

Family Business Pledges 50% of Profits to Animal Welfare Charities

Small firm Home & Roost raised over £2k for animal charities on Black Friday 2020. This year they are aiming higher and looking for charity nominations now.

RAMSGATE, KENT, UNITED KINGDOM, November 2, 2021 /EINPresswire.com/ -- Kent small business [Home & Roost](#) and their customers raised over £2000 for animal welfare charities over the Black Friday weekend in 2020. This year they are aiming higher and looking for nominations of charities in need of help now.

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At Home & Roost, we are lucky to work with animal lovers and animals every day. Being able to give back to those in most need each Black Friday is a real privilege. We are so excited about the event.”

Alan Brimm, Director, Home & Roost

Family firm Home & Roost handcraft solid wood pet and wildlife homes at their workshops near Ramsgate in Kent.

“All businesses know that we are nothing without our customers. “ said Director Alan Brimm “And here at Home and Roost we have two sets of customers: our human customers and the animals we make homes for.”

“Last year we decided that over Black Friday weekend we would focus on helping our animal customers, by donating 10% of all sales revenue to animal welfare charities instead of offering discounts.”

The weekend was a huge success and despite offering no discounts the company had their best sales weekend on record and were able to donate over £2000 to animal welfare charities.

“This year we are upping the stakes and pledging 50% of all profits from the Black Friday Weekend 26 - 29 November, to animal welfare charities,” said Alan.

Home and Roost ask the public to decide which charities will receive donations.

Last year more than 1500 people nominated charities and donations went to five worthy winners:

Beloved Rabbits - who rescue and rehome rabbits in central Scotland.

Brent Lodge Wildlife Hospital - who rescue and care for wild birds and large and small mammals in Sussex.

Cats Protection - who have rehomed 1.5 million in their 90-year history.

Cavy Corner - who rescue, care for and rehome guinea pigs in the Doncaster area

Newent Hedgehog Rescue - who rescue and care for hedgehogs in Gloucestershire.

Nominations for this year's charities are now open. Home and Roost are asking for nominations for local animal welfare charities that could benefit from a donation.

"At Home and Roost we are lucky to be able to work with animal lovers and animals every day." said Alan
"And being able to give back to those in most need each Black Friday is a special privilege. We are very excited about the event."

You can nominate your local animal welfare charity [using this form](#), or visit www.homeandroost.co.uk/black-friday-50-donations

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Home and Roost hand craft homes for pets and wildlife