

SOI DOG

April 2026



post

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

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that
saved
lives**

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The Most
Wonderful Walk
of the Year



www.soidog.org

1.5 MILLION AND COUNTING: A RECAP ON A RECORD YEAR FOR CNVR

Gina Churchill-Straffon

On World Rabies Day, we shared the news that our CNVR (Catch, Neuter, Vaccinate, Return) programme had surpassed an incredible milestone: **1.5 million animals neutered and vaccinated** – and we didn't stop there!

Thanks to your generous support, we closed the year with not one but two more record-breaking achievements:



In December, **24,239** animals were reached – the highest monthly total in 2025.



Throughout 2025, **over 270,000 animals** were neutered and vaccinated.



In our first year, we sterilised and vaccinated less than one thousand dogs and cats, working with volunteer vets and nurses in a single province. Today, we are sterilising over 250,000 dogs and cats per year across Thailand. The world's largest sterilisation project, it reflects what is possible through sustained effort and the unwavering support of a global community committed to ending the suffering of stray animals. ”

John Dalley MBE,
President and Co-founder,
Soi Dog Foundation

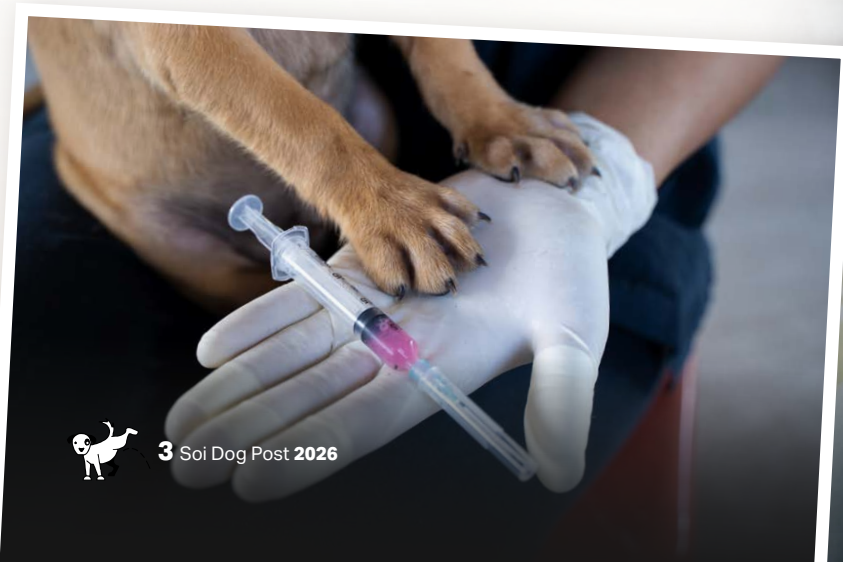




We were also thrilled to see four new teams hit the road. With these latest additions, Soi Dog now operates 21 dedicated mobile teams working tirelessly across more than a third of Thailand's provinces – a powerful step towards improving the lives of stray dogs and cats nationwide.

None of this would be possible without your generous support, alongside the continued funding of our partners at *Dogs Trust* and *Happy Doggo*. As shared in our last **Soi Dog Post**, we were also proud to launch a new partnership with *Battersea*, whose support made our first dedicated feline CNVR programme possible in Phuket and Phang Nga. This initiative has already enabled us to significantly expand our impact, helping to address the growing stray cat population humanely in provinces estimated to be home to over 35,000 cats.

As we look ahead to 2026, we do so with immense gratitude for the support that has brought us this far, and with confidence in what we can achieve together in the years to come.



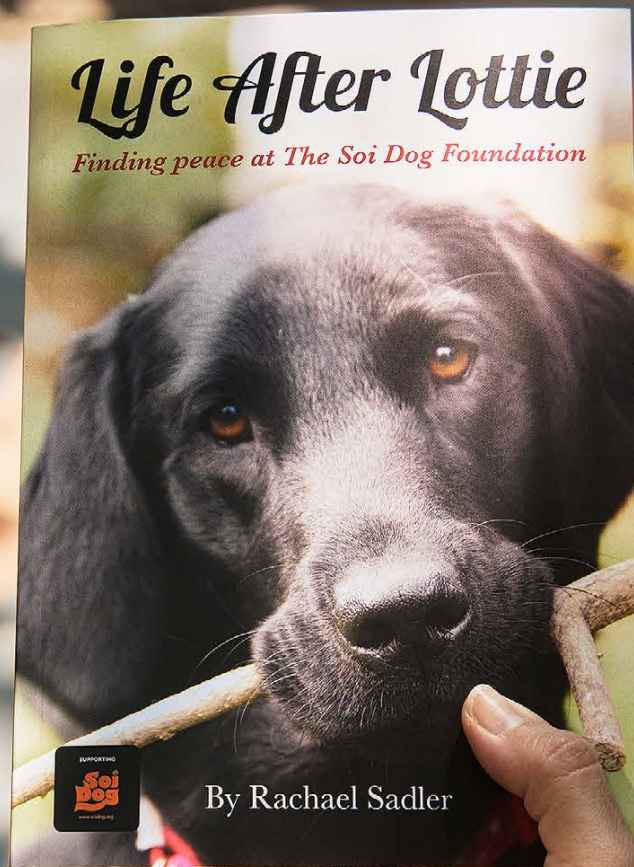
FINDING COMMUNITY AFTER LOSS

FOLLOWING THE LOSS OF HER DOG,
RACHAEL SADLER FOUND RENEWED COMFORT,
PURPOSE, AND A NEW BEGINNING AT
THE GILL DALLEY SANCTUARY.

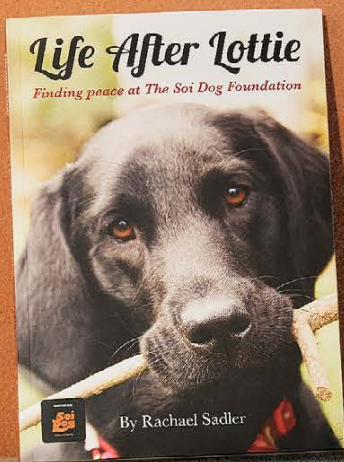
Lauren Taber

For 10 years, Rachael Sadler and her dog Lottie were inseparable.

They would spend long days together filled with gardening and games of catch. These memories only served to deepen the shock that Rachael felt when Lottie suddenly passed away. "I've since been asked how I coped with the grief. The bottom line is, I didn't really," Rachael writes in her memoir, *Life After Lottie: Finding Peace at the Soi Dog Foundation*. "I was a mess. Barely eating, harbouring anger and unrelenting sadness."



Rachael refused to let her story end there. She returned to the Gill Dalley Sanctuary, having previously visited but not yet volunteered. Rather than remaining stuck in her grief, Rachael carried it with her as she opened her heart to new friends – both canine and human. In a place where everyone around her understands how precious the life of each individual dog is, Rachael found peace – and an international community of animal lovers.



With two trips complete, Rachael is spreading the word about the transformative experience of volunteering at Soi Dog. **Her book**, available on Amazon, provides tips for hopeful volunteers alongside her uplifting story. With all profits benefitting the Soi Dog Foundation, you can save lives from the comfort of your favourite reading chair. You can also donate in **honour of a pet** to keep the memory of your loved one alive, as Rachael has done for Lottie.

The loss of a pet can feel isolating. But as part of the Soi Dog family, no one goes through it alone.



Nothing matches the companionship of a dog. When they've gone, they leave such a void in your heart. It's not uncommon. I think pet owners should not feel that they must legitimise the depth of their grief. Just grieve as long as you need to. ”

Rachael Sadler,
Author, Life After Lottie



ADOPTIONS RECAP 2025!

A YEAR OF HAPPY EVER AFTERS
– IN THAILAND AND BEYOND

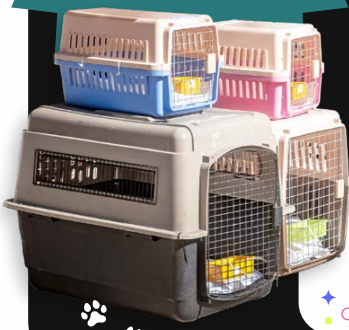
Amy Bryant

2025 had its challenges, but your unwavering support meant lives were changed every single day of the year, and hundreds of animals found the loving homes they deserved.

Here's the dog data and cat stats from another memorable year.

395

animals found loving homes in 2025



270 & **125**
Dogs & Cats

OUR TOP COUNTRIES WERE



1. Thailand (272)



2. USA (78)



3. Germany (20)



4. UK (17)



5. The Netherlands (2)

We also adopted to Japan, Switzerland, France, Monaco and Hungary

OUR LUCKY DOGS AND CATS DEPARTED ON

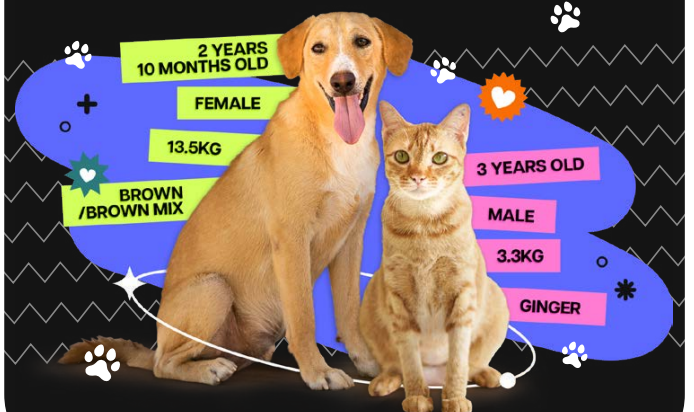
45 international flights



AND TRAVELLED MORE THAN

550,000 kilometres
(342,000 miles)

THE AVERAGE ADOPTED ANIMAL WAS...



OUR **LONGEST-TERM** RESIDENT
TO BE ADOPTED WAS

GRAYSON



AFTER **6 YEARS 6 MONTHS**
AT THE SHELTER

THE SHORTEST STAY WAS JUST **29 DAYS**

THE THEME OF 2025
WAS **BEST
FRIENDS FOREVER**

MAIKEED WAS REUNITED
WITH **IVORIE** IN JAPAN



BASEBALL WAS
REUNITED WITH
MAICO IN GERMANY

IT WAS ALSO
A YEAR OF **FIRSTS**

WE LAUNCHED A BRAND-NEW HOSPICE
FOSTER PROGRAMME FOR CHRONICALLY SICK
AND SENIOR ANIMALS



SO NO ONE IS LEFT BEHIND

**MOST
UNIQUE
NAMES
OF THE
YEAR**

1. Goldenmeow
2. BoostBoost
3. Karrot
4. Weewoo
5. Motor



Whether you adopted or fostered, donated or volunteered, commented or shared – we hope you feel proud of what you helped to achieve. Your impact is felt not only here in Thailand, but in homes around the world.

If you're feeling inspired to adopt in 2026, we'd love to help you find your match. Visit soidog.org/adopt or turn to the next page to meet a few of our adoptable dogs.



ADOPTION CORNER: HUMAN NAMES EDITION

MEET THE NORMALLY NAMED SOI DOGS
LOOKING FOR THEIR FOREVER HOMES

Amy Bryant

While we've become known for the unique names of our animals here at Soi Dog (we're looking at you *Airportlink* and *Nongboatboat*), occasionally our dogs go by something far more familiar...



Estimated age:
6 years

Size: 20kg

Personality:
Adventurous,
confident, friendly

FRED

Fred was brought to Soi Dog after being abandoned by his family when they moved overseas.

Despite his ordeal, Fred has held onto his love of people and will greet everyone he meets on his walks around the shelter. However, he's not such a fan of other dogs and would do best as the only dog in his future home.

If Fred were human, he'd be the class clown – cheeky, goofy, popular and always planning his next escapade or adventure!

ADOPT ME



Estimated age:
3 years

Size: 23kg

Personality:
Confident, friendly,
sociable

NANCY

Nancy was hit by a car when she was just six months old – an incident that has had a lasting impact on her hind legs and hips.

While Nancy might not be your hiking buddy, she will absolutely be your cuddle buddy (and she does still enjoy a good walk!)

If Nancy were human, she'd be the friendly waitress at your favourite restaurant who always greets you with a smile.

Just don't be surprised if a few fries go missing from your order; Nancy is food motivated and fond of a treat!

ADOPT ME



ZELLWEGER

Zellweger was also the victim of a road traffic accident. Sadly, her injuries were more severe, leaving her with weakened hind legs and difficulty controlling her bladder.

If Zellweger were human, she'd be an actress, just like her namesake. Picture her as the main character in a feel-good film – someone who's had a tough life but hasn't let the world harden her.

In true superstar fashion, Zellweger basks in the attention she gets from people, and she shines on her walks – even if they are a little wobbly!

P.S. If you can't adopt, you can still do something amazing for Zellweger by becoming her sponsor [here](#).



Estimated age:
3 years

Size: 12kg

Personality:
Curious, gentle,
playful

ADOPT ME

ASHLEY

Ashley arrived at Soi Dog as a puppy with a severely injured hind leg that had to be amputated.

As is almost always the case with tripods, his amputation hasn't slowed him down one bit!

In fact, if Ashley were human, he'd be the energetic PE teacher who never seems to run out of steam and, thanks to his enormous ears, can hear everything that's happening on the field.

Ashley is now eagerly looking for someone who can match that energy and join his team.



Estimated age:
2 years

Size: 21kg

Personality:
Energetic,
friendly, playful

ADOPT ME



SUPPORT THAT SAVED LIVES

STANDING TOGETHER FOR THAILAND'S ANIMALS DURING THE FLOODS

Gina Churchill-Straffon



In November, severe flooding swept through large parts of Thailand, leaving communities devastated and placing thousands of animals in immediate danger. In some areas, the worst flooding in decades turned streets into rivers, destroyed homes, and cut off access to food, shelter, and veterinary care. For dogs and cats, both owned and living on the streets, survival became uncertain overnight.

Southern Thailand was among the hardest-hit regions. In Hat Yai, flooding on a scale not seen in 300 years affected an estimated 24,000 dogs. Central areas near Bangkok also experienced severe flooding. As the waters surged, many animals were left stranded on rooftops, trapped inside homes, or clinging to broken structures. Cold, hungry, and terrified, countless dogs and cats waited for help. Some were injured, others too weak to move. Families were separated from their pets in the chaos, fearing they had lost them forever.





Soi Dog's rescue officers worked around the clock, searching for any sign of life and delivering essential supplies to evacuation centres and local communities. Alongside emergency rescues, our veterinary teams focused on preventing further suffering by administering vaccines to animals at high risk, treating painful injuries, and providing medication and wound care.



Thanks to the generosity of Soi Dog supporters, **1,345** animals received treatment and vaccinations during the response. Enough food was distributed to feed **2,383** cats and **1,464** dogs for an entire month. Every rescue, every treatment, and every bag of food delivered was made possible because you stood with Thailand's animals when they needed help most. Your compassion saved lives and brought hope in the midst of the crisis. Thank you.



FROM IMPACT TO MOMENTUM: BUILDING A BETTER TOMORROW FOR ANIMALS

Anamika Komath

A CHAPTER CLOSED WITH STRENGTH: THE PHILIPPINES

In July 2022, Soi Dog Foundation began a bold partnership with Animal Kingdom Foundation (AKF) to confront the dog and cat meat trade (DCMT) in the Philippines. That partnership formally concluded in December 2025, culminating in strength, impact, and lasting results.



John Dalley MBE, President and Co-founder of Soi Dog, and Louise Rose, CEO, signing the 2022 partnership agreement with AKF



Together with AKF, we took on operations that were deliberately hidden and notoriously difficult to reach. Through an extraordinary network of community members and dedicated investigators, small but critical underground establishments were uncovered and shut down. What was achieved went beyond even our most hopeful expectations.

Through this partnership:

- ✓ **119 dogs were rescued from harm**
- ✓ **49 dog meat traders were arrested**
- ✓ **44 slaughterhouse raids were carried out**
- ✓ **A total of 89,000 lives were saved**



Behind every number is a life that matters and **67 rescued dogs have gone on to loving homes**. Each one is proof that intervention changes futures.





As this chapter closes, AKF moves forward fully equipped to continue this vital work independently. They do so with the experience, networks, and confidence built through our collaboration. Soi Dog Foundation will proudly continue to support and champion their efforts as animals in the Philippines remain in need of protection.

None of this would have been possible without you. Your compassion helped turn concern into action and action into real, lasting change.



A MESSAGE SEEN AND FELT ACROSS HANOI

In the heart of Hanoi, a new conversation is beginning.

Across some of the city's busiest streets and gathering places, messages about rabies prevention, community safety, and the protection of dogs and cats are now part of daily life. Displayed on large public screens, they invite residents and visitors alike to pause and reflect on the kind of city Hanoi is becoming.

Since 19 January, these messages have appeared at Tràng Tiền Plaza beside Hoàn Kiếm Lake, one of the most visited areas in the capital, and across more than 100 LED screens in office buildings and commercial centres throughout Ba Đình and Hoàn Kiếm wards. Together, they reach an estimated 2.6 million people each day, including local families and international visitors during the peak holiday season.

This public awareness campaign forms part of a city approved rabies prevention initiative, implemented across 14 priority wards. Its focus is clear and constructive. Raising awareness. Encouraging voluntary behaviour change. Reducing practices that pose risks to public health. The approach centres on education, advocacy, and livelihood transition, with the shared goal of safer and healthier communities.



At the heart of this work is a simple truth. Animal welfare and human health are closely connected.



The trade, transport, and slaughter of dogs and cats remain one of the biggest barriers to eliminating rabies. By addressing these practices through humane, public health focused solutions, we can protect both animals and people. ”

Rahul Sehgal,
*Director of International Communications,
Soi Dog Foundation Vietnam*



Local partners share this vision. *Duyen Bui*, Director of SBCC (Social and Behaviour Change Communication) Vietnam, has emphasised that a modern and sustainable city depends on a safe living environment and animal friendly practices rooted in civic pride and community responsibility.

As Vietnam works towards the goal of zero human rabies deaths by 2030, Hanoi's approach reflects a city ready to align compassion, public health, and long-term progress. It is a model built on cooperation and care, and one that strengthens Hanoi's image as a safe and welcoming capital for future generations.

This is how change begins. Quietly. Publicly. Together.



WHEN **THE CALLS** KEEP COMING

Anamika Komath

There is a moment that happens again and again at Soi Dog.

A phone rings. A message comes through. Someone says, "There is a dog here. Please help."

Over the past few months, those moments have multiplied at a pace we have never seen before. Rescue calls have surged not only from Phuket, but from across Thailand. From roadsides, canals, construction sites, flood zones, and villages thousands of kilometres away. From people standing beside injured animals who do not know what else to do.

In 2025, Soi Dog treated **24,125 animals**, a six percent increase from the year before. These numbers cannot capture the fear in an animal that has already been waiting too long, or the urgency of deciding how fast help can arrive.

What they do show is this. More animals than ever needed help. And Soi Dog showed up. Many of them are here today because someone cared enough to ask, and because supporters made it possible for us to say yes.



DAISY

Daisy had been wandering in an unfamiliar area for two weeks when someone noticed the wound on her back and realised she had been burned with boiling water.

She received emergency care at Soi Dog's mobile clinic before being transferred to our hospital in Phuket. Her injuries could be treated, but Daisy was terrified. For weeks, she would not let anyone touch her.

Working closely with the behaviour team, Daisy slowly showed signs of change. She started trusting people. She began going on walks.

Today, Daisy is learning what it means to feel safe and to truly enjoy life.



ELLATARN

Blind, small, and senior, Ellatarn was found while the water was still rising.

She had fallen into a canal during the floods and could not climb out. She stood there frightened and confused, with no way to understand what was happening. She would not have survived much longer on her own.

Ellatarn was rescued just in time. She now lives at the sanctuary where she is deeply loved and will never be abandoned again.





TUNGNEUNG

By the time help arrived, Tungneung had been trapped for five days.

Locals found him near an asphalt tank, unable to move. His body was stuck deep in hardened asphalt. They called for help, and our team responded immediately.

It took rescue officers hours to free him. Veterinarians and nurses worked alongside them, knowing one wrong move could cause more harm. Only once he was safely out could the slow work of removing the asphalt begin.

Freeing Tungneung took time, care, and people who refused to give up.

He is safe now. No longer invisible.

DABBY

The floods in Songkhla destroyed everything.

After the water tore through Hat Yai city, our team found three-month-old Dabby alone on the roadside. There was no sign of her mother or her siblings. Just a tiny puppy left behind in the aftermath. Leaving her there was not an option.

Dabby is growing stronger every day and learning what it feels like to be cared for. We watch her play and remember how close she came to being lost in the storm.





AND WHY WE KEEP GOING

Every dog who arrives at the Gill Dalley Sanctuary comes from a moment that could have ended very differently. Fear and pain are their past. Safety and love are their future.

What changes that future is not one person or one rescue. It is a community. It is the people who call. The teams who go. And the supporters who make it all possible.

Because of you, frightened dogs learn to trust. Injured dogs heal. Old dogs find comfort. Puppies grow up knowing they are loved.

Thank you for giving these dogs the lives they deserve.



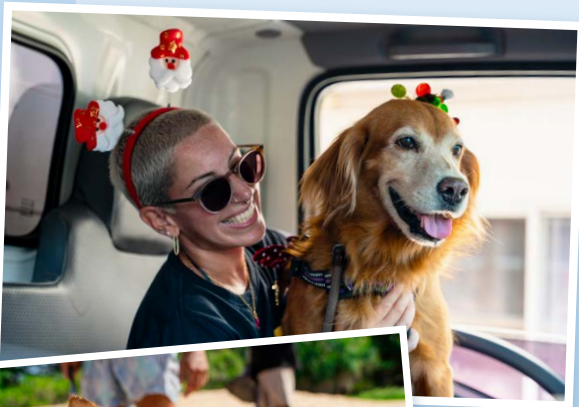
THE MOST WONDERFUL WALK OF THE YEAR: SANDY PAWS EDITION

Thais Gasperini

The festive season may be behind us, but it certainly left its paw print on our hearts.



This year, all our dogs made it onto Santa Paws' good boys and girls list – and for 53 lucky souls, that came with a little extra magic. Swapping their usual routines for a change of scenery by the sea, dogs and volunteers came together on the soft sands of Mai Khao Beach in Phuket for our annual festive beach walk.



Golden Retriever *Harmony* fully embraced her role as passenger princess in the truck leading the group to the beach. For blind dog *Namtardang*, it was an experience meant to be felt rather than seen. She took her time, guided by the sand beneath her paws and the steady rhythm of the waves rolling in and out. *Snowman's* day was just as special. Named for the season but new to it, he enjoyed his very first festive outing after a long stay at the shelter, taking it all in with calm curiosity.



Just when it felt like the day couldn't get any better, *Chow Pet Foods* stepped in with a festive surprise. Christmas-themed treats passed from hand to paw, earning instant approval from the dogs and wrapping up the walk on a sweet, well-deserved note.

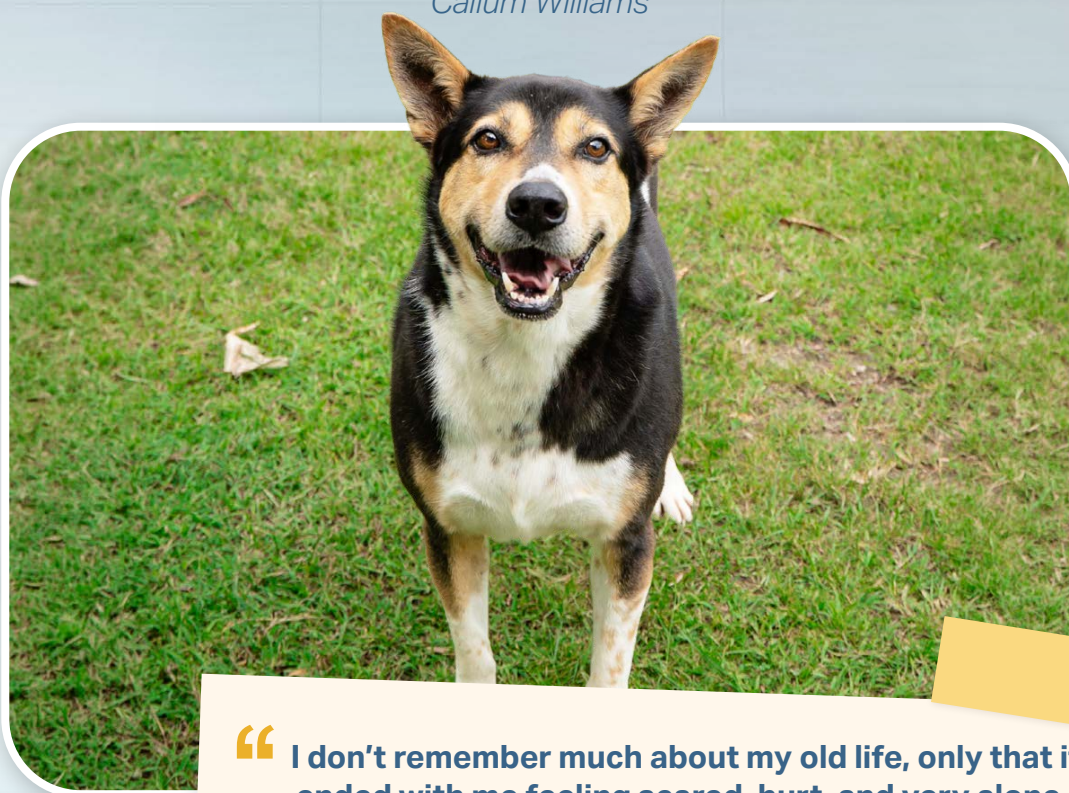
Days like this are only possible thanks to people like you. Your support helps create joyful memories for dogs whose lives haven't always been easy. If you'd like to be part of moments like these, during the festive season or at any time of year, we'd love to welcome you to the Gill Dalley Sanctuary in Phuket. And if you're curious to learn more about volunteering, [click here](#) to find out how to get involved.



SPONSORSHIP CORNER: BE SOMEONE'S FAVOURITE HUMAN

INTRODUCING TONGHYANG AND EKANS, THE NEW
FACES OF SOI DOG'S SPONSORSHIP PROGRAMME

Callum Williams



“ I don't remember much about my old life, only that it ended with me feeling scared, hurt, and very alone.

While trying to survive, I was badly injured, left with a deep and painful wound on my left hind leg. Thankfully, kind people found me and brought me to Soi Dog, where I received the urgent care I needed.

Now I have a safe place to call home. Life at the sanctuary is great, and every day I'm learning just how kind the world can be. ”

TONGHYANG

Estimated Age: 6 years

Gender: Male

Favorite Activity:

Playing fetch...with absolutely no intention of returning the ball

SPONSOR ME





“ **I once had a family, until one day I found myself left hungry and alone.** Kind neighbours helped me to survive, but when I was badly injured, they called Soi Dog.

A painful cut on my back became infected and life-threatening. So now, to keep my wound protected, you'll see me wearing an assortment of dresses. It's turned me into a bit of a celebrity around the sanctuary, but I secretly love the extra attention! ”

EKANS

Estimated Age: 6 years

Gender: Female

Favorite Activity:

Rocking her ever-growing collection of outfits

SPONSOR ME

YOUR SPONSORSHIP CHANGES LIVES

Sponsoring a Soi Dog animal like *Tonghyang* and *Ekans* is a heartfelt way to show your love for a furry friend in need. Your sponsorship helps ensure that every animal at the sanctuary receives the expert care they need, and secures a future filled with kindness and comfort.

Throughout the year, you'll receive special updates and photos from your chosen sponsor animal, so you can share in their journey and see how your kindness shapes their everyday life.

To sponsor *Tonghyang* or *Ekans*, or one of our other incredible animals, visit soidog.org/sponsor



THE SOI DOG SILLIES

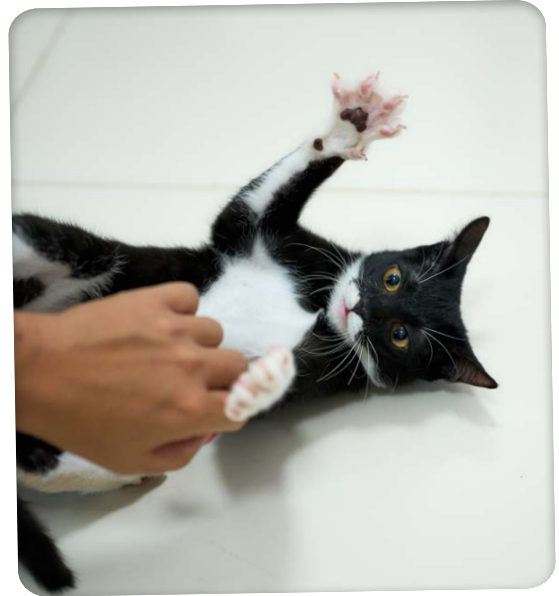
Vanessa Jakoby



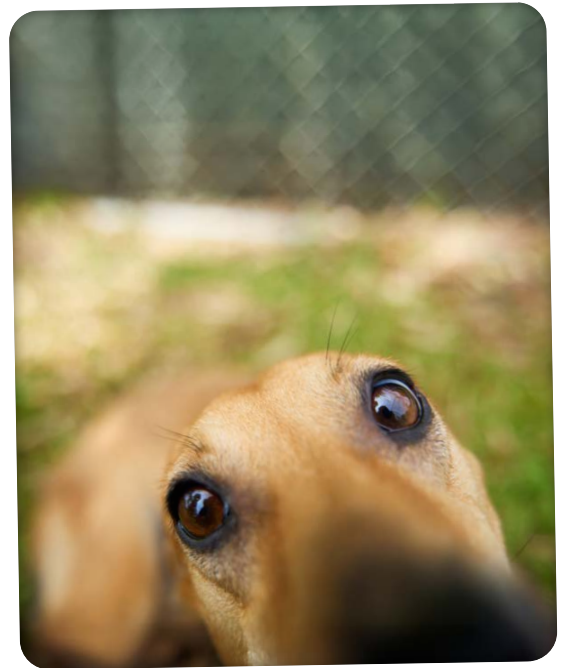
"When you laugh at your friend's same joke for the 27th time"



"Zero personal space. Zero regrets"



"You may pet the tummy... at your own risk"



"Are you eating? Without me??"





"Trying to act normal after barking at nothing..."



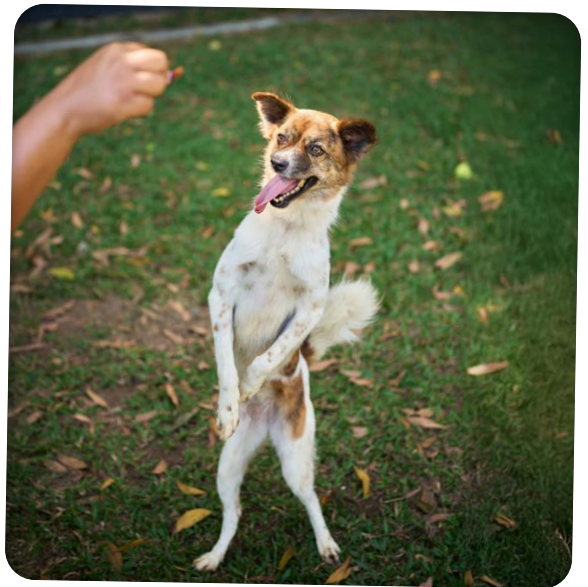
"When your chaos gets witnessed"



"I promise I'm excited... aggressively"



"Hi yes, one tuna latte please"



"I run this office, and the humans just don't know it yet"



"Stretching like nobody's watching... oh wait"



YOUR KINDNESS IN ACTION:

There are many simple ways you can make a difference to Thailand's street dogs and cats

BUY A VIRTUAL GIFT

Whatever you're celebrating, we've got you covered. Gift tasty treats or life-saving vaccinations to our furry residents, and your loved one will receive a personal thank you message from our pack to yours.

Visit soidog.org/gifts



BECOME A CORPORATE SUPPORTER

Looking for a meaningful way to show your brand's commitment to social impact? Become a corporate sponsor and create a partnership that makes a real difference. Brands like *Fetch Coffee* have done just that by naming a product after one of our rescue dogs,

donating \$1 from every sale. These collaborations drive awareness, strengthen customer loyalty, and directly support our life-saving work. Contact us to explore partnership opportunities.

Email partnerships@soidog.org



PLAY FOR PAWS

Supporters in the UK can **join our weekly lottery**.

Every week there is a prize up for grabs including the top prize of £25,000. Every £1 ticket supports the care of street dogs and cats at the sanctuary.

Visit soidog.affinitylottery.org.uk



A GIFT IN YOUR WILL

Leave a lasting legacy for animals in need by including a gift in your will. A simple pledge today can help ensure generations of rescued pups receive love, care, and protection.

For supporters in the USA, you can create your will for free using *FreeWill*, an easy online tool that helps you plan in minutes at no cost. Your kindness today can change lives tomorrow.

Visit soidog.org/legacy

GIVE YOUR VEHICLE NEW PURPOSE

Transform your unwanted vehicle into vital care for animals, by donating it through one of our partner organisations. Both offer free collection nationwide, handle all paperwork, and ensure your donation is tax-deductible.

CARS (Charitable Adult Rides and Services) operates in the USA and accepts all motorized vehicles - from cars to boats.



Giveacar, in the UK, accepts cars, vans, motorbikes, and caravans in any condition.



Your vehicle's value, whether through auction or scrap, will directly support our care of Aisa's street dogs and cats.



JOIN THE PACK

LOOK GOOD.
DO GOOD.

Shop sustainable streetwear inspired by Thailand's stray dogs and cats. Every purchase helps fund rescue, medical care, and second chances.

SHOP NOW



soidogstore.com



Soi Dog
www.soidog.org