



# Global Review 2016







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## **Our vision:**

A world where animals live free from suffering.

## **Our mission:**

We move the world to protect animals.

About the cover: Puppies brought to a rabies vaccination drive, overseen by our Africa team, in Makeni county, Kenya.

Opposite page: People queue to get their animals checked by our disaster response team near Port au Prince, Haiti, after Hurricane Matthew.

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# Moving the world in numbers

## In 2016 we...

Helped create better lives for more than

**100 million** animals

Welcomed **7** cruelly-treated and abused  
captive bears to the Romanian bear sanctuary

Saved more than **606,000**  
animals from disasters in 10 countries

Revealed the world's **10** cruellest wildlife  
attractions in our 'Checking out of cruelty' report

Freed **8** bears from bear baiting

Moved more than **558,000**  
people to ask TripAdvisor to stop selling tours  
to cruel wildlife attractions

Supported projects in **6** countries to remove  
ghost fishing gear from their seas and shores

Celebrated our **1 millionth**  
rabies vaccination for dogs

Convinced 70 more tour operators to  
stop offering tours to places offering elephant  
rides and shows, bringing the total to

**158**

Inspired more than **300,000**  
people to ask high profile fast food retailers  
to give chickens better lives

**Opposite page: An adult  
northern gannet struggles  
to free itself from ghost  
fishing gear.**

# Moving the world together

In 2016 we became bolder and more challenging to move the world for millions of animals. And we are delighted to report that this approach has been responsible for some momentous successes. One of the most notable was mobilising more than half a million people to convince TripAdvisor, the world's largest travel site, to stop endorsing and promoting cruel wildlife venues.

Through this achievement and others, we have succeeded in positioning ourselves and our supporters at the forefront of the animal welfare and protection movement. We are a change organisation creating better lives for animals on a huge scale. Supported by our strong digital presence and influence in the media we are mobilising thousands upon thousands of champions for animals.

We are determined to open the eyes of the world to the plight of farm animals which has traditionally attracted less support than the challenges faced by wild or pet animals. Yet, the scale of farm animal suffering is enormous, measured in billions and on a truly industrial scale.

During the year we powerfully campaigned to improve conditions for chickens reared for meat. We galvanised more than 300,000 people to petition fast food giants and supermarkets to improve conditions in their supply chains.

We also gained the support of several leading organisations in our mission to improve farm animal welfare and were awarded a substantial grant as a result.

Our work to give the world's dogs better lives – to save them from the persecution and cruel culls so often carried out in the name of rabies – achieved a great milestone in 2016. We marked our millionth rabies vaccination in projects around the world in Kenya in June.

This was a critical year in driving international policy to protect animals. Our recommendations regarding the importance of recognising animal welfare in the implementation of the UN's Sendai Framework for Disaster Risk Reduction were adopted. This is an unprecedented achievement.

We also celebrated another enormous step forward when our policy team succeeded in having animal welfare and its connection with ending human hunger incorporated into the UN's Sustainable Development Goals.

To increase our impact and influence to protect more animals than ever before, and make best use of our funds, we changed the way we worked during 2016. This included removing the regional management layer across our organisation. Such a change places us closer to the front line of animal protection and even closer to our country offices where we raise our funds and deliver our work.

We're ensuring our programmes leadership reflects the global need of animals. Another key change was the shift of our disaster management operations hub and leadership from London into the field, to our Costa Rica base.

Our intention is to improve our response rates - moving towards having people on the ground protecting animals within just two days of a disaster occurring. This is an exciting chapter for our disaster teams who operate with incredible passion and professionalism in bringing relief to millions of animals and owners in need.

We hope you enjoy reading about our successes and how you have helped us move the world to protect animals. What we do would not be possible without you. Thank you for your support.

**Paul Baldwin**     **Steve McIvor**  
**Chair**             **Chief executive**



Paul Baldwin



Steve McIvor

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# Protecting animals in communities

Dogs are our loyal protectors and companions. Worldwide they make incredible contributions to people's health and wellbeing, security and livelihoods. Yet around 490 million are at risk of unimaginable cruelty and suffering; and an estimated 10 million are inhumanely killed because of rabies or other perceived conflicts with communities every year. Electrocution, shooting, gassing, poisoning and beating are just some of the intensely cruel methods used.

Thankfully we can change all this. By using science-based and sustainable techniques, working with governments and local people, and through responsible pet ownership projects, we will give millions of dogs better lives by 2020.

**Right: Two boys from Makueni county, Kenya bringing their puppies to be vaccinated against rabies.**

## In 2016 we...

- ❖ **Celebrated** our millionth rabies vaccination in June. Bruno, a five-month-old much loved family dog in Kenya, helped us mark this global milestone in our work. Since 2011, vaccinations have been given to dogs in seven countries including China, Bangladesh, the Philippines and Indonesia.
- ❖ **Inspired** the organisers of the Rio Olympics to protect wild and domestic animals around all Olympic sites. With our training and support, local authority and Olympic staff were trained in humane animal handling. More than 200 cats and dogs were rescued and given veterinary care and treatment. And 63 wild animals including capybaras, marmosets and alligators were rescued and released after straying into Olympic areas.
- ❖ **Handed over** our rabies vaccination work in Zanzibar to the island's government; our vaccination programme, started in 2013 with their support, has ended the inhumane culling of Zanzibar's roaming dogs. The government now has the capacity and resources to give regular vaccinations themselves and keep the island rabies-free.
- ❖ **Continued** our vital rabies prevention work in Kenya by vaccinating more than 79,000 dogs. We also trained 59 teachers, four senior education officers and four veterinary and livestock officers in Makueni county on dog bite prevention, rabies elimination and responsible dog ownership. This work is vital in meeting the Kenyan government's national strategy to eliminate rabies from the country by 2030 and to show that it can be done without culling. The Makueni example will be used in other Kenyan counties to help meet the 2030 target.



- ❖ **Introduced** our Better Lives for Dogs campaign in Sierra Leone to establish firm foundations for our long-term project in the country. In total 1,013 dogs were vaccinated against rabies and on World Rabies Day we promoted humane dog population management on three television and five radio programmes. Our events and activities in three areas of Freetown encouraged more than 10,000 people to give dogs better lives.
- ❖ **Convinced** the city of Constanta in Romania to stop catching and killing stray dogs. Constanta's local authority promised to introduce a humane dog management programme after receiving our rapid response petition, signed by more than 60,000 people, in September.
- ❖ **Gained** Romanian government approval for 'Let's learn about animals', our national responsible dog ownership education programme. This means the programme is available for any school in the country to use, with the potential to reach hundreds of thousands of children.



**"The world has set a target date of 2030 to eliminate rabies from the face of the earth. This cannot be achieved if we leave a country like Sierra Leone behind."**

Tennyson Williams, World Animal Protection Africa director



# Focus on... Rosangela Ribeiro

“The absolute highlight of our involvement with the local Olympic committee was their decision to manage all animals – wild and domestic – humanely and to put a lot of money and effort into it.”



When Rosangela Ribeiro received emails in October 2015 from people concerned about animals being removed for a clean-up for the Rio Olympics 2016, she quickly contacted the event’s local organisers.

Within weeks, her compelling arguments and solutions inspired a partnership that was to protect hundreds of animals ranging from cats to capybaras living in and around Olympic venues. By April 2016, Rosangela, our Veterinary Programmes Manager, was responsible for the first technical cooperation agreement ever to be signed between World Animal Protection and an Olympic organising committee.

“I was very concerned about the animals for the Olympics – we have a lot of stray dogs and cats in Rio. We were going to be getting around 1 million extra people, new roads, buildings, security structures. There was huge potential for problems to emerge.”

One of the biggest challenges, she explains, was dealing with the cats living in and around the Maracanã Stadium – the site of the opening ceremony.

“We were worried they would get injured and killed by the generators, tractors and other machinery that would

be used on the site. So, we organised specialised teams to rescue them before and during the games.”

## Working partners

Rosangela also organised partnerships with local vets to spay, neuter and vaccinate the cats and test them for disease.

Specialist teams were formed and trained to humanely rescue and care for any animals that strayed on to the Olympic sites. Particular worries were dogs causing accidents by straying across the paths of marathon runners and cyclists, and caimans putting golfers off their stroke. But thanks to the planning, training and the skills of the animal management teams no problems occurred.

Rosangela also saw the Olympics as an ideal time to promote dog adoptions and publicise responsible dog ownership through a series of fun events.

“These were very challenging and difficult to organise in all of the hub-bub of the Olympics, but we got owners for more than 85 dogs...it was very rewarding for all of us – our amazing volunteers and World Animal Protection staff.”

**Opposite page: A dog owner at an Olympic construction site.**









# Spotlight on... Sierra Leone

Standing nervously on busy street corners, hiding, injured under cars, dying in gutters...stray dogs and their puppies are everywhere in Freetown, Sierra Leone. The country has the densest stray dog population in Africa. But with only four vets nationally, impoverished local authorities and people reeling from the effects of the Ebola outbreak and civil wars, dog welfare is not a priority.

Worsening the situation for both animals and people is the ever-present fear of rabies in a city which has one of the highest rates of death from the disease in the world. Most people cannot afford either the injections or trips to the overstretched hospitals where often these life-saving vaccines may have run out.

**Opposite page: A stray dog on the streets of Freetown, Sierra Leone.**

**Right: Few dogs and puppies are vaccinated against rabies in Sierra Leone.**

## Piloting protection

Despite the best efforts of a few committed local people and organisations, only a small number of the city's dog population has been vaccinated against this distressing disease.

To tackle the situation, we signed agreements with national and local government and community partners to start a pilot project in September 2017 to manage the city's dog population humanely. This involves vaccinating dogs against rabies, training government staff in vaccination and neutering techniques and motivating local people to support the project.

By July 2018 we expect the pilot to extend from Freetown's Constituency 109 to the whole city, protecting 100,000 dogs from rabies. We will also develop a national rabies elimination strategy for the country with Sierra Leone's National Livestock Animal Welfare and Rabies Control Taskforce. Our successful work in Kenya, to produce the first national rabies elimination strategy, will form the basis for this.



# Protecting animals in the wild

Our world's precious wildlife needs protection. Every day wild animals face a distressing catalogue of cruelty. They are trapped, traded and trained to perform for tourists or exploited and slaughtered for their body parts.

Marine animals are at risk of entanglement in the thousands of tonnes of ghost fishing gear left like death traps in our oceans.

But it doesn't have to be like this. With the help of our supporters we are moving industry, governments and local communities to develop powerful solutions to end this unnecessary suffering for good.

**Opposite page: A bear freed from cruel captivity enjoys winter at the Romanian Bear Sanctuary.**

## In 2016 we...

- ❖ **Extended** the Global Ghost Gear Initiative's (GGGI) impact. We convinced the UN General Assembly to recognise ghost gear's serious and increasingly pervasive economic, social and environmental impacts. The Assembly called for urgent preventative action and removal, by all member states, of the 640,000 tonnes of ghost gear that injure and kill millions of marine animals annually.
- ❖ **Increased** GGGI membership to 80 members. The membership represents 50 organisations and includes fishing industry, academia and government representatives. It is dedicated to finding solutions to the ghost gear problem and encourages preventative action.
- ❖ **Persuaded** more than 140 countries in the UN Committee on Fisheries to develop and adopt global guidelines for marking fishing gear – an essential first step in protecting animals. Marking makes the gear easier to trace and improves fishing practices so that less gear is lost.
- ❖ **Funded** sea-changing projects worldwide, including a triage centre for Marine Mammals of Maine (USA), and renovations and equipment for the Hillswick Wildlife Sanctuary in Shetland (UK). We also supported tonnes of ghost gear removal in six countries and marine mammal disentanglement training with the International Whaling Commission (IWC).
- ❖ **Mobilised** thousands to save botos – pink river dolphins – from being killed for fishing bait in the Amazon. More than 292,000 people in Latin America and globally have now joined our Boto Guardian movement. In the Amazon region, 48 schools joined our education programme; 90 teachers have been trained and are inspiring more than 5,000 students to protect botos.



- ❖ **Saved** seven brown bears from captivity and brought them to join 73 other bears in the Romanian Bear Sanctuary run by our partner AMP – Millions of Friends. Funded largely by our supporters, the sanctuary is a beacon of animal welfare and responsible tourism and receives nearly 25,000 visitors every year.
- ❖ **Protected** eight bears from the horrors of bear baiting by providing alternative livelihoods so their owners could hand them over to our Balkasar Sanctuary. The campaign to stop baiting, run with our partner, the Bioresource Research Centre of Pakistan, has been a resounding success. No public baiting events were held in the country during 2016 and six out of 19 covert events were stopped.
- ❖ **Worked** with our partners in Vietnam, South Korea and China to end the suffering of around 25,000 bears farmed for their bile. Our research with a Chinese government-sanctioned think tank recommended a breeding ban starting in 2020 and a phase-out of the industry in 20 years. We also tested a micro-chipping programme in Vietnam to ensure bear farmers comply with existing laws stopping bear bile production.
- ❖ **Persuaded** the UK government to continue funding the London-based National Wildlife Crime Unit (NWCU) for the next four years after it was threatened with closure. NWCU works closely with Interpol to combat the illegal wildlife trade estimated to be worth up to £14bn a year. London is an international hub for the trade.



**“Sometimes we felt like we were in a Tom and Jerry game – cat and mouse – to find the bear baiting events and stop them. Sometimes we felt like we were failing but then after failure would come a series of victories that gave us great strength. And now we have achieved what was almost unimaginable...”**

Madeeha Manzoor, Balkasar Bear Sanctuary, Pakistan



# Focus on... Jan Schmidt-Burbach

"Elephants are unique animals – you really get a sense for their intelligence and emotional capacity when you are around them."



Our wildlife technical expert Jan Schmidt-Burbach has worked to improve the lives of elephants throughout most of his 12-year veterinary career. He is passionate about protecting all wild animals from exploitation in captivity and is currently focused on those used for tourist entertainment.

Exposing the myth of 'domesticated' elephants is something that Jan is particularly keen to do.

"Elephants are not domesticated full stop...There is not the sort of selective breeding over generations for life with humans you get with domestic animals, such as dogs or cows. The cruel training and breaking of their spirits has 'tamed' them not domesticated them. Biologically they are identical to their counterparts living in the wild. This is something that is very commonly misunderstood."



**"The cruel training and breaking of their spirits has 'tamed' them not domesticated them."**

## Rewarding work

His research and expertise is central to our respected and scientifically-based reports on captive cruelty. These reports – including 'Wildlife on a tightrope', 'Tiger selfies exposed' and 'Checking out of cruelty' – have been vital to our successful Wildlife – not entertainers campaign.

"Monkeys, tigers and orangutans performing shows and having to pose for holiday selfies... elephants performing and being ridden...The misuse of those animals is hard to bear especially when you see the conditions they are kept in as well. Personally, I find it rewarding to tackle this cruel exploitation. Seeing our strategy fall into place and become reality is really amazing," says Jan.

Opposite page: A female elephant in Kui Buri National Park, Thailand.









# Spotlight on... Wildlife – not entertainers

Our Wildlife – not entertainers campaign captured the hearts and minds of hundreds of thousands of people globally throughout 2016. Together, they helped us move the world to protect animals abused for tourist entertainment.

More than 558,000 people joined us and called for TripAdvisor to stop promoting and profiting from cruel wildlife entertainment. And our 'Checking out of cruelty' report launched in February, made a strong media impact, exposing the global scale of the problem and the world's ten cruellest wildlife tourist activities. As a result, TripAdvisor has announced that it will no longer sell any wildlife experiences that involve direct contact with animals. They will also launch an online education portal to help millions of tourists learn the facts behind the scenes that wild animals face for tourist entertainment.

**Opposite page: More tigers are living in captivity in Thailand than ever before.**

**Right: An elephant endures tourist selfies.**

We also grabbed worldwide media attention in July with our report 'Tiger selfies exposed', uncovering the fast-growing tiger entertainment industry in Thailand. The captive tiger population has increased in the country by one third in just five years. And after Thai authorities confiscated all 147 tigers at the infamous Tiger Temple we presented them with a 32,000-strong petition urging them to shut down other cruel tiger entertainment venues.

## **Reducing demand**

Working with the travel industry to stop offering and promoting tourist activities causing animal suffering is central to our campaign and critical in reducing demand for cruel wildlife entertainments. By the end of 2016 we inspired an additional 70 travel companies including Contiki, TUI and Abercrombie and Kent to stop offering tours to venues offering elephant rides and shows. This brought the total to 158.

We also worked with leading travel associations in Germany (DRV) and the Netherlands (ANVR) to produce information, guidelines and training for their members, focusing on the cruelty of captive wildlife entertainment. This will influence nearly 4,300 tour operators and travel agents in these countries.





# Protecting animals in farming

Intensive farming means intensive daily suffering for billions of animals worldwide.

Tightly packed in their thousands into sheds, indoor pens and cages, the most intensively farmed animals never get the chance to behave naturally. Their natural desires – to explore, to perch, or simply turn around – are largely ignored causing them physical and psychological suffering. Some have been bred to grow at such a rate that their body cannot even support their own weight.

We are moving the world to give them better lives. Through our work with farmers, retailers, consumers and governments we are showing how ending farm animal suffering can bring significant benefits to animals, people and business productivity.

**Opposite page: This newly-introduced fibre dispenser – part of Betagro's group housing system – encourages pregnant sows to move more freely and socialise as they feed.**

## In 2016 we...

- ❖ **Improved** the welfare of 63,423,491 farm animals by working with Thai producer Betagro. More than one in ten of the company's sows now have more space to behave naturally through group housing systems we have promoted. And more than one million Betagro chickens are experiencing better living conditions. The company has also built new higher welfare sow farms where sows no longer give birth in farrowing crates that restrict their movement. Other improvements include enrichment for growing pigs to reduce the frustration and boredom that these highly intelligent animals often feel.
- ❖ **Challenged** eight of the world's largest fast food retailers to improve the lives of chickens after our investigations revealed the shocking conditions in which the animals are raised. In response to our campaign McDonald's publicly stated their commitment to being cage-free for chickens. And we collected almost 100,000 signatures asking KFC, Burger King, Pizza Hut, Domino's, Starbucks, Nando's and Subway to do the same. Nearly 200,000 supporters also petitioned KFC to give the chickens better lives, calling for more space, enriched environments and natural light.
- ❖ **Worked** with North American businesses like IKEA US and Canada, Nestlé US and Canada, and grocery members of the Retail Council of Canada (RCC) to only use cage-free eggs. IKEA sells more than 900 million breakfasts in North America every year and in November 2016 they started using eggs from cage-free hens only. Our partner Nestlé has committed to use only cage-free eggs in North America by 2025 as have RCC members, who sell 90% of retail table eggs in Canada.
- ❖ **Found** that 75% of consumers in four major Chinese cities believe pig welfare is important and more than 70% said they would pay more for higher welfare pork. These results were launched on World Animal Day (4 October) with a video to educate businesses and consumers about pig welfare. The video has gained more than 100,000 views.

❖ **Harnessed** consumer support against the rise of intensive, indoor dairy farms in the UK through our Full Fact Milk campaign. Thousands of people petitioned their supermarkets asking for labelling to guarantee that the milk they sell is from cows grazed on grass for at least six months of each year. Marks & Spencer and Waitrose issued statements saying that their milk comes from cows that graze for at least 100 days a year.

❖ **Supported** one of the world's largest food producers - BRF - to improve the welfare of pigs, on their farms in Brazil. Improvements include banning unnecessary teeth clipping or grinding for pigs; pain relief when surgical pig castration is necessary and adopting group pig housing on a number of farms. More than 20% (around 75,800) of BRF sows have been moved from stalls to group housing after two years of work with us. BRF is also trialling enrichments to allow pigs, chickens and turkeys to behave more naturally. Once fully implemented these improvements will mean better lives for 43 million birds every year.

❖ **Gained** the commitment of the three largest food companies in Brazil - JBS, BRF and Aurora Alimentos - to phase out sow stalls over the next nine years. This means 48% of all sows in the country will no longer be kept in cruel systems based on rows of metal cages which stop them turning around and behaving naturally.



**"All three chicken farms to which we gained entry were claustrophobic, deafening and shocking in the level of suffering. The barns overwhelmed us with the clamour of the massed and miserable birds, the artificial roaring of the vents and fans, and the horrendous smell of the chickens' waste."**

World Animal Protection investigator 2016





# Focus on... Victor Yamo

“Our chickens campaign is helping bring the whole animal production industry together. There is no organisation in Africa, other than World Animal Protection, dealing with animal welfare on farms.”



Kenyan senior veterinary surgeon and poultry expert Victor Yamo has worked with African farm animals and their owners in commercial and subsistence settings for more than 20 years. Since joining World Animal Protection in 2015, he has driven forward our chicken campaign at a local level.

Victor’s role currently focuses on eastern Africa, encouraging governments, the chicken industry and the public to protect chickens farmed for meat.

“More than 130 million meat chickens are farmed commercially, intensively or semi-intensively within the region annually. But most chickens in Africa are indigenous chickens, known as ‘Kienyeji’ – they run around people’s backyards in free-range production systems,” explains Victor.

**Opposite page: A 19-day-old meat chicken being farmed commercially in Africa.**

## Farming challenges

But whatever the farming method, all present animal welfare challenges. Poor nutrition is a shared challenge. This is because of a maize-based feed dependency which creates competition between animals and humans as many African people also depend on maize for their food. Consequently, chickens are often fed lower quality maize by-products which negatively affect their wellbeing and productivity.

Other animal welfare challenges include ensuring good ventilation in their shelter, improving biosecurity measures and providing environmental enrichment for nesting, perching and dustbathing.

Victor is working with the Kenyan government to update outdated legislation and with the industry to develop standards for farm animals with expected completion in 2018.

“Because of our experience and knowledge we are seen as the experts and governments and industry are happy to work with us.”









# Spotlight on... India

Despite their sacred and protected status, many dairy cows in India have a harsh life – particularly those kept in packed urban areas.

Up to 50 million dairy animals – cows and buffaloes – suffer in unacceptable conditions. They are kept in legal and illegal, large and small local dairies located in cities and suburbs.

“They barely get to move, roam or rest and are often seen tethered all day, helplessly standing over their own urine and faeces. The situation is even worse in illegal dairies as there is no monitoring of the animals and their conditions,” says Khushboo Gupta, our humane and sustainable agriculture project manager.

She explains that animals kept in this way suffer from malnutrition, are not sheltered from the sun and rain and don’t have access to proper breeding and healthcare facilities.

## Building better lives

“Those in the illegal urban dairies do not even have basic amenities like food, water and shelter. Their food comes from garbage dumps and household community leftovers. Grass is unlikely to be on the menu at all.”

To tackle the problem, Khushboo and World Animal Protection’s India team have pressed for better lives for India’s dairy animals for more than four years. Their success includes the introduction of India’s first National Code of Practices for Management of Dairy Animals.

The code covers housing requirements, space allowance, good practices for providing water for the animals and the type and frequency of feed. It was endorsed by the Ministry of Agriculture and Farmers Welfare in 2016 and subsequently recommended to India’s state animal husbandry departments. It will also be distributed to CEOs of livestock development boards, state agricultural and veterinary university information centres for farmers at village level.

“This will help ensure that current and future veterinarians, dairy scientists and farm personnel will understand dairy animal welfare issues and methods to improve it,” says Khushboo.



India’s first National Code of Practices for Management of Dairy Animals is a major success for our India team.



Opposite page: Binsar Dairy on the outskirts of Delhi rears its 305 cows in high welfare conditions.

Above: Many cows in India are kept in unacceptable conditions.



# Protecting animals in disasters

Disasters devastate animal lives – inflicting severe injury, disease and death.

We move quickly to protect animals in crisis. We bring back hope by reducing their suffering and by helping governments and the world's most vulnerable communities recover, rebuild and prepare for future catastrophes.

We are the only animal protection organisation with full-time staff strategically placed around the world, dedicated to disaster response and management. We have more than 50 years' experience in these vital areas.

**Opposite page: A Soemmerring's gazelle in the parched landscape of Yangudi Rassa National Park, Ethiopia.**

## In 2016 we...

- ❖ **Saved** more than 606,000 animals from suffering in ten disasters in ten countries; an additional 265,700 were helped indirectly – through our training, funding and equipment.
- ❖ **Celebrated** a world first by convincing the international community that animals matter in disasters. In November, as part of the implementation of the UN's Sendai Framework for Disaster Risk Reduction 2015-2030, UN member states agreed with our recommendations, to measure the global impact of disasters. This means that for the first time ever, countries are expected to reduce the risks animals face from disasters, and show the benefits of protecting them in hard figures.
- ❖ **Protected** wild animals in drought-stricken Ethiopia from dehydration and death by working with the Ethiopian Wildlife Conservation Authority to give access to water in Yangudi Rassa National Park.
- ❖ **Gave** life-saving clean water and important minerals to 12,888 cattle in Chiang Mai province, Thailand – an area affected by the worst drought in 10 years. The 40 water tanks and eight mineral block compression machines we provided in March were vital in helping them survive the harsh conditions.
- ❖ **Protected** 250,000 Mongolian farm animals – including sheep, cattle and goats – from extreme freezing conditions in Mongolia. Herders were supplied with emergency shelter materials for more than 160,000 animals; 94,000 animals were also given milk and vitamins to make them stronger to survive the cold.

- ❖ **Vaccinated** more than 100,000 animals against anthrax and Newcastle disease after Hurricane Matthew tore through Haiti in September. These highly contagious diseases cause great suffering, can kill infected animals and spread to people too.
- ❖ **Equipped** 30 local vets, paravets and livestock officers in the Philippines with our emergency veterinary kits in the aftermath of Typhoons Sarika and Haima during October. Thanks to our training in the use of the kits they treated more than 79,000 animals and protected them from disease.
- ❖ **Provided** veterinary medicines and vitamins for more than 23,000 pets, farm animals and horses stranded in the floods that devastated Argentina's Villa Parancito region in April. This treatment protected them from the digestive and respiratory infections carried by stagnant flood water.
- ❖ **Worked** with our local partners - the Police Regional Canine Training Center and Rescate Animal Ecuador foundation - to give 20,550 earthquake-stricken animals in Ecuador food and veterinary care.
- ❖ **Helped** more than 11,000 animals in six villages affected by flooding in India's Golaghat district in Assam. We supplied mobile veterinary clinics and training in preventative care techniques that indirectly helped 20,000 more animals.
- ❖ **Cared** for more than 97,850 cattle, pigs, poultry and pets suffering in Costa Rica in the aftermath of November's Hurricane Otto by giving them much needed veterinary assistance and food.



**"Animals are a critical source of livelihood. The loss of animals has a significant social and economic impact on people, especially on those with lower resources and in rural areas."**

Juan Carlos Murillo, disaster response manager



# Focus on... Gerardo Huertas

"We want to move towards helping animals after a disaster from two weeks to two days...Before we get to the airport I want local teams on the ground protecting animals before we arrive."



No one else in the world has more experience saving animals from the devastating effects of disasters than Gerardo Huertas.

"I stopped counting after the 200th disaster I was deployed to...It's very scary at times but there is no other job like it. You get to save animals from certain death. There is nothing more gratifying than that," he says.

Gerardo's career spans 35 years at World Animal Protection and includes disasters such as the Indian Ocean tsunami in 2004 and the Haiti earthquake of 2010. Millions of animals owe their lives to him and our dedicated disaster team.

## **Saving one million**

Towards the end of 2016 Gerardo became our global programme director for animals in disasters. From his Costa Rica base he is in charge of our disaster team of 13 and has a target of saving one million animal lives every year. To do this he says our work must be quick, focused and largely triggered by humanitarian organisation deployment.

"If the International Federation of Red Cross and Red Crescent (IFRC) deploys we know animals will be at risk too."

He explains that using disaster liaison officers will be key in making the most impact.

"We are going to seek reputed veterinarians in their country that will want to volunteer when a disaster strikes home. They will spearhead our work; assessing the situation, analysing the need, and starting to treat the animals before we can get there."

Gerardo explains risk reduction – helping communities to prepare to protect animals before disasters strike – will also be a priority for his team. He points out that the ground-breaking work by our policy team with the UN on the Sendai Framework for Disaster Risk Reduction has given such preparation global recognition.

"This framework is an incredible step forward. Countries are now expected to reduce the risks animals face from disasters. It's so exciting... We can move the world with this."

**Opposite page: One of the dogs cared for by our team after an earthquake hit Ecuador.**









# Spotlight on... Mongolia



**Supporting families:**  
Mrs Ouyandalai (above) and  
Mrs Soronzonbol (left) were  
given emergency aid to protect  
their animals.

When the severe drought of 2015 and harsh winter conditions of 2016 created climate conditions known locally as a dzud, Mongolian livestock started dying in their thousands. Their owners, terrified for the future, wondered how both they and their animals – their sole source of income – would survive the harshest winter on record.

We responded to this distressing situation by providing life-saving emergency shelter materials – including tarpaulin sheets – to protect more than 160,000 animals in February and March.

We also gave 750 of the worst-affected households in Dudgovi Province a one-month nutrition emergency pack. This response directly helped more than 94,000 animals – including cows, goats and sheep.

The pack included a milk supplement for new-born animals – to build their strength and lessen the burden on their weakened mothers. It also included mineral blocks to provide nutrients for adult sheep and goats.

## **Building strength**

Our support helped animals regain their strength and the mortality rates within the herds dropped significantly. Such improvements meant the herders could move their animals to the summer pastures more quickly than usual. This movement improved their health and welfare even further.

Mrs Ouyandalai, a mother of three children, was heartened by how much better her animals were feeling just three days after receiving a World Animal Protection tarpaulin. She was using it as a wind break for her five sheep and five cows to protect them from the coldest hours of the -38°C nights. She was also expecting two of her cows and three of her sheep to give birth shortly.

“We can’t survive without our animals and we’re doing everything we can to look after them. But it is so cold and the wind so fierce I have been frightened they would die. The tarpaulin has given us all a fighting chance,” she said.



# Inspiring partnerships

## Working with Open Philanthropy

**“We’re excited that World Animal Protection is focusing on farm animal welfare in China, given the huge number of animals affected by farming standards there. We’re also impressed by the relationships that World Animal Protection has built in China, and the collaborative approach it’s taking to working with farmers and regulators to improve animal welfare.”**

Lewis Bollard  
Open Philanthropy Project

**Opposite page: Tero, a former baited bear, is now living happily at our Balkasar Sanctuary.**

An exciting grant of half a million dollars from the US-based Open Philanthropy Project will make a step change in our work to improve the lives of intensively farmed pigs in China. Around 700 million of these highly intelligent animals are reared and slaughtered in the country each year. Most are kept in cramped, barren conditions and never see daylight; sows are confined to narrow stalls for most of their lives where they can’t even turn around.

The Open Philanthropy grant will add significantly to our existing work to change pigs’ lives for the better. Together we will be:

- ❖ **piloting and promoting** higher-welfare pig farming solutions with leading Chinese pork producers
- ❖ **persuading** food retailers to improve the welfare of the pigs in their supply chains

- ❖ **influencing** the government to implement higher welfare standards
- ❖ **educating** the public about the suffering of pigs in low welfare systems and raising consumer demand for higher welfare pork products.

“We are delighted with this investment in our work by the Open Philanthropy Project. This grant will be critical in developing the use of higher welfare systems and giving millions of pigs a better quality of life. It’s also good news for businesses and for improving the bond of trust between consumers, retailers and producers,” says Jonty Whittleton, acting director for our animals in farming programme.

## Giving truly and sincerely

"Our donation is given with a lot of love and consideration. We want it to be used for good and fair causes that can make a difference for animals. We give truly and sincerely from our hearts and out of our very intense love for animals."

For longer than she can remember Karin and her husband Gerard\* have donated regularly to World Animal Protection and eagerly follow the progress we make for animals worldwide. She explains that the couple, who live in the Netherlands, initially supported our work to help bears farmed for their bile and those cruelly used for baiting and dancing.

"But although bears attracted us first, we also like the broadness of World Animal Protection's work," she says. "You have so many projects, all of them are necessary and helpful. We like the aspect that the organisation is international and has many different focus areas, so our donations are used for multiple projects. Animal protection and welfare is very important to us."

"All situations where animals are in need are heart-breaking - they touch us deeply. Animals cannot speak for themselves and as humans we need to treat every living creature with respect," she says.

**\*Not their real names. Karin and Gerard would like their donations to remain anonymous.**



# Financial summary

In 2016, World Animal Protection secured US \$61.6m<sup>1</sup> of income – an increase of more than \$1.8m compared to 2015. Legacy income was one of the most significant drivers of this increase, with \$13.3m in bequests provided by generous individual supporters. This represents an increase of \$3m, or 28%, compared to 2015.

Gifts in kind from companies in the United States, which helped raise awareness of World Animal Protection's work, also contributed to our strengthened income position this year. Finally, donations from trusts and foundations rose slightly from \$2.6m in 2015 to \$2.9m this year. Regular donors continue to provide the greatest proportion of our income to achieve our global mission to improve the lives of animals at scale.

We changed our global business model in late 2016, simplifying our organisational structure and making improvements in the way we work. These changes will enable effective decision making and efficient business management. They will also ensure that we have sufficient operational capacity in locations important to fulfilling our global animal protection strategy.

The changes incurred costs of \$1m in 2016 which will be recovered in less than 12 months. These costs will result in significant efficiencies in the years to come, allowing us to maximise the funds so generously entrusted to us by our supporters.

During 2016, our expenditure rose to \$56.6m, and direct spend on our charitable activities accounted for 74% of total organisational spend. Spend across all but one of our thematic campaign areas increased during the year. This is due to meeting our global milestones for Better Lives for Dogs

and Change for Chickens campaigns, and our work to mobilise the public to support our Wildlife – not entertainers campaign.

Disaster management programme expenditure decreased in 2016 compared to the previous year. This was partly because there was no single disaster on the scale of those responded to previously.

We had a larger than expected surplus in 2016 for two main reasons. The operating model changes slowed expenditure in the last quarter of the year. We also received large unexpected legacies in the UK and US. This resulted in a surplus of nearly \$5m.

The trustees take responsibility to balance the long-term sustainability of the organisation with the need to make the greatest impact from the income we receive. Consequently we decided to designate \$11m of our historic reserves to support longer-term activities. These will extend our organisation's reach and grow our animal protection movement. The board and staff of World Animal Protection are grateful for the generosity of our donors, who make our mission to move the world to protect animals possible.

**Kim Bowden**  
**Global director of finance and performance**

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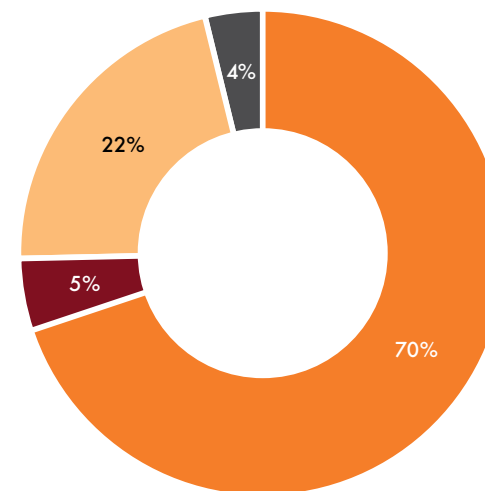
<sup>1</sup> These figures represent the figures of all World Animal Protection entities, whether branches/ subsidiaries or affiliates and are not audited. Consolidated audited financial statements for the World Animal Protection UK charity will be available on our website by June 2017.



# Our financial review at a glance

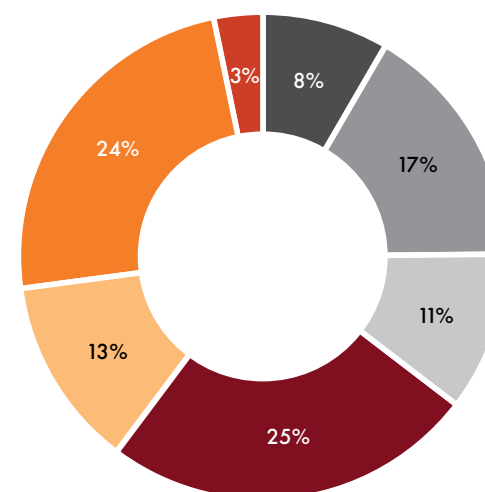
Income 2016	FY 2016 US\$'000	FY 2015 US\$'000
Donations from individuals	43,083	44,575
Partnership giving	2,927	2,669
Legacy gifts	13,271	10,261
Investments and other	2,300	2,212
<b>Total</b>	<b>61,580</b>	<b>59,717</b>

Income 2016



Expenditure 2016	FY 2016 US\$'000	FY 2015 US\$'000
Animals in communities	4,714	3,232
Animals in farming	9,372	8,566
Animals in disasters	5,969	5,346
Animals in the wild	14,011	15,013
Global advocacy	7,178	9,114
Fundraising	13,472	13,120
Organisational support	1,878	1,816
<b>Total</b>	<b>56,595</b>	<b>56,207</b>

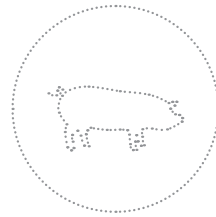
Expenditure 2016



Surplus	FY 2016 US\$'000	FY 2015 US\$'000
<b>Total</b>	<b>4,985</b>	<b>3,510</b>

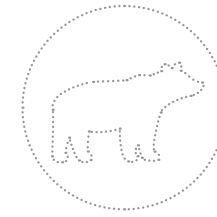
# Looking forward

In 2017...  
With your support we'll be moving the world to give more animals better lives than ever before.



## We will protect animals in farming by...

- **Telling** the story of their suffering in bold new ways - building a sense of urgency for farm animal welfare and encouraging people to move the world for them.
- **Rallying** a vibrant global movement of people to influence the food industry and secure commitments to improve the lives of millions of chickens, pigs and dairy cows.
- **Collaborating** with livestock producers around the world to develop and expand higher welfare farming systems.



## We will protect animals in the wild by...

- **Influencing** the UN, governments and the seafood and fishing industry to commit and take real action to tackle the problem of ghost gear, saving millions of marine animals from suffering.
- **Inspiring** even more people and travel companies to demand an end to tourism that exploits animals.
- **Securing** lasting changes in Asia to stop bears being cruelly abused for entertainment and for their bile.



### We will protect animals in communities by...

- ❖ **Creating** better lives for dogs and communities in Kenya, Sierra Leone, Brazil, China, Romania and Costa Rica through promoting national and local humane dog population management programmes.
- ❖ **Supporting** and working with global organisations including the World Health Organization and the World Organisation for Animal Health to push for rabies to be eliminated humanely.
- ❖ **Galvanising** people worldwide to stop dogs being cruelly killed for city clean-ups and disease control.



### We will protect animals in disasters by...

- ❖ **Taking** our emergency relief and response work where it's needed the most, to save 5 million animals from suffering by 2020.
- ❖ **Working** with global organisations, including the International Federation of Red Cross and Red Crescent Societies, in emergencies to develop and promote best practice procedures for animals.
- ❖ **Continuing** our work at UN level pressing for animals, their protection and welfare to be included in regional, national, local and personal disaster preparedness plans worldwide.



"We are a change organisation creating better lives for animals on a huge scale"

Steve McIvor,  
Chief executive



# Thank you

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Ceilidh Anderson  
Rita Andre  
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**Right: Joseph Mutui and his dog Bruno from Makueni county, Kenya. They helped us celebrate our 1 millionth rabies vaccination.**



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