



# Global Review 2015





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**Wild and free:** An adult male lion on the plains of the Masai Mara national reserve in Kenya. Wildlife should be left in the wild and not cruelly used and exploited for entertainment.  
Andy Rouse/naturepl.com

**About the cover:**

**Emergency action:** Disaster team vet Juan Carlos Murillo vaccinates a goat in Atacoma, Chile, to protect it from disease after flooding affected the region.

# Moving the world in numbers

## This year we...

### Rescued

10

bears in Pakistan from bear baiting abuse and took them to our Balkasar sanctuary

### Removed

92 tonnes

of life-threatening ghost fishing gear from global shores with our partners Surfers against Sewage

### Gave

56,000

sows in Brazil better lives by helping farms switch from using individual stalls to group housing methods

### Educated

70 million

people in Vietnam about the horrendous cruelty of the bear bile industry with our public service announcements

### Inspired more than

185,000

people to become 'Boto Guardians' to protect botos – pink Amazonian river dolphins – and stop them being used as fishing bait

### Persuaded

88

travel companies to stop selling or promoting elephant rides and shows

### Vaccinated

416,577

dogs against rabies

### Helped

1,433,727

animals affected by disasters

Started working with farms in Thailand on an exciting project expected to improve the lives of

135 million

chickens by the end of 2016

**Looking forward:** Tero, a bear once used for baiting, enjoys Balkasar, the sanctuary we help fund with our partner the Bioresource Research Centre of Pakistan.



# We are delighted to share how we have moved the world for animals this year

## Protecting animals in communities

The enormous impact we can have became very clear during the 'Global elimination of rabies: the time is now' conference in December. Here, the World Health Organization (WHO), the World Organisation for Animal Health (OIE) and the Food and Agriculture Organization of the United Nations (FAO) committed to ending dog-mediated rabies by 2030.

This was a huge moment for us. Evidence of our mass dog vaccination programme successes with our government partners prompted the conference to make humane solutions, rather than dog culls, part of its global rabies elimination plan. This result and our presence as the only animal welfare and protection organisation encapsulate how we work with international partners to catalyse change.

## Protecting animals in the wild

During the year the unacceptable pain and suffering inflicted upon the world's wildlife was flung into the spotlight through the horrific hunting and killing of Cecil the lion.

We responded quickly and authoritatively to condemn the tourist entertainments that are killing our precious wild animals. Hundreds of thousands of outraged people and many travel companies were moved to support our **Wildlife – Not entertainers** campaign.

## Protecting animals in disasters

We pride ourselves on giving hands-on help to animals when natural disasters turn their worlds upside down. We responded to 12 different disasters in 10 countries during 2015, including Vanuatu after Cyclone Pam devastated the island nation in March. Here our team saved animals from injury, disease and starvation and brought hope to their distraught owners.

Uniquely, we also work at a global level to protect animals from disasters and in 2015 we achieved an incredible milestone. After two years of our campaigning work, the UN formally recognised the importance of protecting livestock from disasters in the Sendai Framework for Disaster Risk Reduction 2015–2030. The implications of this world-moving decision are enormous and will prevent the deaths and unimaginable suffering of millions of animals.

### Protecting animals in farming

We also took great steps forward for farm animals this year. Our global partnership with Nestlé, launched in 2014, is benefitting millions and not just those hens in the Nestlé supply chain. The company's commitment to stop using eggs from chickens farmed in barren battery cages in North America encourages other companies to follow suit. Such decisions fill us with optimism. It means all hens in North America could be laying their eggs free from cages in the very near future.

### Protecting animals together

We sincerely appreciate the generous support of our many donors and partners around the world. We hope you will find our Global Review 2015 an inspiring tribute to the trust you have placed in us and the impact you are helping us achieve. Together we are making a world of difference.

### Protecting our future

Responsibility for the oversight of our global work for animals lies with our board of trustees. In 2015 they looked to the future – reviewing and enhancing their own effectiveness and that of our organisation generally to ensure World Animal Protection's long-term governance is of the highest possible standard.

**Paul Baldwin**

Chair

**Steve McIvor**

Chief executive



Paul Baldwin



Steve McIvor

### Board of trustees (who are directors for Companies Act purposes)

**Mr Paul Baldwin (Chair w.e.f. 9 March 2016)**

**Mr Mark Watts (President until 9 March 2016)**

**Mr Dominique Bellemare**

**Ms Nesta Hatendi (Deputy Chair w.e.f. 9 March 2016)**

**Ms Sarah Ireland (appointed 9 May 2016)**

**Dr Chinny Krishna (resigned 1 June 2016)**

**Ms Christine Lloyd (appointed 9 May 2016)**

**Mr Carter Luke**

**Ms Hanja Maij-Weggen (resigned 20 October 2015)**

**Ms Marcelle Meredith (retired 1 June 2016)**

**Ms Mwikali Muthiani (appointed 9 May 2016)**

**Mr Joseph Nhan-O'Reilly**

**Ms Cecilia Vega Leon (retired 1 June 2016)**

### World Animal Protection global leadership

**Steve McIvor**

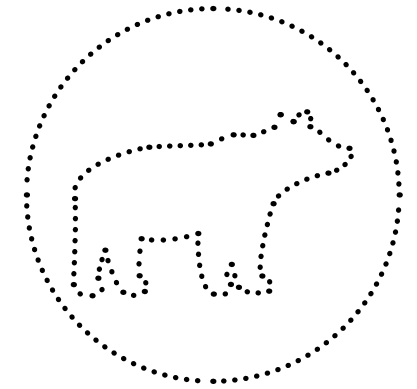
Chief executive

(Appointed in September 2015)

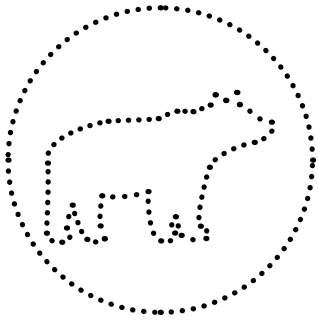




**Not for riding:** Wild Asian elephant,  
Udawalawe National Park, Sri Lanka.



# Protecting animals in the wild



“We stopped offering elephant rides last year because we believe that all animals should have a good life and that we have a duty to protect them.

We are continuing to work with World Animal Protection on an animal welfare code of conduct for all of our itineraries. We know this is the best way to ensure that we improve the lives of animals everywhere we travel.”

**Donna Lawrence, responsible travel and brand manager for World Expeditions**

**Their lives are continually under threat...  
Many are simply used and abused for entertainment...**

On land and sea our planet’s wild animals are threatened with cruelty and exploitation. Snatched from their natural habitats, they are traded, often bred and brutally ‘trained’ to become entertainers and pets. Others may be killed for their body parts.

Millions of marine animals die from injury and drowning every year – victims of tonnes of abandoned and lost fishing gear increasingly filling our oceans.

We are working to end their suffering – moving governments, businesses and people worldwide to protect wild animals and keep them in the wild where they belong.

## In 2015 we...

**Exposed the holiday horrors** of wild animals, including elephants, lions, dolphins, tigers and bears, being cruelly used for entertainment.

Our hard-hitting **Wildlife – Not entertainers** campaign, coupled with pressure from our supporters, led to 88 travel companies committing to no longer selling or promoting elephant rides to their clients.

**Told the real story** behind the seemingly harmless tourist activities of walking with lions and cub stroking in Africa. Our report – Breeding cruelty – how tourism is killing Africa’s lions, launched after the shooting of Zimbabwe’s Cecil the lion, revealed the unacceptable exploitation and violence lions endure for entertainment. Within 48 hours, 24,101 people had joined our movement to keep wild animals in the wild.

**Harnessed the power** of 248,226 supporters to press Thomas Cook, one of the world’s largest and best-known travel companies, to stop selling and promoting elephant rides. Our Facebook posts about this company and why they should stop the rides reached more than 500,000 people. We will continue to work with Thomas Cook to stop the rides.

**Understood more about the global scale of wildlife entertainment through research** undertaken for us by the University of Oxford. This research also highlighted how positive TripAdvisor reviews posted by unwitting tourists are encouraging people to visit some of the world’s cruellest wildlife entertainments.

**Rescued 10 bears** from cruel and illegal bear baiting in Pakistan and gave them safe haven in our Balkasar Sanctuary. We supported seven of their owners to find different ways of making a living after they handed over their bears to us. And religious leaders in 201 mosques were encouraged to raise the issue of bear baiting in their Friday prayers.

**Tackled the problem** of millions of marine animals being killed and injured in lost and abandoned fishing gear by launching the Global Ghost Gear Initiative (GGGI). This alliance of government, fishing industry, business and NGO representatives is committed to finding solutions to the issue.

**Developed sea changing** partnerships with national and local groups dedicated to saving animals from marine entanglement. With them we removed a massive 92 tonnes of ghost gear, including nets, lines and lobster pots, from the world’s seas and coastlines.

**Pioneered a sea lion disentanglement** and treatment rescue method with the Alaska Department of Fish and Game. This can now be used by governments and wildlife groups worldwide to rescue seals and sea lions trapped in ghost gear. It was introduced at a rescue workshop we funded for marine mammal experts worldwide.

**Pressed the United Nations** to incorporate the ghost gear problem into its fisheries policies. We successfully made our case to 11 UN ambassadors and the UN’s Division for Ocean Affairs and the Law of the Sea at our New York event. These links have given us a voice on future UN resolutions regarding sustainable fisheries – key to addressing the ghost gear problem.

**Launched our Amazon community education campaign** to protect the region’s pink river dolphins – botos – from being cruelly killed for bait to catch Piracatinga fish. We also introduced local people to responsible boto-watching tourism projects that are boosting Amazon community economies. The Brazilian government introduced a five-year ban on Piracatinga fishing in January and we are supporting communities to find other ways of making their living.

**“Our collaboration with World Animal Protection has enabled vital and original research. It reveals the conservation and animal welfare concerns associated with the use of wild animals in tourist attractions across the world.**

**“This has led to the publication of a peer-reviewed paper that has informed the development of strategies to help protect wild animals.”**

Professor David Macdonald, professor of wildlife conservation and director of the Wildlife Conservation Research Unit (WildCRU), University of Oxford

## Spotlight

# Changing lives



“Max was always chained to the railings near Peles Castle in Sinaia. The railings had buckled because he was so huge and had been leaning on them for years.

“He was blind, most likely because his aggressive owner had beaten him since he was a cub to get him to behave for tourists. I was determined we would rescue him.”

**Victor Watkins, wildlife advisor, World Animal Protection**

### Main image

**Close companions:** Former captive bears enjoying the freedom of the Romanian sanctuary.

### Far right

**Wildlife protector:** Victor Watkins, has saved wild animals from harm since 1992.

For 35 years our wildlife advisor, zoologist Victor Watkins, has helped change the lives of wild animals worldwide. Since 1992 he has led the way in saving hundreds of bears like Max from horrific cruelty and exploitation. His efforts are behind bear sanctuaries we have developed and supported in Greece, Turkey, India, Thailand, Pakistan and Romania.

Max was one of the first bears Victor and Cristina Lapis, the dynamic director of our partner Asociația Milioane de Prieteni (AMP), brought to the Romanian Bear Sanctuary in 2006. He now spends his days peacefully in his large enclosure enjoying its trees, pools and his own den.

### Celebrating success

Set near the town of Zarnesti, in 69 hectares among the lakes and trees of the Carpathian mountains, the Romanian Bear Sanctuary celebrated

10 incredible years of success in 2015.

Under the direction of Cristina Lapis it is a beacon of animal welfare and protection in Romania – a safe haven for bears confiscated from zoos and tourist entertainments. Through Victor’s expertise it has become a respected model of good practice for experts working in bear rescue and rehabilitation worldwide.

### Building matters

But such success does not come easily. Building a properly run bear sanctuary and arranging the confiscation of bears kept and treated illegally is a huge undertaking, says Victor.

“First, you have to identify the need. In Romania we initially found 50 bears that had endured the most appalling treatment from when they were tiny cubs.

“Their mental and physical injuries meant they could never be returned to the wild.”

“And so we needed somewhere to care for them. This meant convincing the local authorities to give land and then planning permission for the sanctuary.”

Cristina and Victor also had to persuade the government to confiscate illegally kept bears. “Sanctuaries cannot confiscate on their own. You need the authority of the police,” he explains.

Since 2005 more than 80 bears have been confiscated, four in 2015, and around 10 more are targeted for rescue in 2016.

### Planning the future

Today, the sanctuary is expertly run by AMP with running costs still partly funded through your support, but the aim is for AMP to become self-sufficient.



## Looking forward In 2016 we will...

“With all of our bear sanctuaries we have always empowered our local partners to eventually fund the running costs of the projects themselves. And for the past two years we have been working with AMP to do just that. A big part of this funding comes from the entrance fees charged through their rapidly expanding visitor programme,” explains Victor.

Visitor numbers are expected to reach 30,000 in 2016 – 24,720 people visited in 2015. This includes thousands of school children and their teachers.

“The Romanian people love their sanctuary... Everyone comes away with a better idea of what they can do to protect Romania’s remaining 6,000 wild bears and their environment. And they learn about other animal welfare issues too. I’m proud that it really has become a living classroom,” says Victor.

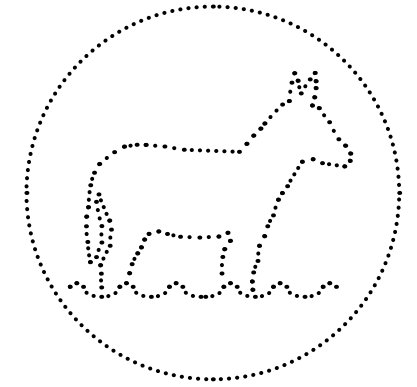
**Mobilise** a further 250,000 people across the world to take meaningful actions to keep wild animals wild – and not entertainers.

**Encourage** travel companies who no longer promote and sell cruel wildlife entertainments to work with us developing animal-friendly solutions that appeal to tourists and benefit local communities.

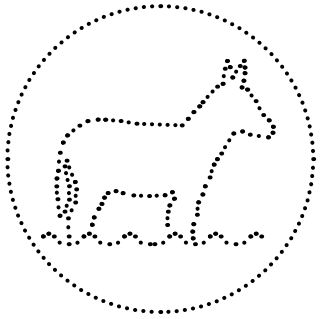
**Drive forward** the innovative Global Ghost Gear Initiative that we founded. We’re uniting the fishing industry, governments, international organisations and NGOs to create and use solutions that will save millions of marine animals.



**Help needed:** When the Calbuco volcano erupted in Chile many dogs lost their homes and were searching for food in the debris. We stepped in to help.



# Protecting animals in disasters



“People had faith that we would do something to lighten their pain... We were a ray of hope. I couldn’t break down. I had to do my best to help as much as I could...”

“And the most amazing part was that World Animal Protection was working to help the affected animals.”

“Our team was the first to reach some of the worst affected areas and treat animals suffering since the earthquake.”

**Uday Singh Karki, Kathmandu veterinary volunteer**

## **Animals are comfort, security, livelihoods...They help rebuild futures...**

More than 40 million animal lives are threatened annually by natural disasters like floods, droughts, earthquakes and cyclones.

Our highly trained teams travel to devastated communities where they relieve animal suffering and give distraught owners hope.

We also give animals a voice before disasters even happen, convincing governments and humanitarian organisations to include their protection in emergency planning and responses. Educating and training vulnerable communities to prepare to protect their animals from natural catastrophes is another vital part of our work.



## In 2015 we...

**Saved 1,433,727 animals from death, injury and starvation** in 10 countries through direct, hands-on action with governments and international partners. These included the International Federation of the Red Cross and the Red Crescent (IFRC) and the Kenyan Veterinary Service.

**Took our lifesaving aid to Vanuatu** after Cyclone Pam tore through the country in March. Our vets worked quickly, treating badly injured animals and those at risk of disease. We also supplied emergency feed for 30,010 animals including pigs, goats and poultry.

With our help, Vanuatu communities are now cyclone-proofing their lives with locally made, storm-proof animal shelters.

They are also using new technology for cyclone alerts and education. This includes a unique cyclone preparation and warning animation DVD.

**Created a global first** when, after two years of our campaigning work, the UN formally recognised the importance of protecting animals from disasters. Animal protection is now a firm part of the Sendai Framework for Disaster Risk Reduction 2015–2030. This world-moving decision is expected to prevent the deaths and unimaginable suffering of millions of animals.

**Protected 263,321 animals** in Kenya by vaccinating them against deadly Rift Valley Fever and rabies. These vaccinations are part of our project with the University of Nairobi and the Kenyan government to help local owners prepare to protect their animals from El Niño. El Niño is creating weather patterns causing serious flooding to Kenya and putting animals at serious risk of disease.

**Helped thousands of animals suffering in two separate disasters in Chile.** Our teams worked day and night to save cattle, goats, pigs, horses and pets after severe flooding swept through the normally dry Atacama region in March. And then in April, the Calbuco volcano in Chile's Los Lagos region showered farmland with poisonous ash. Altogether, we protected 35,826 animals by providing emergency feed and veterinary treatment. We trained farmers in basic veterinary care too.

**Celebrated the Costa Rican government's** landmark recognition to protect animals in disasters through their National Risk Management Policy 2016–2030.

We were delighted to be involved in the policy's development throughout 2015. Similar work with New Zealand's government resulted in animal protection and welfare becoming part of the country's National Civil Defence and Emergency Management Plan in December.

**Set up teams of veterinary volunteers and veterinary camps** to work in Nepal's ravaged landscape after the horrific earthquakes of April and May. We took emergency treatment to more than 27,000 animals and brought comfort to their grateful owners in the earthquakes' aftermath.

**Worked innovatively with the Mexican Red Cross** in Tabasco to help people protect their animals and families from flooding that regularly devastates their land and crops. Through our pilot project we have helped local families develop solutions such as aquaponic farming systems to deal with the food and animal feed shortages. These systems, which we hope will ultimately be used throughout the region, combine hydroponics – water-only crop growing systems – and aquaculture (fish farming). The fish waste nourishes hydroponically grown crops like mixed herbs and vegetables.



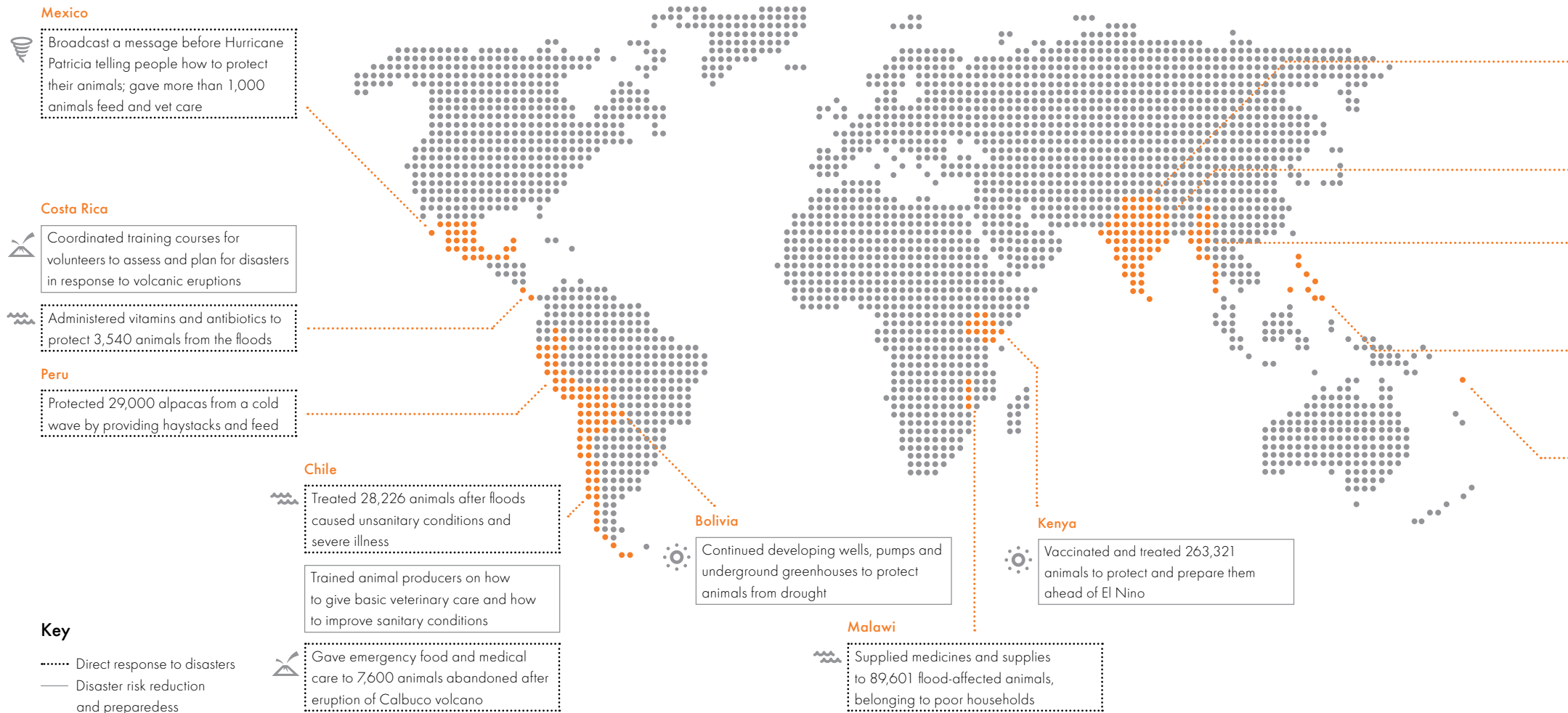
## Looking forward In 2016 we will...

**Continue** to work with international humanitarian and development organisations, including the IFRC and the UN, to ensure global progress is made in preventing the deaths and suffering of animals during disasters.

**Support** the governments of India, Mexico and Kenya to include animal welfare in their national emergency plans.

**Take** our lifesaving aid to where it is needed most. By 2020 we expect to have saved 5 million animals from suffering.

# Moving the world



### Nepal



Helped 27,000 animals in distress through our mobile vet camps following the earthquake

### India



Supplied medicine to Veterinary Emergency Response Units to treat 10,417 flood-affected animals

### Myanmar



Provided feed, lick blocks and medicine to help 15,300 animals suffering in the floods

### Philippines



Continued working with communities to develop action plans to protect animals against typhoons

### Vanuatu



Delivered emergency food and aid to 30,010 sick and starving animals in the wake of Cyclone Pam

Built community shelters and delivered veterinary response training to help people prepare for future disasters

## In their own words

These are just some of our team members who work so hard to protect animals from disasters. Generous support from our donors means we can employ 18 full time staff in six countries – Costa Rica, Kenya, India, Thailand, Canada and the UK. They help communities worldwide prepare to protect their animals and are also ready to help at a moment's notice when disasters actually strike.



**“Including animal protection risk planning in Costa Rican government policy, brings us closer to a world where everyone can have their pet or livestock protected from disasters”**

Eugenia Morales, risk reduction manager for Latin America and the Caribbean

**“In these times animals are vital to people’s survival and so many had been killed but they were coming together to share food and taking opportunities to make the best of it...”**

Steven Clegg, disaster operations manager for Asia Pacific

**“Every time we deploy to a big disaster I prepare myself mentally to see some very upsetting and challenging scenes. But nothing could have really prepared me for Nepal. I was determined to do whatever I could to help.”**

Nartisorn Pholperm, disaster management project manager, Asia Pacific

**“After the volcano, food was scarce, chickens were eating ash – a death sentence. Hungry dogs were beginning to kill goats, lambs and cats. Without our help animals would have starved to death or been shot.”**

Sergio Vasquez, disaster response officer for Latin America and the Caribbean

**“Many suffered, their livelihoods were devastated. Through these vaccinations we’ve stopped Rift Valley Fever in its tracks, saving the lives of thousands and protecting animals from death.”**

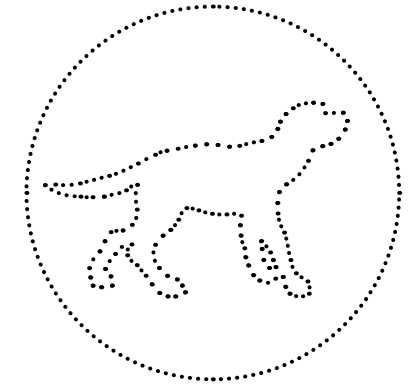
Dr Judy Kimaru, disaster operations manager for Africa

**“Getting animal protection included in the Sendai Framework is an incredible achievement – we’re really moving the world to take animal protection seriously.”**

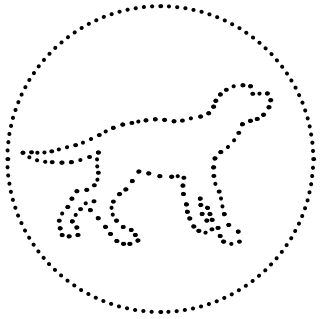
Rosemary Forest, disaster project coordinator, International.



**Gentle touch:** Kaosar Mondol and his four family dogs. All were vaccinated through our project in Bangladesh.



# Protecting animals in communities



“We should prioritise dogs like any other animal – like livestock... As we prepare food there should be enough for the dog too, and water, routine vaccinations and treatment in case of sickness. We just need to see to it that people give their dogs more attention.”

Stephen Maithya Musyoki, community member, Kilaani, Kathonzwi, Kenya

**They are valued and loved as companions and pets... Yet many endure senseless pain and distress.**

Countless dogs are needlessly killed each year in cruel and ineffective attempts to control rabies.

Since 2011 we have tackled their suffering head on.

We are giving dogs worldwide better lives; convincing and educating governments and people about the benefits of rabies control through humane dog population management.

Our mass vaccination and education projects are providing inspiring examples showing other countries how dogs and people can be protected and rabies stemmed.

## In 2015 we...

**Vaccinated 416,577** dogs against rabies through our projects in Bangladesh, China, Indonesia, Kenya, Sierra Leone and Tanzania.

**Focused on our work** in Kenya's Makueni county, helping the government in its mission to make the country rabies free by 2030. Last year Kenya became the first African nation to adopt a nationwide rabies elimination strategy.

During 2015 we carried out a dog census in Makueni and surveyed people's attitudes to dogs, responsible pet ownership and rabies. This information is vital in helping us target vaccination and education programmes appropriately. So far 16,332 dogs have been vaccinated against the disease.

**Pushed forward our mass dog vaccination** programme in Bangladesh by funding eight veterinary consultants. Thanks to their hard work all local authority leaders in eight districts have agreed not to cull dogs. And in January alone 22,484 dogs were vaccinated in just one district.

**Protected 85,281 dogs against rabies** in our three Chinese pilot sites. This was the third round of vaccinations since 2012 when our work started with China's Centre for Animal Disease Control (CADC). We expect that the pilot projects will be used to help CADC develop national guidelines for rabies control and protect the country's dogs on a huge scale.

And our Indonesian vaccination programme went from strength to strength in 2015 with 250,863 dogs vaccinated in Flores and Lembata and 35,384 on Nias.

**Launched the 5 Keys for the Prevention of Dog Bites** education pack in both Spanish and Portuguese in Latin America. This resource, supported by the Global Alliance for Rabies Control and the Pan-American Health Organization, is aimed at primary school teachers and their students.

And with our Romanian partner Asociatia Milioane de Prieteni (AMP) we have developed a national animal welfare education programme for children aged 6-12. This will be piloted in the country in 2016.

**Won the backing of the Association of Southeast Asian Nations (ASEAN)** for our approach of vaccinating rather than culling dogs to eliminate rabies. This influential political and economic organisation endorsed our approach for its rabies elimination action plan. They have also identified us as their key partner to work with on dog population management issues. Such endorsements give us a great opportunity to protect dogs and people from rabies in all 10 ASEAN countries.

**Insisted that culling is not an option** for rabies control at 'Global elimination of rabies: the time is now'. This conference held by WHO, OIE and FAO launched a framework for eliminating rabies globally by 2030. We funded government officials from Zanzibar, South Africa, Mexico and China to present their successful rabies work based on mass dog vaccination and dog population management.

**Developed a national animal welfare education programme** for Romanian children aged 6-12 with our partners Save the Dogs, Red Panda and CHANCE C.A.R.E.S. It will be piloted in 2016. The programme, supported by the Romanian Ministry of Education, focuses on responsible pet ownership and emphasises the importance of good dog care.

**"The collaborative efforts between World Animal Protection and the Global Alliance for Rabies Control are primarily focused on rabies education, advocacy and control – through effective vaccination of dog populations. In our dynamic partnership we are working together on several programmes in Asia and Africa.**

**"World Animal Protection is also a valued and vigorous member of our global and strategic public-private partnership coalition – Partners for Rabies Prevention."**

Louis Nel, chief executive, Global Alliance for Rabies Control

# Reaching out

“To get there we travelled from Gaibandha to Kanchipara and then took boats across the rivers. We then walked half an hour along a dried-up river bed with our vaccination kits. Not surprisingly we were very hot and sweaty when we arrived.”

**Dr Dananjaya Karunaratna, lead vet, World Animal Protection**

Our Bangladesh vaccination teams have given life saving rabies injections to tens of thousands of dogs and advice to concerned people in cities, towns, villages and even on beaches.

Our lead vet Dr Dananjaya Karunaratna has found some places are more difficult to get to than others. And this was certainly the case when he took his vaccination kit to the tiny and remote island village of Harudanga Kanchipara in the middle of the Jamauna and Bramaputra rivers.

Despite the remote location – which has no electricity or running water – communications were obviously working as the villagers were ready and waiting.

## Caring communities

“It was great to meet them. All the dogs seemed to be owned by families – it was a huge contrast with the mainland where there are lots of unowned dogs. They were very friendly and well looked after,” said Dr Dana.

This was the first time that the village dogs had ever experienced rabies vaccinations. Hosneryare Begum, a farmer and mother of five, proudly introduced her two-year-old black and brown dog Mintu.

“He sleeps in the kitchen and works with me on the farm to protect our livestock from wild animals. Everyone in the family loves him and so do the neighbours. I give him a bath every week and he eats rice and fish just like we do,” Hosneryare said.

Dr Dana and the team vaccinated all dogs in Harudanga Kanchipara and explained the effects of rabies to villagers and how to prevent the disease.

“We were told that the dogs are so friendly there are rarely bites and few strange dogs come to the village, but now the people know what to do if they are bitten.

“They now understand the importance of cleaning the wound properly and getting medical help. In communities like this people typically understand very little about the disease. They don’t necessarily associate bites from dogs with rabies and death – and many believe that magic can treat most illnesses,” Dr Dana said.





## Looking forward In 2016 we will...

**Mobilise** at least 10 governments worldwide to commit to stop culling dogs in favour of humane dog population management and vaccination programmes. These will protect the welfare of both dogs and people in their countries.

**Work** with our local partners in Brazil, Kenya, Philippines, Romania and Sierra Leone to develop education programmes on dog bite prevention and responsible dog ownership.

**Influence** individuals, governments, institutions and communities around the globe to take action to improve the lives of 50 million dogs globally by 2020.

**Life saver:** Dr Dana (left) readies a dog for vaccination.

# Tennyson Williams

“We are in a unique position as an organisation. In Africa we don’t have a lot of competitors on our issue – animal protection and welfare. It may be tough to drive it forward in the context of other serious priorities that countries in our part of the world struggle with – poverty; disease; food insecurity. But through the strong partnerships we are forming, we are establishing and developing the continent’s animal welfare agenda.”

**Hands on:** Tennyson Williams, regional director for Africa, holds a puppy involved in our rabies vaccination drive in Kenya

Tennyson Williams, an African humanitarian development expert and agricultural science graduate from Sierra Leone, has been our regional director for Africa since 2013. His job is to provide strategy and direction for our Nairobi-based Africa team of 11. And his dream is to see animal protection become part of everyday life in all of the continent’s 54 countries.

“Comparatively, Africa as a continent is lagging behind more than any others on the issues that World Animal Protection is working on across the world. Traditionally, animal welfare has been seen as ‘foreign’; it has been treated as a western issue that does not relate to Africa and Africans. But that is changing,” he explains.

## Making the links

Increasingly, thanks to efforts of Tennyson’s team, African governments, communities and humanitarian organisations are making the essential links between human and animal welfare. And this is something that Tennyson himself innately understands from his own experiences on his family’s farm in rural Sierra Leone.

“Animals are deeply entrenched in African life – they are part of wealth and culture; even for example through the impression you make on guests with the animals you have and the way you look after them,” he says.

Tennyson’s experiences of his country’s civil war (1991–2002) and working on humanitarian projects afterwards gave him great insight into the devastating impact disasters and conflict have on animal and human lives.

“People lost everything they had including their animals when they had to flee during 11 years of senseless conflict in Sierra Leone. These losses were incredibly painful... Animals are vital to people in times of manmade and natural disasters. They help them get their lives back together. But the welfare and protection of animals before, during and after such experiences remains a huge problem.

“Animals suffer a lot in the way they are being treated whether deliberately or out of sheer ignorance. It is so important for organisations and communities to offer support to deal with this. And this is where organisations such as World Animal Protection can make a huge difference.”



### **Building success**

He explains that working at the highest level with African governments and institutions is key to improving conditions for animals.

“Until we have governments as part and parcel of our processes to improve the lives of animals, we are not likely to succeed. What we are talking about is policy, laws and legislation; financial support. Without governments on board it is not going to be easy to make the difference we want to make; especially when they have tough choices. We want them to choose to own the initiatives and solutions that we develop with them. Tennyson is particularly heartened by the relationship he and his team have helped World Animal Protection build with the African Union.

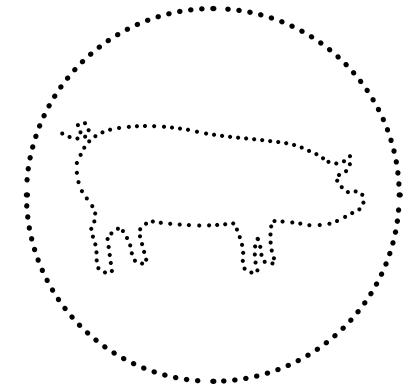
“Because of our work with the AU, particularly with the African Union Interafrican Bureau for Animal Resources, we were able to hold the first conference on animal welfare in 2015. This brought together 27 out of 54 African states with representatives from the Regional Economic Communities.

“At that meeting every member committed to the Universal Declaration on Animal Welfare. This was a major breakthrough. It ended with the monumental decision to create an African platform for animal welfare – huge progress from where such issues were seen as western...

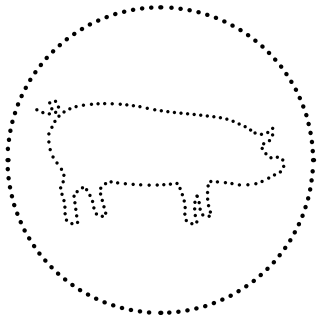
“It’s very heartening and the future is looking bright. If we can make this difference to the way animal welfare and protection is perceived by African governments in just two years, it’s clear there is so much more that we will be able to do.”



**Free grazing:** Throughout 2016 we campaigned to keep cows on grass rather than in intensive dairies.



# Protecting animals in farming



“This year, more chickens will be farmed than the number of people who have EVER lived on Earth – they are the most commonly farmed land animal. More than 60 billion chickens are slaughtered every year and at least two thirds of them are raised in intensive farming systems.

“These staggering numbers and the rapid handling and treatment of chickens as a mass product in many intensive farming systems mean people can lose sight that each farmed animal is a sentient – feeling – individual.”

**Dr Andrew Butterworth, senior lecturer in Animal Sciences,  
School of Veterinary Sciences, University of Bristol**

## **Their suffering is hidden and huge in scale...**

Behind the closed doors of industrial farms, animals are rapidly being bred, reared and readied for slaughter in their billions. Most endure cramped, barren conditions, unnaturally fast growth rates, and unacceptable distress and pain.

But it doesn't have to be like this.

With producers, governments and consumers worldwide we are championing farming practices and systems that protect animals from suffering and protect the environment and people's livelihoods too.

## In 2015 we...

**Inspired two Chinese pork** producing companies to pilot group housing systems for their sows. We'll use their successes to persuade other producers to also switch to group housing.

More than 600 million pigs are farmed in China each year in intensive conditions. Sows live in row upon row of tight metal cages where they can't turn around. These intelligent animals are denied any chance to behave naturally. The severe frustration and distress they suffer is unimaginable.

**Collaborated with Brazilian-based BRF**, one of the world's biggest food companies, to plan how they can completely phase out sow stalls by 2026. We are also helping them assess and improve the welfare of the 1.6 billion broiler chickens they farm each year. Across the world, chickens reared for their meat are confined to intensive systems and are bred to grow at twice the rate of traditional breeds. As many as 10,000–20,000 birds may be crowded together in large sheds with no natural light and little fresh air.

**Galvanised our US supporters** to help the 400,000 caged hens that lay 120 million eggs annually for Panera Bread's chain of 1,800 cafés. By writing directly and passionately to the Panera CEO about the hens' plight, our supporters helped to convince the company to switch to cage-free only eggs by 2020.

**Targeted supermarkets** in the UK and the Netherlands asking them to sell and promote milk from dairy cows that have access to pasture rather than from those that are kept indoors. In intensive dairies, cows are kept year round in large barns where they may never see the sun or chew on fresh grass.

**Focussed on the problems** faced by India's dairy cows by continuing to promote the national welfare guidelines we developed last year with the National Dairy Research Institute (NDRI). With our local partners we are helping dairy farmers to produce better quality milk through improved husbandry practices.

**Ensured that** more than 80 million chickens, 7.2 million pigs and 480,000 beef cattle experienced less stress and suffering and a kinder end at slaughter. We did this by training more than 2,200 Brazilian and Chinese slaughterhouse staff in animal care, handling and treatment.

**Worked closely** with our partner Nestlé on farm animal protection issues throughout the company. This included verifying Nestlé's farm assessment programme in 12 countries and providing training for Nestlé staff and suppliers. It also involved advising on solutions to identified problems and helping Nestlé develop its global animal protection programme.

**Lobbied governments** ahead of a landmark United Nations agreement on how to achieve sustainable development. We worked at the heart of the process to show how good animal welfare is part of the solution to massive global challenges such as world hunger and poverty. We'll continue to push for better animal welfare when countries and companies invest in farming.



## Looking forward In 2016 we will...

**Mobilise** a vibrant global public movement to influence food companies to farm millions of chickens, hens, pigs and cattle in higher welfare systems.

**Collaborate** with leading food producers in global, regional and national markets to develop sustainable farming practices that promote the welfare of farm animals.

**Catalyse** change in international food policy, persuading world leaders that farm animal welfare is a vital part of a healthy future for people and our planet.

# Working partners

“Betagro is a progressive leader in the region and understands that improved animal welfare brings quality to their products. Their vision is ‘quality for life’ for people; ours is essentially quality of life for animals, so this makes for a highly constructive union.

“Together we are promoting new standards for animals, developing new markets for consumers and creating a world-moving industry example.”

Kate Blaszak, World Animal Protection senior welfare and veterinary advisor, Asia Pacific

Billions of pigs and chickens worldwide are confined to intensive farming systems. These rearing and handling methods can be painful and stressful.

Moving and behaving naturally is impossible. But trusted and visionary commercial partners are helping us change farm animal care and treatment on a massive scale.

Our three-year partnership with the Betagro group – Thailand’s second largest chicken and pork producer – is an inspiring example of what can be achieved.

## Together we have...

**Assessed** the welfare of animals farmed by Betagro and prioritised how improvements can be made.

**Trained** nearly 100 production, transport, and slaughter and quality assurance staff in the improvement and monitoring of the welfare of animals in their care. They are now training other members of the Betagro team in animal welfare too.

**Introduced** greater awareness of lameness in pigs – a common problem in intensive systems – and how to prevent it.

**Explored** ways to make the farming environment more natural and less stressful for animals. These include perches for chickens and dispensers to encourage pigs to forage,

## Exciting next steps will be to...

**Support** the development of a company-wide animal welfare strategy. This will ensure that the welfare of 135 million chickens reared for meat and almost 2.5 million pigs in their supply chain is improved by the end of 2016.

**Monitor** and share successes of Betagro’s new cage-free system for laying hens and group housing systems and free-farrowing pens for sows. These are good practice examples that can be used in Thailand and the region.

**Work** together to encourage consumers to demand and buy cage-free eggs.





“With our partner World Animal Protection, we have established shared values. We recognise the link between happy, healthy animals and food quality and safety and believe that good animal welfare can have a positive impact on both.

“Betagro is committed to providing good animal welfare through our supply chains, our policies, top management commitment and a process of continuous improvement.

“We believe that good animal welfare is an integral part of the journey to sustainable food for a sustainable future.”

Vanus Taepaisitphongse,  
Chief executive officer, Betagro

# Farming matters in Dubai

“We have to convince the owner that if they improve animal health, their farm will also improve human health... After a short time the owners recognise the improvements in their animals’ welfare and become more receptive to advice. This then leads to a process of continuous improvement.”

**Dr Sayed Firasat Ali, Dubai Municipality Veterinary Services Section (DMVSS)**

More than 2.1 million farm animals are getting better care and treatment on 1,368 small Dubai farms, through your support of our joint inspection scheme project with the Dubai Government.

Before our partnership the chickens, turkeys, goats, sheep and cattle on many small farms were suffering due to not being handled, kept or fed properly.

“The problems included animals being fed inappropriate left-over human food that made them ill; not having enough water to drink, and being kept in seriously substandard enclosures. Farmers were also suspicious. They often turned government veterinary officers away despite the help offered with veterinary treatment and advice,” explains Alistair Findlay, our Middle East programmes manager.

The small farm processes were also affecting the country’s sustainability. Lots of excess food was being thrown away instead of being sold at local markets. This was contrary to the government’s aims for Dubai to become independent of food imports.”

## Encouraging farmers

“To tackle the problem we helped to devise an inspection and scoring scheme with the government’s veterinary services and encourage small farms to improve the care of their animals. We wanted to encourage the farmers to make improvements linked with the Five Freedoms for farm animals that would lead to them being licensed by the veterinary services department. Licensing means they can sell their extra produce at markets,” explains Alistair.

Since 2014 the project has gone from strength to strength with 250 small farms getting involved in the scheme in just one year.

“The incentives – increasing income by being allowed to sell their products; reduced veterinary costs and support to improve the well-being and productivity of farm animals – has made it a no-brainer for small farmers,” says Alistair.

The scheme has also saved both the government and farmers time and money. As Mohammed Yousif Al Hammadi, head of Dubai’s veterinary therapeutic unit explains, “This has been through the reduction of disease outbreaks and reducing the unnecessary treatments given to animals that had been fed incorrectly.”



## Family focus

Ali Naser Salah Lootah owns a farm of more than 100,000 square metres and is just one of the farmers involved in the scheme. He is delighted with the help and support he has received.

“The results have been excellent. Our animals seem much healthier. When we started, we kept them confined in indoor enclosures, but following the DMVSS advice we’ve made more areas free range and have developed more open areas. And this has helped us raise more animals.”

The farm now has an outside free range area for turkeys and there are plans to create natural foraging areas by planting vegetation. Other improvements include nesting perches, a perching area for laying hens, a free-range goat pen and goat birthing facility.

## Next steps

We will support the DMVSS to get even more small farmers involved with the scheme – hopefully 1,500 by the end of 2016.

The conditions for animals kept on large commercial farms also need urgent improvement. Millions of chickens are farmed intensively in Dubai and we are working with the government to develop high welfare systems for them.

**Left**  
**Better farming:** One of the 1,368 small farms taking part in the inspection scheme that has improved conditions for its turkeys.

# Giving to World Animal Protection

“The support of influential and passionate donors helps us create a lasting change. Major gifts are critical to the impact we can have on improving the welfare of animals on a global scale and allow us to plan a tomorrow where no animals suffer.”

**Lena Aahlby, Global director of programmes,  
World Animal Protection**

Australian businessman Steve Molver is passionate about protecting wildlife and supporting our work. He and his wife, Sharon, have been making generous, regular gifts to us for the past six years.

Steve explains that much of his passion for animals stems from his childhood in Southern Africa.

“One of the pleasures of growing up in Africa is that you are a lot closer to animals. You see them in their natural environment and know that that is where they should be... Living in Africa provides an exposure to symbiotic natural balance.”

“It made me understand that animals cope well when they have a fair chance. But they cannot thrive when their natural habitat is taken away from them or when they are captured or hunted. Very few of us are taking responsibility for correcting this imbalance... Against us wild animals have very little defence.”

“In Africa and elsewhere you will have desperately poor people offered money to capture or poach wild animals. They do this to help feed their families. Many of us might do this in the same situation, but a rhino can be worth more to them alive than dead, through sustainable tourism. We have to work with people to bring about this understanding. It needs to be a joint effort to give people and animals a win-win outcome,” says Steve.

### Supporting wildlife

Steve and Sharon are particularly proud to support our work focussing on responsible wildlife tourism - notably our **Wildlife - Not entertainers** campaign. He believes that some people unwittingly take part in cruel wildlife entertainment through sheer ignorance and is thankful that the **Wildlife - Not entertainers** campaign effectively addresses this.

"I am embarrassed to say that we once went on an elephant ride. We were then exposed to your elephant ride programme highlighting the extreme cruelty inflicted on the elephants during their training period. It hit me like an axe to the head - the ride was like condoning slavery.

"Such cruelty is shocking and horrendous and people would react differently if they were made aware of this."

### Deserving causes

"People should consider supporting organisations that protect animals because they are possibly more deserving than many other causes," says Steve. He cites the example of numerous universities with endowment funds of several billion dollars, whose sole objectives are the promotion of some of the most talented individuals on the planet.

"A person who attends these universities has a better chance of survival than, for example, a leopard cub on the outskirts of Nairobi. The cub is facing unprecedented survival pressure brought about by the human population explosion. If people diverted as little as 10% of educational giving to wildlife assistance, it would make very little difference to us as a species, but have a huge impact on animal welfare."

"I tend to be a big picture person and if you think about it logically and look at giving as a whole, animal welfare gets an extremely small share of resources. This is completely out of kilter with the survival needs of our planet's precious animals ...I believe, as a species, we have been lucky with abilities, resources and the lifestyle we enjoy and perhaps we can help restore the balance..."



**Dedicated supporters:** Steven and Sharon Malver.

# Financial summary

Our total global income in 2015 amounted to just under US\$60 million. In continuing difficult economic conditions, this represented a fall of about 10 per cent over 2014, and was due mainly to a reduction in individual donations, more specifically cash gifts. We remain immensely grateful to all our regular supporters and donors who are committed to working with us to achieve our global mission for protecting and improving the lives of animals at scale.

All other types of income showed an increase, with particularly strong growth in securing funding from corporates, trusts and foundations and other agencies. Nevertheless, our regular individual donors continue to provide by far the greatest proportion of our gross income, and we will continue to honour the trust placed in us by our regular supporters, by achieving more for animals

Our aims and the approaches to achieve them are limited by the income available to us. Therefore, after three years of budgeting for a deficit, we set a surplus budget for 2015. We reduced our total expenditure by over 20 per cent to US\$ 56.2 million (US \$71.4m in 2014) and achieved a surplus of US\$3.5m. This inevitably involved an overall reduction in programme expenditure as well as in other areas such as fundraising

investment. This reduction was slightly more than we had budgeted for, as planned expenditure on some initiatives was delayed.

Our animals in the wild programme showed a small increase. This reflects the number of existing campaigns and the importance attributed to new campaigns which have already had a major impact: Sea Change and Wildlife. Not Entertainers, which both highlight issues of great public interest in protecting wildlife and keeping wild animals in the wild.

We also continued our campaigns to protect bears from baiting in Pakistan and farming in Vietnam, and our support for the Romanian bear sanctuary in Zarnesti.

Expenditure on our animals in communities programme fell by almost 50 per cent, as we re-evaluated our approach about the best way to deliver change in this area. A similar process was at work in our animals in farming programme, though the reduction was smaller.

Expenditure on disaster management work also fell, by around 9 per cent, partly as a result of there being no single disaster on the scale of Typhoon Haiyan or the Haitian earthquake of earlier years. We were

able to carry forward some unspent disaster budget into 2016. Our commitment to this field, for which we have a unique global reputation, remains undiminished.

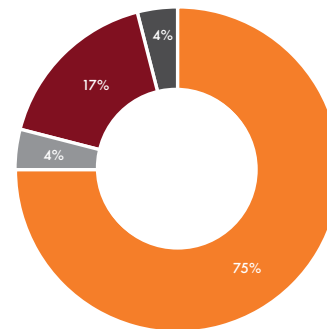
We reduced our global advocacy for animals expenditure by 42 per cent. This in part reflects greater integration of this work into specific campaigns, but also our aim of placing a relatively greater focus on our four main programme areas.

The board and staff of World Animal Protection are constantly working to ensure that the funds so generously entrusted to us by our donors and supporters, are spent in ways which maximise their impact on the welfare of animals. We all know that changing the world for the benefit of animals is not an easy matter. But we also know that together we can make a significant difference. We thank you for your trust in us.



Paul Baldwin  
Chair

### Income 2015

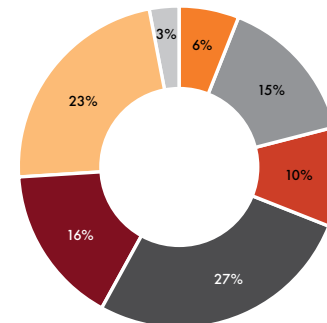


- Donations from individuals
- Institutional funding\*
- Legacy gifts
- Investments & other

	FY 2015 US\$'000	FY 2014 US\$'000
Donations from individuals	44,575	55,222
Institutional funding*	2,669	700
Legacy gifts	10,261	9,913
Investments & other	2,212	1,023
<b>Total</b>	<b>59,717</b>	<b>66,859</b>

\*Funding from trusts and foundations, businesses, inter-governmental and international organisations.

### Expenditure 2015



- Global advocacy for animals
- Animals in the wild
- Animals in farming
- Animals in disasters
- Animals in communities
- Fundraising
- Organisational support

	FY 2015 US\$'000	FY 2014 US\$'000
Global advocacy for animals	9,114	15,803
Animals in the wild	15,013	14,380
Animals in farming	8,566	9,390
Animals in disasters	5,346	7,749
Animals in communities	3,232	6,182
Fundraising	13,120	15,925
Organisational support	1,814	2,002
<b>Total</b>	<b>56,207</b>	<b>71,432</b>

### Surplus

	FY 2015 US\$'000	FY 2014 US\$'000
Surplus	3,510	(4,573)





# Thank you

## Australia

Dr Renata Abrasko  
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Meridy Taite  
Annabelle Wadsworth  
Marjorie Wallace

## New Zealand

Shirley Bassett  
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Phillis Patricia Barber  
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Brian John Rickman Butler  
Rina Edwards  
Bobbietta Fisher  
Maxine Vikki Jenner  
Joanne Clare Turner  
Jean Gertrude Woods  
Roy and Marie Sainsbury Charitable Trust

## Denmark

The Aage V Jensen Charity Foundation  
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The Qato Foundation

## Netherlands

TUI Care Foundation

## Canada

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## Estates

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Patricia Fallmann  
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Rose Hazel Haffley  
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Central Pattana Public Company  
limited Central World  
Exact Company Limited  
FBS Company  
Muang Thai Life Assurance Public  
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Praew Magazine  
Thai Airways International Public Co Ltd  
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## Estates

We would like to extend our unending  
gratitude to the 154 individuals who  
kindly remembered us with a gift in their  
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Juanita Carberry  
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Margaret D Hickman  
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## USA

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Adam Keith  
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The Benevity Community Impact Fund  
Bill Pauline Trust  
Cape Cod Five Trust And Asset  
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Cecil B DeMille Foundation  
Charles Saunders Charitable TA  
The Denver Foundation -  
The Mustard Seed Fund  
Goldman Sachs Gives -  
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Josephine Peiser Charitable Foundation  
Judi and Howard Strauss Foundation  
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The Rhode Island Foundation  
Suwinski Family Foundation  
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Amy Williams MBE  
Liisa Winkler

**Trade exposed:** We released our two years of research and investigations into the illegal international trade in Indian Star tortoises.



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