

Taking action for animal welfare: zooplus employees lend a helping hand to the Rosenheim Animal Welfare Association

Munich/Rosenheim, 07 May, 2026 – Many animal shelters and animal welfare organizations in Germany are currently facing growing financial pressure. A particularly striking example is the Rosenheim Animal Welfare Association, which has found itself in a situation that threatens its very existence due to a sharp rise in costs for food, veterinary care, and energy, and has publicly drawn attention to its dire financial situation.

The association is now receiving support from zooplus, among others: In addition to a generous donation package – consisting of a cash donation of €18,428.25 as well as physical donations such as pet food, cat litter, and scratching posts – the company also got involved through hands-on efforts on site. This is made possible in part by the internal zooplus program **zooCares**, which gives employees the opportunity to dedicate a full workday to social projects as part of a Social Day.

On May 6, **Jonas Schultheiss**, Chief Marketing & Sales Officer at zooplus, not only presented a donation on behalf of the company to **Andrea Thomas**, President of the Rosenheim Animal Welfare Association, but more than 15 zooplus employees also volunteered in Rosenheim to help the association with its day-to-day operations. They took on various projects that benefit both the infrastructure and the well-being of the animals.

“The tremendous willingness to help shown by our zooplus community and our own team demonstrates just how much we can achieve together,” said **Jonas Schultheiss, CMSO at zooplus**. “Initiatives like the one in Rosenheim are a central part of our responsibility: We want to provide financial support on the one hand, and get personally involved on the other, thereby making a lasting contribution to animal welfare.”

After the donation was handed over and a brief orientation was held, zooplus employees rolled up their sleeves on May 6: Among other things, they built a raised garden bed out of pallets, which will allow the shelter to grow its own vegetables for small animals and reptiles. Another project focused on improving the outdoor areas for the cats: existing climbing structures were inspected and supplemented with new suspension bridges. Stability and safety were the top priorities here, to provide the animals with additional opportunities for exercise and shelter. Hard work was also underway at the dog run. In addition to basic maintenance tasks, such as filling in holes in the grass and mowing the lawn, the training course was revamped. Existing obstacles were repaired and new elements were added to the course.

Through a combination of financial support, material donations, and active involvement, zooplus demonstrates how companies can provide comprehensive support to animal welfare organizations – not just in the short term, but by creating lasting value for animals and local facilities.

After a one-time registration, animal welfare organizations and animal shelters benefit from a permanent 10% discount on orders of €79 or more through the zooplus Animal Welfare Program. Furthermore, animal shelters can apply themselves or be nominated by animal lovers to be included in the zooplus donation program.

We are always available to answer questions or accommodate interview requests and appreciate your interest in supporting the Rosenheim Animal Welfare Association.



About zooplus:

Since 1999, zooplus has been a pioneer in e-commerce for pet supplies, serving millions of pet owners with an ever-growing range of nutrition and lifestyle products, its own premium food and accessory brands, as well as expert advice, practical services and loyalty programs. Committed to the vision of "Celebrating Pet Love Every Day" and driven by a passion for innovation, zooplus has set itself the goal of setting the industry standard for smart, personalized shopping. zooplus operates local online shops in more than 30 European countries and is headquartered in Munich. For more information, visit corporate.zooplus.com, the zooplus.de shop page, or [LinkedIn](#).

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