog Foundation connects your organisation to a proven model of animal welfare that improves the lives of animals while creating meaningful impact across communities.

IMPACT

CNVR PROGRAMME

Protecting animals.
Preventing rabies.



1.7M+

animals sterilised and vaccinated
since 2003

20K+

animals reached
every month

22

mobile clinics

RESCUE, VETERINARY CARE & REHABILITATION

Saving animals in need.



24K+

animals treated
last year

10K+

life-saving surgeries
performed

DOG AND CAT HOSPITALS

Admissions to our hospitals
increased by **4%** in 2025

3,200 cats admitted
to our hospital in 2025

2,200 dogs were admitted
to our dog hospital



ENDING THE DOG AND CAT MEAT TRADE



Safeguarding progress
against the meat trade.



THAILAND:

Trade ended in 2014, with 16,000 animals saved



PHILIPPINES:

Partnership with AKF (2022–2025),
with an estimated 89,000 dogs saved



VIETNAM:

Official partnership with the Hanoi Government
was signed in August 2025 to eliminate the trade,
protect public health against rabies, and support



HUMANE EDUCATION



Changing mindsets
to change minds.

In 2025, we reached over **3,000** children
through our humane education programme,
with **63%** retaining key animal welfare
knowledge.

8

primary schools
engaged in Phuket

In 2024

formal partnership
with Phuket Primary
Education Office

12 lessons

delivered across
six core modules

PARTNERSHIPS CRITERIA

WHO WE WORK WITH

We collaborate with organisations that share our commitment to responsibility, integrity, and compassion. We work with companies that demonstrate strong corporate social responsibility values, operate with transparency and ethical business practices, and are committed to creating meaningful, long-term impact.

As part of our due diligence process, we typically partner with organisations that have been operating for at least one year and whose activities are not in conflict with recognised animal welfare standards.



ALIGNMENT MATTERS

To protect our mission and reputation, all partnerships are carefully reviewed. We prioritise collaborations that advance animal welfare outcomes, reflect positively on both organisations, and create authentic, responsible storytelling opportunities.

WHAT WE VALUE IN PARTNERSHIPS

We value a collaborative and proactive approach, with a shared commitment to impact, transparency, and meaningful engagement with animal welfare.

PARTNERSHIP CATEGORIES

Our partnerships are designed around the level of impact you want to achieve, whether you're supporting a focused programme area or helping to give vulnerable animals a second chance through lasting, large-scale change.

While many of our partnerships are longer-term, we also welcome short-term **collaborations and campaign-based activations**. We are open to working with organisations at different stages of their giving journey, with partnership contributions typically starting from **\$1,000 annually**. Every partnership and contribution, regardless of size, plays a valued role in helping us protect and care for vulnerable animals.

BRONZE

Up to \$19,999

Supporting targeted, high-impact areas of our work, with opportunities for clear and tangible contribution.

SILVER

\$20,000 – \$49,999

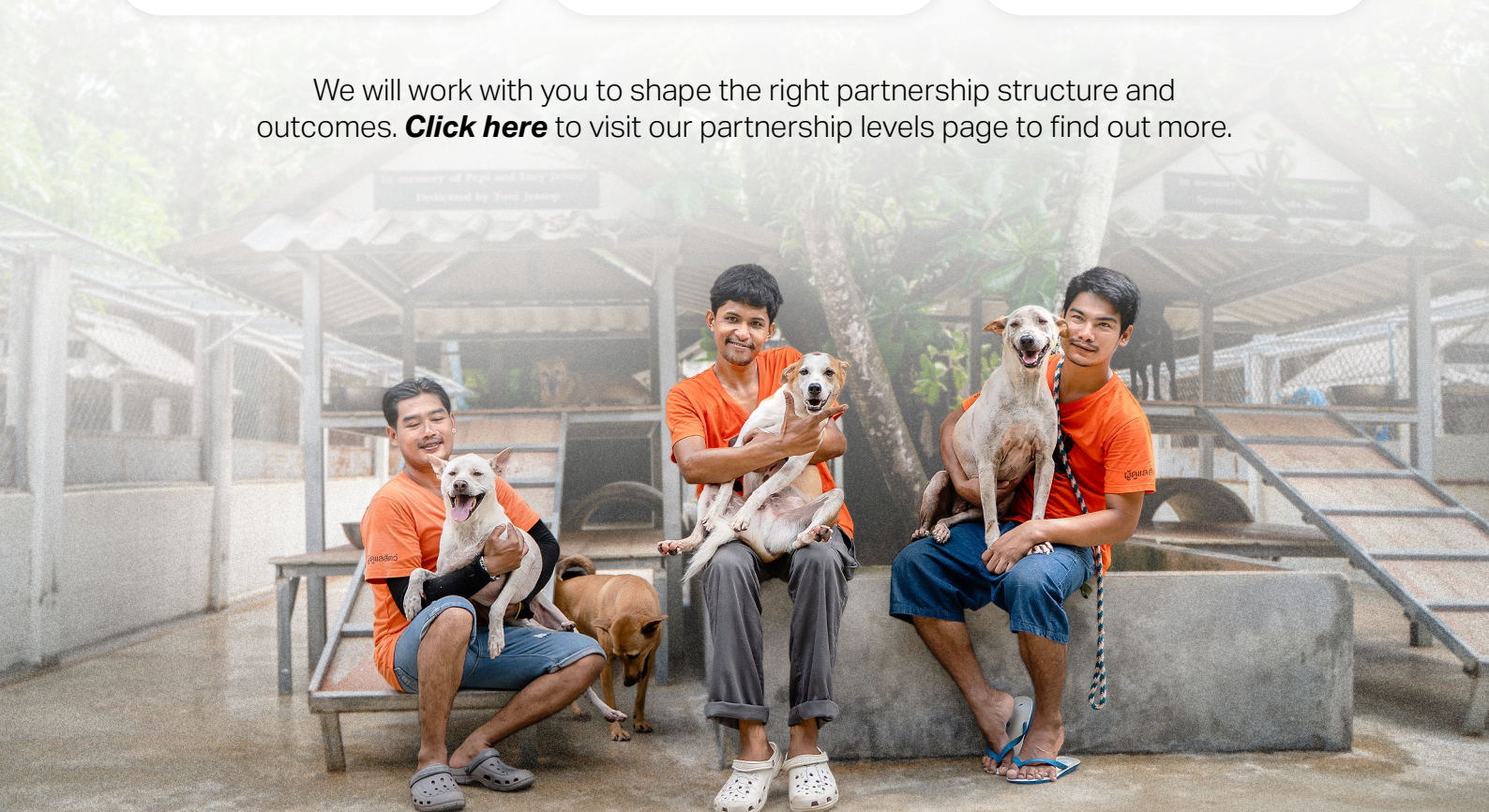
Enabling deeper engagement, with increased visibility and opportunities for storytelling around impact.

GOLD

\$50,000+

Strategic partnerships that drive significant, long-term impact, with tailored collaboration and stronger alignment across brand and programme.

We will work with you to shape the right partnership structure and outcomes. **Click here** to visit our partnership levels page to find out more.

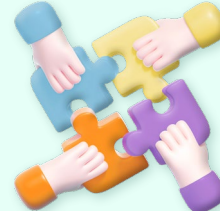


WAYS TO PARTNER WITH US



CAUSE-LED CONSUMER CAMPAIGNS

Link products, promotions, or seasonal campaigns directly to life-saving impact, such as vaccinations, sterilisations, or medical care. These campaigns make it easy for customers to understand how their purchase is making a difference.



STRATEGIC & BESPOKE COLLABORATIONS

Support a specific area of our work, such as community outreach, humane education, or sanctuary and rehabilitation care. This approach provides sustained funding and enables deeper storytelling over time.



PRODUCT LINKED & PACKAGING PARTNERSHIPS

Integrate impact into products, packaging, and point-of-sale materials. This creates visible, credible messaging that connects customers to the cause at the moment of purchase.



PROGRAMME SPONSORSHIP

We work with partners to design tailored collaborations aligned with their priorities. This may include employee engagement, internal campaigns, virtual experiences, and impact-led storytelling that connects teams to real animals and frontline work.



READY TO MAKE **A DIFFERENCE?**

If you're interested in exploring a partnership or would like to learn more,
our team would be delighted to speak with you.

Contact us at: partnerships@soidog.org

Together, we can turn compassion into action.