




M.A.D for Dogs CIC

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.

Signed on behalf of:

M.A.D for Dogs CIC

Signed: 
Name: Rachel Birt & Eryn Martyn-Godfrey
Position: Founder/Director & Director
Date: 21/07/21



The Armed Forces Covenant

An Enduring Covenant Between

The People of the United Kingdom
Her Majesty's Government

– and –

All those who serve or have served in the Armed Forces of the Crown

And their Families

The first duty of Government is the defence of the realm. Our Armed Forces fulfil that responsibility on behalf of the Government, sacrificing some civilian freedoms, facing danger and, sometimes, suffering serious injury or death as a result of their duty. Families also play a vital role in supporting the operational effectiveness of our Armed Forces. In return, the whole nation has a moral obligation to the members of the Naval Service, the Army and the Royal Air Force, together with their families. They deserve our respect and support, and fair treatment.

Those who serve in the Armed Forces, whether Regular or Reserve, those who have served in the past, and their families, should face no disadvantage compared to other citizens in the provision of public and commercial services. Special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

This obligation involves the whole of society: it includes voluntary and charitable bodies, private organisations, and the actions of individuals in supporting the Armed Forces. Recognising those who have performed military duty unites the country and demonstrates the value of their contribution. This has no greater expression than in upholding this Covenant.

Section 1: Principles of the Armed Forces Covenant

1.1 We **M.A.D for Dogs CIC** will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- *no member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen*
- *In some circumstances special treatment may be appropriate especially for the injured or bereaved.*

Section 2: Demonstrating our Commitment

2.1 We recognise the value serving personnel, reservists, veterans and military families bring to our business and to our country. We will seek to uphold the principles of the Armed Forces Covenant, by:

- **Promoting the Armed Forces:**

Promoting our work, activities and events through our own digital and social media channels as well as working with the press.

Publishing our Covenant pledges on a dedicated Covenant page on our website.

Promoting the fact that we are an Armed Forces friendly organisation, to our customers, suppliers and the wider public.

- **Veterans:**

We work with Veteran's who have PTSD and have dogs who support them, by creating a place for them and their dogs to relax, reboot and recharge, we aim to roll this out into as many Veteran Hubs as possible. Our projects will be built by Veteran's for Veteran's. We will also advertise vacancies when we have them through Career Transition Partnership (CTP), as well as advertising widely in the Armed Forces community, to ensure employment opportunities are made available to veterans.

Welcoming Applications from and guaranteeing interviews with veterans who meet the criteria in the job specification.

We recognise the wide reaching military skills and qualifications and will continue to do so within our recruitment and selection process.

- **Service Spouses & Partners:**

Supporting the employment of Service spouses and partners by welcoming applications from spouses/partners who meet the criteria in the job specifications as our business grows and the projects develop.

Partnering with and advertising vacancies on Forces Families Jobs and Recruit for Spouses, as well as advertising widely within the Armed Forces community.

Endeavouring to offer flexibility in granting leave for service spouses and partners before, during and after a partner's deployment.

- **Reserves:**

When we are able to take on employees, we will support those who are already members of the Reserve Force.

Granting 5 days unpaid leave to the Reservists for annual Reserve Forces training and when we are able to take on staff, we will offer an additional 10 days paid leave to the reservist.

Supporting any mobilisations and deployment

- **Cadet Organisations:**

Supporting our employees who are volunteer leaders in military cadet organisations.

Granting additional 5 days unpaid leave to the leave to attend annual training camps and courses.

Supporting local military cadet units.

Recognising the benefits of employing cadets/ex-cadets within the workforce.

- **National Events:**

Supporting Armed Forces Day, Reserves Day, the Poppy Appeal Day and Remembrance activities.

- **Armed Forces Charities:**

Supporting Armed Forces charities with fundraising and supporting staff who volunteer to assist.

- **Commercial Support:**

Offering a 20% discount off our products and services to members of the Armed Forces community and advertising this through the Defence Discount Services.

- **Any additional commitments the company wishes to make:**

2.2 We will publicise these commitments through our literature and/or on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.