



## **GOODWOOF ANNOUNCES WILD AT HEART FOUNDATION AS 2025 CHARITY PARTNER**

- Wild at Heart Foundation is the official charity partner of Goodwoof 2025
- Charity's mission is to compassionately reduce the world's 200 million stray dog population
- Fundraising will take place in advance of and across the event which takes place on Saturday 17 & Sunday 18 May 2025

Goodwoof is delighted to be working with [Wild at Heart Foundation](#) at this year's celebration of all things dog which will take place at the Goodwood Estate on Saturday 17 and Sunday 18 May 2025. Fundraising for the charity will run across a number of activities at the popular dog event, including the annually anticipated Barkitecture kennel design competition, judged by Kevin McCloud MBE.

Wild at Heart Foundation was founded by celebrated international florist, Nikki Tibbles. The charity works closely with global project partners to facilitate sterilisation, education, and welfare programmes to help reduce the number of stray dogs worldwide.

She says, "A staggering 75% of the global dog population are strays, and sterilisation remains the single most effective and compassionate method of controlling this population. Wild at Heart Foundation wants to end their suffering and improve the wellbeing of vulnerable stray dogs, to make real and lasting change, and to help abandoned and unloved dogs receive the care they deserve."

"We believe that every dog deserves the chance to live a healthy, happy life, free from the threat of pain, suffering, cruelty, or neglect. We champion compassion and collaboration and strongly believe that there is power in kindness and community."

Wild at Heart Foundation has three mission pillars: Sterilisation, Welfare and Education. They say that without intervention, one female dog and her litter of puppies could result in 67,000 more homeless dogs living on the streets in just six years. To date, the Foundation has sterilised over 32,000 dogs as part of its global programme. The charity also provides vital welfare financial support to their global project partners to provide vaccinations, urgent medical care and food for stray dogs helping them to thrive, rather than just survive. They fund international awareness campaigns to highlight the plight of stray dogs and to promote high-welfare standards, changing attitudes and behaviours towards dogs so that they are respected and treated with kindness within their communities.

During the Goodwoof event, the charity plan to raise awareness of their work and fundraise from a vibrant village location on the showground which will feature talks from Wild At Heart Foundation's celebrity ambassadors, seek out the most heart-warming rescue dog stories for award-giving, host a Kindness Café and stage activities for children and adults to enjoy, and much more.

The Duke of Richmond said, "We are very much looking forward to working with Wild at Heart Foundation as our charity partner at this year's Goodwoof. The event is a celebration of all that we love about dogs, and we of course feel very strongly about the welfare of dogs around the world. With the generosity of our customers and Partners, we are hoping to raise a significant amount of money to help fund Wild at Heart Foundation's essential practical and educational projects."

Nikki Tibbles, Founder of Wild at Heart Foundation said, "Being selected as the charity partner for Goodwoof this year fills my heart with immense joy and gratitude. It's a chance to unite with fellow dog lovers who share our commitment to alleviating the suffering of and reducing the stray dog population, as well as celebrating the incredible bond we share with our canine companions."

-ENDS-

#### **Notes to Editors:**

**Goodwoof, Saturday 17 & Sunday 18 May 2025.**

#### **Tickets**

Tickets for Goodwoof are now on sale and can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0)1243 755055. All dogs and children aged 12 and under go free and there is a half-price Young Person's ticket for those aged between 13 and 21. All activities across the event are included in the ticket price.

Customers can choose to donate to Wild at Heart Foundation when purchasing their ticket for the event.

#### **Contact**

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For all other press enquiries please contact: [media@goodwood.com](mailto:media@goodwood.com)

Imagery and news from Goodwood are available from [Press & Media Site](#).

Stay up to date with all future announcement and on-event activation across our social channels:

[Facebook](#) | [Instagram](#) | [TikTok](#)

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### **Media accreditation**

Media accreditation for Goodwoof is now open <https://media.goodwood.com/accreditations/>

### **About Goodwoof**

Goodwoof is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 17 and Sunday 18 May 2025. The event offers a wide range of activities and demonstrations designed to delight, entertain, and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Radox Studio with a spot of sound bathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

For more information, go to [www.goodwood.com/goodwoof](http://www.goodwood.com/goodwoof)

### **About Wild at Heart Foundation**

Founded in 2015 by award-winning international florist Nikki Tibbles, Wild at Heart Foundation is a non-profit organization dedicated to improving the lives of stray and homeless dogs worldwide. Through collaborations with local shelters, rescue groups, and community outreach, the Foundation has sterilised and improved the welfare of over 32,000 dogs. Now celebrating its 10-year anniversary, the charity's mission focuses on three core pillars: sterilisation, welfare, and education; aimed at alleviating the suffering of abandoned and vulnerable dogs. The Foundation also supports welfare and educational initiatives within the UK.

For more information, go to [www.wildatheartfoundation.org](http://www.wildatheartfoundation.org) / [@wild\\_at\\_heart\\_foundation](https://www.instagram.com/wild_at_heart_foundation)