# Will Young turns his advocacy into action with a dog rescue mission and purpose-led dog food brand



Will Young, the singer-songwriter renowned for his music and lifelong advocacy for rescue dogs, has embarked on a new mission beyond the stage. Rather than performing, he is delivering pet food to rescue centres across the UK as part of the Miraculous Meals Road Trip. Miraculous Meals is a dog food brand co-founded by Young, which pledges to donate 50% of its profits to dog rescue centres nationwide. This initiative addresses the growing dog rescue crisis afflicting the UK due to overbreeding after lockdown, soaring living costs, and declining adoption rates—factors that have pushed many rescue centres to full capacity.

A notable stop on the tour was Hope Rescue in Llanharan, South Wales, where thousands of meals were donated to support dogs in need. Will Young expressed his deep commitment, stating: "It’s heartbreaking to see rescue centres under such strain, which is why we created Miraculous Meals, to turn something as simple as feeding your dog into a lifeline for others." He highlighted his pride in raising awareness and helping the dedicated teams giving rescue dogs their second chance.

Hope Rescue, a leading charity founded in 2005, is dedicated to saving stray, abandoned, and vulnerable dogs across South Wales. The organisation works closely with local authorities to support all stray dogs, regardless of age, breed, or medical condition. CEO Vanessa Wadden described the donation from Miraculous Meals as "a huge relief at a time when costs are spiralling and demand for our help has never been greater," noting it would feed every dog in their care for a significant period.

Further emphasising his dedication, Young has also been named the first ever celebrity ambassador for Hope Rescue. The charity welcomed his involvement, citing his kindness, generosity, and genuine passion for animal welfare as invaluable assets in promoting responsible dog ownership and enhancing rescue and rehoming efforts.

Miraculous Meals' approach reflects a new model in charitable giving through commerce. By donating half of its profits to rescue centres such as Birmingham Dogs Home and others across the UK, the brand aims to put tangible resources into the hands of organisations burdened by the ongoing crisis. Industry insiders note that the post-lockdown surge in puppy overbreeding, combined with economic pressures, has left many centres stretched thin, facing unprecedented demand for care and housing of these animals.

Will Young's transition from music icon to co-founder of a purpose-led dog food company symbolises a broader movement among public figures to leverage their platforms for social good. His direct involvement in the charity sector, particularly with Hope Rescue and other welfare organisations, helps shine a light on the hidden challenges facing UK dog rescues today and calls on the public to contribute through mindful consumer choices.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss), [[4]](https://www.expressandstar.com/your-world/2025/05/21/will-young-joins-purpose-led-dog-food-brand-miraculous-meals-as-co-founder-to-help-tackle-the-uk-dog-rescue-crisis/), [[6]](https://www.petgazette.biz/219350-will-young-joins-miraculous-meals-as-co-founder/), [[7]](https://www.wales247.co.uk/will-young-steps-into-new-role-to-help-tackle-the-welsh-dog-rescue-crisis)
* Paragraph 2 – [[1]](https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss), [[2]](https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss), [[4]](https://www.expressandstar.com/your-world/2025/05/21/will-young-joins-purpose-led-dog-food-brand-miraculous-meals-as-co-founder-to-help-tackle-the-uk-dog-rescue-crisis/), [[6]](https://www.petgazette.biz/219350-will-young-joins-miraculous-meals-as-co-founder/)
* Paragraph 3 – [[1]](https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss), [[2]](https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss), [[5]](https://www.hoperescue.org.uk/what-we-do)
* Paragraph 4 – [[3]](https://nation.cymru/news/will-young-joins-hope-rescue-as-first-ever-ambassador/)
* Paragraph 5 – [[4]](https://www.expressandstar.com/your-world/2025/05/21/will-young-joins-purpose-led-dog-food-brand-miraculous-meals-as-co-founder-to-help-tackle-the-uk-dog-rescue-crisis/), [[6]](https://www.petgazette.biz/219350-will-young-joins-miraculous-meals-as-co-founder/)
* Paragraph 6 – [[1]](https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss), [[3]](https://nation.cymru/news/will-young-joins-hope-rescue-as-first-ever-ambassador/), [[4]](https://www.expressandstar.com/your-world/2025/05/21/will-young-joins-purpose-led-dog-food-brand-miraculous-meals-as-co-founder-to-help-tackle-the-uk-dog-rescue-crisis/), [[7]](https://www.wales247.co.uk/will-young-steps-into-new-role-to-help-tackle-the-welsh-dog-rescue-crisis)

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## Bibliography

1. <https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss> - Please view link - unable to able to access data
2. <https://www.southwalesargus.co.uk/news/25442583.will-young-visit-hope-rescue-pontyclun-uk-tour/?ref=rss> - Will Young, singer and co-founder of Miraculous Meals, is delivering pet food to rescue centres across the UK as part of the Miraculous Meals Road Trip. The tour includes a stop at Hope Rescue in Llanharan, where thousands of meals will be donated to support dogs in need. Young expressed his pride in supporting rescue centres and raising awareness for dogs deserving a second chance. Vanessa Wadden, CEO at Hope Rescue, highlighted the relief the donation brings amid rising costs and increasing demand for their services.
3. <https://nation.cymru/news/will-young-joins-hope-rescue-as-first-ever-ambassador/> - Will Young has been announced as the first celebrity ambassador for Hope Rescue, a charity dedicated to saving stray, abandoned, and vulnerable dogs in South Wales. As a passionate advocate for animal welfare, Young aims to raise awareness of the charity’s work, promote responsible dog ownership, and support rescue and rehoming efforts. Hope Rescue expressed their excitement in having Young onboard, noting his kindness, generosity, and genuine passion for animal welfare.
4. <https://www.expressandstar.com/your-world/2025/05/21/will-young-joins-purpose-led-dog-food-brand-miraculous-meals-as-co-founder-to-help-tackle-the-uk-dog-rescue-crisis/> - Will Young has joined Miraculous Meals as co-founder, a dog food brand that donates 50% of its profits to UK dog rescue centres, including Birmingham Dogs Home. The UK is facing a severe rescue crisis due to factors like overbreeding, rising living costs, and declining adoption rates, leading to rescue centres operating at capacity. Young's involvement aims to raise awareness and support for the crisis, encouraging dog owners to make a difference through their purchases.
5. <https://www.hoperescue.org.uk/what-we-do> - Hope Rescue is a leading dog welfare charity in South Wales, dedicated to saving the lives of stray, abandoned, and unwanted dogs. Since 2005, they have given a second chance to thousands of dogs from their facilities in Rhondda Cynon Taf. The charity commits to taking all stray dogs from six local authorities, irrespective of age, breed, or medical condition, and works closely with local authorities to support them with stray dogs and those seized from low welfare or illegal breeders.
6. <https://www.petgazette.biz/219350-will-young-joins-miraculous-meals-as-co-founder/> - Will Young, singer-songwriter and lifelong champion for rescue dogs, has stepped into a new role as co-founder at Miraculous Meals, the dog food brand which donates 50% of all profits to UK dog rescue centres, to help tackle the UK dog rescue crisis. The UK is facing a severe and growing rescue crisis that few are talking about. A perfect storm of post-lockdown overbreeding, rising living costs, and plummeting adoption rates has left rescue centres at capacity and struggling to cope with the number of dogs in need.
7. <https://www.wales247.co.uk/will-young-steps-into-new-role-to-help-tackle-the-welsh-dog-rescue-crisis> - Will Young, a lifelong champion for rescue dogs and rescue dog owner himself, has announced he has joined Miraculous Meals—the dog food brand which donates 50% of all profits to UK dog rescue centres—as Co-Founder to help tackle the UK dog rescue crisis. The UK is facing a severe and growing rescue crisis that few are talking about. A perfect storm of post-lockdown overbreeding, rising living costs, and plummeting adoption rates has left rescue centres at capacity and struggling to cope with the number of dogs in need.